

Our Great Semi-Annual Sale of Watches Begins Today—See Details in Sunday Papers With Other Events for This Week

Jolly Hallowe'en Time Needs Here—Novelties, Party Invitations, Favors, Pumpkins, Dennison Table Sets—See Window

THE MEIER & FRANK COMPANY, ESTABLISHED 1857 MEIER & FRANK'S

MEIER & FRANK'S THE MEIER & FRANK CO., 5th, 6th, Morrison and Alder



First Day of Monster Mid-Season Distribution

The Store of Service

- Nearly 2000 Employees
- Pneumatic Tube Service
- Electric and Horse Delivery
- Special Delivery Messengers
- Reception and Writing Rooms
- Venetian Tea Room, 7th Floor
- Accommodation & Checking Station

The Sale Without a Parallel

BY THIS TIME our sensational announcement in the Sunday papers has been heralded from center to circumference! As you are reading this now, thousands are starting for The Big Store to share in the marvelous array of savings we have planned for this Monster Distribution of new Fall and Winter Merchandise.

It's a great movement to make room for the holiday stocks which have filled both our big warehouses and are still crowding in daily by the carload. Departments must be condensed—whole aisles and floors given up to the Christmas goods within a very few weeks. We've agreed to let you share in economies—value-giving planned on a scale never met before in Portland right in the heart of the season.

COME TODAY—START NOW—BUY YOUR NEW FALL AND WINTER APPAREL AND HOME FURNISHINGS AT THESE PHENOMENAL REDUCTIONS! WE CAN ONLY HINT HERE.

The Store of Quality

- Our Ironclad Guarantee: Satisfaction or Money Back
- Makes of Known Reputation
- The Newest Styles Here First
- Prices Based on Intrinsic Value
- Selection Always the Largest
- 56 Years of Honest Merchandising

Every Pair Gloves Reduced

ALL Glove needs for Winter should be supplied in this sale! Every pair reduced, including the world-famous Perrin's real French Kid Gloves.



\$1.50 Perrin's Gloves—special lot of two-clasp real French kid, in all shades. All sizes. Priced for this sale at only, pair **98c**

Perrin's Gallia Gloves—our very best \$1.50 grade. Real French kid, two-clasp style, in all shades. Priced at, pair **\$1.33**

Perrin's \$1.75 Gloves—overseam French glace kid, with two smart radium fasteners. All shades. Priced at, pair **\$1.50**

Perrin's \$2 Gloves—smart pique and overseam styles, with two or three pearl clasps. For this sale are priced, pr. **\$1.79**

Women's \$1 Gloves—great lot of two-clasp chamois, cape and snede, in all colors and sizes. **73c**

\$3.50 Long Kid Gloves—16-button real French kid and lambskin, in black, white, tan, mode, champagne. Pair **\$2.85**

Women's to \$20 Fisk Hats, \$7.45

AN extraordinary feature in this Great Midseason Distribution today! Choose from 150 of the world-famous Fisk Hats—every one bearing the label—worth from \$10 to \$20 at \$7.45.

Shapes of velvet and silk—small, medium and large trimmed with beautiful wings, breasts, fancy ornaments and even fine ostrich bands and feathers. See the Fifth-street window filled with them. Today

To \$4.50 Hats \$1.98

Two big tables filled with the smart Untrimmed Felt Shapes in popular hood, roll brim, broad brim and other styles. Plain colors and reversibles. **\$1.98**

Worth \$3 to \$4.50

Fancy Feathers 1/3 Off

Choose from our entire stock of Fancy Feathers and Wings in this great sale today at 1-3 less! Beautiful Breasts, graceful Wings and Plumage. Regular **1/3 Off** prices 50c to \$10, at just



A Big Silk Bargain! 85c-\$1 Grades, 59c

THRONGS will come to the Great Mid-Season Distribution Sales today just to share in this astonishing Silk bargain. A great mill purchase of 7000 yards of beautiful new Autumn Fancy Silks in the acknowledged 85c and \$1 grades. An almost endless selection of beautiful patterns in every color. Silks for new waists, dresses and costumes. Placed on sale for today, the yard, at only **59c**

5000 Pairs Women's Hosiery Best 25c Grades, 18c

JUST for the first day of this Great Mid-Season Distribution. Five thousand pairs of our best 25c Lisle Hosiery with reinforced heels and toes and 4-inch garter proof tops. Black, tan and every wanted shade. Buy our best 25c Hosiery in this great sale for Monday at the low price, the pair **18c**

Women's \$25 Blue Serge Suits

\$18.85



SENSATIONAL!—and doubly so because Blue Serge Suits are in greater favor than ever this Fall. Few stores that have a selection of them at any price.

Smart, strictly Tailored Suits of splendid all-wool, unfadable blue serge, made with jaunty 30-inch coats, finished with notched collars and LINED WITH THE FAMOUS SKINNER'S SATIN.

We don't expect a one of these Blue Serge Suits to be left upon the racks tonight, so come early. All sizes for misses and women. Positively the finest \$25 Blue Serge Suits from our regular line. Priced for today at the very low figure **\$18.85**

\$20 Coats Now at \$16.45

The very Coats we've been selling hundreds of the last few days at \$20! Warm double-texture fabrics—some reversible—with plain and storm collars. Styles similar to illustration. For this Great Distribution Sale today, special price, the garment, only **\$16.45**

\$16.50 Dresses Now \$12.45

Pretty new Afternoon and Street Dresses that women have considered wonderful values at \$15 and \$16.50! Plain navy or black serges, zibelines, mixtures, plaids—high or Dutch neck—long and short sleeves, **\$12.45** high waistline. All sizes. Today, for only



\$4.50 and \$5 Silk Petticoats for \$2.79

ACTUAL \$4.50 and \$5 Silk Petticoats at only \$2.79—the lowest price that could possibly be quoted on such high-grade skirts as these! All-silk taffetas and messalines of splendid, firm, lustrous quality. Plain and tucked flounces. Black and all colors. Choose these high-grade \$4.50 and \$5 Silk Petticoats today in the Great Distribution Sale at the very low price of only **\$2.79**

Women's \$1.75 Outing Flannel Gowns \$1.23

ANOTHER great Distribution Sale offering that's bound to bring women by the hundred to The Big Store today! Warm Outing Flannel Night Gowns, made in plain white or fancy pink or blue stripes. Neatly braided trimmed. Full cut and splendidly made. Both high and round necks. Our best \$1.75 Outing Flannel Gowns for Monday's selling only at the sensational special sale price of only **\$1.23**

Knit Underwear Less 75c Union Suits, 53c

AN immense purchase of the famous Forest Mills' Union Suits with slight imperfections. Splendid Winter weight in high neck, long sleeves and ankle length in white and gray. All regular and extra sizes. For this sale today, the suit only **53c**



Women's 50c Underwear—Slightly imperfect Forest Mills Vests and Pants of fine ribbed cotton in all regular and extra sizes. Priced only **34c**

Children's Warm Underwear—Fleece-lined Vests and Pants in white, cream and silver. Sizes 28 to 34, 35c grades, 25c; sizes 18 to 26, 25c grade **21c**

All Munsing Underwear Is Reduced
All Harvard Mills Underwear Reduced
All Other Makes Underwear Reduced

Pure Cane Sugar, Bag \$6.25

THINK of it—exactly a dollar less than prevailing wholesale price on best quality Pure Cane Sugar.

We bought 4000 bags before the recent rise. Monday and Tuesday only—one sack to a customer. Special, 100 pounds **\$6.25**

Fancy Eastern Hams—Deliciously sugar-cured; extra special, the lb. **17c**

English Style Bacon—East-ern sugar-cured; lean strips, pound **16 1/2c**

35c Fresh Roasted Coffee—The price is advancing daily, so lay in a supply. Ex-**26c**

Royal Baking Powder—Full pound cans, sold ordinarily at 50c. Extra special for today, the can, at only **39c**

Victor Flour, of hard wheat. We guarantee it to give perfect satisfaction. 84-lb. sack **\$1.30**

Grizzly Bluff Butter, two pounds at only **64c**

Butternut Butter, old reliable, two lbs. at **65c**

Royal Banquet Butter, two pounds, only **73c**

Pure Eastern Lard, five-pound pail, only **60c**

Crosse & Blackwell's Lucca Oil, special, **77c**

25c-30c Huntley & Palmer's Eng. Biscuits, **20c**

Fancy Rice, offered special, five pounds **25c**

12 1/2c cans Oysters, special during sale at **10c**



All Neckwear Is Reduced 25c Sample Pieces at 16c

A BIG center aisle table filled with thousands of pieces of 25c Neckwear to choose from today at 16c!

A maker's entire sample line of 25c grades. Dainty Jabots, Rabats, Cascades, Stocks and every other wanted conceit. Priced at only **16c**

All Our 35c Neckwear goes at only **25c**

All Our 50c Neckwear goes at only **43c**

All Our 65c and 75c Neckwear at **47c**

\$1 Fancy Seco Silk Scarfs, plain and figured, at only **43c**

All Irish Crochet Neckwear, \$1.50 to \$40 grades, at **1/4 Off**

All Fancy Evening Scarfs, \$1.50 to \$40 grades, at **1/4 Off**

All Karabou Stoles and Muffs, \$5 to \$40 grades, at **1/4 Off**



20c All-Silk Ribbon 12c

OUR best 20c grades of all-silk Moire Ribbons, plain and fancy patterns. 2 1/2 and 4 inches wide. These high-grade 20c Ribbons at only, yd. **12c**

25c All-Silk Ribbons, plain and fancy, 5-inch, yard **17c**

35c to 45c plain and fancy Moire, 5 to 7 inches wide, yd. **25c**

All Other Ribbons Are Greatly Reduced During This Sale



If You Can't Come in Person, Order by Mail or by Telephone

Emb'd'ies About Half

BEAUTIFUL Embroideries in patterns to match! Edges and Insertions, 1 to 6 inches wide, Bands and Flouncings 4 to 18 inches wide, woven on fine Swiss, nainsook and cambric. Divided into two lots for the Great Midseason Distribution today:

35c to 50c Emb'd'ies **25c** | 50c to \$1 Emb'd'ies **39c**