

We Are Exclusive Portland Agents for Acorn Stoves and Ranges—Willamette Sewing Machines—Indestructo Trunks—Ostermoor Mattresses
Our Men's Store Is Showing a Wonderful Assortment of Men's Suits, Overcoats and Raincoats—Famous Makes—All at Underselling Prices

Think of It! Only 47 Shopping Days Until Christmas



Greater Than Ever
Before Are the
Preparations
Made to Supply
Xmas Merchandise
To Portland People

Attend Our 13th Annual Doll Show Today!

We welcome you to the 13th Annual Doll Show which opens today, and will continue Friday and Saturday, October 31st and November 1st. This is an event that is looked forward to each year by scores of children and grown-ups, and it is with the greatest satisfaction that we tell you that this year surpasses in every way the Doll Shows held in previous years. The dolls entered are more beautiful than ever. Come, then, and view the array of beautiful Dolls—unique and curious Dolls—that have been prepared by the girls, as well as the various Charitable Societies and Churches. They are well worth a visit. Bring the children, that they, too, may enjoy this annual treat.

Tremendous Stocks
New Christmas
Merchandise
Await Your
Early Selection at
Meier & Frank's



A Stupendous Sale of "Gotham" Shirts and Pajamas

Beginning Today at Meier & Frank's

Twice a year the manufacturers of the famous "Gotham" Shirts and Pajamas apportion their surplus stocks to their various exclusive agencies. As Meier & Frank are among the very largest distributors of these renowned Shirts and Pajamas, the men of Portland will readily understand why we are able to place before them so complete an assortment of these perfect garments at deep reductions. This is the second "Gotham" Sale of the year, and for it we have gathered together one of the most comprehensive, and all-embracing assortments of Shirts and Pajamas it has ever been our good fortune to place at the disposal of our patrons—the men who wear and appreciate the qualities of these garments. We are the sole distributors in Portland of these famous "Gotham" Shirts and Pajamas, and are therefore in position to cater to the needs of the men who wear only the "Gotham" make.



Beginning Today at Meier & Frank's

"Gotham," the Shirt of a Gentleman

Lot 1—\$1.50 and \$2.00 Gotham Shirts, \$1.15
Lot 2—\$2.50 and \$3.00 Gotham Shirts, \$1.69

Famous "Gotham" Pajamas

Lot 3—\$3, \$4 and \$5 Gotham Pajamas, \$1.98
Lot 4—\$6, \$7 and \$8 Gotham Pajamas, \$3.69

The Gotham Pajamas In Lot 3—

—are beautifully tailored and made of fine quality silk soisette, silk and linen, heavy-weight chevrons, crystal cloth and many other materials. In Winter weights and in a great variety of colors—in stripes of contrasting and self color. Perfectly cut Pajamas, in all sizes, that are guaranteed to be comfortable, well made—reduced from \$3.00, \$4.00 and \$5.00 to, the suit, \$1.98.

The Gotham Pajamas In Lot 4—

—are the ultimate of comfort—fashioned of soft silk, heavy-weight ribbed silk, and silk and linen in exclusive styles and patterns. In a wide range of splendid colors, including tans, blues, heliotrope stripes on white grounds and in self color, as well as attractive figures. These Pajamas are cut and tailored in a perfect manner, and come in all sizes. Reduced for this immense sale from \$6, \$7 and \$8, special, the Suit, \$3.69.

The Gotham Shirts In Lot 1—

A vast assortment of high-grade "Gotham" Shirts, in the newest styles and patterns. They're made of fine quality imported French percales, madras, Oxfords, chambrays, Russian cords and specially woven silk mercerized fabrics, soisette and silk Oxfords. Embracing all the newest effects for Fall and Winter wear—and the line of "Gotham" Shirts that sell regularly at \$1.50 and \$2.00—reduced, for this great "Gotham" sale only, each, \$1.15.

The Gotham Shirts In Lot 2—

—are made of the finest imported French Percales, woven madras, Russian Cords, French Pique and Chambray—in an endless array of beautiful patterns in stripes and figures—light and medium colorings—the newest Fall and Winter shades and effects. Made in the coat style, with plain bosoms and stiff cuffs attached. These Shirts are exceptional in every way—perfectly made, as are all "Gotham" garments, and guaranteed to fit and look well. All \$2.50 and \$3.00 "Gotham" Shirts are priced, for this great sale only, each, \$1.69.

See Large Window Display on Morrison-Street Side

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MAKE THE NIGHT MERRY
New November Phonograph Records Are in



The Big Four Reprints 50c
"The Winslow of Barbara Worth," by Harold Bell Wright.
"A Splinter in the Sun," by Myrtle Reed.
"The Meter—do—We'll," by Rex Beach.
"The Mistress of Shenstone," by Florence M. Barclay.
—Bookstore, Basement Annex.

Halloween—That Mysterious Night

—is almost here and if you're not prepared for it with all the things necessary to make it a night of fun and frolic—visit our Toy Department on the Fifth Floor, where there's a vast array of Halloween Favors, Unique Lanterns and Decorations of a quaint and suitable character—all at the most reasonable prices—from 5c to 50c. Full Assortment of Party Games—the "Old Witch Party" being a favorite. Full Assortment of Masks—Devil, Witch—appropriate kinds—5c to 50c. AT THE STATIONERY COUNTER—FIRST FLOOR—NEW BUILDING—there's a pleasing assortment of pretty Halloween Napkins, Halloween Favors, Halloween Table Decorations, Halloween Place Cards, Halloween Score 1/2 Price Cards and Halloween Postal Cards at.....

5000 Pieces of Guaranteed Silverware

At Less Than Factory Cost—An Extraordinary Offering

Here's a sale that means economy to you in its broadest sense. For we are offering you over 5000 pieces of guaranteed Silver-plated Flatware, in the handsome "Laurel" pattern, at prices lower than ever before quoted on Silverware of such merit. The economies offered—the timeliness of the sale—and the beauty of the Silverware makes this an opportunity that you cannot afford to miss—whether for home-furnishing or Christmas gift purposes—this sale will prove a means of great saving to you.

"Laurel" Tea Spoons, set of 6; special 49c
"Laurel" Table Spoons, set of 6; for 79c
"Laurel" Dessert Spoons, set of 6; for 59c
"Laurel" Medium-Sized Forks, set of 6 79c
"Laurel" Sugar Shells; special, each 12c

"Laurel" Butter Knives; special, each 12c
"Laurel" Gravy Ladle; special, each 19c
"Laurel" Cold Meat Forks; special for 19c
"Laurel" Berry Spoons; special, each 19c
"Laurel" Pie Knives; special, each at 19c

Dutch Bulbs Reduced—Choose Now!

Single or Double Hyacinths—For bedding and forcing. Pink, rose, pure white, bluish white, dark blue, light blue, yellow and red. Special, each 4c, dozen 40c.

First Size Named Hyacinths—Specially selected bulbs—large and fine. Pink, "Roi des Belges"; white, "Baron Van Tuyli"; blue, "Grand Maitre"; light blue, "Queen of the Blues"; red, "Lord Balfour"; yellow, "King of the Yellows." Special, each 12c, dozen \$1.25.

Single and Double Early Tulips—In white, pink, red, yellow and red and yellow. Special, each 2c, dozen 20c.

Single Narcissus or Daffodils—
"Empress," bicolor, rich yellow trumpet, pure white perianth; dozen, 20c
"Emperor," yellow trumpet, deep primrose perianth; dozen, special 20c
"Golden Spur," deep yellow trumpet, perianth, very large; dozen, 25c
"Poeticus Ornatus," red crown, pure white perianth; dozen, special 12c
"Princes," sulphur trumpet, white perianth; dozen, special 20c
"Paper-White Princes," pure white, fine for forcing; dozen, special 20c
"Barri-Conspicuous," broad primrose petals, scarlet crown; dozen, 10c

Fine Single Early Tulips—For bedding. Named varieties—
"Chrysolera," clear yellow, large; dozen, special 20c.
"Potterbaker," pure white, large; dozen, special 25c.
"Rose Gris de Lin," fine delicate rose; dozen, special 20c.
"La Reine," white, tinged with rose; dozen, special 20c.
"Princess of Austria," deep orange; dozen, special 25c.
"Yellow Prince," pure yellow; dozen, special 25c.

Double Narcissus—
"Von Sion," double yellow trumpet, yellow perianth; dozen, special 20c
"Sulphur Phoenix," cream white; dozen, special 20c.
Single Jonquils, sweet-scented; dozen, special, 9c.
Double Jonquils, sweet-scented; dozen, special 12c.
Crocuses, for bedding. In white, striped blue, yellow, mixed; dozen, special 8c
Single Snow Drops, for bedding; dozen, special 8c.
Roman Hyacinths, for bedding or forcing; dozen, special 20c.

The Halloween Specials

In the Grocery Section

New Pumpkin—Delmonte brand; can 10c.
No. 2 1/2 cans, solidly filled with rich, golden pumpkin that will make delicious pies; dozen \$1.15, can 10c.
King Apples—Extra fine colored fruit; box \$1.29. (No phone orders.)
Table Apples—Good color; dozen 30c and 20c.
Fresh Pumpkins—Good sizes; pound 2 1/2c.
New Almonds—Paper shells; pound 25c.
Roasted Peanuts—Fresh from roasters; 3 pounds 25c.
Pop Corn—Packed in No. 1 cartons, 10c.
Sweet Cider—Hood River quality; gallon jug 45c.

Grocery Specials for Today!

Shoulder Cut Hams, 14 1/2c

Fine sugar-cured, correctly smoked and carefully rounded and trimmed juicy Shoulder Hams.

Jersey Butter, well-known brand, roll.....72c
Codfish Tenderloins, strips weighing 14 to 16 ozs., ea., 19c
Ceylon Tea, Victor 50c grade, pound.....39c

Handsome Couch Cushions

To Be Sold at Deep Reductions

These Couch Pillows or Cushions are in an excellent variety, covered with velvet, tapestries and velours in many pleasing colors. Trimmings of silk or metal embroideries. The cushions are filled with floss, and will prove an addition to any room. They are sold subject to our stock on hand, so we advise an early selection.

\$3.00 Couch Cushions reduced to \$1.48
\$4.00 Couch Cushions reduced to \$1.98

—Meier & Frank's—Third Floor, Main Bldg.



1857 1913
THE QUALITY STORE OF PORTLAND
FIFTH, SIXTH, MORRISON, ALDER STS.

Jaunty New Coats Only \$14.85

\$25.00 Models—Just Received

Amazing!—you'll pronounce these stunning Coats for only \$14.85. And without doubt, you've never seen their equal at such a price. There's a dash and style about them that will appeal to one and all—and you'll find in this group colors suitable for the Utility Coat or Evening Coat—navy, brown, rose and Copenhagen.

Materials are Kersey Cloth, Cheviot and Wool Eponge and they're all fully lined with satin. All are modishly made in three-quarter length style, have yoke effect, kimono sleeves and velvet collars, fastening closely at the throat. Two are illustrated.

Such an exceptional Coat offer is rare—and if you're in need of a smart new Coat, don't fail to see these attractive models of splendid wearing qualities that you'd ordinarily pay \$25 for. Special for this sale, your choice \$14.85.

\$18 to \$25 Dresses for \$12.45

Here's an excellent opportunity to select one or more charming Dresses at just about half the usual price—and they're all this season's most popular styles, too. In this group are Dresses of Eponge, Poplin, Brocade, Serge, Bedford Cord and Broadcloth, in plain and fancy weaves—stripes, checks and plaids.

Among other popular styles, you'll find the Plain Tailored Dresses; some with Eton effect with lace vest; and still others in combination styles with plain blue Serge Coatee and Plaid Skirt. Sizes from 16 years to 40 bust measure.

Regular price \$18 to \$25—Special price.....\$12.45
—Meier & Frank's—Garment Saloon, Second Floor, Main Bldg.—Mail Orders Filled.

Imported Gloves for Women

AT UNDERSELLING PRICES

Women's \$1.00 Lambskin Gloves, 75c—5000 pairs of these reliable Imported Lambskin Gloves enter this sale at this deep reduction. They're in the 2-clasp style, overseam sewn, in black, white, mode, brown, tan and gray, with 3 rows of fancy embroidery on the back. In all sizes. Reduced from \$1.00 to the pair, 75c.

\$1.00 Ireland's and Bacmo Fine Gloves for Women—in black, white and tan. 1-clasp, pique-sewn Gloves in all sizes, especially suitable for street wear. Reduced to, the pair.....89c

Women's \$2.50 White Elbow-Length Gloves—made of good quality selected lambskin, in full elbow length, with two-clasp fasteners at the wrist, overseam sewn. In sizes 5 1/2 to 7. A splendid Glove that sells at \$2.50, reduced to, pair \$1.75

Women's \$1.50 Lambskin Gloves—splendid Gloves, made of selected skins with two pearl clasps, P. K. sewn. Come in black, white, tan, gray, navy, with 3 rows of heavy embroidery on the back—in all sizes. Gloves of sterling wearing qualities, reduced from \$1.50 to, the pair.....\$1.35

Kayser Cashmerette Gloves for Women—in black, navy and brown, in all sizes. Splendid glove for Winter wear. 25c Priced, the pair.....
—First Floor, Main Bldg.