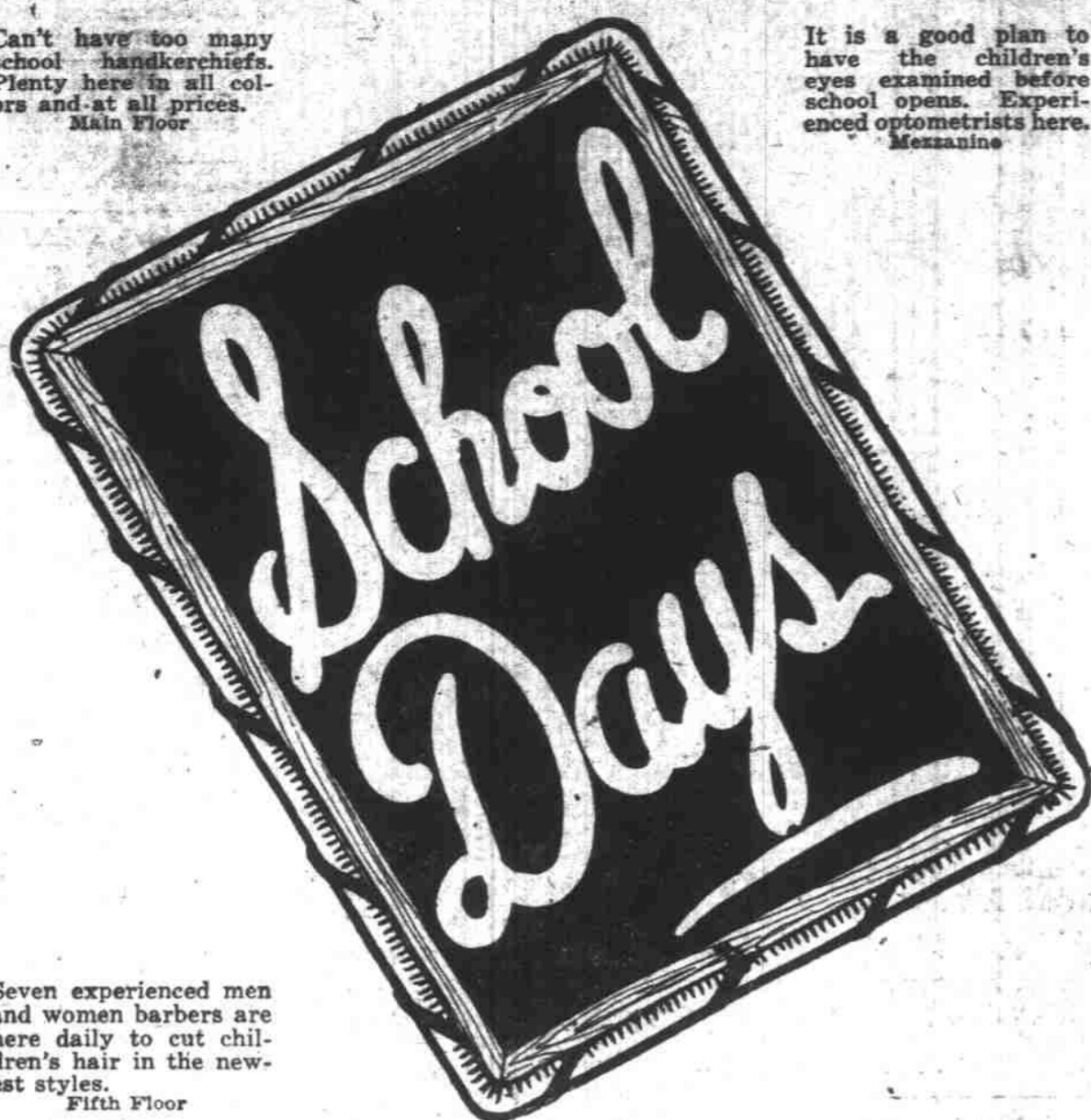


INQUIRE AT NOTION SHOP, MAIN FLOOR, OR PATTERN SHOP, SECOND FLOOR, FOR INFORMATION ABOUT MADAME COATES' DRESSMAKING AND MILLINERY COURSES SOON TO BEGIN AT THIS STORE

Can't have too many school handkerchiefs. Plenty here in all colors and at all prices. Main Floor



Seven experienced men and women barbers are here daily to cut children's hair in the newest styles. Fifth Floor

It is a good plan to have the children's eyes examined before school opens. Experienced optometrists here. Mezzanine

Charge Purchases Tomorrow and Balance of Month Go on September Bills, Dated October 1.

WHEN Meier & Frank's does a thing it does that thing well. So it is with this special "School Days" program—a capable, carefully planned presentation of all the things pertinent to school, featured by special price offerings in many instances—by lowest prices, quality considered, in others. This event will demonstrate again that Meier & Frank's is

## HEADQUARTERS for All School Needs

Together with the marked advantages that patrons enjoy in the matter of most complete stocks, dependable qualities and best values, Meier & Frank service assures prompt attention, courtesy and satisfaction to everyone.

ESTABLISHED 1857  
**Meier & Frank Co.**  
THE QUALITY STORE  
OF PORTLAND, OREGON  
528 1/2 SIXTH, MORRISON, ALDER STS.

The September issue of "The Juvenile Magazine" is being distributed now. To secure a copy this month and succeeding months, names and addresses of children should be brought to the Children's Store. Copies of the September issue have already been mailed to children whose names we have.

## Official Portland Grammar School Text Books for All Grades

In addition to providing a special section for these text books (Fifth Floor) we have also assembled here representative stocks of other school supplies such as note books, pads, pencils, pens, etc. Patrons will appreciate the convenience of finding these requisites side by side. Meier & Frank service—and satisfaction.

### Tie Up Pretty Curls With Bows Like These at 35c



Ordinarily you would pay 60c to 90c for each of these bows. But the new school term is such an event that Meier & Frank's is celebrating it by this special.

Tied of 1 1/2 yards of ribbon—taffeta, moire and satin taffeta in plain, plaid and checked patterns—they are fluffy enough to please the most fastidious little person.

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

### Umbrellas for Rainy School Days

There's a Special Sale of \$5.50 Ones for \$2.45 Tomorrow

You'll almost want it to rain so that you can carry your all-silk rain or shine umbrella. Both bright and darker colors, plaids and checks.

Cotton Umbrellas, \$1.50 to \$2.25

The kind of umbrellas that prove good, trusty friends throughout the rainy months. Good assortments for girls and boys.

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

### For School—Fountain Pens and Eversharp Pencils

Fountain Pens  
\$2.75 to \$12

Fountain pens—all makes—Waterman, Shaeffer, Conklin and Dunn—with clips for the boys and with rings for a ribbon for the girls. All are self-filling and all guaranteed. Other fountain pens from \$1 up.

Eversharp Pencils  
60c to \$5

Whether it's elaborate or very plain—it is the one pencil for the student. Always ready—there when you want it—to jot down those important notes.

### If You Go Away to School

then what a stock of stationery you will need. The dozens of letters back home to everyone you know—telling all your adventures—call for a good supply of it. Every kind here.

### Address and Memorandum Books

are here, waiting for your inspection.

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

### Youthful Blouses for Girls

Who Like Jumper Frocks

Pongee Blouses \$5 to \$6.50

The round Peter Pan collars that are finished with such demure little ties under your chin are prominent in this group of school blouses. Some trimmed with pleating.

### White Tub Blouses

Crisp and dainty—of batiste, voile and dimity—some all white and some with touches of color. For the girl who goes away to school and for the girl who stays at home.

Some Specially Priced \$1.95

If you've a jumper dress—or an attractive tweed suit—or a pretty pleated skirt—then you want one or several of these blouses. They are white—and dainty—and crisp—and becoming.

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

### Little Girls Will Want to Be Gloved



Gloves are a protection and a warmth that can't be neglected—to say nothing of style.

Good Kid Gloves  
\$1.25-\$1.50

One-clasp capekin and mocha gloves, P. K. sewn, with embroidery stitched back. Sizes 2 to 10 years.

\$3.00 to \$4.00 Gloves  
Special \$2.69

The best kind of gloves—made to wear until you outgrow them—in shades of mode, grey, beaver and mastic. Sizes 5 1/2 to 7 only.

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

### Apparel For School Girls of Every Age



The days when school clothes were made for service alone—and looked it—are gone.

Not that the gay little togs the school girl of today wears don't prove just as practical and serviceable. They do. But they are also pretty enough and smart enough to make any small person want to wear them all the time. And mothers know that you are more careful of a dress or a coat you like.

Navy Serge Dresses  
\$4.95 and \$5.95

It's surely a girl's right to own a pretty blue serge frock for school. As if they knew that this special shipment has arrived barely in time for the new fall term. Sizes 8 to 14 years.

"Let's Celebrate," said the Coats, "And Go on Sale at \$9.95!"

And in spite of the fact that some of them carried price tags that read "\$25"—they did. They number 50 in all—and some have fur collars—imagine it! They've sent out a hurry call to girls between 8 and 16 years. Other coats priced to \$40.

### School and Sweaters Go Hand in Hand

A sweater is something you can't overlook. It is marked in capital letters in the list of school needs.

And no wonder—it is warm and comfortable and always looks like new—it's bright looking, the correct thing to wear and it's always becoming. Not one—but several—says the school girl. \$3.50 to \$8.95.

Pullover Sweaters \$2.95

They are the sweaters for outdoor sports! Wool and mohair—gayly striped—brilliant as autumn leaves—surely you'll have one. 6 to 16 years.



### The Importance of a Middy Is at High Tide Now



Just mention "school" and watch the middy blouses sit up and take notice!

They know no school room is complete without a sprinkling of them. Some are jauntily called "Bob Evans" and others answer to "Jack Tar." Of wool flannel and wool twill, they may be green or scarlet or navy—6 to 18 years, \$5.95 and \$8.95.

Kilted Like a Scotchman  
Is the Smartly Middied Girl

Her skirt may be checked or a bright plaid fabric—but to be correct it must be tightly pleated. With straps, these kilts are worn with a blouse. With cotton bodices, they accompany middies. Priced \$3.95 to \$6.95.

### Bloomers for the Active Girl Pair, 75c

Black sateen bloomers, made with elastic at waist and knee and also in drop-seat style. Sizes 2 to 14 years.

Gym Bloomers \$1.98

Heavy quality black sateen bloomers, in sizes 8 to 18 years.

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

### Everything for a Boy's School Wear



Does your boy need a new suit—an overcoat—a raincoat—a macinaw—a sweater—blouses—a hat or cap—or any of the other things that go to complete the boy's outfit for school?

If he does—Meier & Frank's is the place to supply that need—choose here from the largest assortments of boys' clothing and furnishings at moderate prices.

Boys' Norfolk Suits \$8.45

An excellent value. Boys' novelty Norfolk suits with TWO PAIRS fully-cut, fully-lined knickers. Fancy mixtures. Sizes 10 to 18 years.

Boys' Corduroy Suits \$8.45

The famous "Crompton" corduroy all-weather suits with one pair knickers. Dark brown shade. Sizes 7 to 18 years.

Two-Knicker Suits \$11.45

Another new shipment just received. Newest styles, patterns and colors. Sizes 7 to 18 years.

Boys' Norfolk Suits \$12.85

Limited number at this special low price. Boys' fine Norfolk suits in fancy browns and tweed mixtures. Sizes 10 to 18 years.

Other Boys' Suits

of fine tweeds, chevots and worsteds, sizes 9 to 18 years at \$13.50, \$16.50 and upwards.

Boys' Overcoats \$14.85

New blue chevot overcoats with large convertible collars and patch pockets. Red lining. Sizes 3 to 10 years.

Also double-breasted polaire cloth overcoats with convertible collars and raglan sleeves. Sizes 3 to 10 years. Special \$14.85.

Boys' Raincoats \$3.95

Extra special at this low price. Boys' rubberized raincoats or raincoats in sizes 4 to 16 years.

Boys' Mackinaws \$7.45

Every wide-awake boy wants a mackinaw for colder days. These at \$7.45 for 6 to 12-year boys are in plain colors and plaids with shawl and notch collars, belted all-around. Others in sizes 13 to 18 years are special at \$9.85.

Boys' Sweaters \$2.65

Warm slip-on sweaters in rib stitch. A wide variety of plain colors and combinations. Sizes 6 to 12 years.

Boys' Sweaters \$4.95

Shaker knit slip-over sweaters in orange and black, cardinal and black, black and orange and various other combinations, also plain colors. Sizes 28 to 34.

Boys' Sweaters \$6.95

Heavy "Jumbo" weave slip-on sweaters in the various local school colors. Large shawl collars. Sizes 28 to 34.

Boys' Blouses 69c

Extra special. Famous "K. & E." blouses of finely serviceable fabrics in an almost endless variety. Sizes 6 to 16 years.

Boys' Shirts 95c-\$1.35

Two special lots of boys' "K. & E." shirts—regular \$1.25 to \$2 values at 95c, regular \$2.25 to \$3 values at \$1.35. Sizes 12 to 14 1/2.

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

### School Shoes for Boys and Girls



Our assortments of boys' and girls' footwear for the school season were never more complete.

All the newest styles in service-giving shoes may be chosen here at moderate prices.

Boys' Shoes \$4.15

Sizes 11 1/2 to 13 1/2, pair \$4.15. Sizes 1 to 6, pair \$4.65. Youths' and boys' black calf and brown elk shoes in medium and Munson army lasts with heavy soles. Blucher style.

Boys' Shoes \$4.50

Sizes 11 1/2 to 13 1/2, pair \$4.50. Sizes 1 to 6, pair \$5.50. Boys' black calf, blucher style shoes, extra heavy soles and indestructible tips.

Girls' Shoes \$4.85

Regularly \$6.50 to \$7.50. Growing girls' shoes of black gunmetal, medium and dark tan leathers. Made on semi-English lasts with low heels. All sizes.

Growing Girls' Shoes

We have a complete assortment of growing girls' shoes, oxfords, one- and two-strap pumps in patent colt, tan and black calfskin at \$6 to \$7.50 pair.

Misses' Shoes \$3.35

Sizes 5 to 8, pair \$3.35. Sizes 8 1/2 to 11, pair \$3.75. Sizes 11 1/2 to 2, pair \$4.35. Misses' and children's patent leather, brown or smoked elk shoes with roomy toes, low heels, welt soles.

Acrobat Shoes \$3.50

Sizes 5 to 8, pair \$3.50. Sizes 8 1/2 to 11, pair \$4.25. Sizes 11 1/2 to 2, pair \$5. Lace and button style in tan, smoked or black leathers. Without nails or stitches. Perfect for growing feet.

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

### Windsor Ties for School Boys and Girls



The bright colors that you want. Special, 19c each or 3 for 50c.

Windsor, Middy Windsor, the three-cornered and the square middy ties are stacked up in imposing looking piles—just waiting to be worn. They range from 25c to \$3.50.

Starched Linen Collars 50c

The smartly dressed child knows the importance of a white tailored collar and chooses one with cuffs to match. The cuffs are also 50c a pair.

### One Thing That Does Two Things Sport Sets Special \$4.95

The one thing is a sport set and the two things that it does is provide the most enchanting, pretty soft roll-brim hat for your head and a warm scarf for your throat. These sets are cotton and wool mixtures. The colors they come in are jockey red, open blue, peacock, buff and brown.

### For Every Girl That Wears a Sweater

There is a certain bit of frilly neckwear that should go with it. Girls' tastes vary—some like fussy, lacey things and others like plain ones—but for every girl's wish there is a pretty collar, a collar and cuff set, a vestee or a smart guimpe.

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

### The Feet That Carry Kiddies to School

are important enough to get some special attention all their own. These are the kinds of hose to get—both for looks and for practicability.

Pair 35c

Regularly 50c pair. Children's fine ribbed mercerized lisle hose, sizes 5 1/2 to 10. In brown and black only. 3 pairs \$1.

Pair 25c

Children's medium weight cotton hose in all sizes, black only.

Pair 50c

Children's three-quarter silk and mercerized fancy ribbed roll-top hose, sizes 7 to 9 1/2. In combinations of cordovan and green, cordovan and gold and black and green.

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

Pair 50c

Boys' and girls' "Wayne Knit" hose in light, medium and heavy weights. Sizes 6 to 11 in black, white, cordovan and grey.

Pair 75c

Boys' Cadet hosiery in three-quarter lengths, roll top style. All sizes in black and cordovan.

Pair 85c

Children's medium weight wool and cotton hose with elastic rib. Sizes 6 to 8 1/2 at 85c; sizes 9 to 10 at 95c pair. Black only.

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

## For Boys and Girls Going to High School and for Young People Going to College

For the high school and college girl—things she will want for herself and for her room—ivory comb, brush and mirror sets, manicure sets, stationery, fountain pens, wrist watches, Indian blankets, picture frames, chafing dishes, tennis rackets, jewelry, party dresses, silk hose, dancing slippers, diaries, writing sets, gloves, wool sport hose, silk underwear.

For the high school boy and college man—first long trouser suits, overcoats, topcoats, raincoats, hats, shoes, shirts, cravats, collars, sox, underwear, athletic goods, etc.