

2 August Sales for Women: ① Fur ② Plush Coats

Meier & Frank Co.
Established 1867
THE QUALITY STORE OF PORTLAND
Fifth, Sixth, Morrison, Alder Sts.

Twin Events of the Most Extraordinary Character
Will Be Launched at 9:15 A. M. Tomorrow—First

See Pages 12 and 13

Sale of 600 New Plush Coats

First With the New

AUTUMN MODES

Your inspection of the early autumn models in suits, frocks and wraps is invited. Whether you contemplate purchasing now or not, you will find of interest:

The slim, straight frocks, braid trimmed beaded and embroidered; the suits lavishly fur trimmed, embroidered with straight jackets and gilets of brocade or with the long, graceful redingote; the coats voluminous, loose of sleeve and sometimes tight of skirt, stitched, embroidered and fur-laden.

Of particular interest to the woman who takes pride in meeting the season prepared, to the fall bride and the late vacationist is this noteworthy Meier & Frank sponsored collection of early autumn modes to which new accessions are being received constantly from our buyers in New York.

—Meier & Frank's: Fashion Salons, Fourth Floor.



An Event Unique in Portland's Annals, Offering New Plush Coats for Fall and Winter, 1920-1921, at Special Prices on the Threshold of the Season for Which They Are Designed

THE inspiration for this Sale of Plush Coats is found in the August Fur Sale, told of below. Our patrons, said we, expect an August Fur Sale and we shall give them one of the finest on record. But why not extend still further the benefits of MEIER & FRANK value-giving supremacy and inaugurate for Portland a Sale of PLUSH coats, to be on an equally big scale, equally as helpful as the Sale of Furs? Our buyers went east on their fall and winter buying trip with instructions to make purchases in accordance with this plan. And so this great original MEIER & FRANK Sale of Plush Coats takes its place alongside the famous Sale of Furs, resulting in a double event of the widest scope and the most beneficial character.

More than 600 new plush coats. Peco plush, Salts, Behring and Hudson seal plush and other dependable varieties. Short, three-quarter and full-length models with large plush collars or fur collars of beaver, Australian opossum, wolf, natural or dyed raccoon, natural or dyed opossum.

\$39.50 Coats	\$33.55	\$98.50 Coats	\$83.75
\$55.00 Coats	\$46.75	\$115 Coats	\$97.75
\$75.00 Coats	\$63.75	\$135 Coats	\$114.75

MANY OTHERS AT LIKE REDUCTIONS

Four of the models are illustrated. Other styles are equally desirable. Sale starts 9:15 A. M. tomorrow.

—Meier & Frank's: Fashion Salons, Fourth Floor.

Beginning Tomorrow the Great

August Sale of Furs

THIS is a calendar event and is treated with becoming dignity at this store. However, it is not so much its traditional importance we want to emphasize here as the amount of preparation that has gone into this August 1920 Sale of Furs. It is not only that we have sought to pattern this year's sale on its most worthy predecessors, but that we seek to make of it a model for future sales. To the fact that we have done this, have put our every effort into it, patrons can attribute the surpassing merits of this MEIER & FRANK August 1920 Sale of Furs which begins tomorrow.

And So We Confidently Invite the Women of Portland to This Sale Which Brings Our Entire Stocks of New, Carefully Chosen Furs and Fur Garments at Safe and Generous Savings

THE COLLECTION OF FURS COMPRISES

Skunk, Mink, Beaver, Wolf, Raccoon, Squirrel, Lynx, Mole and other fashionable furs. All styles of furs from small choker collars to large capes and full-length coats are involved. The following table will give some idea of the savings to be had in this August Sale, the comparative prices being in every instance extremely low which makes the special prices all the more noteworthy.

THE REGULAR PRICE	AUGUST SALE PRICE	THE REGULAR PRICE	AUGUST SALE PRICE
\$17.50	\$14.00	\$150.00	\$120.00
\$25.00	\$20.00	\$175.00	\$140.00
\$35.00	\$28.00	\$250.00	\$200.00
\$45.00	\$36.00	\$375.00	\$300.00
\$55.00	\$44.00	\$500.00	\$400.00
\$65.00	\$52.00	\$650.00	\$520.00
\$85.00	\$68.00	\$950.00	\$760.00
\$95.00	\$76.00	\$1450.00	\$1160.00
\$125.00	\$100.00	\$2000.00	\$1600.00

This authentic August Sale of Furs which opens tomorrow will make plain the advantages of purchasing now by affording generous discounts from prices that are regularly most moderate. Fashion indications clearly show that furs will enjoy universal popularity for this autumn and winter wear. The August Sale of Furs permits leisurely selection while stocks are new and complete. And the collection of furs in this sale is of surpassing interest. It is a masterpiece of well-matched pelts, clever and original styles and excellent workmanship. And patrons may have absolute confidence in furs purchased at this store.

Special Features of This Sale

We are prepared to aid in every way purchasers in this August sale of Furs.

A Deposit

will hold any fur that may be selected now until October 1, 1920.

Free Storage

Furs bought in the August Sale will be stored until October 1 without charge in our moth-proof, burglar-proof, fire-proof, cold, dry air safety vaults on the premises.

Sale begins tomorrow and we have made special preparations to give patrons opportunities for inspecting our stock, whether they wish to purchase now or not.

Meier & Frank's: Fur Salon, Fourth Floor.

