

Our Men's New Suits and Overcoats for the Fall and Winter Wear Are the Most Fashionable Styles and Priced Less Than Elsewhere

MEN'S VELVET FOUR-IN-HAND TIES—25c First Showing In Portland at This Price

Special Delineator Offer 2 Years' Subscription for Only \$2

Fur Repairing

Purchase Furniture On Our Club Plan Easy Installments

Interior Decorating

New October Records

An Incomparable Sale of Rich Oriental Rugs!

Connoisseurs of Rugs Will Pronounce This Sale Wonderful

BALBOA Did Not Know It --But He Blazed a Trail to The Meier & Frank Store

Just four hundred years ago, September, it is recorded that Vasco Nunez de Balboa discovered the Pacific Ocean...

Balboa did not know it, but he took the first steps that made a beaten pathway for thousands of satisfied patrons...

The entire world is awaiting with intense interest the opening of the great Panama Canal, October 10th...



All Room-Size Oriental Rugs Will Be Sold for Limited Time At One-Half Price

An Oriental Rug has been referred to as "a woven picture, as soft to tread upon as a closely-mown lawn..."

Four Unusual Opportunities--Immense Reductions

To \$40 Oriental Rugs, \$16.75

To \$95 Oriental Rugs, \$37.50

To \$50 Oriental Rugs, \$21.50

To \$175 Oriental Rugs, \$79.50

Extraordinary Sweater Offering

For Men, Women and Children



Our Men's Furnishing Department is replete with the largest and best stock of Sweaters in the city...

Boys' and Girls' Sweaters 95c

Boys', Girls' Sweaters \$1.39

Boys', Girls' Sweaters \$1.69

Men's and Women's Sweaters \$2.59

Men's & Women's Sweaters \$3.98

Men's and Women's Sweaters \$5.00

TODAY'S 50c LUNCHEON

11 A. M. to 2:30 P. M. Seventh-Floor Restaurant

- MENU: Puree of Peas, St. Germaine, or Consomme Profitrole, Radishes, Queen Oysters, Boiled Halibut, Napoleon I. Pommes Natural...

Umbrellas for the Children

Every boy and girl wants to be the owner of an Umbrella, and with a stock so complete and prices so reasonable...

There are fast black Umbrellas, absolutely rainproof, mounted on 18, 20, 22 and 24-inch frames...

Also a full assortment of pretty colored Umbrellas at popular prices.

Kimono Silks Formerly 65c and 85c Yard 49c

A large selection of Cheney Brothers' Figured Florentine Kimono Silks figure in this offering at this very low price.

This is an excellent opportunity to purchase material for the Christmas gift to be made.

Women's and Misses' Fall Suits

Ordinarily \$25.00 Special Today at \$14.85

There are just 100 in this special lot of stunning new Fall Suits for women and misses, and there'll be 100 women and girls made happy when they secure one of these modish new Suits...

It will pay you to come early if you would be one of the fortunate ones to secure a pretty and durable \$25.00 Suit for \$14.85.



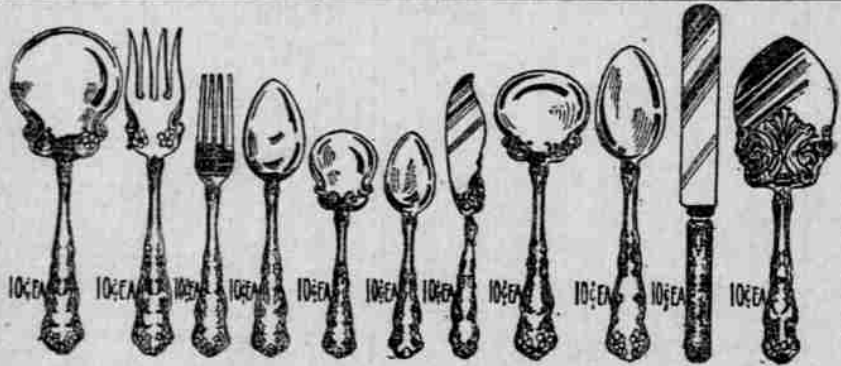
A Three Days' Ribbon Sale

THURSDAY, FRIDAY AND SATURDAY WILL BE "RIBBON DAYS"

Ribbon! It's a magic word. And when you see the collection of beautiful colors and textures we have assembled for this sale you will say that a magician must have been at work...

- Lot 1-25c Plain Moire and Fancy Warp Ribbons... Lot 2-25c All-Silk Messaline Ribbons... Lot 3-8000 Yards Plain and Moire Silk Ribbons... Lot 4-6000 Yards Silk Velvet Ribbon... Lot 5-50c and 65c Ribbons... Lot 6-65c Moire Ribbon... Lot 7-85c All-Silk Taffeta Ribbon... Lot 8-Novelties Sash Ribbons... Lot 9-\$1.50 to \$2.00 Tapestry Ribbons... Lot 10-Velour Ribbons...

7500 Pieces Silver-Plated Ware



10c EACH

6 Teaspoons at 60c. With Choice of Any Fancy Piece, Berry Spoon, Ladle, Etc., 10c EACH

We have secured 7500 pieces of high-grade Standard Plated Flatware, which we are going to offer at the amazingly low price of 10c each...

In order to fairly apportion this ware it will be necessary for every purchaser of a 10c article—Gravy Ladle, Berry Spoon, Pie Knife, etc., also to purchase half dozen Teaspoons—as

- 1 Pie Server, 6 Teaspoons... 70c 1 Berry Spoon, 6 Teaspoons... 70c 1 Dessert Spoon, 6 Teaspoons... 70c 1 Meat Fork, 6 Teaspoons... 70c 1 Gravy Ladle, 6 Teaspoons... 70c 1 Butter Knife, 6 Teaspoons... 70c 1 Sugar Shell, 6 Teaspoons... 70c

Limit to one customer: 1/2 dozen Knives, Forks, Table and Dessert Spoons, 1 each of Fancy Pieces and 1 dozen Teaspoons. SEE FIFTH ST. WINDOW.

—First Floor, Main Bldg.—Mail Orders Filled.



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Meier & Frank Co. THE QUALITY STORE OF PORTLAND



Marshall 4600

Hotel and Rooming-House Keepers, Attention!

Supply Your Toilet Paper Needs

- Big Reductions by the Roll, Dozen or Case 4c Leader Toilet Paper, 200-roll case, \$5.49; 33c dozen; roll... 3c 5c Par Excellent Toilet Paper, 200-roll case, \$6.98; 43c doz.; roll... 4c 7c Chinook Toilet Paper, 100-roll case, \$4.98; 63c dozen; roll... 6c 10c Large Par Excellent Toilet Paper, 100-roll case, \$6.29; 83c a dozen; the roll, only... 8c 15c Mountain King Toilet Paper, 100-roll case, \$9.98; \$1.23 a dozen; the roll, only... 12c 10c Crystal Rose Package Toilet Paper, 100-package case, \$6.98; 83c a dozen; the roll... 8c