

FOR BEST RESULTS IN DEVELOPING, PRINTING AND ENLARGING BRING US TOMORROW THE FILMS YOU EXPOSE TODAY—KODAK SHOP, MAIN FLOOR

The Hair Goods Salons

Experienced operators assure satisfaction in shampooing, scalp and facial treatments, violet ray treatments, hair bleaching and dyeing. Competent marcel operators. Phone for appointment.
—Meier & Frank's: Fifth Floor.

Free Travel Information

The Ask Mr. Foster Travel Information Bureau will give you complete details concerning a trip anywhere—by auto, rail or water to nearby points or remote places. No fees, ever.
—Meier & Frank's: Sixth Floor.

ESTABLISHED 1857
Meier & Frank Co.
THE QUALITY STORE
OF PORTLAND

Our Graduate Optometrists

If your vision is impaired in any way consult with our graduate optometrists. Our Optical Shop is equipped with the latest instruments for scientific examination of the eyes.
—Meier & Frank's: Mezzanine.

Honey Peanut Brittle 16c

Regularly 30c pound. Made of the finest ingredients in our own daylight candy kitchen. No deliveries at this price. While any of 4000 pounds remain, lb. box special 16c.
—Meier & Frank's: Basement Balcony, Main and Ninth Floors.

The New! The New! The Beauty and Interest of It All



IMPORTANT Advance Notice

A NEW COMPLETE SCHOOL SECTION

To Be Opened in Special Quarters
on the Fifth Floor, Sixth-Street Side
(Left Front of Elevators)

THE MEIER & FRANK COMPANY takes pleasure in announcing that it will have ready in ample time to permit of choosing for the new term most complete new stocks of school books and other helps usually ranked under "school supplies."

Official Portland Grammar School Text Books for All Grades and All Other School Supplies

such as pads, note books, pencils, pens and so forth heretofore obtainable only in our Stationery Shop will, with the opening of the new department, be available also in this convenient section.

Meier & Frank Service Par Excellence And Other Accommodations

combined with the special facilities offered by this new section will provide the finest advantages for everyone—from scholar of tenderest years to proudest parent—who comes here for school supplies.
—Meier & Frank's: Fifth Floor.

These August Sales Continue

The Sale of Furs and Plush Coats

Only nine days more to select new furs from our entire fine stocks at big savings for the August sales. All our women's fur coats, capes, scarfs and plush coats, also misses' and children's furs are included. All furs bought now will be stored free of charge until October 1. A deposit will hold any fur.
—Meier & Frank's: Fourth Floor.

The August Sale of Furniture

Last week of the August sales of furniture at

25% to 50% Off

Choose fine furniture for bedroom, dining room and living room—odd suites and separate pieces—at 1/4 to 1/2 less than the regular prices. Most of the pieces in the August sale are samples and one-of-a-kind sorts. Early selection is advised.
—Meier & Frank's: Eighth Floor.

New Fall Arrivals in

Mme. Lyra Corsets



No longer are corsets the unwieldy affairs of bone and steel they used to be. They have become pliable, persuasive in their function, gently moulding the figure to lines of grace. To be and not to be—or at least not seem to be—there is the most and the best required of them.

The new fall models of Mme. Lyra corsets are uncommonly lovely to look at as well as to wear with the new season's models. Fashioned to fit all types of figures.

Mrs. E. F. Holbrook

an expert Mme. Lyra corsetiere is in constant attendance to help you select the particular Lyra model for your figure.

Moderately priced at \$5 to \$18.50.
—Meier & Frank's: Third Floor. (Mail Orders Filled.)

Announcement!

We Have Secured the Exclusive
Portland Agency for

Just-Sew Readicut Garments

As the name implies, all that is necessary to complete these "Readicut" garments is to sew them together. The materials are cut to correct standard sizes—everything to complete the garments is in sealed packages—all findings such as thread, trimming, etc., together with

Most Complete Instructions for Making

Shown in most attractive styles for women and children, Just-Sew Readicut garments are the latest achievement in needlework.

See These New Garments

We have Readicut garments in a wide variety of materials, patterns, styles and colors. Prices begin at \$2. Come in tomorrow and see the wonderful clothes this new idea makes possible.

Illustrated

is a particularly charming dress of fine quality dotted swiss. All women's sizes. Special introductory offer—only \$4.50.
—Meier & Frank's: Second Floor. (Mail Orders Filled.)

Sale!

House Frocks \$4.45

Broken range of styles and sizes in the better kinds of house dresses. Made of finest materials in straight-line effects. Pretty checks and plaids, also plain shades, with organdy collars and sashes. Sizes 16 to 44.
—Meier & Frank's: Third Floor.

New Shadow-Proof Petticoats 98¢

White sateen petticoats in straight-line style with scalloped edges. Good values.
—Meier & Frank's: Second Floor.

Breakfast Coats at \$3.95

Corduroy breakfast coats in rose color only. Fully lined.

Bath Robes \$4.25

Terry bath robes in pink, blue and lavender. Very special.
—Meier & Frank's: Third Floor.

Wool Blankets Pair \$8.75

Regularly \$12.50. All wool Oregon made five-pound blankets in white with blue, pink or tan borders. Edges have wide binding. Size 70x82 inches.

Comforts \$6.95

Were \$9.50. All wool comforters with good strong coverings, plain borders to match. Tied and stitched centers. Double bed size.

Pillows \$5

Were \$6.50. Imported white down filled pillows with blue and white striped ticking. Also down and goose feather pillows with art ticking. 22x28.
—Meier & Frank's: Second Floor.

Sale of Semi-Porcelain

Dinnerware Sets

Two discontinued patterns of English semi-porcelain dinnerware are specially priced as follows:



60-Piece Sets \$26.99 100-Piece Sets \$43.99

Regularly \$34.35 and \$55.25 respectively. Neat blue border design in English semi-porcelain dinnerware.



60-Piece Sets \$25.49 100-Piece Sets \$39.98

Regularly \$32.50 and \$50.85 respectively. Good-looking pink and brown border design in English semi-porcelain ware.
—Meier & Frank's: Basement.

This Universal Range

Installed Complete
in Your Home

\$98.50

This Universal cast-iron range is an excellent baker and one that will give exceptional service.

Specifications

Full polished top. Sanitary leg base. White porcelain oven door panel and splashback panel. Smoke pipe in rear of high closet. Properly proportioned firebox with six-pipe coil affords abundance of hot water. Roomy oven.

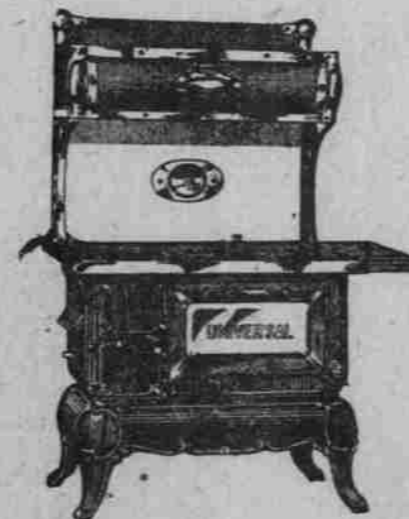
Installed complete in your home for \$98.50.

August Sale of Refrigerators

Entire stocks of Bohn Syphon and Iceland refrigerators reduced.

Make Your Own Terms in Reason

—Meier & Frank's: Sixth Floor. (Mail Orders Filled.)



New!

The "Bateau"

The newest novelty in the neckwear world is the "Bateau" that fits the new neckline frocks. Made of net combined with venise lace and hand-embroidered dots. Other models have frills of val lace. Priced at \$1.75 to \$3.50.

New Guimpes

with sleeves for wear with jumper dresses. Made of white and cream net and white organdy with French and round mesh val laces, tucks and embroidery. Some have trimmings of imitation venise and hand-made filet laces. Priced at \$1.69 to \$7.50.

Real Laces

New hand-made filet and Irish crochet laces for blouses, lingerie and artwork. Edges, insertions and headings from 1/2 to 8 inch. Yard 25c to \$5.50.

New Flouncings

New 36-inch all-overs, 30 and 36-inch flouncings are shown in novel matelasse, cre and Spanish designs. Black, pill box red, tobacco brown and sunburst. Yard \$5 to \$9.50.

Tunics

Fashion decrees tunics for the new fall costume. Shown here in spangles, beads and crystals—black, white, brown, opalescent, rose, regatta blue, flame, sphinx and steel. \$28.50 to \$75.

New Girdles

for one-piece gowns—jet, bugie and wood beads in black, iris, pill box red, jade, gray and gold. \$1.65 to \$16.50.

Fur Bandings

New fur trimming for fall coats and tailored suits—mole, beaver, nutria, natural and dyed opossum, grey squirrel and coney. 1 1/2 to 8 inches wide. Moderate prices.
—Meier & Frank's: Main Floor. (Mail Orders Filled.)

New Hats With a French Accent

Artistic verisimilitudes of the newest Rue de la Paix creations have come with all speed to the Millinery Salons. They await the discriminating selection of Portland women and misses—at prices much less than their originals.



Individuality

of the most pleasing kind is the distinguishing feature of these new hats and one may gratify to the utmost one's longing for individuality in choosing and wearing any of these new models.

—New Materials
—New Trimmings
—New Colors

and—of course—new styles. New lower prices add the last touch necessary to a complete appreciation of these new hats.
—Meier & Frank's: Fourth Floor.

SPECIAL

Sale of Modish Blouses \$5



A select group of hand-made white voile blouses is the feature of this offering, which includes also models of white and colored organdy—all very specially priced at \$5.

Lace and embroidery, drawn-work and hemstitching—many are the embellishments of this attractive collection. One may have a Peter Pan, V or square neck as one chooses. There are all sizes 36 to 44 but not all sizes in every style and color.
—Meier & Frank's: Fourth Floor. (Mail Orders Filled.)



Seen to the Finest Advantage in Displays at This Store

One will have to see the new fashions to appreciate them at all properly. These are "high lights" in the new modes.

New Suits

Good taste marks the autumn suit mode. Grace of line, effective detail, good fabric alliance—all contribute their quota to the ensemble of smartness and refinement.

Unity

with the strength of added good judgment is seen in the suits of picquetwill and kindred fabrics evidencing a strong leaning toward the newer reps, the stressing of velvety and moussine as successors to tawdery.

Features Are:

The box coat with elaborations of furs and embroideries in chenille, wool or floss. The snug upper section fitting with glove-like smoothness above a gathered peplum of extreme fullness bordered in fur.

The knee length coat which exploits the shawl collar in braiding. The choker or chin chin collar is a conspicuously favored neck garniture. The furs which have settled down

to definite preference are caracul, Persian lamb, American broadtail, beaver, squirrel, lynx, krimmer, mole, opossum, wolf, fox, sable and Hudson seal.

New Coats

The extensiveness of the assortments precludes any attempt at satisfying description. Be assured that all the new styles are here.



A Type

of coat probably destined to special favor is that which by introducing the godet at the shoulder line in a long reaching point makes possible the extremest width at the hem line.

It May Be

worn belted or unbelted. It is given the choker collar, the shawl, the surplice and the extreme square collar and one may find it with a scarf throw-back.

Materials are evora, gerona, orlando, moussine, marvella and pollyanna. Colors are tortoise shell, volnay, marmot, Malay, burro, Moroccan, Sorrento.

New Dresses

Sleeves play an important part in the dress style for fall. The bishop sleeve is introduced as the feature, the cuff expressing the greatest versatility.

It is of the regulation two-inch wristband—embroidered, braided, appliqued, fluted or frilled—the deep bell and the three-quarter length. The embroidered sleeve is perhaps the feature of features. The next great change is the uneven hem—the drooping of diagonal points at sides or back.

The best of the new fashions are seen here at their best.
—Meier & Frank's: Fourth Floor. (Mail Orders Filled.)