

NEW COLUMBIA RECORDS NOW ON SALE—SIXTH FLOOR

### Salon de Coiffure: Service

Among the many expert services provided by the Beauty Salons are:

**Marcel Waving**  
**Facial Treatments**

**Hair Dressing**  
**Scalp Treatments**

**Shampooing**  
**Manicuring**

In addition to these: Water waving—permanent waving—eyebrow arching—also children's hair cutting and curling. The Beauty Salon makes a specialty of beautifying creams; Tissue—Whitening—Acne—Astringent—Motor—Foundation—these in two sizes at 63c and \$1.25. Cleansing cream (one size) 63c.  
—Meier & Frank's: Fifth Floor.



Exhibit of  
**Gladioli**

from the Gladiolus Farm of W. L. Crissey will be given in our Sixth Floor Auditorium next Wednesday from 1 p. m. to 5:45 p. m., and Thursday from 9:15 a. m. to 5:45 p. m.

See Double  
**Center Spread**

—This Section!

Ask Mr. Foster

It is such a simple matter to arrange all the details of a summer tour in consultation with this famous Travel Information Service. Two capable ladies solve all perplexities for vacation goers. The service is entirely free to our patrons.  
—Meier & Frank's: Sixth Floor.

# August Sales! Autumn News! The Store Is Vastly Interesting

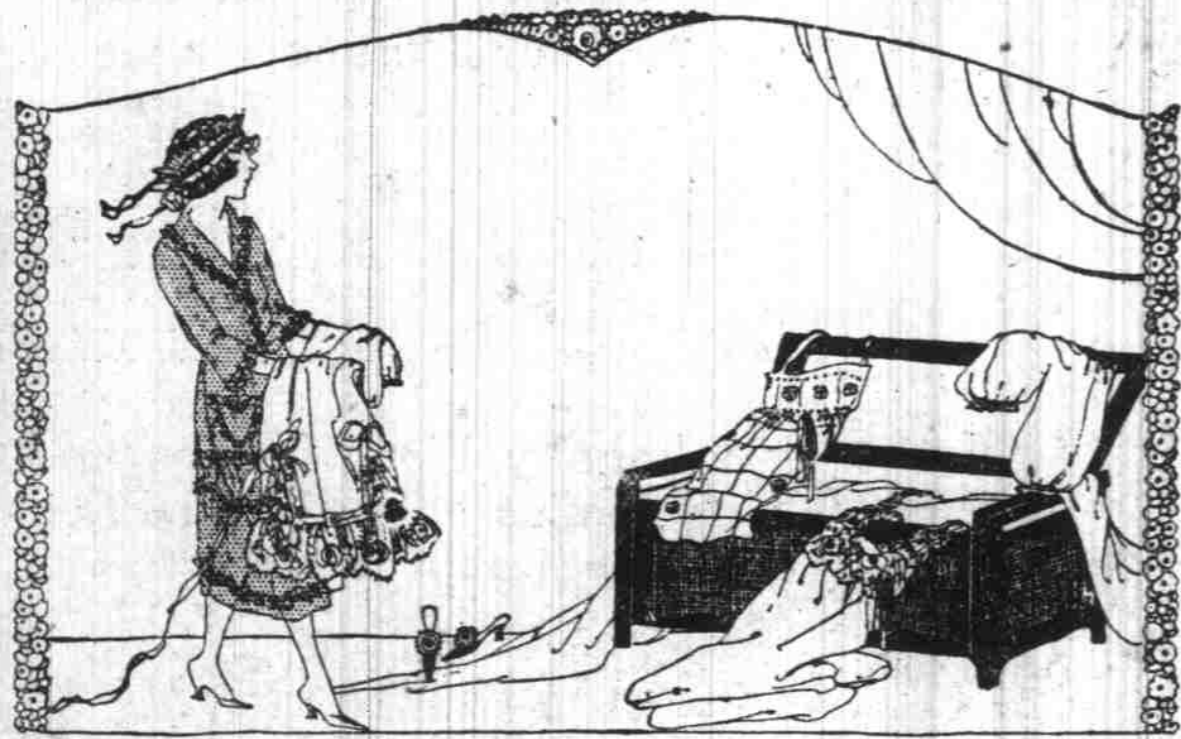


While Any Remain  
**100 Imported Hand Made**  
**Crepe de Chine Blouses**  
**\$12.50**

So extraordinary that the first hundred women who see them will snap them up. Beautifully hand-made French blouses of surpassing quality crepe de chine. Six models—some hand embroidered. White, flesh, gray and navy. Sizes 34 to 40.  
—Meier & Frank's: Blouse Shop, Fourth Floor.

Of Extraordinary Interest!

## August Sales of Corsets and Underwear



Such a combination as this provides women with abundant opportunities for saving on merchandise that they know to be standard in quality, style and workmanship.

Three Great Groups of Corsets

**\$2.95**    **\$3.45**    **\$6.45**

Many new additions enlarge the scope of this August Sale of STANDARD corsets which affects all broken and discontinued lines from our regular stock. Some are less than HALF the former prices because assortments are incomplete. Back lace and front lace. Brocades, batistes, coutils. All sizes in the sale. Some of the corsets slightly soiled from handling.

### August Sale of Underwear

Values that of a surety will repay investigation.

**Novelty Undergarments**  
**Reduced**

Gowns and Lucile brassieres, some with real filet and Irish laces, combinations of corset covers and drawers and straight chemise. Not all sizes in these garments. All greatly reduced.

**Envelope**  
**Chemise**

Special at \$1.49 to \$3.95. A large assortment of these garments of fine nainsook in deep Empire effects, some strap and built-up shoulders. Plain and fancy models.

**Lingerie**  
**Gowns**

Special at \$1.49 to \$1.27. Of nainsook and muslin in many pretty styles, including gowns with yokes of embroidery and lace and tailored models. Sleeveless, kimono and elbow sleeves.

**Silk Petticoats**  
**Special \$9.95**

Washable satin and crepe de chine petticoats in flesh and white. Bottoms finished with wide hemstitched hems or scalloped edges. Elastic top.  
—Meier & Frank's: Third Floor.

Repeated by Request

## Wonderful Sale of Sports Scarfs

Less than a month ago we held the greatest sale of these sports scarfs ever known in Portland. The entire lot—and it was large—sold out like lightning. Not quite so many in this new shipment, which is all the more reason why women and misses should lose no time in picking out the ones they want. These are from the same maker. Two remarkable groups:

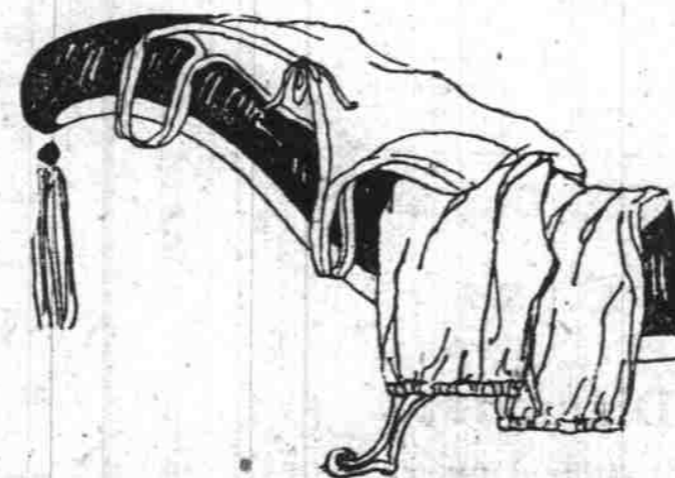
Regular  
to **\$4.95** Values

**\$2.95**

Regular  
to **\$6.50** Values

**\$3.95**

Every one brand new—just in by express. Fascinating scarfs of the most versatile character—ideal for beach, outing and motor wear. Of brushed wool and angora, fleecy, delightful. Straight ones and scarfs with belts and pockets. Plain colors and combinations of navy, buff, brown, green, purple, black and white.  
Early choosers will be particularly well rewarded.  
—Meier & Frank's: Main Floor.



## Sale of "Vanity Fair" Silk Undergarments

Every woman knows the splendid quality, daintiness and charm of Vanity Fair silk undergarments. Here are vests and bloomers of this famous brand at almost a third less.

**\$3.95**

Regular \$5.00 Vanity Fair glove silk bloomers in all sizes up to 7 inclusive. White, pink, navy, Belgian, taupe. Reinforced.

**\$2.95**

Regular \$4.00 Vanity Fair glove silk vests of finely serviceable quality with band tops and shoulder straps. Sizes 36 to 40.  
—Meier & Frank's: Main Floor.

### Tomorrow a Ribbon Sale Extraordinary

Two splendid lots of ribbon reduced.

Extra Wide  
**Lady Fair Ribbons**  
**Less Than Half**  
**\$1.49**

Quality that has sold at \$3.00, yard, 5 3/4 inches wide is this lovely double-faced satin finish ribbon in two-tone pastel shades. Especially adapted to girdles, sashes and camisoles.

Wide Fancy  
**Ribbons at**  
**79c**

A most attractive assortment including satins and taffetas, in stripes, plaids, printed warp and Dresden effects, light and dark combinations in dainty floral patterns, 4 to 7 inches wide. Make dainty hairbows and sashes for the kiddies and gracefully serve other practical purposes.  
—Meier & Frank's: Main Floor.



FIRST—With the New

## Autumn Fashions

First in point of time—our earlier announcements chronicled many arrivals in fall fashions. First in point of assortments, qualities, styles. **VALUES!** Women and misses are invited to view the new modes here where they are seen to best advantage.

New Suits

New Dresses

New Coats

Hundreds of new suits for women and misses already here and more being received daily from buyers in New York. A splendid collection. SUITS of serge, tricotine, velours, silvertone, tinselton, broadcloth, duvetyne, bolivia, tweeds, twills—all the fashionable materials are here. So many new models that description is impossible, but assuredly a style here for every fancy. Many have large fur collars. Extra size suits also in this collection.

DRESSES for women's and misses' street, business, afternoon, evening wear—every occasion: Serge, satin, taffeta, tricotine, crepe de chine and lace gowns. Ever so many new touches. Prices begin at \$25.

COATS—the number is legion. Coats of evora, bolivia, velour, pom pom, duvetyne, broadcloth, tweeds, etc. Three-quarter and full length models with large collars of fur or the material. Prices begin at \$25.

### Biggest Showing on the Pacific Coast

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

## The August Sales of Furs and Plush Coats

continue. They are proving an irresistible combination. The advantages of purchasing now are immediately obvious to all who investigate. That qualities and styles are the best goes without saying, for it is standard Meier & Frank merchandise offered at reduced prices to August purchasers.

Our entire stocks of furs are now marked at lower prices than will prevail

later on. Every fashionable fur included. No exceptions to the downward price revision. So it is with the sale of new pile fabric coats on which a substantial lessening of prices has been put into effect. Prices on these begin at \$33.55.

Furs purchased in the August Sale will if desired be stored without charge in our vaults until October 1.

—Meier & Frank's: Fourth Floor.

6 Only of These

## "Homecraft" Looms for Hand Weaving

**\$15**

Hand-weaving is one of the most practical of arts and Homecraft looms provide the ideal equipment for this weaving. To extend the vogue of hand-weaving we offer six only of our famous Homecraft looms at \$15. Table size—most practical for weaving bags, trimmings, etc. FREE LESSONS in weaving.



**400 Bureau Sets**  
**79c**

Regularly \$1.10 set. Scarf 16x52, pin cushion 4x12. Stamped on cream or white crash. While the quantity lasts tomorrow.

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