

EARLY AUTUMN FASHIONS



FASHION Salons announce many new arrivals of beautiful frocks, wraps and tailored suits in early authoritative styles for autumn—

The Huge Cape Collars

on the wraps add illimitably to their picturesqueness and grace. Many of the coats are richly trimmed with such fashionable furs as nutria, beaver, wolf and seal dyed muskrat. Fur trimmed autumn coats start at \$125. Autumn coats without fur are \$55 upward.

Straight Silhouette Frocks

with longer sleeves—and some long sleeves—are a delight to the eye. There are scores of new models in charmeuse, satin, serge, tricotine, twill. Many have touches of Irish crochet, filet or other laces. Their exquisite simplicity and elaborate embroideries are equally works of art.

Beads are used lavishly in peasant designs taken from the small southeastern nations of Europe. Wide girdles, low waistlines, moire sashes, loose panels, filmy fichus and rich silver work are other interesting notes.

Autumn dresses seem especially reasonable, for prices begin at \$27.50.

Tailored Suits With Longer Coats

and a trifle longer skirts often button straight up to the chin in severe straight lines. Quantities of carefully-placed embroidery will be noticed. Many browns are seen. Quite a number of fur-trimmed suits are already here at \$85 upward. Autumn suits without fur start at \$65.

—Meier & Frank's: Fashion Salons, Fourth Floor.

First Autumn Blouses

For autumn we shall still wear georgette crepe, of course. Who could do without its delightfulness! Early autumn tailored blouses of flesh georgette have fine pleating and tucks. Lacy georgette blouses have new kinds of jabots and collars, frills and lacy neck arrangements which give an evening touch to afternoon costumes. An especially pretty peplum blouse is trimmed with creamy lace and has narrow sash tied in back. Prices \$6.50 upward.

—Meier & Frank's: Blouse Shop, Fourth Floor.

Meier & Frank Co.
Established 1887
THE QUALITY STORE OF PORTLAND
778 S. Washington, Portland, Ore.

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Why bother about schedules and other troublesome travel details when Mr. Foster's courteous, efficient representative will cheerfully attend to all this for you and probably do it better than you would yourself. No charge for this service.

—Meier & Frank's: Sixth Floor.

See Also
Pages 8 and 9

A Maker Clearing His Stocks Sends Marvelous Sports Angora Scarfs

\$4 Grades at \$1.98
\$6 Grades at \$2.98
\$7.50 and \$8.50 Grades at \$3.98
\$9 to \$10.50 Grades at \$4.98

Brand new lot just arrived by express. Many were duplicated in our own earlier stocks at the higher prices. Nothing like them, however, has been seen at the extraordinary sale prices. Splendidly wide ones as well as the more conservative widths for motoring, golf, hiking and sports of all kinds. Regulation brushed wool weaves and some of the long, fleecy angora wool.

Straight ones and others made with patent leather belts and pockets.

All wanted shades of navy, gray, brown, French blue, American beauty, purple, cerise, turquoise, green and heather combinations and black. All finished with deep knotted fringe.

"What beauties!" That's what any woman will say when she sees them. They're irresistible!



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

Going Out! Women's Fine Cotton Frocks

\$25.00 and \$27.50 frocks for \$19.50
\$29.50, \$32.50 and \$35.00 frocks for \$25.00
\$37.50, \$39.50 and \$45.00 frocks for \$29.50
Special groups at \$5.00, \$9.55 and \$15.00

600 cotton dresses in a mighty sale. Distinguished styles for which the Fashion Salons have been noted this season. Gingham, printed lawn, white and colored organdie, plain colored poplin, English prints, dotted Swiss and georgette printed voiles. The new long waisted effects, fascinating sash styles, fichu effects, flower trimmed models. Every lovely idea brought out by the designers of summer frocks. Plenty of all white, rose, blue and other summer colors. Plenty of sizes for women and misses in the collection but not in each style.

—Meier & Frank's: Fashion Salons, Fourth Floor.

Women's Jersey Sports Coats Less

(Excepting White)

Were \$20.00, now \$15.00
Were \$29.50, \$35 and \$37.50, now \$25
Were \$25.00, \$27.50, now \$19.50
Were \$37.50, now \$25

Gay wool jersey sport coats in navy, black, Pekin, brown, copenhagen, tan, gray, red and also heather mixtures. Notch and tuxedo collars. Narrow belts. Worn this season very largely in place of sweaters.

—Meier & Frank's: Fashion Salons, Fourth Floor.



"It Always Pays to Shop at Meier & Frank's"

Fresh illustrations of this shopping axiom are found daily by Meier & Frank's patrons. Again it will be proved conclusively by the following sales:

\$3 to \$6.50 Corsets
\$1.98

Less than half price for good looking corsets in sizes 22 to 40. Lace front and lace back models in flesh color and white including some sport styles with elastic insets at side.

Also fine models of flesh pink satin with low elastic tops. This group includes a few brocaded models. Sizes 24 to 30.

All samples and broken lots—wonderfully good values.

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

Lace Striped Silk Fiber Stockings

95c

A wonderful lot of drop stitched effects in heather stockings of silky fiber. Black and red, brown and green, gold and navy, and other color combinations. Mock seams. Lisle tops, heels and toes. Plenty of all sizes for women.

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

\$1.50 to \$2 Silk Gloves for Women

91c

2400 pairs of standard two clasp, double finger tipped silk gloves. All first quality. Nearly all wanted colors. All regular sizes included. Plain and fancy stitched backs. A splendid lot of just the gloves that women want now.

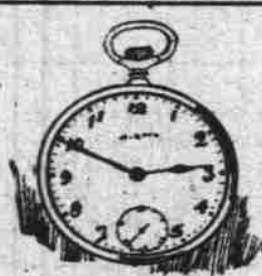
—Meier & Frank's: Glove Shop, Main Floor.

Important New Books

Seven books by seven of the most popular authors. An event in summer reading circles. Books for train, steamer and vacation trips.

"Half Portions" by Edna Ferber, \$1.75.
"The Killer" by Stewart Edward White, \$1.75.
"The Rescue" by Joseph Conrad, \$2.
"What's the World Coming To?" by Rupert Hughes, \$1.90.
"The Portygee" by Joseph C. Lincoln, \$2.
"Blacksheep! Blacksheep!" by Meredith Nicholson, \$1.75.
"The House of Baltazar" by William J. Locke, \$1.90.

—Meier & Frank's: Book Shop, Fifth Floor.



Men's Guaranteed Watches
\$5

Fortunate purchase of 78 watches with 7-jewel movements in nickel case. Mystic movement. Guaranteed. Size 12. Very specially priced, \$5. Subject to 5 per cent war tax.

—Meier & Frank's: Jewelry Store, Main Floor.

Extra Good Net Flouncings

\$2.95

Yard wide net flouncings for summer-dancing frocks. Charming with narrow pleated frills and tuckings. All white or combinations with pink and blue ribbons. Wonderfully easy to make up into pretty dresses.

—Meier & Frank's: Main Floor.

Washable Laces

25c

Special purchase of 2000 yards of 1 to 9-inch laces. Good washable kinds for art needlework, underclothes, neckwear, camisoles, brassieres. Edges and insertions of imitation filet, crochet, plat valencienne, duchesse, cluny, venise, beading and shadow laces. White and ecru.

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

Baby Carriages

Baby's travels are well provided for on the Fifth Floor. He may travel blithely in a fine carriage, a stroller, a sulky, an oriole or a go-cart. The carriages are of steel or wood, neatly upholstered, \$25.50 to \$64. Sulkies with or without hoods, \$5.50 to \$30. Go-carts with durable springs, \$12 to \$35.

—Meier & Frank's: Fifth Floor.



Final Clearaway

Women's Gloves 43c

Kayser, Fownes, Dent's and Mohawk gloves. Last 600 pairs from a huge special lot. Two clasp silks and a few slip-on and 8-button length chamisettes. Colors in the various lots include pongee, mastic, black, chamois, white and black.

A few are "seconds" but the majority perfect. All sizes but not in all styles.

None sent C. O. D., none exchanged, no telephone orders.

—Meier & Frank's: Main Floor.

Peplum Blouses Half Price

Were \$16.00 to \$80.00, Now \$8.00 to \$40.00

Sizes 36 to 40 only in our remaining collection of distinguished peplum blouses. Mostly georgette crepe, a few of voile and crepe de chine. Beige, green, orange, rose and various medium and dark colors. Some are elaborately beaded, others have lace and embroidery. Only one of a kind.

—Meier & Frank's: Blouse Shop, Fourth Floor.

Stamped Art Needlework

Was \$1.50 to \$3.00
Now 75c to \$1.50

Exactly half price for our entire collection of stamped dressing sacsques, smocks and kimono. Colored lawn, dotted swiss and other materials. It is easy to make them.

—Meier & Frank's: Needlework Shop, Second Floor.



Embroideries 39c

Swiss, nainsook and cambric embroideries. Edgings and flouncings 6 to 27 inches wide. Flower and eyelet patterns. Good for children's and women's underclothes.

—Meier & Frank's: Main Floor.

Women's Jersey Sports Suits

Were \$35, \$37.50 and \$39.50, now \$29.50

Were \$42.50, now \$31.85
Were \$45.00, now \$33.75
Were \$47.50, now \$35.65
Were \$52.50, now \$39.35
Were \$55.00, now \$41.25
Were \$57.50, now \$43.15

Regular and extra sizes in black, navy, tan, gray, copenhagen, Pekin, brown and also in dark heather mixtures. Notch or tuxedo collars in typical sports styles. A chance to get the best qualities in our stocks at new savings.

—Meier & Frank's: Fashion Salons, Fourth Floor.

Model Hats

Were \$15 to \$35
Now \$7.50 to \$17.50

Decided reductions on dress hats of many different types and colors. It makes a vacation so much more interesting if one has a new hat to celebrate. Many of these at half price are quite recent arrivals.

Untrimmed Hats Half Price

Were \$3.75 to \$10
Now \$1.87 to \$5

Many different shapes and colors. They can be easily trimmed effectively with a wreath of flowers, band of ribbon or organdie scarf.

Tailored Ready-to-Wear and Sports Hats

\$1.95 and \$4.50

A quarter to half less for another large collection of ready-to-put-on hats for all sorts of summer vacations. Turned-up models and shade hats.

Midsummer Hats

Early predictions of what the first autumn hats will be like. Made of taffeta combined with straw. Many faced with brightly colored feathers. Also garden party hats of georgette crepe in white and colors. Priced \$6.50 to \$30.

—Meier & Frank's: Millinery Salons, Fourth Floor.