

Great October Distribution and Alteration Sales Are in Full Force Today—See Sunday Papers for Details—Shop Early

Individual Pot of Tea and Wafers Served From 2 to 5 at the Basement Fountain, 10c—Special Monday Luncheon for 25c

THE MEIER & FRANK COMPANY, ESTABLISHED 1857

MEIER & FRANK'S



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

Big October Sale Pure Foods Begins Today!

Ask for Monopole Table Foods

The Wadhams & Kerr Bros. Brand INSIST upon Monopole canned products and you have all the deliciousness of home canned foods without the tedious labor of preparing them yourself. They have that fresh wholesomeness that you expect to find only in foods prepared at home.

Try the

- Deliciously flavored Monopole Fruits!
- Fresh and tart Monopole Berries!
- Pure, appetizing Monopole Vegetables!
- Monopole Sea Foods—with the freshness of the ocean!
- Monopole Olives and Olive Oil, from Spain and Italy!

You'll find the demonstration of Monopole Foods highly interesting. All sizes of cans and glass jars and at all prices. MONOPOLE SPECIAL—45c bottles Stuffed Olives 25c.



Full Page of Extraordinary Grocery Savings for Three Days Only!

Phones: Exchange 4 or A-6101

IF YOU'VE been putting it off, now is the time to test the wonderful money-saving power, the efficiency and all-around helpfulness of this big Pure Food Grocery! For years it has been one of the mainstays of The Meier & Frank Store's business.

You can always expect to find the staple Groceries, as well as most tempting delicacies of the season here at prices below the ordinary, whether advertised or not.

Every word of this big, full-page Grocery Announcement is of vital interest to the housewife! The October Sale of Pure Foods begins this morning—prices continuing in force until Wednesday night.

Phone your orders to Private Exchange 4 or A 6101. Ten expert telephone order clerks.

Grizzly Bluff Butter, at 63c

Fresh, delicious Grizzly Bluff Butter, made according to the most modern and sanitary process. For the October Sale of Pure Foods, 2 pounds for only **63c**

Eastern Hams, at lb. 16 1/2c

Five thousand pounds of delicious, Eastern Sugar-Cured Hams for the October Sale. Medium size with that sweet, nutty flavor. Priced at, pound **16 1/2c**

Eastern Bacon, at lb. 16 1/2c

Lean strips of English-style genuine Eastern Breakfast Bacon. Sweet and sugar-cured. For the October Sale today is **16 1/2c** priced at only, pound

Fresh Roasted Coffee 25c

Coffee is advancing in price every day. So profit by this special on our special blend, freshly-roasted Coffee today. Priced at this value-giving figure, lb. **25c**

22c Fancy Tillamook Cheese, Sp'l, Lb., 19c

27c Alpresco Loganberry Jam, Special, 19c

25c Cake Walter Baker's Cocoa, Sp'l, 20c

20c & 25c Citron Peel, for Mince Meat 15c

25c Huntley & Palmer's English Biscuits 20c

10c Swift's Pride Cleanser, Sp'l, 4 Cans 30c

10c Lighthouse Cleanser, Special, Only 5c

5c Boxes of Press Matches, Special 7 for 25c

15c Fancy Solid Pack Cove Oysters at 11c

12 1/2c Sugar-Cured Picnic Hams, Po'nd 11 1/2c

Oregon Asparagus, tips and stalks 3lb can 15c

10c Cans Campbell's Pork & Beans, 2 for 15c

Jellycon, delicious dessert, all flavors, 3 for 25c

15c Victor Brand Catsup, full 1/2 p nt 10c

15c Large bot. Victor Chow Chow, etc. 12 1/2c

25c Gold Dust, in large packages, each 20c

30c Japanese Brooms, large size, special 10c

10c Nabisco Wafers, special at 3 packages 25c

Large Juicy Lemons, special at the doz. 25c

Fancy Eating Apples, special box, \$1.75 and \$2

Our Delicious French Pastry, Bakery Goods

Baked in our own modern ovens by experts, our French Pastry, Home-made Bread and Bakery Goods are noted for their wholesomeness and quality.

Our Newly Enlarged Delicatessen Section

Every woman should know of the convenience and helpfulness of this big, newly-enlarged Delicatessen Section, where you will find at all times delicious ready-cooked foods and delicacies.

These are also prepared under the supervision of our chef and always up to the quality and purity standard. Note especially the low prices.

Fresh Wisconsin Cheese 18c

New shipment of fresh Wisconsin Cream Brick Cheese. Also Wisconsin Block Swiss Cheese. Either kind sells regular at 25c. Special for October Sale, lb. **18c**

Cane Sugar, 100 lbs. \$6.25

Less than wholesale cost on best quality Granulated Cane Sugar! We bought before the market advanced, so can sell it at 100 pounds for **\$6.25**

25c Rice Hearts, Special 15c

Crystal Rice Hearts, the perfect breakfast food, made by the Portland Rice Milling Co. Regular 25c packages, for this great October Sale at only, each **15c**

Lucca Oil, Bottle Now 77c

The famous Crosse & Blackwell's Lucca Olive Oil, which sells regularly for \$1. Large bottles in this October Sale of Pure Foods at the very low price **77c**

Quaker Products for Health



THE mere mention of the name Quaker brings before you Quaker Oats or Quaker Corn Flakes! They're found in millions of homes every morning.

But here is something new. Mix Quaker Puffed Rice and Wheat with fudge or taffy—it's delicious—and makes the candy doubly healthful. For sale in our Pure Food Grocery.

Quaker Puffed Rice, package at only 15c
Quaker Puffed Wheat, 2 packages for 25c
Quaker Corn Flakes, 3 packages for 25c
Quaker Corn Meal, 2 packages for only 25c
Quaker Oats, 2 packages here for only 25c

Wadco Baking Powder is Pure Made by Wadhams & Co.

ABSOLUTE purity is one of the things that the housewife demands in a Baking Powder! The Wadco Powder has stood the test for years—is guaranteed chemically pure.

Every woman knows that the success of her baking depends on the Baking Powder used. Try "Wadco" now and you'll never have disappointments in baking. Makes light, pure colored biscuits, cakes, etc.

See the demonstration this week in our Pure Food Grocery. The price is remarkably low at lb. **25c**, 1/2-lb. **15c**



The Morris Supreme Brand

Delicious Hams, Bacon, Lard and Canned Meats



AND they are supreme—in quality, flavor and method of preparation! Every one of the Supreme Brand Products are packed under Government supervision.

Sugar-Cured Hams and Bacons that have a wonderfully sweet, fresh, delicious flavor. Ask for Supreme Brand Products in the Big Pure Food Grocery.

Edwards' "Superba" Coffee

Steel Cut--Vacuum Packed

PREPARED and packed by the most sanitary process known—the steel-cut method that extracts every particle of chaff, leaving only the perfect granules of coffee. And packed by the hygienic vacuum process that insures absolute freshness and preserves the delicious aroma.

It is as its name indicates—superb! You've but to try a cup at the demonstration booth in the Grocery and be convinced of its superiority. Costs more than some brands, but takes less to make a perfect cup of coffee. **45c**



The "Red Ribbon" Brand



Mason, Ehrman & Company HIGHEST quality in delicious tin and glass packed foods is the aim of the well-known Red Ribbon Brand. You'll find the canned fruits pure and wholesome—Peaches, Pears, Apricots, Pineapples, etc., at **25c** a can. Dozen **\$2.75**

Fresh green-tasting Vegetables, as well as Fish, Oysters, Clams, Sardines, etc., that are deliciously palatable. Be sure to visit the special demonstration of Red Ribbon Brand products in the Pure Food Grocery.

"M. J. B." Coffee Is Put Up

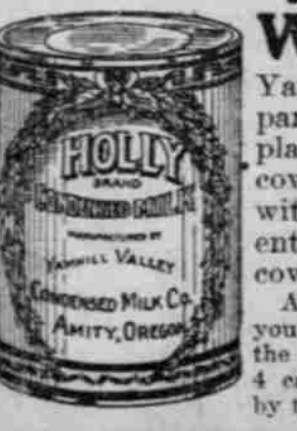
Expressly for Fine Trade

WHEN you order M. J. B. Coffee you know there's no chance for disappointment—it's always of superior quality and delicious flavor, resulting from the most careful and scientific blending.

Visit our Pure Food Grocery and try a sample cup. If you're not already acquainted with M. J. B. Coffee it will give you the opportunity to find out just how good it really is. Put up in 1-lb., 2-lb., 3-lb. and 5-lb. airtight cans at **40c, 75c, \$1.10 and \$1.75.**



Let "Holly" Be Your Milkman!



WE wish you could take a trip out there in the country where the Yamhill Valley Condensed Milk Company has its sanitary "Holly" milk plant! To see the sleek clover-fed cows, the white-aproned dairymen with their shining pails and watch the entire process till you receive the pure cows' milk in its condensed state.

And remember—Holly Milk will whip if you place it on ice over night. On sale in the Pure Food Grocery. **\$3.55** 4 cans for only **30c.** or by the case at the low price

EST. 1857

MEIER & FRANK STORE

IF YOU CAN'T COME IN PERSON, ORDER BY MAIL OR BY TELEPHONE

Victor Flour, Good Bread

Made Especially for Us by The Portland Flouring Mills

A FULL patent, unbleached flour, of excellent quality! We recommend Victor Flour because we know there's no better for the price. Every sack is guaranteed. Made exclusively for us by the Portland Flouring Mills. For sale in our Pure Food Grocery. Bbl. **\$4.98**, sack only **\$1.29**

Olympic Pancake Flour —The best quality and the biggest selling brand. Only **25c**



Otter Clams, Two Cans 25c



EVERY woman should know the many delicious ways of serving Otter Mined Razor Clams! Once used, you'll find them indispensable.

Otter Clams are excellent for Soup, Chowder, Clam Tea, or Scalloped.

They're the choicest white meat of the famous Razor Clams, thoroughly cleaned and minced. For sale in **2 Cans 25c** Pure Food Grocery

Borden's Pioneer Evp. Milk

Best by Test

PIONEER Evaporated Milk is prepared only from rich, pure, unskimmed cows' milk, and handled under the most rigidly-enforced sanitary conditions. Once you've tried it, no other kind will do. Per can **10c**, case of 48 cans during this sale **\$3.85**

The little one will thrive on Borden's Eagle Brand Malted Milk. Bottle **40c** and **75c.**

