

Jolly Hallowe'en Time Needs Here—Party Invitations, Favors, Pumpkins, Dennison Table Sets, Etc.—Very Lowest Prices!

Hear Emma Eames and De Gogorza on the Victor Auto- phone Before You Go to the Heilig—Fifth Floor Section

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

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

All Portland Is Catching the Spirit of This Great Distribution! Value-Giving at Its Height Today

TODAY—the second day of the Great Mid-Season Distribution Sales—sees greater and better offerings in new Fall and Winter merchandise. Yesterday, from the opening of the doors at eight until the close at six, the store was thronged with thousands of eager buyers, who caught the spirit of this huge event from the moment they read the first announcement in Sunday's papers.

A sale without a parallel! Come today and you'll recognize it as such—for nowhere in all the land could lower prices be given on new goods at this time of the year.

- All Gloves Reduced
- All Neckwear Reduced
- All Ribbons Reduced
- All Silks and Velvets Reduced
- Pictures & Picture Framing 1/4 Off
- All Dress Goods Reduced
- All French Underwear Reduced
- All Blankets and Comforters Red.
- All Knit Underwear Reduced
- Great Reductions on Millinery



Our Great Annual Handkerchief Sale Begins This Morning!

Around a Half Million Snowy Kerchiefs for Men, Women, Childr'n

THE united efforts of our buyers make this the most remarkable Handkerchief offering that Portland or the West has ever known! Nearly a half million snowy kerchiefs as a result of the combined orders—many of them placed direct with the largest handkerchief importers and manufacturers in the world. Never such prices as these! Note the specials below for men, women and children:

6000 Women's 25c Handkerchiefs, 14c

You'll marvel at the fine quality of these 25c Handkerchiefs—an immense sample line purchased from three of the largest importers in the land. Pretty embroidered styles of sheer linen, embroidered Swiss, scalloped and hemstitched styles as well as Armenian lace trimmed and with colored borders. Regular 20c and 25c Handkerchiefs on sale today for the low price of 14c

- Children's 4c Handkerchiefs—Of sheer cotton, hemstitched, white and colored borders. Just the kerchiefs for school. On sale today, low price 2c
- 5c Swiss Handkerchiefs—Embroidered and hemstitched, white and colored borders. Large assortment to choose from at the very low price, only 4c
- 7c to 10c Kerchiefs—Of linen and fine Swiss, embroidered initials and corners. Some with pretty colored borders. Special low price today at 5c
- 10c and 12c Fine Kerchiefs—Of Swiss and linen. Fancy embroidered corners and initials—all letters. Special low price for today, now at only 7c
- 12c to 17c Kerchiefs—Fine Swiss embroidered and initial styles. Also pure linen hemstitched and embroidered kerchiefs, now at only 10c
- Women's 25c Kerchiefs—Broken lots from regular stocks. Sheer linen and Swiss, embroidered and initial styles. Special low price today at only 19c
- Women's 35c Kerchiefs—Our regular stock of fine Donegal and Bretonne, hand embroidered corners, borders and initial styles. Low price 25c
- 65c and 75c Kerchiefs—Of finest Swiss, linen and lawn, embroidered corners, initial and bordered styles. Very low price 33c

Great Offers in This Sale on Men's Handkerchiefs

- Men's 15c Kerchiefs—Of pure white linen, narrow hemstitched hems, all full size. 200 dozen special today at only 10c
- Best 25c Kerchiefs—Of plain white, pure linen, narrow, 1/4 and 1/2-in. hemstitched hems. Special 3 for 50c, ea. 17c
- 50c Colored Kerchiefs—French imported silk and linen, in neat patterns and colors to match ties. Special low price at 29c
- Men's 25c Kerchiefs—Of soft, mercerized fabric with large silk initial. All letters. Sp'l 7 for \$1.00
- Best 50c Kerchiefs. Pure white Irish linen with neat, narrow hemstitched hems. Box of 6 at \$1.75. 35c
- On sale now each at 16c
- Fine Japan Silk Kerchiefs—With neat corner initials; six in a box special at only 69c.
- Union Linen Kerchiefs—Plain white, full size handkerchiefs for men. Extra special today at only 6c.
- 25c and 35c Pure Linen Kerchiefs—A mill-run—some of them with slight imperfections. All initials. Sp'l 16c

Women's \$30 to \$35 Suits \$21.65

JUST the pretty Lingerie Waists women want to wear with the new Fall suit. Dainty models in fine mull, marquisettes, and all-over embroideries trimmed with cluny and val lace and pretty Grecian embroidery. Practical high-neck models with long or short kimono sleeves. Regular \$1.75 and \$2.00 Waists today at \$1.28



IT'S THE lowest price that could possibly be placed on these \$30 and \$35 Suits, and they're the newest, latest arrivals—coming straight from New York with our garment chief, just in time to be arranged on the racks for this second day of the Great Distribution Sale.

Handsomely tailored Suits in the most pleasing, charming styles that are truly distinctive! Rich Fall and Winter materials—serges, chevots, broadcloths, mannish mixtures, worsteds and tweeds. Plain satin and velvet collars and revers. Others trimmed in silk braids. They're beautiful—every one of them! Take advantage of this great sale; choose \$30 to \$35 Suits today at \$21.65



- \$8.50 BLACK CONEY FUR SETS AT \$5.95
- Remarkably neat appearing soft, fluffy quality French Coney Fur Sets; large shawl collar and pillow muff; lined with best Skinner satin. None better anywhere at \$8.50. Seize this opportunity. Distribution Sale price, today only, is \$5.95
- \$16.50 New Fall Woolen Dresses at only \$12.45
- \$20 Double Textured and Reversible Coats at \$16.45
- \$25 Handsomely Tailored Blue Serge Suits \$18.85

Women's \$1.50 to \$2.50 Silk Hose, Today 95c



MEIER & FRANK'S FIRST FLOOR ORDER BY MAIL
A SILK Hosiery Sale that women will remember for days, for it's seldom indeed that high-grade, pure thread Silk Hose are offered at such a low price as this! A "mill run" of over 4200 pairs—some of them bearing the slightest imperfections that only the most searching eyes would observe, and do not affect looks or wear. Not a pair of this great group worth less than \$1.50, and many of them as high as \$2.50. Splendid wearing quality, with wide garter tops, lisle or all-silk foot and high spliced heel. Mostly black though there's a fair assortment of light and dark colors. Regular \$1.50, \$2.00 and \$2.50 Silk Hose, will be sold today at reduction to 95c

95c

EXTRA!
\$1.25 to \$1.50 Dress Goods—A big table of the season's most desirable weaves. Smart 56-inch, two-tone Chevots, Scotch Mixtures and tailor Suitings in new browns, tans, grays, etc. Today, yard, at 98c

EXTRA!
Odds and Ends in Belts—In elastic, leather, velvets and suedes. Price today, 10c.
Our Entire Line of Belts and Beltings, during the Mid-Season Distribution Sale at the 1/4 Off reduction of

EXTRA!
85c Fancy Checked Silks—7000 yards of beautiful new Autumn fancy checked Silks, in an almost endless selection of sizes and colors. Silks for new waists, dresses, etc. Today they are put on sale at only 49c

EXTRA!
12 1/2c Ginghams—Toil du Nord and Bates in 2 to 10-yard lengths—also Shirt and Dress Percales in light and dark colors, and 32-inch Zephyrs in all plain colors. Today in Mid-Season Distribution Sale, yard 9c

EXTRA!
Marabouts and Muffs—Our entire stock for your choosing—nothing reserved. Get these beautiful furs you have been wanting so long now, at our Great Mid-Season Distribution Sale at 1/4 Off

EXTRA!
Lindsay Gas Lights—Complete with German Lindsay burner, mantle, and imported Globe. Extra special for this Great Mid-Season Distribution Sale today for the low price of 49c only

EXTRA!
Women's 50c Underwear—slightly imperfect Forest Mills Vests and Pants of fine ribbed cotton in all regular and extra sizes. On sale for the Great Mid-Season Distribution Sale for the low price of 34c

EXTRA!
20c All-Silk Ribbons—Moire and taffetas, in plain and fancy figures, all shades. For girdles, sashes, hairbows, etc. Full 2 1/2 and 4 inches wide. During the Mid-Season Distribution Sale priced, yard 12c

EXTRA!
25c Neckwear—Dainty Jabots, Rabats, Cascades, Stocks—thousands of pieces—a maker's entire sample line. Special during this Great Mid-Season Distribution Sale for the very low price of 16c

EXTRA!
\$4.50 and \$5 Silk Petticoats—Taffetas and messalines of splendid firm quality. Actual \$4.50 and \$5 grade in black and all colors. Great Mid-season Distribution Sale at only \$2.79

EXTRA!
Beaded Bags 1/2 Price—Our entire line of Beaded Bags, regardless of their cost, also Tapestry Bags. You've seen the many fine ones; get yours now during this Great Mid-Season Sale at only Half

EXTRA!
Boys' \$4.50 and \$5 Suits—All-wool in new Fall and Winter shades. Smart double-breasted coats with full-cut knickers. In ages 7 to 17 years. They are placed on sale for only \$3.45

Semi-Annual Watch Sale To \$9 Watches, \$4.89

BY FAR the best offerings we have ever been able to make in Watches!

Think of this—choose from more than 1000 splendid 7-jewel American and Swiss movements, in 10-year guaranteed Gold Filled Cases. All styles for both men and women. Beautiful engine-turned and engraved cases, in hunting (closed) or open-faced models. Special price, each \$4.89



\$11 Watches, Tomorrow at \$7.49

- \$11.00 Watches—200 high-grade Elgins and Waltham Watches, in richly engraved and engine-turned cases, warranted for 10 years. These sell the country over \$7.49
- \$15.00 Watches—Women's 14-karat Solid Gold Watches, fitted with Elgin or Waltham movements, in handsome cases of small "O" sizes, both plain and engraved. Mid-Season price \$9.69
- Men's 12-size, 14-karat Waltham Watches, on sale, \$15.75
- Women's \$30 Watches, full-jeweled Waltham, at only \$23.75
- Men's Elgin Railroad Watches on sale for \$22.75 to \$65.00

In the Basement Men's \$1.00 Wool Underwear at 69c

FINE quality, medium weight Underwear for Fall and Winter wear. Sateen faced drawers and French neck shirts of warm natural gray wool, in \$1 grade. Mid-Season Distri. price 69c

Distribution Blankets and Comforts

PROVIDE for your Winter needs now! Take advantage of these wonderful offerings on Blankets and Comforters. Entire stock at reduced prices. Fine, sanitary, white Wool Blankets, and soft, warm Comforters, at savings you'll recognize as extraordinary the moment you see them.

- \$4.50 Wool Blankets \$3.57
- \$5.00 Wool Blankets \$4.29
- \$6.50 Wool Blankets \$5.65
- \$7.50 Wool Blankets \$6.55
- \$6.50 Plaid Blankets \$5.55
- \$7.50 Plaid Blankets \$6.55
- \$1.25 Comforters, only \$1.05
- \$1.50 Comforters, only \$1.27
- \$1.75 Comforters, only \$1.55
- \$2.00 Comforters, only \$1.69
- \$2.50 Comforters, only \$2.15
- \$3.00 Comforters, only \$2.65
- \$3.50 Comforters, only \$3.15
- \$3.75 Comforters, only \$3.35
- \$4.25 Comforters, only \$3.89

Comforts Less

French Lingerie Is Reduced

MEIER & FRANK'S—SECOND FLOOR. ORDER BY MAIL.
A TRAVELER'S sample line of finest French Lingerie offered in this Distribution Sale at just 1/2 regular prices. All the more remarkable when you consider that our regular prices are far less than asked elsewhere. So the savings here are really phenomenal! The daintiest of Gowns, Drawers, Chemise, Comb' tions and Sk'ts, now 73c to \$35

Of fine French nainsook, trimmed in pretty Val and Cluny laces, as well as the French scalloped styles. Sell regular at \$1.45 to \$7.0. Today, your choice, just 1/2 Price
Our entire regular line of Hand-Made French Lingerie 1/4 off

Great Distribution of Linens

MEIER & FRANK'S—FIRST FLOOR. ORDER BY MAIL.
HERE are extraordinary savings on good, sturdy, dependable Linens—the sort which have given us the name of Portland's best Linen Store!
Handsome, snow-white bleached pure Linen Pattern Cloths reduced as follows:

- \$3.00 Cloths, 70x88 inches \$2.65
- \$3.50 Cloths, 72x90 inches \$2.95
- \$3.25 Cloths, 72x72 inches \$2.90
- \$2.75 Cloths, 72x72 inches \$2.45
- Scalloped Linen Sets—
- \$7 Cloths, 63x83 in. at \$4.67
- \$7.50 Cloths, 63x80 in. at \$5.25
- \$7.50 Cloths, 57x99 in. at \$5.25
- Napkins to match, 17x17-inch, on sale now at about one-third off.
- 75c Silver Bleach Dam. 62-in 55c
- \$1 Bleached Damask, 66-inch 73c
- \$1.25 Bleached Dam., 72-in. 95c
- \$1 Silver Bleach Dam. 70-in., 87c
- \$1.25 Heavy Lin. Dam. 72-in 98c

Sugar, Sack \$6.25

JUST a dollar less the prevailing wholesale price—what a saving this means to you! Special just for today only—limit one sack to customer, \$6.25
100-pound sack for \$6.25
Royal Baking Powder—Full lb. cans, sell regularly 50c; extra sp'l 39c
English Style Bacon—Eastern Sugar-cured; lean strips, pound, 16 1/2c
Royal Banquet Butter, 2 pounds 73c



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