# Bestirring News for All Shoppers! 

Informing Our Thousands of Patrons of Newest Arrivals from Fashion Centers


The Blouse of Today
Is"Different" from the Blouse of Past Seasons
.
 EW DANCING FROCKS
new Frocks for evening wear. Developed in lace, chiffon combinations of satio and lace and other effects. Grea quantitites of lace are used, and the glint of metal is profuse Lovely light evening shades, fashioned in the newest and most graceful styles.

For Durability, We Know Bundhar Wilton

Rugs \& Carpets Have No Equal

First Advance Showing Exquisite

## New Trimmings

Now on Display at This Store


 Bands-Appligue-Passeme
iowere, and
nches, priced $\mathbf{3 5 \%} \varphi$ to $\begin{aligned} & \text { \$8.00 }\end{aligned}$

Table Linens and Napkins

$$
\begin{aligned}
& \text { At Attractive Prices }
\end{aligned}
$$

Surantecd all pure Linen, , and weat and huonder

TheElitein Women'sApparel For Fall
In Complete Assortment in Our Garment Salons Modish Suits and Outer Wraps, Beautiful

Dancing Frocks, Street and Afternoon Dresses
The Fashionable Tailored Suits
possess the greatest individuality, in fact the Fall season
has brought with it many pleasing and 'extremely new modes. Tailored effects are emphasized; the Redingote is a favorite; and the Russian note a distinguishing feature. Materials in greatest favor include serge, broadcloth, gab-
ardine and velours de laine. Softness and soberness characterize the colors, though Roman stripes, velvets and acterize the colors, though Roman stripes, velves and the high light of the costume. Browns, Russian green,
Hague blue, Graphite, navy and black predominate. Our selection of new Fall Suits is most complete, sizes for juniors 15,17 and 19 years-misses 16 and 18 , regular
women's sizes and odd sizes to 53 bust measure.

THE NEW FALL COATS
Tweed Coats, in high favor for all outing wear; new shower
proof Coats in the new dark brown effects and grey tweeds, with half belts. $\quad$-Priced from $\$ 16$ to $\$ 30$ Black and white checked Coats, hard surface materials, popular pile fabrics. -Priced $\$ 20$ to $\$ 35$ Chiffon velvet, velour and silk plush Coats will be worn extensively for afternoon and evening. Three-quarter and
full lengths, loose back or semi-fited lines-also of redingote effects with full flare at the bottom. Many st graceful sty




Meier EOFrankAre ExclusivePortland Agents for Madame Irene Corsets. Warner's Rust-Proof $\begin{aligned} & \text { Cor } \\ & \text { sets. Redfern Corsets. }\end{aligned}$ "Madame Lyra" and
"American Lady" Cor
"American Lady" Cor-
sets. "American Girl" Corsets.
Frolaset Front Lace Corsets.

## Silk Maid" Hose for

\& T. Cousins' Shoes for
Women. French, Shriner
Shoes, for Men
jamas, for Men.
Athena" Underwe Women and Children.
"Eppo"" Petticoats. "errin's Gloves for Women "nampeck" Suits for Men "Lampeck" Suits for
"Liftime" Furniture.
"Otermor" Ostermoor" Mattres

All Authentic Fashion Notes Say "Lace-- and More Lace!" For 1914-15 Season






A Partial List of the New Arrivals

 PVELTY CHIFFONS-and
girdles, exquisite collection
FIGURED GEORGETTE CREPES-in taupe, pink, navy, clar PLAIN CHIFFONS- in all
Crepe, yard $\$ 2$ and $\$ 2.50$
FRENCH SILK NETS-fine quality, in black, white and col
ors, suitable for fichus and tunics- yard $\$ 1.50$ on LAIN AND CREPE CHIFFONS-yard $\$ 1.5010$ \$2.5 LAIN AND CREPE CHIFFONS:-ya.
Elbow Proof Chifon, yard \$1.50.
Indestructible Voile, yard $\$ 1.75$.

## Authentic Style Glimpses From Our Millinery Parlors -where new Fall millinery is now on display. Ex- clusive models bearing the famous names of Phipps, Hyland, Burgesser and Vogue-in a perfectly amazing assortment for so early in the sea-son-are here to greet you. Styles for Fall wear include many close fitting models, though the wide brim hat is coming into favor rapidly. Sailor shapes in all sizes are "good," as well as turbans in small and medium sizes, and tricornes in medium sizes. Tall trimmings, and high crowns, black velvet for both foundation and trimming, satins, velours, novelty ostrich, hackle and coque com- bined with tall trimmings abound. Black and white, as usual, predominate in the new Hats for  <br> 

Owners of Hotels, Theatres, and Apartment Houses
will benefit greatly in buying this famous make.
 pets is the contract we have just been awarded from the Great pets for the magnificent new steamers, "Northern" and "Great
Northern," now being builded in the Dry Docks at Pliladelphia, Many years of experience in selling Rugs and Carpets has convinced us of the exceptional durability of the Bundhar
weave, and in many of the most prominent Hotels, Theatres, weave, and in many of the most prominent Hotels, Theatres,
and Apartment Houses in Portland, the floor coverings are of
this famous Bundhar make, and we will gladly show you the hhis famous Bundhar make, and
particular instances on request.
For greatest variety of rich and beautiful patterns, the
Burdhar line of Rugs and Carpets is most favoratly nown,
and the increased demand we find each year is positive proof of the satisfaction that "Bundhar", means to the purchaser.
Then too, Bundhar Wilton Rugs and Carpets are very moderately priced, and, taken all in all, we know of no line that
we can so highly recommend to anyone desiring new floor coverings.
In our In our stock in the Temporary Annex, we carry a com-
plete assortment of Bundhar Wilton Rugs from sizes 27 inches plete assortment of bund $\begin{aligned} & \text { fin } \\ & \text { by } 54 \text { inches, to } 11 \text { feet } 3 \text { inches by } 14 \text { feet-also Carpets ta } \\ & \text { match these Rugs, and we offer to our patrons the additional }\end{aligned}$ match these Rugg, and we offer to our patrons the additiona
service of making Rugs to any size required on short notice.
Anyone who anticipates the purchase of new floor cover ings will do well to pay a visit to our Carpet and Rug Depart-
ment in the Temporary Annex, where proof positive awaits you that Bundhar Wiltofir Rugs and Carpets excel all others
for durability, at the price.

## New! Lace Top Gowns

A Special Purchase Just Received

## Price $\$ 1.59$

Splendid new models, made of fine nainsook cut unusually long and full. Made in Empire style, wini entire top, back and front and sleeves of lace, inished with ribbon-run embroidery beading an

## New Lot of Extra Size Gowns

 - Dainty Gowns in a comprehensive assortment made of fine, firm materials, prettily trimmed with laces and embroideries, \$4.50.This Handsome Brass Bed at $\$ 12.49$

| Of extreme interest to you is, this offer. Two.inch continuous post Brass Bed, of guaranteed finish, with 5 fillers in hed footboard, offered to you at the very low price of $\$ 12,49$. Special Prices in Effect on All-Brass and Iron Beds |  |
| :---: | :---: |
| These Beds and All Furniture May Be Purchased on Our Liberal Club Plan of Easy Payments. Tenth Floor, Temporary Annex. |  |

