

MEIER & FRANK MILK BREAD MADE WITH THE FINEST PROPERLY AGED FLOUR, BAKED WITH EXACTING CARE, LOAF 12c—NINTH FLOOR

New "Pocketscope"

Although it is as tiny as a toy, the new pocket telescope is a scientifically constructed, beautifully finished optical instrument. It enlarges distant objects to 4½ times their size as seen by the naked eye. It is 3¼ inches long when closed. Open it extends 5 inches. Price, including case, \$2.

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

**Permanent Waving
Special \$20**

You cannot compare the soft exquisitely waved hair of the well-groomed woman with the straight, scraggly hair so often seen. During this month we will permanently wave your entire head for \$20.

—Meier & Frank's: Fifth Floor.

ESTABLISHED 1857
Meier & Frank Co.
THE QUALITY STORE
OF PORTLAND, OREGON
524, 516, MORRISON, ALDER STS.

**Glazed Filberts
Pound, 34c**

Monday's special from the candy kitchen is the popular glazed filberts. Glazed in pure cane sugar, Crystal White corn syrup and Oregon honey. Regularly 60c the pound. No deliveries.

—Meier & Frank's:
Main and Ninth Floors, Basement Balcony

**Mail
Orders
Filled**

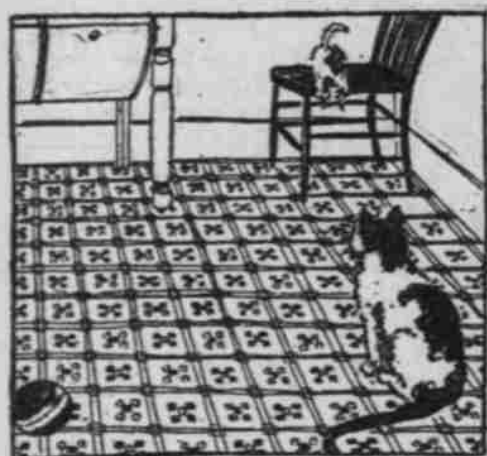
News: An Extraordinary Sale Autumn Coats

IMPORTANT SALE

Solid Carload of Pabcolin Rugs and Floor Coverings

At Extraordinary Reductions

We have just received this solid carload of Pabcolin rugs and floor coverings—secured at a noteworthy price concession—the savings thus effected will be passed along to our patrons in this sale tomorrow. Fine for kitchens, dining rooms and bathrooms. Can be scrubbed with soap and water. Reduced as follows:



\$ 9.50 Rugs, 6x9 ft.....	\$ 5.95
\$11.50 Rugs, 7½x9 ft.....	\$ 7.65
\$14.50 Rugs, 9x9 ft.....	\$ 9.25
\$16.00 Rugs, 9x10½ ft.....	\$10.65
\$18.50 Rugs, 9x12 ft.....	\$11.95

Floor Coverings

90c Pabcolin Floor Covering 6 feet wide,
square yard69c

Artex Floor Covering, Sq. Yard, 49c

Regularly 75c square yard. Artex floor covering in good patterns and colors.

The Sale of Rugs Continues**Brussels Rugs**

We have just received a new assortment of seamless Brussels rugs in two fine qualities. All in 9x12-foot size.

\$25.00 Brussels Rugs.....	\$18.35
\$27-\$30 Brussels Rugs.....	\$21.95

Grass Rugs

A new lot of grass rugs has just come to hand. Attractive stenciled patterns.

\$4.50 Rugs, 6x 9 ft.....	\$2.95
\$7.50 Rugs, 8x10 ft.....	\$4.95
\$9.00 Rugs, 9x12 ft.....	\$5.95

Sale of Linoleum Remnants

Good quality printed and inlaid linoleum remnants in various sizes from 6x6 ft. to 6x15 ft. Big assortment of patterns and colors. Please bring room measurements.

Printed Linoleum, 6x6 ft.....	\$2.95	Inlaid Linoleum, 6x9 ft.....	\$5.95
Inlaid Linoleum, 6x6 ft.....	\$3.95	Printed Linoleum, 6x15 ft.....	\$7.45
Printed Linoleum, 6x9 ft.....	\$4.35	Inlaid Linoleum, 6x15 ft.....	\$9.75

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

Continuing The August

Sale of Curtains, Draperies, Etc.

Read over this list of "values" selected from the many in the August sales:

**Curtains
\$2.55**

Regularly \$5.00 to \$10.00 pair. Marquisette and voile curtains with lace edges, motifs and insertions, also Irish point curtains.

**Cretonnes
36c**

Regularly 65c to \$1.25 yard. New shipment of cretonnes, suitable for curtaining any room in the home. Great selection of patterns and colors.

**Draperies
79c**

Regularly \$1.50 to \$2.50 yard. Plain and figured drapery materials in various colors.

**Marquisette
17c**

Slightly imperfect qualities of the regular 35c plain white marquisette.

**Filet Nets
99c**

Regularly \$1.65 to \$1.95 yard. Limited quantity of serviceable filet net curtains including some short pieces.

**Voiles
45c**

Regularly 65c to 75c yard. Fine quality figured voiles for bedroom curtains.

**Voiles
23c**

Regularly 45c to 50c yard. Finely serviceable, colored border curtain voiles.

**Pillows
63c**

Limited number of pillows and chair pads covered with figured cretonnes and filled with floss.

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

All Our Couch Hammocks Reduced

Take advantage of this timely selling of our entire remaining stocks of couch hammocks and secure a fine new couch hammock at a big saving. All have steel frames, good springs and adjustable headrests. Complete with canvas mattress and deep valance.

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

\$25.00 Couch Hammocks	\$19.75
\$28.50 Couch Hammocks	\$21.95
\$38.00 Couch Hammocks	\$29.75
\$42.75 Couch Hammocks	\$33.95
\$47.50 Couch Hammocks	\$38.00
\$49.00 Couch Hammocks	\$38.75
\$96.00 Couch Hammocks	\$76.80

Porch Swings

Wooden porch swings in mission finish. Complete with chains ready to hang. Reduced as follows:

\$10.50 Porch Swings.....	\$7.85
\$12.50 Porch Swings.....	\$9.95
\$20.00 Porch Swings.....	\$15.75

CONTINUING:

The August Sale of Fine Furs

Furs were never more gorgeous than this year—never more fascinating in design—never more practical in patterning—and never more moderate in price.

**Fur Coats**

\$585 Hudson Seal Coat, 40 inch, special	\$468
\$950 Alaska Seal Coat, 40-inch, special	\$633.50
\$575 Hudson Seal Wrap, 46-inch, special	\$460
\$625 Caracul Coat with Skunk collar and cuffs.....	\$500
\$150 Muskrat Coat with Raccoon collar, 40-inch.....	\$120
\$185 Marmot Coat, with Raccoon collar and cuffs.....	\$148
\$595 Mole Wrap, 46 inches, special	\$476
\$98.50 Marmot Coat, 36 inches, special	\$78.80

Capes

\$98.50 Jap Mink Cape.....	\$78.80
\$85.00 Nutria Cape.....	\$68
\$125 Mink Cape.....	\$100
\$175 Mole Cape.....	\$131.25
\$350 Dark Fitch Cape.....	\$235

Chokers

\$19.50 Skunk Choker.....	\$15.60
\$35.00 Mink Choker.....	\$28
\$45 Stone Marten Choker.....	\$36
\$17.50 Squirrel Choker.....	\$14
\$25 Kit Fox Choker.....	\$20

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

Exquisite Fur Collars

\$85.00 large Lynx collar, special at	\$68.75
\$75.00 lustrous Skunk collar, special at	\$60

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

Selected from Regular Stock—

Sale of Our Finest Blouses

1/2

Sport overblouses in brilliant shades of jade, rose, maize, red and novel stripes and prints; suit blouses in the more conventional stylings and colors; tailored waists of crepe de chine in plain colors, stripes and figured patterns; tub silks in bright colors; and many more styles too varied to enumerate.

Were \$9.00 to \$58.00
Now \$4.50 to \$29

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



Among the New!

Hats, naturally, are one of the most important things in a woman's life. And when one realizes that the loveliest of the new fall hats may be had for \$12.50 and \$15, the world becomes much brighter. Shown in our Millinery Salons, on the Fourth Floor are the most extreme of big picturesque hats and the smallest and smartest of turbans. Many are fashioned of Duveltyh, Satin, Panne and Lyons as well as combinations of these materials. Brilliant metal trimmings add a gleaming note to many a fall hat.

—Meier & Frank's: Fourth Floor.

With a New Beauty

the fur bands and edgings are arriving in a greater assortment than ever before. In widths from 1 to 8 inches, such furs as beaver, caracul, bear, skunk, opossum, chinchilla and coney are \$1.25 to \$59.50 yard. Fur collars of ermine, and

chinchilla for evening wear, and of beaver, caracul, bear and skunk are \$10.50 to \$87.50. A touch of this rich trimming will make your suit a thousandfold more distinctive in appearance.

—Meier & Frank's: Main Floor.

A Sale of Corsets

That will induce women to provide for their needs—now and for the months to come.

\$10.95**\$7.95**

Were \$12.50 to \$18.50. A group that includes Mme. Irene, Francette, Frolaset (front lace) corsets in fancy brocades, shades of pink and lavender. Low bust styles, some with elastic tops and long hips. Sizes 23 to 36 but not all sizes in every style.

Were \$8.50 to \$12.00. Mme. Lyra, Frolaset and Francette corsets in low bust styles. Some elastic sports models in slipover fashion. Developed of fancy brocades and striped satins in pink and orchid. Sizes 24 to 36 but not all sizes in all styles.

\$5.00

Were \$6.50 to \$10.00. Discontinued models showing low, medium and high-bust styles with long hips. Some with elastic tops and elastic inserts in the skirt. Made of plain coutils and fancy brocades in pink and white. Sizes 20 to 36, but not all sizes in all styles.

\$1.98

Were \$2.25 to \$3.00. This group contains fancy satin brassieres in brocades and tricot silks. Also some of imported coutil in white, black and pink. Sizes 32 to 50 but not all sizes in every style. No exchanges. No credits.

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



Spectacular as to Price and Value—

160 New Fall and Winter Coats

\$57.50

Only the briefest description is necessary to establish these coats as the finest values likely to be offered this season. Our windows and our Fourth-Floor Apparel Salons tomorrow will tell the story.

Coats of the Finest Grades of Marvella, Velveta, Vicuna, Marleen, Duvetyn and Gerona

Showing new fall designs in collars and cuffs fashioned of the finest quality beaver, black and gray wolf, gray squirrel, caracul, nutria and Australian opossum. The trimmings are such rich and exquisite furs as you have seen before only on the most exclusive and highest priced apparel.

All the fall shades of greys and browns with the deep blues and the more brilliant Sorrento are seen.

Every coat is beautifully lined with the finest crepe de chine and the cords, bindings, embroideries and finishings are of the finest. The new metal girdles and buckles are shown on many of the coats.

Sale Opens at 9:15 Tomorrow Morning

Remember: There are but 160 coats in the sale.

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

