

FOR BEST RESULTS IN DEVELOPING, PRINTING AND ENLARGING, BRING US TOMORROW THE FILMS YOU EXPOSE TODAY—ALL PRINTS ON VELOX—MAIN FLOOR

THE versatility of this store is evidenced rather interestingly just now in presentations of new arrivals for those who "do" their fashions early and in money-saving opportunities that run like a golden thread through all the summer goods sections.

Meier & Frank Co.

Permanent Waving of the Entire Head \$20

Have your hair permanently waved and you need not worry about summer warmth or the dampness of seashore, lake or pool—heat does not affect it, water improves it. This special offer available by appointment. —Meier & Frank's: Fifth Floor.

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

Is Everything Right With Your Eyes?

If you are not entirely satisfied with the condition of your eyes you should consult our graduate optometrists who will examine your eyes and prescribe glasses, if needed, to your individual requirements. —Meier & Frank's: Mezzanine.

"Butterick Fashions"

a beautifully illustrated book depicting all the latest style tendencies—has just been received. The September Fashion Sheets for free distribution are here. Special Delineator offer continues. —Meier & Frank's: Second Floor.

The New Fashions Are Lovely---They Are Here

New Shipment of

READ-SEW Package Goods

Especially interesting are the new dresses, rompers and play suits for children. Each package contains a complete garment, accurately cut, with parts and findings—all that is necessary is to sew the pieces together. Cunning little styles. Guaranteed fast colors. Sizes 6 months to 6 years. Priced \$1 to \$1.50.

Spreads \$3.75 Regularly \$4.50. Limited number of bed spreads stamped for applique embroidery on extra quality unbleached muslin. Complete with applique pieces.
Pillows 79¢ Regularly \$1.00. Dainty boudoir pillows covered with pink or blue sateen with fillet lace overslip on one side. Size 10 x 16 inches.
—Meier & Frank's: Second Floor.

Attracting the Eye and Gripping the Imagination Come the

Hats of Fall

There is no cut-and-dried rule for the hats of this autumn. Tricomes, large and small, find equal favor with the small turban. And if one's taste runs to the picturesque, wide-brimmed hats that shade the eyes in a most intriguing manner are here in great variety.

Metallized feathers, soft drooping ostrich, rich metal and cloth flowers and lovely brocaded ribbons trim many of these strikingly patterned hats.
—Meier & Frank's: Millinery Salons, Fourth Floor.



A new fall color "Hawaiian" is introduced in this gorgeous coat of marvella. Rich collar and cuffs of squirrel lend an added beauty and value. The sleeves are unusually tasseled. \$135.

Semi-tailored is this clever suit of velour in the rich Malay tone. This suit gains much smartness by means of its wonderfully becoming lines. Good workmanship. \$55.

Youthfully styled, navy tricotine dress embroidered in blue silk and metallic threads, featuring the new jacket style so smart in fall apparel. Three-quarter sleeves. \$49.50.

Distinctly new is this velour suit in the favored marten shade. The nutria collar is unusually fine and the loose hanging, embroidered panels lend added smartness to the jacket. \$45.

Marleen in the new fall tone was chosen for this suit which is further enhanced by a rich wolf collar. Narrow inserts of Marleen in a darker shade trim the box coat. \$85.

The August Sale of Furs

Follow itemized groups of typical values. These figures tell but the savings in dollars and cents. Only your own eyes can realize that even more vital thing we offer you—quality, beauty and luxury in styling and design. Any fur reserved on a deposit and stored free till January 1st, 1923.

Sumptuous Wraps

- \$675 Hudson Seal (dyed muskrat) Wrap, 46 inches. \$540
- \$625 Hudson Seal Wrap, squirrel trimmed, 42 ins. \$500
- \$595 Rich Mole Wrap, 46 inches long. \$476
- \$625 Black Caracul Wrap, skunk trimmed, 46 in. \$500
- \$750 Hudson Seal Wrap, Kolinsky trimmed, 46 inches. \$600
- \$625 Hudson Seal Cape, 46 inches. \$500
- \$750 Novel Hudson Seal Cape, skunk trimmed, 46 inches. \$600
- \$1150 Kolinsky Wrap, 42 inches. \$920



Animal Chokers

- \$38.50 Coney Coats, brown or black fur, 40 inches. \$78.80
- \$195 Muskrat Coat, cleverly fashioned, 40 inches. \$156
- \$175 French Seal Coney Coat, 40 inches. \$140
- \$495 Hudson Seal Coat, beaver or skunk trimmed, 40 inches. \$396
- \$585 Hudson Seal Coat, 46 inches. \$468

- \$17.50 Grey Squirrel Chokers. \$14
- \$19.50 Skunk Chokers. \$15.60
- \$17.50 Jap Mink Chokers. \$14
- \$25 Stone Marten Chokers. \$19.50
- \$45 Hudson Bay Sable Choker. \$36
- \$59.50 Baum Marten Choker. \$47.60
- \$125 Fisher Choker. \$100
- \$48.50 Jap Marten Choker. \$38.80
- \$35 Fox Choker, brown and taupe. \$28
- \$27.50 Fox Choker, brown and taupe. \$22

Fur Scarfs

- \$165 Jap Kolinsky Scarf. \$123.75
- \$145 Jap Mink Scarf. \$116
- \$175 Hudson Seal Scarf. \$131.25
- \$98.50 French Seal Scarf. \$73.85
- \$150 Skunk Scarf. \$120
- \$195 Kolinsky Scarf. \$156

Attractive Chokers

- \$37.50 Beaver Choker. \$30
- \$49.50 Squirrel Choker. \$39.60
- \$37.50 Jap Mink Choker. \$28
- \$35 Hudson Seal Choker. \$28
- \$35 Mole and Ermine Choker. \$28
- \$75 Russian Fitch Choker. \$60
- \$20 Chinchilla Squirrel Choker. \$15

Unusually Fine Capes With Tails and Paws

- \$375 Mink Cape. \$300
- \$98.50 Jap Mink Cape. \$78.80
- \$115 Marmot Cape. \$92
- \$150 Skunk Cape. \$120

Fur Collars

- \$35 Grey Caracul Collar. \$28
- \$90 Kolinsky Squirrel Collar. \$72
- \$98.50 Black Lynx Collar. \$73.85
- \$55 Skunk Collar. \$44

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

Glazed Walnuts Pound 39c

Regularly 85c pound. 1500 pounds of imported walnut halves glazed in purest cane sugar, crystal white corn syrup and Oregon honey. Pound box 39c. No deliveries at this price. —Main and Ninth Floors, Basement Balcony

Huntley & Palmer's English Biscuits

We have just received a new shipment of Huntley & Palmer's biscuits direct from Reading, England, many of the kinds so much in demand by those who appreciate these exceptionally fine biscuits. Included are:

- Sweet Assortment, No. 1 1/2 tins, \$1.35.
- St. George's Mixed, No. 1 tins, \$1.25.
- Carmencita, No. 1 tins, \$1.45.
- Breakfast, 1/2-lb. packets 50c.
- Wheatmeal, 1/2-lb. packets 40c.
- Shortcake, 1/2-lb. packets 35c.
- Arrowroot, 1/2-lb. packets 40c.
- Tea Rusks, lb. \$1.
- Dinner, 1/2-lb. packets 50c.
- Digestive, 1/2-lb. packets 40c.
- Alberts, 1/2-lb. packets 35c.
- Marie, 1/2-lb. packets 40c.
- Kindergarten, lb. 70c.
- Oaten, lb. 80c.
- Olive, lb. 80c.

For a general assortment we suggest trying a tin of Sweet Assortment as listed above.

Demonstration of Huntley & Palmer's Biscuits and Ridgway's English Teas now in the Grocery department.

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

Sale! Hartmann Gibraltarized Wardrobe Trunks

\$39.50



A remarkable value in a high-grade full-size trunk. We have just received these Hartmann wardrobe trunks made of best veneered basswood covered and bound with vulcanized fiber. Brass-plated steel corners, solidly constructed.

Complete with open cushion top, large hat-box, roomy drawers and locking bar. Full cretonne lining.

Best trunk value that \$39.50 will buy.

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

Special Factory Demonstration of

Universal Pipeless Furnaces

More heat with less fuel—better ventilation and a more even distribution of heat are assured if you heat your home with a Universal pipeless furnace.

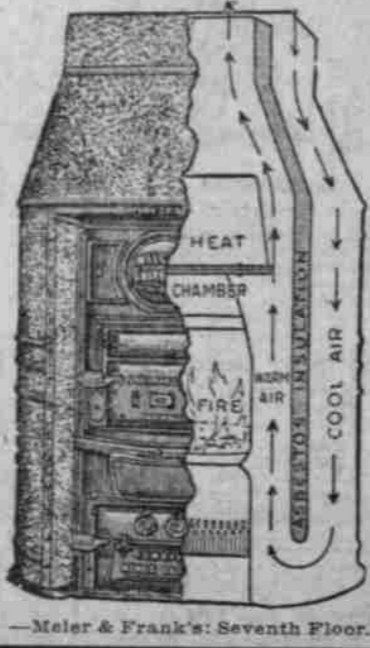
No need of cutting holes in the walls and keeping your home torn up for a week when the furnace is installed. There is just one register with the Universal Pipeless. The complete furnace may be installed in a very short time.

Now Is a Good Time to Have Your Furnace Installed

Be prepared for the first chilly days of Fall and the colder Winter months as well by having us install a Universal Pipeless Furnace in your home now. Visit the special factory demonstration now going on.

The Universal Pipeless Furnace delivers all the heat directly to the living rooms above it. No loss of heat in the basement. No cold floors. The Universal is the logical method of commonsense economical heating.

Make Your Own Terms in Reason



—Meier & Frank's: Seventh Floor.

SKETCHED

in our

SALONS

FOURTH FLOOR



The trend of fall fashions is apparent in this black tricotine frock, simply draped at one side and held with metal clasp. Trimmed with bands of the material. \$52.50.



Rich and sumptuous looking is this navy Marcovia winter coat, showing collar and wide cuffs of the finest caracul. Slightly bloused in back and showing a suggestion of a panel. \$75.



Coat of Preciosa in the new marten shade, displaying striking collar and cuffs of rich wolf. Beautifully lined and showing exquisite finishing. \$57.50.



Beautiful suit of Duvet de Laine in the new Tunisian shade. Finished with rich fitch collar and banded with metal embroidery. Slightly bloused. \$98.50.



Unusually smart is this dress of navy tricotine, finished with a metal girdle and ornate clasps and featuring panels and deep cuffs of Harding blue duvetyne stripes. \$75.



Malay is the shade of this coat of soft duvetyne, with its wide collar of rich beaver. The sleeves are unusually wide and are only slightly cuffed. \$85.



Unusually smart navy twill frock, banded with silk braid and further ornamented with metal bullet buttons. The new longer lines are featured. The price is only \$25.



Afternoon dress of navy Canton crepe. The unusual sleeves and the narrow belt are lined with jade. The fluted drapes and the beaded girdle motif lend added smartness. \$45.



The perfect suit for street or business is this suit of Melrose in heather mixtures. It is marked by its long lines, smart pockets, excellent workmanship. \$35.



You may wear your favorite choker with this rich coat of navy Gerona. Its lines are those predicted for fall. In finish and workmanship it is exceptional. \$35.



Strictly tailored is this suit of navy twill—yet a new note is added by the bands formed by many tiny pin tucks. Finished with perfection of workmanship. \$65.



Contrasting beautifully with the rich navy Gerona fashioned into this amply cut coat are wide collar and deep cuffs of beaver. Two panels extending to hem are outlined with beaver. \$195.

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