

WE ARE PORTLAND AGENTS FOR FAMOUS BUTTERICK PATTERNS—SECOND FLOOR

Mme. Coates Here Sept. 10th

On Sept. 10th, Mme. Coates will give a free preliminary lecture explaining her course of instruction in

Dressmaking and Designing

to be given at this store. All are invited to attend. Take advantage of this opportunity to learn the science and art of dressmaking and designing under America's foremost authority on this work. Tickets for complete course, \$1. Register now at our Notion Shop, Main Floor.

Snider's Catsup 19c

Limit 6 bottles to customer. Delivered only with other groceries. Large bottle 19c. —Ninth Floor, Fifth Street.



Meier & Frank Co.
Established 1887
THE QUALITY STORE OF PORTLAND
Fifth, Sixth, Morrison, Alder Sts.

Sporting Goods

moved to new and permanent quarters on the Sixth Floor, Fifth Street. We carry a complete line of the famous Wright & Ditson athletic goods. Come in tomorrow. —Sixth Floor, Fifth Street.

New Columbia Records For September Now In!

On sale tomorrow for the first time—new Columbia records for September. A good assortment of patriotic selections as well as all the popular song and dance hits—vocal and instrumental selections of all kinds. Come in tomorrow and hear these new arrivals in our sound-proof parlors on the Sixth Floor. We shall be glad to play them for you. —Phonograph Shop, Sixth Floor.

Fashion Goes Hand in Hand With Value at the Quality Store



New Waists \$5 Of Georgette Crepe

Wonderfully attractive new waists of fashionable Georgette crepe in flesh, white and yellow. Some beautifully lace trimmed, others embroidered, tucked and hemstitched effects and contrasting color trim. Large and small collars. All have the popular long sleeves. Splendid waists at \$5. —Waist Shop, Fourth Floor.

More of the New Apparel for Fall

New coats, new dresses, new suits are here in wonderful assortment. In particular we call your attention to

The Greatest Showing of Coats

for Fall wear ever seen in Portland so early in the season. Materials include velour, serge, cheviot, Pom Pom, Bolivia, Burella, tweeds, plushes, etc.

Full length coats for Fall and Winter wear are here in a most comprehensive display. Loose and belted models. Coats with large collars of self material, plush or fur. A coat to please the taste of every woman in Portland. Prices are most moderate, ranging from \$19.50 to \$85.

Hundreds of New Serge Dresses

Styles for women and misses. Models on long straight lines or Empire Princess effects. Dresses with Eton or simulated jackets. Many braid trimmed or finished with silk embroidery in self or contrasting shades. Prices from \$15 to \$37.50.

New Taffeta & Messaline Dresses

are shown in a fine selection for street and afternoon wear. The leading styles and colors. \$25 to \$75.

Women's and Misses' New Fall and Winter Suits

Hundreds of new arrivals in all the fashionable materials and effects. Serge, poplin, velour, Silverton, gabardine, Burella and tweed are strongly in evidence. Jackets are on long straight lines, semi-fitted or belted. Skirts are shown in plain and pleated effects. Large cape or roll collars feature many of the new suits.

Popular shades include navy, brown, green, plum and Oxford. Suits for all at prices ranging from \$17.50 to \$85. —Apparel Shop, Fourth Floor.

New Fall Silks & Woolens

An advance showing tomorrow of the fresh fabrics that Autumn demands. Especially noteworthy are: Crepe de chine in new shades, 40-inch width, \$1.75 to \$2.50 yard. Striped taffetas in assorted colors \$2 to \$3— in 35 and 36-inch widths.

Silk Faille in Fall shades, 35-inch, \$2.50.
New Pussy Willow and "Moon-glo" silks, 40 inch, \$3.50.
New Chiffon Broadcloth in Autumnal colorings, \$2.50 to \$4.
Silk and wool poplins, 40-inch, \$2 and \$2.50.
Skirting plaids, 40 to 54-inch, \$1.50 to \$3.
New wool poplins, gabardines, Melrose, French serge, 40 to 56-inch, \$1.50 to \$4.
—Silk and Dress Goods Shop, Second Floor.

To the Public:

As stated in the daily press, the U. S. Government has requested the merchants of the country to release men, capital and equipment as may be needed for the defense of the Nation. And the complete co-operation of the shopping public is essential to fulfillment of the Government's request. The Meier & Frank Co. will make every effort possible to help the Government by limiting the number of regular package deliveries and, where economy will result, beginning tomorrow we will make ONE DELIVERY A DAY.

The Government Further Requests That

A charge be made for special delivery. Goods will only be received for credit or exchange within 48 hours from receipt—this rule does not apply to merchandise that is sold on a strictly non-returnable basis for sanitary or other reasons.

When shopping, do not leave the store empty-handed. Carry parcels with you to the extent of your ability. HELP MAKE THIS "THE FASHION."

Shop carefully and return as few goods as possible.

When you have goods to be returned, do not leave home empty-handed. Carry parcels for exchange where possible.

Avoid C. O. D. purchases whenever possible. Shop early in the day if possible.



A Host of New Arrivals in Hats FOR FALL



Hats for semi-dress, tailored and sports wear. Beautifully trimmed models as well as smart untrimmed shapes and new hat trimmings for Fall.

Feather hats are featured in white, bright red, navy, purple and black.

Velours are shown in every shape and shade. They will be most popular for street wear.

Fashion favors no one particular shape to the exclusion of others unless it be models that have a tendency to rise gracefully away from the face.

The darker colors predominate, black and purple being perhaps the most strongly favored. —Millinery Shop, Fourth Floor.

Sale Women's Leather Handbags \$4.95



Every one worth \$6.50, \$7.50 or even as high as \$10. Only by virtue of a fortunate special purchase of these excellent hand bags are we able to offer them to you at such a low figure.

The bags are of genuine seal leather in polished and dull effects. Some in colors—gray and purple. Many are fitted with stationary purse and mirror; others have

separate detachable coin purse and mirror. All beautifully silk lined. Every frame imported and finished in silver, gunmetal, nickel or in gilt.

Bags in all sizes, the majority being large ones. Several styles as illustrated. An excellent opportunity to secure a high-class leather hand bag at a very low price—while any remain tomorrow \$4.95. —Leather Goods Shop, Main Floor.

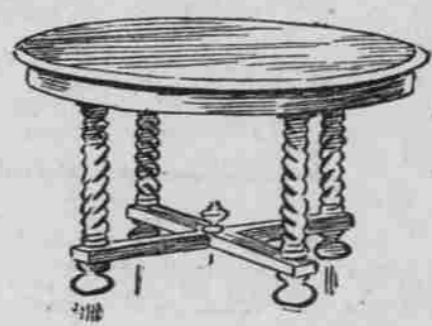
The August Sale of Better Furniture Has a Message for Every Portland Home

This sale means most, of course, to the home that requires furniture NOW, whether the need be for a single piece, a suite or room assortments in their entirety. It can be turned to most helpful account, too, by those who anticipate that such need may arise later from any cause. It has a real lesson as well for all who are interested in good furniture as such without any thought of applying it to their own use.

It illustrates in a most convincing way the great betterment in furniture style and workmanship that has taken place within recent date. And it demonstrates most conclusively that, however costs may advance in the future, good furniture can be purchased today for surprisingly little outlay. We illustrate and describe a few of the August sale offerings. There are hundreds more equally desirable.



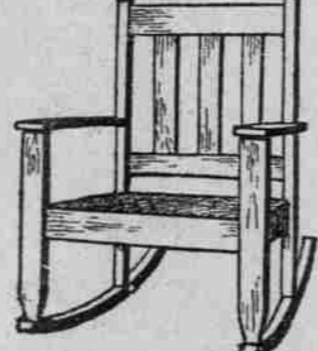
Jacobean Solid Oak Buffet, as illustrated \$19.75



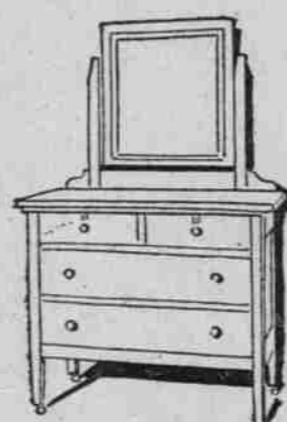
Jacobean Solid Oak Dining Table as illustrated, with 6-foot extension \$12.50



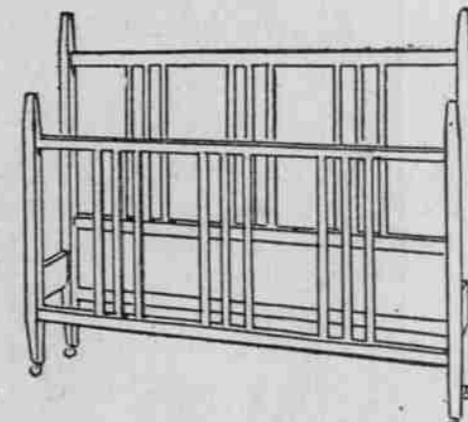
Overstuffed Rocker, in striped denim, special at only \$19.50



Solid Fumed Oak Rocker, brown Boston leather seat, \$4.90



Ivory Enamel Dresser \$12.90



Ivory Enamel Wood Bed \$9.75

Easy Payments Arranged if Desired—All We Require Is One-Tenth Amount of Purchase Down

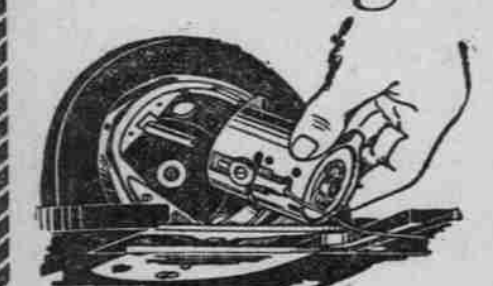


AN INFINITE ARRAY OF Ivory Pyralin

toilet requisites, superbly fashioned and finished, is ready for your selection in our Toilet Goods Section. We have a most complete assortment of all the wanted pieces at prices that cannot continue so low very much longer. For instance—

- Mirrors \$2.35 to \$6.00.
- Hair Brushes \$1.75 to \$5.00.
- Combs 25c to \$1.00.
- Puff Boxes 75c to \$2.50.
- Hair Receivers 75c to \$2.50.
- Trays 25c to \$3.25.
- Cologne Bottles 25c to \$5.00.

An Eldredge Two-Spool Sewing Machine



is the best sewing machine on the market today. It is the result of 50 years of sewing machine efficiency. Get this wonderful machine and sew direct from two spools of thread—one above, one below, thereby doing away with the wasted time, useless labor, irritation and inconvenience caused by the winding of bobbins.

We are the exclusive Portland distributors for these justly famed sewing machines. Come in tomorrow and let us demonstrate the many exclusive features of the Eldredge.

Pay only \$1 down—\$1 week. Liberal allowance for your old machine.

Join Our Dress Form Club

We have a complete assortment of Hall-Borchert, Acme and Model dress forms for your selection. All sizes and styles included at prices that range from \$1.50 to \$21. Pay only \$1 down—50c week. —Second Floor, Fifth Street.

Fine Curtain Madras 23c

The very prettiest patterns shown in excellent quality madras at this low price tomorrow. White and cream. Suitable for bedroom and living-room. A very exceptional price for this desirable curtain material.

Good Scrim Curtains Pr. \$1.85

Splendid scrim curtains in ecru only. Two patterns—one showing fine Barman Cluny insertion and edging, the other with insertion only. These are ideal curtains for living or dining-room use. Because of the limited assortment, pair only \$1.85. —Curtain Shop, Seventh Floor.



White Mountain Ice Cream Freezers
At Special Prices
\$2.00 White Mountain Ice Cream Freezer, 1-quart size, special at \$1.79
\$2.35 White Mountain Ice Cream Freezer, 2-quart size, special at \$2.12
\$2.00 White Mountain Ice Cream Freezer, 3-quart size, special at \$2.33
\$3.40 White Mountain Ice Cream Freezer, 4-quart size, special at \$2.99
—Housewares Section, Basement.

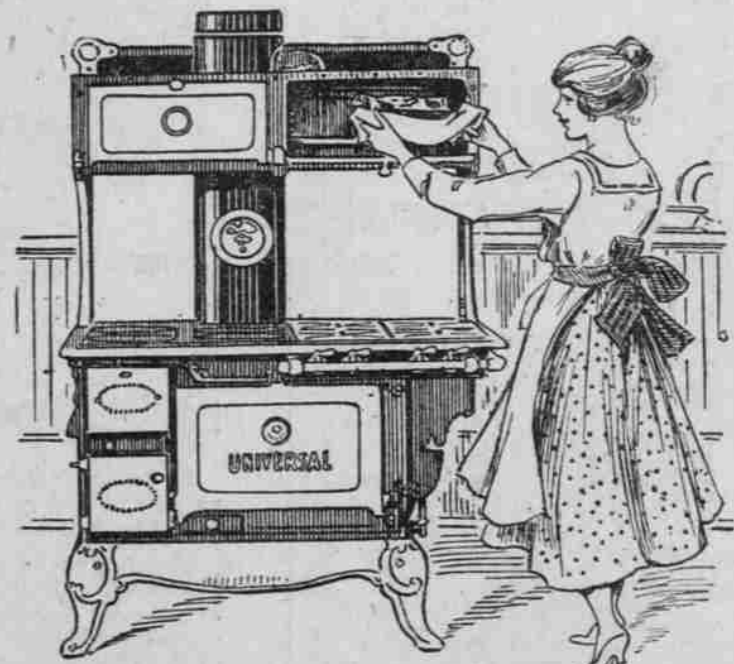
The "Universal" Combination The Range of Today

The combination range has come to stay. No longer is it necessary to have two ranges. The Universal Combination is two ranges in one and occupies the space of only one range. It is a complete gas range—a complete coal or wood range. Use wood or coal for Winter warmth and superb baking results—gas for quick service and hot days.

A Turn of the Key

changes from one fuel to the other or both fuels may be used at the same time if desired. Saves steps, saves fuel—makes for convenience, durability and efficiency and will be an ornament to any kitchen.

Let us show you a Universal Combination—it will be well worth your while to investigate carefully the merits of this truly remarkable range. Your old range taken as part payment. Easy Payments if Desired



—Sixth Floor, Fifth Street.