

THIS IS FIRE PREVENTION WEEK—HELP KEEP UP PORTLAND'S FINE RECORD—BIG FREE VARIETY PROGRAM (QUARTETS, BAND MUSIC, ETC.) AT MUNICIPAL AUDITORIUM 8:30 P. M. TOMORROW.

Mail Orders Filled

from this and all our ads if received within three days of date of publication.

New Silks: Dress Goods

Assortments already the finest in the Northwest are reinforced daily by the new express shipments.

SILKS include: brocade satins, brocade satin and cotton crepes, plain cantons, suede crepes, new kanton knit, printed Persian crepes, chiffon dress velvets, Persian corduroy.

DRESS GOODS include: silk and wool, canton crepes, wool canton crepes, French serges, Pointe twills and tricelines.

COATINGS: marvella, preciosa, gerona, pan velaine, wool, seal, bolivia.

—Meier & Frank's: Second Floor.

ESTABLISHED 1857

Meier & Frank Co.

THE QUALITY STORE OF PORTLAND, OREGON

FIFTH, SIXTH, MORRISON, ALDER STS.

The Discriminating Woman Buys Her Gloves Here

She does this for many good reasons, among which are: Meier & Frank's is exclusive Portland agent for Porria's French kid gloves. Meier & Frank's stocks are newest, largest and best in every way. Meier & Frank's service excels. Many special values now at lowest-in-the-city prices.

—Meier & Frank's: Main Floor.

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for a full page of Home Furnishing news, especially the lamp sale and the important phonograph announcement.



The Mode in Coats Is Definitely That of Winter and Frank Use Is Made of Gorgeous Furs to Collar and Cuff Them as in This

Group of 60 Remarkable Coats at \$79.50

Fabrics of recognized worth—styles of exceptional charm—and value unsurpassed at the price. The colors are navy, brown and black—to harmonize with all fall and winter wardrobes. The coats are beautifully lined and exquisitely tailored.

OF THESE RICH FABRICS: **Bolivia Marvella** **Fashiona Gerona** **Wolf** **Squirrel** **Collared and Cuffed with:** **Wol** **Squirrel** **Beaver**

New Fur-Trimmed Suits at \$39.50

Accord a Warm Welcome to Fall Days

Richly trimmed with squirrel, wolf, caracul or nutria, these suits—100 in all—illustrate the trend of lines in fall modes. Many hang slimly from the shoulder—others are loosely belted—others are bloused and fit more closely over the hips in Russian fashion. Of Yalama and Velours—two favored fall fabrics—the colors are navy, sorrento, brown and black.

ALL SIZES FOR WOMEN AND MISSES

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

Set for 9:15 A. M.
A Sale of Sixty New WRIST WATCHES

\$16.45

It required an exceptionally brilliant stroke on the part of our jewelry buyer to secure this assortment of wrist watches to sell at \$16.45.

Wrist watches with 14-karat white gold cases beautifully engraved; 15-jewel Swiss movement; complete with ribbon bracelet.

Those who have priced watches of corresponding quality and appearance elsewhere will more fully appreciate the remarkable character of this offering.

In three styles as illustrated.

Octagon—Cushion—Tonneau

These watches so very low-priced at \$16.45 carry the usual Meier & Frank guarantee.

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



Let Mrs. Craig Show You the Way to Health Beauty, Comfort Through Correct Nemo Corseting



Mrs. A. L. Craig, consultant corsetiere of the Nemo Hygienic Fashion Institution of New York, will be with us beginning tomorrow. It has been said of her "...no corset problem that she does not solve..." Mrs. Craig will be at the service of all women who desire especially skilled corset fitting. No extra charge.

Headquarters

for Nemo corsets and brassieres. Our stocks are now most complete. Your model and your size in Wonderlift, Self-Reducing, KopService, Diafram-Reducing and Juspul models.

—Meier & Frank's: Corset Salons, Third Floor.

FASHION NOTE: "Fox Leads the Vanguard of Fur Pieces for Fall"

A Sale 300 New Fox Scarfs

Average **40%** Less

Need we say that this is a sale of outstanding importance? Forty per cent less—almost half price—for fashionable new fox scarfs.

The opportunity is possible because Meier & Frank's alone of Portland stores was associated with other nationally known institutions in one of the greatest fur deals on record.

FOUR GREAT GROUPS

\$29.50	Every Fur New	\$39.50
	Every Fur Perfect	
\$49.50	Every Fur 40% Less	\$59.50

Included are: Russian, Alaskan and other American foxes. All fresh prime selected skins made up into fashionable chokers. Perfect, beautifully mounted heads and natural tails. Choice of walnut brown, georgette, henna, pointed, light brown, taupe, Lucille, black and natural red fox.

Sale Begins Tomorrow

Those who can conveniently do so are requested to come early.



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

Candy Special

2000 pounds of the finest creamy mints dipped in dark vanilla chocolate. Regularly 65c pound box. No de-liveries, lb. **39c**

—Main and Ninth Floors, Basement Balcony.

Blouses That Convert Suits Into Three-Piece Costumes



Artistic—smart—designed to lend a charming air of individuality to the wearer—the blouses at Meier & Frank's represent the choicest array from the best makers.

Of satins, Georgettes and crepe de chine. Beaded, braided and embroidered. Muffin, barberry, fog, brown, navy, bobolink, citron, black and white.

Specialized values at \$5.45. None higher than \$45. Many prices in between.

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

A Sale of Hand-Fashioned Undergarments

The Choice of Discriminating Women—So Priced as to Exceed in Value Undergarments of Ordinary Types

Garments for which the choicest of sheer white nainsook has been used—beautifully trimmed with filet and Irish laces—made entirely by hand.

The assortment includes envelope chemises—gowns—vests—step-in drawers—petticoats—corset covers—all now underpriced.

PETTICOATS
Were \$5.95-\$9.95, now \$4.95.
Were \$12.50-\$17.50, now at \$8.95.

STEP-INS
Were \$1.95, now \$1.69.
Were \$2.95-\$3.95, now \$1.95.
Were \$4.85-\$4.95, now \$3.75.

CORSET COVERS
Were \$1.95, now \$1.69.
Were \$2.95-\$3.95, now \$2.75.
Were \$4.95-\$6.95, now \$3.95.



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

ENVELOPE CHEMISE
Were \$3.45, now \$2.95.
Were \$6.45, now \$3.95.

STRAIGHT CHEMISE
Were \$2.95-\$3.95, now \$2.59.
Were \$4.95-\$8.95, now \$3.95.

VESTS
Were \$2.95-\$3.95, now \$1.95.

GOWNS
Were \$4.45, now \$2.95.
Were \$8.45, now \$4.95.

Best Values in Years! Thousands of New Brassieres in an Extraordinary Sale

Featuring the biggest, the finest, the most varied assortments of new brassieres and corsetettes that we can recall—at prices that are EXTRAORDINARY.

Seven Great Lots! Every Garment New! Shipped Direct From the Maker for This Sale! Practically All Sizes in Almost Every Style!

Lot 1 Regular \$3.50 to \$5.00 bandeau brassieres of flowered silk brocades and satin, lace trimmed, exquisitely fashioned and tailored. In shades of pink, yellow and white. **\$2.59**

Lot 5 Regular 50c to 75c bandeau brassieres of fancy brocades, marquisettes and meshes, in front and back-fastening styles. White and flesh tints. 3 for \$1.00. **35c**

Lot 2 Regular \$2.00 to \$3.00 bandeau brassieres in plain satin, lace trimmed or of allover lace, fancy brocades and French treco. Hook-back styles. In flesh and white. **\$1.29**

Lot 6 Regular \$3.50 to \$5.00 corsetettes of heavy corset brocade, made with four garter attachments and in side and back-fastening style. Popular sizes. **\$1.95**

Lot 3 Regular \$1.50 to \$2.00 bandeau brassieres of allover lace and fancy brocades in hook-back and corset cover styles. Some lace trimmed and others in garter attached style. **98c**

Lot 7 Regular \$2.00 to \$3.00 corsetettes of fancy brocades, four garters attached, with elastic inserts over the hips. Front, back and side fastening styles. **\$1.29**

Lot 4 Regular 75c to \$1.00 bandeau brassieres of lace-trimmed muslin, brocades in front and back fastening styles and basket weave brassieres in boyish types. **59c**

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

