

"FOUNDED TO ENDURE AND CONFIDENCE SECURE"

National League Activities
 Dr. Harry Huntington Powers will give series of five talks on "Why We Are in the War" at Central Library. First lecture today at 3 P. M. Everybody welcome.
 All Nations' Day Programme at the Salem Fair tomorrow. Patriotic pageant. Bishop Sumner gives oration.
 Motor Squad girls please report for service—phone Mar. 4600, A-6101.

Kodak Finishing Expertly Done
 For best results in developing and printing bring your kodak films to be finished by our experts. Enlargements a specialty. Kodaks, cameras, fresh stocks Eastman films.—Main Floor.

Meier & Frank Co.
 THE QUALITY STORE OF PORTLAND
 1007 1/2
 10th, 11th, 12th, 13th, 14th, 15th, 16th, 17th, 18th, 19th, 20th, 21st, 22nd, 23rd, 24th, 25th, 26th, 27th, 28th, 29th, 30th, 31st, 32nd, 33rd, 34th, 35th, 36th, 37th, 38th, 39th, 40th, 41st, 42nd, 43rd, 44th, 45th, 46th, 47th, 48th, 49th, 50th, 51st, 52nd, 53rd, 54th, 55th, 56th, 57th, 58th, 59th, 60th, 61st, 62nd, 63rd, 64th, 65th, 66th, 67th, 68th, 69th, 70th, 71st, 72nd, 73rd, 74th, 75th, 76th, 77th, 78th, 79th, 80th, 81st, 82nd, 83rd, 84th, 85th, 86th, 87th, 88th, 89th, 90th, 91st, 92nd, 93rd, 94th, 95th, 96th, 97th, 98th, 99th, 100th

Coffee, Lb., 29c
 M. & F. Special coffee blended and roasted specially for us. 3 lbs. 85c, lb. 29c.
 Soap, Crystal White, 10 bars (limit), 59c.
 These specials delivered only with other groceries.—Ninth Floor.

Our Home-Made Bread
 is delicious, satisfying, wholesome.
 Victory bread, large loaf 16c. Spiced raisin bread 16c. Rye bread 10c.
 —Ninth Floor.

One Delivery a Day
 By Government request this store makes one delivery a day over each route, charges for special deliveries, puts a 3-day limit on return of merchandise for credit or exchange.

Demonstrating Our Style Leadership and Value Supremacy in the Fashion World, We Shall Present Tomorrow and Succeding Days Complete Showing of Fall and Winter Fashions

We present in the various departments and in our windows a most representative collection of new Fall and Winter 1918 Fashions. As is eminently fitting at this time, Made in U. S. A. merchandise dominates our showing—merchandise of quality for which this store is famous—featuring pleasingly practical apparel and accessories of unquestionable style authenticity, everything in keeping with the times.

The exposition is essentially complete, authoritative, helpful. It offers clothes from which our patrons will obtain the maximum of service and satisfaction. It has wonderful possibilities for all who wish to dress in their accustomed taste on a wartime expenditure. Our advice is to BUY NOW whilst you have almost unlimited choice and anticipate price advances. SEE WINDOWS.

WE SPECIALIZE IN Suits and Coats For Stylish Stouts

We maintain a highly specialized department of suits and coats especially designed for stout women and modeled on the same fashionable and youthful lines for which our regular sized garments are renowned.

Semi or full belted and pleated models, ripple suits, a big assortment of plain tailored suits in larger sizes.
 We feature "F. F. Models" for Stylish Stout Women made in New York for Meier & Frank.
 —Meier & Frank's: Apparel Shop, Fourth Floor.

For Girls

The new Autumn fashions for school, college, dress and everyday attire for misses, young women and girls are shown on the second floor, developed in the most fashionable materials by couturiers who specialize in youthful style conceptions.

An especially noteworthy display of dresses for street and afternoon wear. Of messaline, charmeuse, Georgette and velvets. Sizes 14 to 18 years, \$24.50 to \$47.50.
 —Meier & Frank's: Girls' Shop, Second Floor.

Neckwear

We have a most complete stock of new novelty neckwear for Fall and Winter. Crowley hand-embroidered, Barnett neckwear and models from other leading manufacturers. A few suggestions:

NECKWEAR
 Tailored styles for waists and coats, dressy models for afternoon gowns, serviceable utility collars for house dresses and blouses. 50c to \$12.

WAISTCOATS
 Strictly tailored models of Aurora cloth, novelty silk and satin. Some have contrasting collars. \$6 to \$12.

NEW VESTES
 Of crepe, net and organdy. Many styles. Some with "modesty" piece attached. \$3 to \$10.50.

JERSEY COLLARS
 Are among the smartest of Fall neckwear concepts. Shown in flat and roll styles with hand-roll edges and embroidery. \$3.50 to \$4.50.
 —Meier & Frank's: Neckwear Shop, Main Floor.



Our immense new apparel displays are now at their finest. Women are already sufficiently familiar with the Fall modes—the new clothes that depend so largely on line alone for effect—the general silhouette that is straight and narrow with longer skirts and coats, etc. You know, of course, that in apparel as elsewhere conservation is the order of the day. Combinations of materials are largely used. Fur is greatly in evidence

as trimming. Buttons a-plenty, often of the material, silk and wool embroidery, beads, fringes, panels, etc.—all these are seen. New clothes as shown at MEIER & FRANK'S are above all characterized by simplicity of style, beauty of line, quality materials and thoroughly good workmanship. See our displays tomorrow. Just a hint is given here of what awaits you:

<p>Furs</p> <p>You will look more attractive, be warmer and, second only in importance to these, be in the front rank of style, if you wear furs this Fall.</p> <p>There's no end to the variety of GOOD furs that you will find here—coats, capes, stoles, scarfs, mufflers and sets in the choicest and newest styles.</p> <p>Our assortments, which are broad, comprise only the absolutely correct in furs, made up of favored pelts from the most inexpensive to the finest.</p> <p>An especially fine showing of smart coats in mole with long shawl collar of skunk or ermine trimmed, coats of beaver, seal and combinations, many caught at the waist with fur girdle or fancy fur buttons. New throws or scarfs in seal and mink. New fox scarfs. A wide range of novelty fur neck pieces.</p>	<p>Suits</p> <p>First of all in speaking of the new suits we wish to emphasize that at MEIER & FRANK'S you will find a full line of the new VELVET suits—among the most fashionable fabrics for Fall and Winter wear—in tailored effects, semi-fancy and pleated models, many fur trimmed.</p> <p>All the newest styles, fabrics and colors are shown in garments that cost least here. Supremely graceful of line, trim and neat in appearance, distinctive in style and tailored to perfection—MEIER & FRANK'S suits reveal many charming touches not generally found and some exclusive models.</p> <p>Our showing of plain tailored suits is especially worthwhile. Many different styles. Featured are such high-grade materials as velours de laine, wool velours, silvertone and tricotine. Beautifully fur trimmed suits abound.</p>	<p>Dresses</p> <p>No matter for what purpose you wish a dress you will find one to your exact pleasing in our splendid assortments that include styles for street and business wear and the most dressy occasions.</p> <p>Every new material is in evidence, dresses trimmed as simply or as elaborately as you could desire.</p> <p>A particularly fine showing of new black and navy charmeuse dresses of which the bodice extends into graceful skirt drapery. Other dresses of the tailored type are of silk tricotine, serge, gabardine and tricotine. Coat effect, girdle and braid trimmed styles. Navy blue is the leading color.</p> <p>Smart dresses for street and afternoon wear in Crepe de Chine, silk, velvet, Georgette, pussy willow meteor. Many show the new panels and fringe trimming. All colors.</p> <p>The range of prices is wide.</p>	<p>Coats</p> <p>Our showing of new Fall and Winter coats is most complete. Whatever one's taste, whatever be the amount one desires to spend, there are coats here that will win the most ungrudging approval.</p> <p>A fascinating combination of beautiful fabrics, soft furs and utterly charming styles is seen in this section, garments of distinctive elegance and a great assortment of stunning new cloth coats that will win the admiration of all.</p> <p>Favored new materials include evora, Bolivia, regal suede, pom pom, silk velours, kitten's ear crepe and a wide range of other materials in dark brown, tan, navy, soldier and Pekin blue, purple, Burgundy and black. The new cape coat is strongly featured heavily trimmed in fur. Others have cape, shawl or round collars of fur in fox, beaver, mole, raccoon, etc.</p> <p>A wide range of prices.</p>	<p>Waists</p> <p>We searched the show rooms of America's most reliable manufacturers for the best and prettiest waists to be found and we have them ready for your inspection and selection in our great Fall displays.</p> <p>New blouses from leading designers are featured in Georgette, chiffon, lace and satin combinations, Crepe de Chine. We make a particularly fine exhibit of handsome tailored blouses in men's wear crepe.</p> <p>Various new treatments are introduced in collars and cuffs, etc.</p> <p>All the season's newest models are shown and all the wanted shades are splendidly represented.</p> <p>Come in and see our displays. You will find such varieties and such values as you have come to expect from MEIER & FRANK'S blouse shop.</p> <p>—Fourth Floor.</p>
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REGISTER NOW FOR Madame Coates Dressmaking Classes

There will be two separate courses—one for beginners and one for advanced students—each complete in 15 lessons covering a period of five weeks.

Beginners' Class A in sewing and dressmaking will meet Monday and Wednesday at 2:30 and Friday at 10 A. M. Charge for course \$1.50.

Advanced Class B in millinery, designing, advanced dressmaking and tailoring will meet Tuesday, Thursday and Friday at 2:30 P. M. Charge for the course \$2.50.

Classes begin Monday, September 30. There will be free explanatory lectures Thursday and Friday of this week.

Register at Notion Shop, Main Floor.

Madame Coates
 Will Give a Free Lecture Under the Auspices of the Red Cross Saturday, Sept. 28th

In this lecture Madame Coates will cover all of the new Government orders relative to Red Cross garments and outline definitely the required work of the various activities of the Local Chapter.

Lecture will be given at MEIER & FRANK'S under the auspices of the Portland Chapter American Red Cross next Saturday, September 28, at 2:30 P. M. Admission is free.

Shoes

We have plentiful assortments of footwear from the country's foremost makers of women's high-grade shoes including an unusually fine selection of

J. & T. COUSINS
 shoes—preferred by nearly all discriminating women. In addition to having unparalleled stocks of shoes we give unparalleled

SHOE SERVICE
 When you select your shoes here you are assured perfect satisfaction, a perfect fit, courteous attention. Experts to wait on you.

Before making your selection we invite your inspection of our new stocks of moderately priced Fall and Winter shoes.

—Meier & Frank's: Shoe Shop, Third Floor.

Distinctive New Dress Fabrics For Fall, 1918



All that is new and fashionable in Autumn silks and woolen dress goods is now on display and sale on our Second Floor, Fifth Street. Newest weaves, newest designs, newest colorings—a wonderful collection awaits your inspection and selection tomorrow.

Come in as soon as possible and see the new silks and dress goods—certainly our stocks will never be more complete than now. Prices, too, will be found to your liking.

NEW FALL SILKS
 Among the most favored of the new Fall silks are the following: Satin, charmeuse, crepe meteor, silk tricotine, crepe de chine, costume taffetas. Plain shades, plaids and stripes. New designs in lining satin and pussy willow silks.

VELVETS AND PLUSHES
 Velvets are destined for a high popularity this season. We have a finely representative stock of velvets and plushes.

NEW DRESS GOODS
 Included in our stocks of new dress goods are all wool French serges, suiting serges, poplins, melrose, gabardine, tricotine, etc., in all the wanted colors. New all wool plaids. Velour coatings. Silvertone coatings.

TAILORING SERVICE
 We will cut, baste and fit for \$1 upwards plain tailored skirts, if material is purchased here. Satisfaction assured.
 —Meier & Frank's: Silk and Dress Goods Shop, Second Floor.

Petticoats
 We have new and unusually complete stocks of women's petticoats for Fall and Winter. Materials include silk jerseys, taffetas, Skinner's satin, crepes de chine, wash satins and combinations of silks-and-jeseys. All the leading shades and styles are represented. Priced from \$6.95 to \$20.

SPECIAL—Good quality mercerized cotton petticoats with taffeta flounces in a number of styles. Regular sizes \$3.95, extra sizes \$4.98.
 —Meier & Frank's: Petticoat Shop, Third Floor.

Trimmings
FURS—Genuine skunk, Hudson seal, squirrel, nutria, opossum, French seal, French mole, etc. A wide assortment. Coney in white, black, kit, brown, gray. 1 to 10 inches wide.
FRINGES—Silk, chenille and bullion. Good selections of colors. 1 to 18 inches.
BANDS—Wide bead bands in jet and sequins. Narrow bands and festoons to match. Oriental beads—festoons and bands. All other trimmings.
 —Meier & Frank's: Trimming Shop, Main Floor.

OREGON'S LIBERTY CLOCK

12 1 2 3 4 5 6 7 8 9 10 11

9 AM

SATURDAY SEPT 28

LET IT ALL BE OVER BUT THE SHOUTING

September 28 Is the Day!

That is the day when Oregon will declare that she is again "Over the Top" first—this time with the

Fourth Liberty Loan

You must help to this glorious end. You must pledge yourself now to

Buy MORE Liberty Bonds

Put your last dollar into the Fourth Liberty Loan—be a patriot and a keen business man at the same time.

Get ready to buy bonds to your utmost on September 28—the first day of the Fourth Liberty Loan Drive.

Millinery

IN WONDERFUL VARIETY AND OF INEXPRESSIBLE CHARM

A fascinating exhibition of the new hats for Fall. Complete, authentic, artistic—all who visit our millinery salons will be pleased beyond measure at the displays that are here to greet them showing countless ways of solving the Autumn millinery problem to one's utmost satisfaction and at the most modest expenditure.

FRENCH HATS (REPRODUCTIONS) HATS FROM THE LEADING AMERICAN DESIGNERS

—such as Waters, Bruck-Weiss, Vogue, Madame Arnold, Meadowbrook hats and others as well as our own original creations.

Dress, semi-dress and tailored models. Individualized styles for all occasions.

New shapes in velvet, panne velvet, beaver, hatters' plush, felt, satin, Georgette and wool materials, becomingly draped, trimmed with ostrich, fur, wings, feathers, fringe, chenille, wool embroidery, new and distinctive ornaments.

Many different treatments in crowns and brims are shown.

Hundreds of new models—Autumn's newest and loveliest creations. Large hats, small hats, medium size hats. Hats for maids and matrons. Black hats, colored hats. Everything. Moderate prices prevail.



Corsets

New Fall models in women's corsets now on display and sale. We have wonderful assortments of the following famous makes—Madame Irene, Madame Lyra, Nemo, Prolast (front lacing corsets), American Lady and H. & W. elastic novelties. Moderately priced.

Our expert corsetiers are at your service to see that you secure the right model for your particular type of figure.

—Meier & Frank's: Corset Shop, Third Floor.

Veilings

We are headquarters for the reliable and extremely popular Van Raalte veilings. Several new designs are brought out this season, the most novel being the "O'Ban" and the "Mufti" (a smart war bride drape veil).

Plain hexagon meshes, Shetland veilings, Filet meshes and shadow veilings. Chenille dotted, bordered effects and elaborate scroll patterns. Yard 25c to \$1.50.

—Meier & Frank's: Veiling Shop, Main Floor.