

Store Open Tonight Until 9:30—Try Our Delicious \$1 Dinner From 5 to 8:30—Music by the Heilig Theater Orchestra

Hair Goods and Beauty Parlors on the Balcony, New Building Coffman's 50c Society Chocolates, 38c; 40c Fig Paste at 30c

THE MEIER & FRANK COMPANY, ESTABLISHED 1857

MEIER & FRANK'S

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

Saturday Will Be a Great Day in Mid-Season Distribution

Men's \$20 to \$25 Suits and Overcoats, Today \$15

THE "MEN'S STORE"—THIRD FLOOR.

WE'RE prepared to take care of the hundreds of prudent men who will undoubtedly profit by this wonderfully Clothing opportunity today. High grade, hand-tailored, all-wool Suits and Overcoats, specially-bought from the country's best makers. See Display in Morrison Street Window.



The Suits--

are of splendid all-wool Fall and Winter weight Cheviots, Worsteds and Cassimeres in new grays, new browns, tans and blues. All sizes, 34 to 44, in regulars and stouts. Positive \$20 and \$25 Suits \$15

The Overcoats--

are all made with the famous "Presto" convertible collars, which may be worn either in dress or storm style. All-wool Gray Cheviots in smart grays and browns, cut full 52 inches long and hand-tailored. You'll recognize them as \$20 and \$25 Overcoats, today at \$15

Other Lines, \$20 and \$25

are brimming with the handsomest October styles and patterns, many just fresh from the tailors' hands. Hand-tailored Suits, Overcoats and Raincoats—many models distinctly for young men, as well as the more conservative. Wonderfully priced at \$20 and \$25. Others to \$35.



Great Shirt Sale Today! \$1 and \$1.50 Grades, 55c

MEN are bound to respond by the thousands to this astonishing Shirt Sale today!

Today Only

Choose from 9600 fresh, crisp, new Shirts of guaranteed \$1.00 and \$1.50 grades. Plain or plaited fronts, all cuff style with attached cuffs.



Best \$1.00 and \$1.50 grades. All full cut and well made—All styles and sleeve lengths. Choice for today only at 55c

Free Concert This Afternoon and Evening Fifth Floor



New Victrola Machine for \$40

YOU'LL wonder at the perfection of this new Victor-Victrola at only \$40. Equipped with all the latest Victor improvements producing the sweetest, richest, mel-lowest of tones—the delight of the music lover. Handsome oak finish as illustrated here. We show them for the first time today. Price, each \$40

The New Fiction

5TH-FLOOR BOOK STORE
"The Fruitful Vine"—Robert Hichens—priced here at... \$1.40
"The Measure of a Man"—Norman Duncan—priced at... \$1.25
"The Steel Crown"—Fergus Hense—in 5th floor bookstore... \$1.25
"Capt. Warren's Wards"—Joseph C. Lincoln—priced at... \$1.30
"Hilda Leeways"—Arnold Bennett—in 5th floor bookstore... \$1.50

\$1 Worth Toilet Articles 50c

MEIER & FRANK'S—FIRST FLOOR ORDER BY MAIL.
THIS offer is truly astonishing. Saturday we will give, absolutely free, a 25c box of Velota Face Powder and a 25c bar of Viola Soap with every 50c purchase of Viola Cream. This is for Saturday only; come early 50c
25c Lyon's Tooth Powder, 12 1/2¢
25c Euthymol Tooth Paste at 10¢
25c Pasterine Paste, now for 10¢
25c Menne's Talcum Powder at 10¢
50c Pond's Extract, now at only 29¢
50c Ideal Massage Cream, now 28¢
50c Dr. Charles' Flesh Food, at 29¢
50c Sempre Giovine, now only 29¢
50c Magda Cold Cream, only 37¢
25c Cuticura Soap, special now, 15¢
25c Packer's Tar Soap, only 14¢
25c Pears' Scented Soap, now at 14¢
25c Pears' Unscented Soap, now 12¢
15c California Medicated Soap 5¢
10c Glycerine Soap, now for only 6¢
5c Lifebuoy Soap, special now at 3¢
50c Daggert & Ramsdell's Or-m 37¢

35c Heavy Silk Ribbons at 22c

MEIER & FRANK'S—FIRST FLOOR ORDER BY MAIL.
BEAUTIFUL Ribbons for all uses—sashes, millinery trimmings, fancy work, etc! Rich all-silk plain Taffeta and Moire, 6 and 7 inches wide in a full line of new and staple colors. Heavy, lustrous grades, which always sell at 35c. While this special purchase of 2000 yards lasts Saturday, we will sell the beautiful Ribbons in a full line of new and staple colors at, yard, 22c
\$1.25 Gloves at 89c Pair
A stirring Saturday Sale at 89c, besides the reductions that are in force on all Glove lines! Fine Doeskin and glass kid Gloves in gray and white. Our \$1.25 grades, the pair at 89c
To 17c Kerchiefs at 10c
An extra special from our Great Annual Handkerchief Sale, which ends tonight! Fine Embroidered Swiss and Initial Handkerchiefs worth 15¢ and 17c. Today at only 10c
Irish Neckwear at 1-4 Off
All Neckwear reduced for our Great Mid-Season Distribution! All our lovely Irish Crochet and Hand-Embroidered Neckwear. Regularly \$1.50 to \$2.00, today at just 1/4 Off \$40, today at just 1/4 Off

Your Name Embroidered Free

On L'ens, Hosiery, White Goods, Etc. See Machine at Work in 5th-St. Window
ANOTHER innovation at The Big Store!
We have secured a machine which embroiders your name on linens, hosiery, white goods and the like, in self or colored thread, as shown in illustration.
This may be seen at work in the Fifth street window for one week, beginning today. We Will Embroider Your Name Free of Charge on all Goods Purchased Here. This in addition to the splendid Mid-Season Distribution Sale prices, which are in force in nearly all departments.

Ask for "Sampeck" Clothes!

Third Floor
Smart Styles for Boys and Children, Sold Here Only in Portland
THE boy looks different in a "Sampeck" Suit! There's an air of style that means more than good tailoring and pure wool fabrics. "Sampeck" Clothes for boys and children are truly "The Standard of America."
"Sampeck" Knickerbocker Suits—Double-breasted and Norfolk, in all sizes, 6 to 17 years—\$5 to \$15.
"Sampeck" Juvenile Suits—Sailor, Eaton and Russian blouse styles for the little fellow of 2 to 10 years—\$3 to \$12.
"Sampeck" Reefers and Overcoats—In every style and color—\$5 to \$15
Boys' \$4.50 and \$5 Suits \$3.45
A special offering for the Great Mid-Season Distribution! Splendid Winter-weight, all-wool School Suits in snappy, clear-cut styles. All ages, 7 to 17 years. Best \$4 and \$5 grades \$3.45



Girls' Wool Dresses, \$2.75 to \$8

MEIER & FRANK'S—SECOND FLOOR ORDER BY MAIL.
THE prettiest of Wool Dresses here for the girl of 6 to 14 years. Such neat, becoming girlish styles in plain serges, cashmeres and Scotch plaids. Blues, browns, reds and pretty color combinations.
Sailor, Russian and middy styles, with the popular plaited skirts. Remarkably neat Dresses at \$2.75 to \$8.
Sale of Highland Bloomer Dresses
They never lose their popularity—even for Fall and Winter wear. Splendid for school. Of firm gingham, percales and chambrays. Light and dark colors, neat plaids and checks. Ages 2 to 8 years. The \$2 Dresses, \$1.68; \$1.85 Dresses, \$1.48; \$1.75 Dresses, \$1.28; \$1.50 Dresses, \$1.18.
Girls' Box Coats From \$5.00 to \$22.00
The practical, full-length styles in cheviots, serges, plush, fancy mixtures and tweeds. All colors. Made with high storm and sailor collars. Lined throughout so they're snug and warm for the Fall and Winter months. Ages 2 to 14 years. Priced, \$5 to \$22.
Rain Capes With Hoods --\$2.50 and \$3.75
They're the style of Rain Cape so desirable and practical for the little miss of from 2 to 15 years. Made in sateen and silk rubberized materials, absolutely waterproof so they're full protection from the chilling rains. The gray Capes at \$2.50. In blue, brown and red at \$3.75.



Girls' Jaunty Felt Hoods \$1.25

MEIER & FRANK'S—SECOND FLOOR ORDER BY MAIL.
THEY'RE the clever, jaunty little Hood Hats that the school and business girl like so well. So practical—the fog and rain don't harm them. Just a plain little conical hood of good quality felt. Blues, browns and red. \$1.25
Just as pictured here. Extra special today only at low price
Other Pretty Hats for Girls
Handsome little felt and velvet Hats with bent and drooping brims. Prettily trimmed in silks and velvets. So becoming to the little faces. Priced \$2.50, \$3 and \$3.50.



Choice Boiled Ham, Pound 32c

MEIER & FRANK'S—BASEMENT.
THE kind you'll pay 40c for, all around town. Special, Saturday only, in our newly enlarged Delicatessen Section for the low price of, the pound, only 32c
Pork Sausage, the lb., 17¢
Pork Shoulder, sugar cured, 15¢
Potato Salad, the lb., 12¢
Swiss Cheese, imported, lb., 35¢
Chicken Salad, the lb., 38¢
Wisconsin Cr'm Br'k Cheese 18¢
Shrimp Salad, the lb., 38¢
Fancy Limburger Cheese, 18¢
Crab Salad, the lb., at 38¢
Peanut Cheese, jars, lb., at 10¢
Home-made Sauer Kraut, qt. 10¢
Try our delicious French Pastry and Baked Goods.

Knit Underwear Sale 85c Union Suits, 59c

MEIER & FRANK'S—FIRST FLOOR
SPLENDIDLY made Union Suits of warm weight white ribbed cotton for Fall or Winter wear. High neck, long sleeve and ankle length, nicely finished. All regular sizes. 59c
Women's 85c Union Suits in Distribution Sale
Women's 50c Underwear—Vests and Pants of fine ribbed cotton. All Winter styles and weights. Some trivial imperfections. Garment 34c
Women's 75c Union Suits—Medium weight, fine ribbed cotton, high neck, long sleeve, knee or ankle length. Clear cream color, each 47c
Women's \$1.25 Union Suits—Famous Richelieu make of fine ribbed cotton. High neck, long sleeve, ankle length 89c
Women's \$2 to \$3 Union Suits—You'll wonder that we call them seconds. Forest Mills make of silk-and-wool or pure wool. \$1.47
\$9 Solid Gold Glasses at \$5.98
SOLID Gold Eyeglasses with toric lenses, ground in our own shop and fitted to you by our registered, graduate opticians. Or we will fill from oculists' prescriptions. Regular price \$9.00. \$5.98 Saturday only, pair
\$2 Alumico Frame Glasses—With first quality lenses fitted to your eyes. Special \$1.00 for Saturday, the pair \$1.00
Kryptok Glasses—Compare our prices with the smaller shops!

To \$2.50 Drape Veils, \$1.19

MEIER & FRANK'S—FIRST FLOOR ORDER BY MAIL.
THE ever popular Chantilly Lace Drape, as illustrated, worn either over the face or on the Hat. Dainty patterns of fine lace mesh with the prettiest of borders.
Full 2 yards long, in black, white, brown and navy; reg. \$2 and \$2.50 Veils in every respect. Distribution Sale today at the low price of \$1.19
\$1.50 Chiffon Auto Veils, 98c—It's a low price for these lovely Silk Chiffon Auto Veils. A yard wide and two yards long, affording full protection to the face and millinery. Light and dark colors. Regular \$1.50 Chiffon Veils, special today at the low price of 98c
\$1.00 Shetland Drape Veils, 59c—Both large and small meshes in these neat Shetland Drape Veils, full 1 1/2 yards long, in a good assortment of colors. Regular \$1 Veils at 59c



EST. 1857
MEIER & FRANK STORE
IF YOU CAN'T COME IN PERSON, ORDER BY MAIL OR BY TELEPHONE

Great Hosiery Distribution Women's \$1 Lisle Hose, 49c

MEIER & FRANK'S—FIRST FLOOR ORDER BY MAIL.
REMARKABLY dainty and fine are these imported lisle Hose for women! Silk embroidered boots in the prettiest of patterns and colors.
Not a pair in the lot worth less than 75c. Many of them are \$1 grades. In black and colors. Special for Saturday only in Great Mid-Season Distribution at, pair 49c
Children's 35c Hose—Extra fine ribbed plain lisle. Reinforced throughout. Black and tans. All sizes. 23c
Special today at, the pair 23c
"Victor" Hose—For boys and girls—splendid for school wear. Linen heels and toes. They always give satisfactory wear. 3 pairs at 60c; the pair for low price 23c
Women's 60c Hose—Made full fashioned of black cashmere with gray heels and toes. Plain and all ribbed styles; special, pair, 39c
Women's \$1 and \$1.50 Hose—Of pure thread silk with lisle tops and split soles. Three lots in this group. Black and colors, pair, 89c
Infants' 35c Hose—The Little Beauty Brand in soft pure wool. Silk heels and toes. Black, white and colors; special today, pair 27c
Infants' 25c Hose—Fine silk plaited with neat hemmed tops. Soft and cozy for the little feet. All colors. Special today, pair 12 1/2c

\$3.50 Rose City Dolls, \$1.39

MEIER & FRANK'S—FIFTH FLOOR ORDER BY MAIL.
WE'VE a pretty Dollie for every little girl in Portland and it's a remarkably low price of these beautiful Jointed Dolls of Papier-Mache!
Full 19 inches high, just as illustrated, with fine bisque heads, sewed wigs and eyes that close. Bright, cunning little faces that always please the daughter. Regular \$3.50 Rose City Dolls in the Pre-Holiday Distribution at \$1.39
\$1.25 and \$1.50 Dressed Dolls, 18-in., 73c
\$2.50 Large Billikin Sister Novelty D's \$1.25
85c Snookums Novelty Dolls, 13 in. high, 49c
35c Kid Body Dolls, 12 inches high, at 23c
75c Character Dolls, dressed, bisque h'd, 59c
65c Kid Body Dolls, full jointed, bisque h'd 49c

