

CHARGE PURCHASES Today
and Tomorrow Go on October Ac-
counts, Payable November 1



—Housewares, China and Cut
Glass Now in Permanent Quarters,
New Basement.



—The Finest Model Grocery in the
West—Bread and Pastries Piping
Hot From the Ovens—Ninth Floor

This Vast New Store Is a Large Checkerboard---

Marjorie Elizabeth's Dream

—one that came true before thousands of eyes yesterday—
aroused the greatest enthusiasm.



—What woman does not
dream of beautiful raiment—
whether she be 16 or 60? It
is only human and feminine.
That is one reason why

The Promenade des Toilettes

of Autumn, 1915, proved so
interesting.

—The chief events of a
happy life are pictured—
childhood, girlhood, young
maidenhood—and all those
festivities and occasions
looked forward to in the gay
social world—teas, receptions
and so on. Modern dances
are interpreted by Mr. Robert
Archer Bowly, of Boston,
and Miss Frances A. Ross, of
Castle House, New York,
through the courtesy of Hotel
Benson.

—Everything is portrayed
just as it should be—and only
advance models of the very
best styles for Autumn, 1915,
are shown. The whole is
staged under the direction of
Mary Delaney Fisher, beauty
expert and fashion authority
of Chicago.

—This beautiful tableau will be repeated
Wednesday and Thursday at 2:30 on the
Sixth Floor, Fifth-St. Building.

—with every square filled by somebody playing the game!
—To win your approval as a co-worker in our big organization is their aim.
“Please the customer” comes first on the Meier & Frank store-rules.
—Last week was a big week with us—we broke all records for a long time past.
—Prosperity can be helped along by everybody
putting their shoulder squarely to the wheel.

Did You Buy Neckwear Yesterday?

—Thousands of men did! Never was there a neckwear
sale like this in Portland! The whole new Men's Fur-
nishing Store turned over to a monster display of beau-
tiful new silk neckwear at

Less Than the Ordinary Wholesale Prices!

—Along with five other big stores, we took \$10,000
worth of neckwear from C. Stern & Mayer, probably
the largest manufacturers of men's high-grade neck-
wear in America.

—If you didn't attend the sale yesterday, be sure to
come today. Mail Orders Filled.

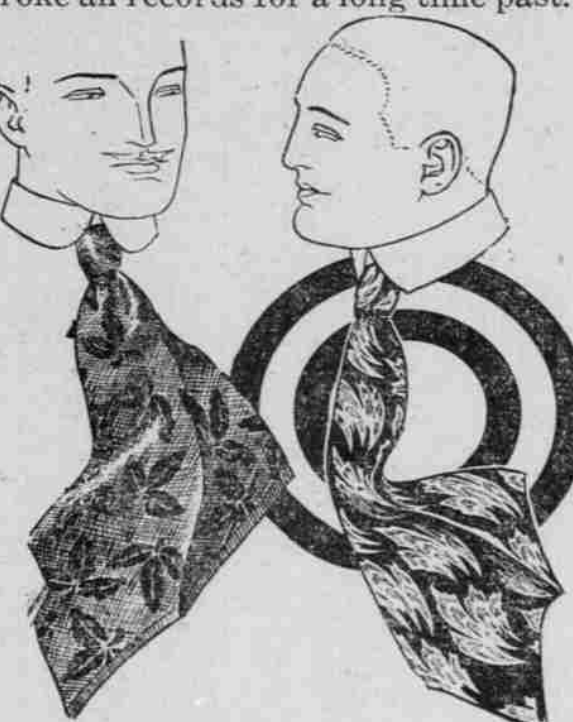
—35c for 50c to 75c Neckwear!
—69c for \$1.00 and \$1.50 Neckwear!
—98c for \$2.00 Imported Silk Scarfs!
—\$1.69 for \$2.50, \$3.50 and \$5.00 Scarfs!
—First Floor, Morrison-St. Entrance

New Bedding

—is here. Ready with a large
new stock of Blankets and Com-
forts—dependable grades.

—Silkoline-covered comforters,
best quality, filled with white la-
nated cotton in one sheet. Usually
\$3.50. Today \$2.85.

—Australian wool-filled comfort-
ers, silkoline covered, finished with
9-inch sateen border—pink, blue
and yellow. Reduced from \$6.00
to \$5.00. Second Floor, 5th-St. Bldg.



New Touches for the Fall Home

—The little bits of new cretonne—a sofa cushion here or there and curtains, perhaps—those are the things
that make the home more cheery and comfortable for long Winter evenings.

—Odd bits of tapestry, odd lengths of cretonne and scrim, odd curtains—all new and good—but re-
duced because lots are broken.

Hemstitched Curtains, Pair 59c

—Plain hemstitched scrim curtains, in cream, white
and ecru. Regulation \$1.00 kind at 59c.

Pillow Covers, 15c to 35c

—Made from short lengths of drapery. Such mate-
rials as silk damask, velvets, tapestry and cretonnes.

20c and 25c Cretonnes at 15c

—Odd lengths and patterns. Arranged on a table
for convenient selection.

30c and 35c Scotch Madras at 23c

—Genuine Scotch madras in white and cream.
Dainty and sheer—laundering splendidly.

—Seventh Floor, Sixth-St. Bldg.

Every Home

should bear some mark of the individ-
uality of its makers—but it should be
beautiful.

Our Interior Decorators

are experts in designing and carrying
out beautiful plans. They specialize in
floor and wall coverings, hangings, wood-
work, furniture, lamps, everything neces-
sary for beauty and comfort.
—Consult them before you furnish this
Fall.

—Seventh Floor, Sixth-St. Bldg.

“How Much Will a New Rug Cost?” ---We Have Some Very Special Today

—Sale will continue balance of this week, while quantities
remain—in our wonderful new department—Seventh
Floor, Fifth-St. Building.

—You know, Meier & Frank's carpet and rug department
is the greatest—and carries the largest and finest stocks of
floor coverings—west of Chicago.

—The splendid offerings listed here are a tribute to
our tremendous purchasing power, unequalled on
the Coast. Coupled with a rare initia-
tive and the ability to place our money
where it brings best results—to US and
to YOU.

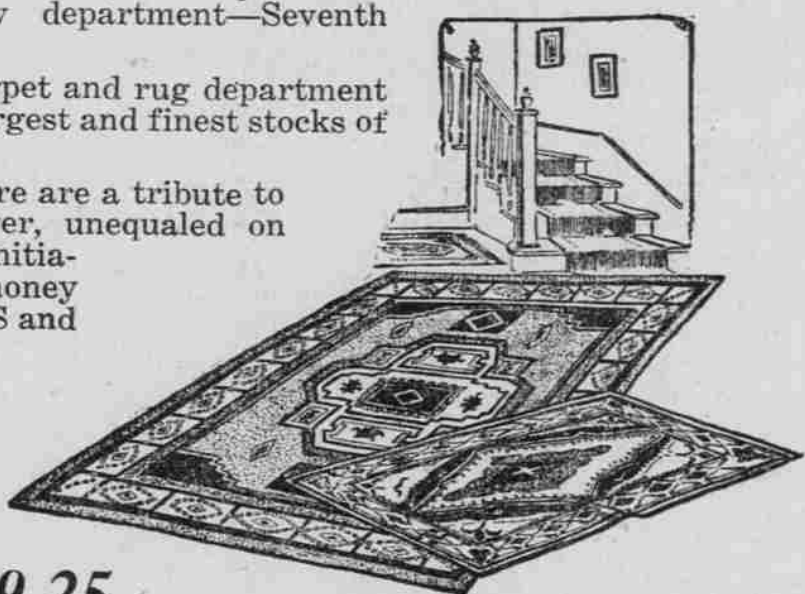
Wool and Fiber Rugs

—Wool and fiber fine Rugs, in blue, gray
and rose colorings. Extra heavy. Very
desirable patterns. Best grade. Particu-
larly suitable for the bedroom. Specially
priced as follows:

Size 7-6x9-0—Regularly \$12.00—Special Today at \$9.25

Size 8-3x10-6—Regularly \$15.00—Special Today at \$11.35

Size 9-0x12-0—Regularly \$16.50—Special Today at \$12.85



Seamless Tapestry Brussels Rugs—Exceptional Value \$10.95

—Choicest colorings, attractive patterns. You will at once recognize this as a rug that usually
sells for much more.

Seamless Axminster Rugs, size 9x12, \$30 value; on sale for only \$22.50

Axminster Rugs, 8.3x10.6, extra heavy; \$25 value; on sale for only \$19.50

Velvet Rugs, in 8.3x10.6 size; regularly sold at \$18; on sale for \$14.50

Velvet Rugs, extra heavy, size 8.3x10.6; usually sold at \$22.50; for \$17.85

Floor Covering Department, New Location, Seventh Floor, Fifth-St. Building.

How About Your Table Linens?

—Are they somewhat the worse for wear? Is your
reserve stock constantly growing smaller?
—Here are some odd cloths and broken sets that make
it possible to replenish your linen closet at savings:

Table Cloths and Napkins

—Beautiful cloths, Scotch linen, in new round designs—
\$3.25 Cloth, 70x72 inches.....\$2.50
\$3.75 Cloth, 70x88 inches.....\$3.00
\$4.25 Cloth, 70x106 inches.....\$3.50
\$3.75 Napkins to match, 22 inches square, dozen \$3.

\$1.25 Table Damask \$1.00

—Beautiful new designs in pure linen damask, 70 inches
wide, best \$1.25 quality, at \$1 the yard.

\$2.00 Table Cloths \$1.49

—Serviceable for every-day use. Union linen, good
bleached quality, fully bordered.
\$2.00 Cloth, 66x90 inches.....\$1.49
\$2.50 Cloth, 66x108 inches.....\$1.98

—Second Floor, Fifth-St. Bldg.

Notion Day!

—50c Kleiner's Eton Adjustable Shields, 35c.
—\$1.00 Kleiner's Triton Brassiere, 34 to 42, 85c.
—10c Rita Hair Nets, with rubber, 3 for 10c.
—10c Yeiser Hooks and Eyes, 2 envelopes, 5c.
—10c De Long Snap Fasteners, 3 cards, 25c.
—25c Women's Pin-on White Hose Supporters, 15c.
—25c Fancy 60-inch Rolling Tape Measure, 10c.
—5c Card Assorted Safety Pins, 3c.
—10c Silk Skirt Braid, black or colors, yard, 5c.
—10c Astra Collar Stays, black or
white, 5c.
—5c Rarus Spool Silk, 100 yards, 3
for 10c.
—5c 200-yard Charter Oak Cotton
Thread, 7 spools, 25c.
—5c 100-yard Donnybrook Thread, 2
spools, 5c.
—3c pair Black Shoe Strings, 10c
dozen strings.
—20c Children's Hose Supporters, the
pair, 10c.
—12-yard Bias Seam Tape, in colors
only, piece 5c.

—First Floor, Sixth-St. Bldg.

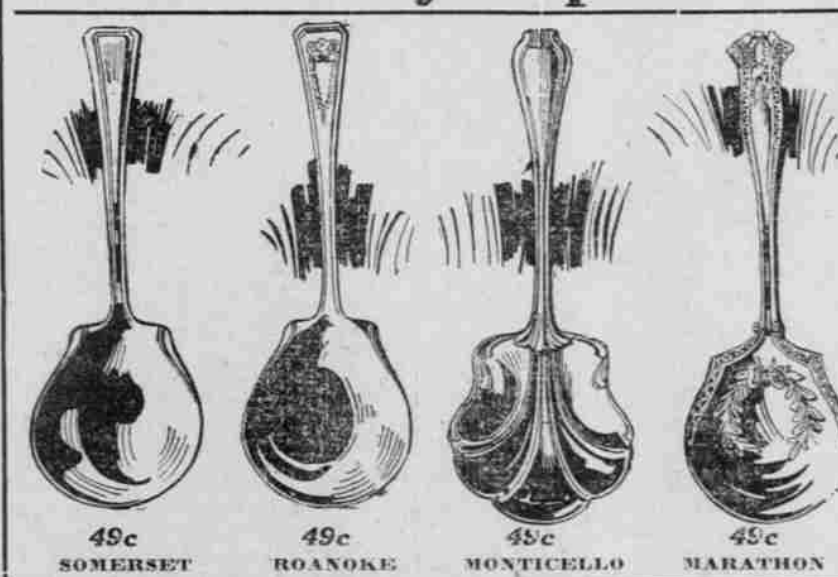
Introducing “World Brand” Plate in the New Silverware Store--

Guarantee:—

—First—Base metal (except for
knives, which is high grade steel)
to be highest grade nickel silver.
—Second—Pure silver deposited on
knives to strip not less than 16
pennyweights per dozen, medium
knives; other size knives in same
proportion. Our 14-ounce grade so
designated by the figures 14 below
Trade-Mark, not less than 14 ounces
(280 pennyweights) per gross; table-
spoons, other pieces in same pro-
portion.
—Third—FINISH—The best that
skilled workmanship and latest ma-
chinery, combined with an experi-
ence of over 56 years in flatware
manufacture, can produce.
—FINAL—To replace with new
goods any article bearing this
TRADE-MARK which may fail to
give satisfaction in every-day fam-
ily service.
—THE AMERICAN SILVER COM-
PANY, Bristol, Connecticut.

—Medium Knives, set of six, \$6 (Hollow handle).
—Fancy individual pieces, in spoons, forks, ladles, carvers, servers, etc.

500 Berry Spoons Today 49c



“World Brand” \$2 Quality

—to introduce “World Brand” silverware, the Amer-
ican Silver Company gave us 500 of these beautiful
berry spoons to sell at a ridiculously low price.

—They come in four of the beautiful patterns as illus-
trated at the left.

—In order to acquaint the largest number of people
with “World Brand” silverware, we will sell only one
Berry Spoon to a customer.

—The regular \$2 quality, while they last today, 49c
each. —No phone or C. O. D. orders.

—Limited number reserved for Mail Order Patrons.

—“The Etiquette of Entertaining”—a
Valuable Little Book, Complimen-
tary Today at the Silverware Store.

Fancy Corn, Can 12½c---Dozen \$1.40

—Well-known brand. Latest pack. Regularly 15c can. No phone orders.

—Victor Flour, established
quality, sack, \$1.39.

—Kenton Bacon, sugar cured
backs, ½ strips, lb. 19½c.

—Jersey Butter, satisfactory
grade, roll, 63c.

—Graham Flour, Freshly
milled, No. 9 sacks, 35c.

—Wax Beans, Victor No. 2
cans, doz. \$1.15; can 10c.

—Japan Tea, Victor 50c
grade, per pound, 39c.

—Asparagus Tips, Hatchet
No. 1 square tins, dozen
\$1.40; per can, 12½c.

—Tomato Soup, Snider's, doz-
en 55c; 3 cans for 25c.

—Victor Peas, an exceptional
value, doz. \$1.15; can 10c.

—Sago, or Tapioca, best qual-
ity, 5-lb. cloth sacks 29c.

—Lima Beans, fine Califor-
nia, 4-lb. sack 29c.

Visit Our New Grocery Store—the Finest in the Northwest!

—Pure Food Grocery, New Location, Ninth Floor, Fifth-St. Bldg.

MILK DELEGATE ASKED

Inspectors' Association Wants Port-
land Represented at Convention.

—Because of Portland having won first
prize in the National milk contest for
having the purest milk supply in the
United States, this city is being looked

upon as a model by other cities. Nearly
every mail brings letters to City Health
Officer Marcellus asking for informa-
tion concerning the working of the
local milk inspection service.

Yesterday a letter was received from
the International Association of Dairy
and Milk Inspectors insisting that a
Portland representative be sent to the
convention of the association at Wash-
ington, D. C., October 27, 28 and 29.

COMPANY VALUATIONS UP

Assessor of Franklin County Wins
Tax Fight Waged Three Years.

PASCO, Wash., Sept. 28.—(Special).—
County Assessor McCotter has won a
fight which he has been making for
three years to procure a lower state

tax for Franklin County and a higher
ratio for public service corporations.

Two years ago he raised all assess-
ments in this county in an effort to
make a 50 per cent assessment, but was
unable to convince the State Tax Com-
mission that he had really done so.
Last year he got a raise of ratio from
28 per cent to 36.98 per cent, but this
year the ratio was raised by the State
Board of Equalization to 44.59 per cent.

PATENTEES PROVE VALIDITY

Injunction Granted Against Infring-
ing Book-Posting System.

Federal Judge Wolverton Monday
decided in favor of the patentees a
case involving the validity of the pat-
ent issued to Moser & Root, November

15, 1904, on a novel system of keeping
a daily posted record of balance books,
of which the Irwin-Hodson Company,
of Portland, holds the exclusive license.
The patented book, it was shown in
court, has been extensively adopted in
the United States, and another company
had issued an article which the pat-
entees alleged infringed their patent.
Judge Wolverton upheld the conten-
tion of T. J. Geisler, of counsel for the

Irwin-Hodson Company, that the patent
was properly issued, and granted an in-
junction against the infringing article.

English parents have almost entirely
given up the practice of naming their
children William since the war with Ger-
many broke out. But now a howl is going
up at the idea of allowing Germany to
steal the honor of an English name as
that. But the Kaiser's name is really Wil-
helm.