

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's

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 79c

Regularly \$1.00. Dainty boudoir pillows covered with pink or blue sateen with fillet lace overslip on one side. Size 10x16 inches.

—Meier & Frank's: Second Floor.

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

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

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. Tricorner, 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.

Metalized feathers, soft drooping ostrich, rich metal and cloth flowers and lovely brocaded ribbons trim many of these strikingly patterned hats.

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



A new Fall color, "Hawaiian," is introduced in this gorgeous coat of marylina. 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 tricot 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 velvet suit in the favored marten shade. The marta collar is unusually fine, and the loose hanging embroidered panels lend added smartness to the jacket. \$45.



Marleen in the new fall-low 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 until January 1st, 1923.

Sumptuous Wraps

\$675 Hudson Seal (dyed muskrat) Wrap, 46 inches. \$540
\$625 Hudson Seal Wrap, squirrel trimmed, 42 in. \$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

Rich Coats

\$98.50 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



Animal Chokers

\$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 pure cane sugar, crystal white corn syrup and Oregon honey. Packed in 89c. No deliveries at this price. —Main and Ninth Floors, Basement Balcony.

Flouncings 49c

Regularly 59c and 69c yard. Swiss and cambric embroidery flouncings. Eyelet and solid work designs. For children's dresses and undermuslins. 12 to 27 inches wide.

Embroideries 10c

Regularly 12c and 15c yard. Swiss, cambric and longcloth embroidery edges and insertions for women's and children's undermuslins. 3/4 to 4 inches wide.

—Meier & Frank's: Main Floor.

Groceries

Fancy Hams, Armour's Star or Sinclair's, 10 to 12-lb. sugar cured, convenient 10 to 12-lb. sizes, pound for \$34c
Imported Marmalade, Kellie's Scotch, No. 1 stone jars. 45c
Breakfast Bacon, sugar cured, freshly smoked, 10-lb. strips. 36c
Royal Baking Flour, highest grade, patent, 49-lb. sacks. \$2.08
Sifted Peas, Red Ribbon, uniform, tender, eastern pack No. 2 cans, dozen \$2.45; six cans special. 65c
Orange Crush, Suncrush, dilute with 4 parts of water, pint jars. 45c
Jewell Shortening, Swift's, freshly made, 5-lb. cans. \$1.85; the 4-lb. cans. 85c
Ceylon Tea, makes perfect iced tea, regular 50c grade, special pound. 49c
Shredded Wheat, the ideal summer breakfast food, doz. \$1.45; two packages. 25c
Naphtha Soap, Feldman's, best for cold water, 10 bars, pound. 45c
White Soap, Crystal White, brand, 10 bars. 48c
—Meier & Frank's: Ninth Floor.

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.

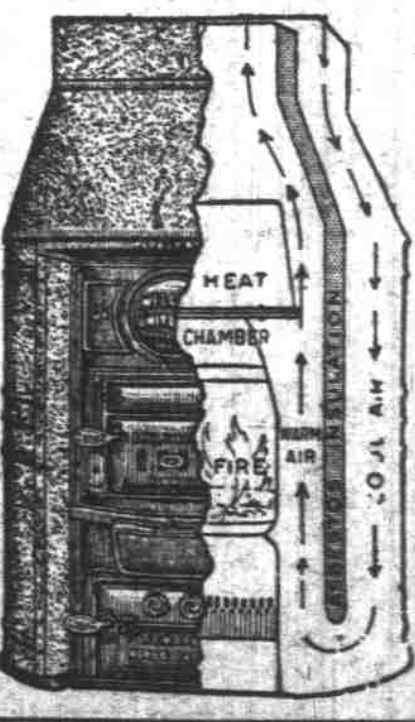
Now Is a Good Time to Have Your Furnace Installed

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.



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

SKETCHED

in our

SALONS

FOURTH FLOOR



Rich and sumptuous looking is this navy twill frock, 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 Duvel de Laine in the new Tunisian shade. Finished with fitch collar and banded with metal embroidery. Slightly bloused. \$98.50.



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



Malay is the shade of this coat of soft duvetyn, 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 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 girde 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 and 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.)