

BUYERS, convention visitors, while in the city establish your shopping headquarters at **MEIER & FRANK'S**, Portland's greatest store and the home of Oregon-made goods.



SEE our big double-page spread in the center of this section filled with Co-operative Sales values, also page 14 with its Lower Price Store Anniversary bargains.

A Page Devoted Especially to the NEW

Beginning Tomorrow on the Fourth Floor

August Exposition and Sale of Autumn Furs at Summer Prices

To wrap oneself luxuriously in furs, to be protected from cool winds by their caressing warmth, to have the picturesqueness of their beauty as a background—what is more appealing to any woman?

THIS authentic exposition and sale of furs opening tomorrow features **NEW** furs—the pelts and models destined for highest vogue this fall and winter.

Furs bought early from reliable furriers. Beautifully worked, artistically lined. And—**TRULY NAMED**.

Every fur is plainly marked with its August price, and **THAT PRICE ALONE**—we will not run the risk of misleading customers with tags showing advance prices which, although advances are sure to come, are not to be arbitrarily established at this time

It is fitting to state here for the guidance of our patrons that, because of the great demand for furs all over the country, the furriers fear there will not be enough to go around and prices are already going up—"from 10% to 25%," say latest advices.

But we sell as we buy. We shall be glad if our customers take advantage of these lower rates instead of waiting until mid-autumn when higher prices undoubtedly will prevail.

"I Looked All Over Town and Found Nothing in Any Fur Sale to Compare With This Coat at \$298.00"

said a customer a few days ago. Another client told us the same thing about a fur coat at \$275.

FUR COATS of pony, sealine (seal dyed coney), Russian marmot in taupe and natural, Hudson seal (dyed muskrat), nutria in taupe and natural, caracul and exquisite mole—short, three-quarter and longer lengths—start at \$98.50 and go to \$750.

Short capes and coatee effects of Jap kolinsky, Hudson seal (dyed muskrat), Russian fitch, mole, nutria and real kolinsky start at \$75 and go to \$850.

SCARFS in splendid assemblage. Fox scarf \$65 to \$145. Lynx scarfs \$55 to \$115. Wolf scarfs \$35 to \$87.50. Siberian wolf-dog scarfs \$12.50 to \$37.50.

NECK PIECES of all kinds are here. New choker collars. Animal scarfs almost as large as capes. Smaller animal scarfs for conservative tastes. Broad long stoles. In the collection are Australian opossum, gray squirrel, otter, Japanese mink, nutria, skunk, mole and Hudson Bay sable. Prices start at \$19.50 and go to \$235 according to the pelt.

We shall be very glad to show them to you. You will be under no obligation to purchase.

—Meier & Frank's: Fur Shop, Fourth Floor.



\$5.45 \$9.85 \$9.85 \$4.95

Newly Added to the Co-operative Sales

500 Fine Blouses Less

- Our \$6.50 to \$8.00 Blouses Repriced \$4.95
- Our \$6.50 to \$8.50 Blouses Repriced \$5.45
- Our \$11 to \$16.50 Blouses Repriced \$9.85

Odd one and two of a kind blouses of the better sort. Exquisite colors for summer days and a few dark effects for autumn and travel. At \$4.95—were \$6.50 to \$8—crepe de chine blouses in flesh and white, plain tailored or with the scalloped frill (pictured); also a variety of striped tub silks with high and low necks and a few dark striped taffeta waists. At \$5.45—were \$6.50 to \$8.50—lingerie blouses of voile and batiste daintily trimmed with Valenciennes laces, hemstitching, tucking and embroidery. Among these is a charming hand-made blouse of white batiste (pictured). Its pleated frill is hemstitched by hand and there are many hand-made tucks. At \$9.85—were \$11 to \$16.50—the other two blouses pictured in addition to a number of interesting models. Mostly Georgette crepe, some combined with satin. Trimmed with embroidered net, with laces and hemstitching. Flesh pink, league blue, bisque, white and navy included. All sizes in the collection but not in each style. Monday will be a red-letter day to get just the blouses one wants most at away below the usual cost. —Meier & Frank's Co-operative Sales: Fourth Floor.



The Advantages of Buying Furs Now

Fur purchased now will, if desired be held until October 1, provided a reasonable deposit is made to hold selection. Furs purchased now will be stored if desired until October 1 without charge.

Straight from New York—500 New Fall and Winter Wraps

An exceedingly large collection for so early in the season. It tells at a glance just what the world of fashion is conceiving. It foretells the style successes of coming months. Visitors passing through the city will want to take advantage of this authoritative assemblage.

Sport Coats of Leather
Short, three-quarter or seven-eighth length. Many of them reversible. Warm as fur. Storm cannot hurt them.
Tan, \$35, \$45, \$49.50, \$65 and \$85.
Gray leather, \$37.50 and \$65.
Black or navy leather, only a few, \$45.
Generally lined with khaki or contrasting silk.

Seal Dyed Plush Coats With Real Furs
Built like real fur coats, which they resemble closely. With collars and cuffs and other trimmings of fox, lynx, opossum, nutria and wolf. \$48.50 to \$145.

Polo Coats of Heavy Creamy Tan Velours
Everybody is talking about them and wearing them in New York. Plenty warm enough for motoring or sports of any kind. \$62.50-\$65.

Knit Sport Coats With Warm Scarfs
Almost as light as angora—and as warm—and with immensely decorative sport scarfs in which one can wrap up to the very ears—with floating ends flying in the breeze. \$87.50.

Dress Coats With and Without Furs
Silverstone wool velours, bolivia, luxurious duvetyne and a wide range of utility coats for all purposes. Prices \$25 to \$250.



New Lace Gowns and Other Fashion Changes
Lace takes precedence in everything these days. In Newport the very latest wedding frocks are of lace. In Paris the newest race frocks are of lace. In both New York and Paris dinner gowns are of lace. No one can wonder at the fashion having seen the lace gowns that already have arrived here. Ask to see them.

Tailored Suits for Autumn With and Without Fur
Serge, frotone, silverstone, velour and duvetyne. Strictly tailored. Braid bound or braid trimmed. Or with quantities of furs. Prices \$29.50 to \$195.

—Meier & Frank's: Apparel Shop, Fourth Floor.

It Is Going to Be a Plaid Season

Another big shipment of autumn plaids has been received in the Dress Goods Section. Dozens of marvelous plaids now on exhibition. Soft wool ones and tight twisted hard-surfaced homespun. Big blocks of contrasting color or bright threads run in and out of smaller plaids. Especially successful for pleated skirts. Selection should be made as early as convenient while the variety is at its height. 48 to 56 inches wide. \$4.50, \$5.50, \$6, \$6.50 and \$7 yard.

—Meier & Frank's: Dress Goods Shop, Second Floor.

Advance Showing of Misses' New Fall Coats

Misses' and children's new Fall and Winter coats are here in all sizes from 2 to 13 years. Soft, warm, chinchillas, silver-tones, velours, chevrets, broad-cloths, velvets and corduroys. Many have large fur collars. A remarkably fine assortment for such an early showing. Prices begin at \$12.

—Meier & Frank's: Girls' Shop, Second Floor.

New Japanese Crepes

Almost every known shade of blue, rose, green, orange, lemon, geranium, yellow and purple can be had in these finely woven cotton crepes. Especially adapted for smocks and kimonos. 65c yard.

Silk and Cotton Ploplins

are here in all the best colors. 36 inches wide. Very moderately priced at \$1 yard.

—Meier & Frank's: Second Floor, Fifth Street.

When Baby Goes a-Riding

Has his carriage the proper kind of springs and are the wheels rubber tired in order to absorb the shocks of asphalt and curbing? Is his carriage adjustable so that he can be stretched flat if he falls asleep sitting up? Does the smartness of his carriage accord with the baby's outfit? Perhaps you would like to see the very newest baby carriages now being shown near the Children's Play-room. White, gray and beige are the best colors. Wicker carriages are from \$26.50. Sulkies are from \$3.95.

—Meier & Frank's: Fifth Floor, Sixth Street.

All the World Is Talking About NEW HATS

"Off with the old, on with the new." Shall one's next hat be of dark blue taffeta with wool embroidery? Or a feather turban with curly twists of the feathers in back and vivid penciling of color? Will one dare to wear the deep orange color which is exciting Paris? Great rewards only come to those who dare. Or is the large safe hat of satin and beaver to be preferred? All these and many other new types of early autumn hats are now being shown in the Millinery Salons. You are invited to see them. Prices are reasonable.

—Meier & Frank's: Millinery Shop, Fourth Floor.

Baby's Own Shop

has hand and machine-made dresses, shirts and all sorts of new clothes for the littlest ones. It offers an outfit of 75 carefully-chosen FINISHED pieces at \$38.50.

Baby's Gift Center
has all the pretty things which one wants to give to a new baby. Fringe dolls, wonderful afghans, soft little sacques, quilts, ivory celluloid toilet sets decorated in pink or blue, baby rattles and bibs, not to speak of the delightful furniture made especially for nurseries.

Baby's Hat Shop
has baby caps, sunbonnets, washable pique sun hats and the more grown-up hats for children up to 6 years.

Baby's Coat Shop
has coats for little babies and their older brothers and sisters up to 6 years.

Baby's Sweater Shop
has a quantity of the prettiest sweaters imaginable for children up to 6 years. Soft, white wool ones, \$2.25, \$2.50. Slip-ons with pink or blue collars and cuffs, \$2.98. Slip-ons of pink or blue trimmed with white, with tassels for baby to play with, \$2.50. Others to \$6.50.

—Meier & Frank's: Baby Shop, Second Floor.