



In New Jewelry Store
A Sensational Sale of

Watches

Elgin and Waltham \$8.39 Men's and Women's

—You know what "Elgin" and "Waltham" qualities mean. You know how seldom prices are reduced on these famous makes.

—THEN YOU MUST KNOW what a wonderful opportunity this sale affords to all—to YOU—to secure a handsome, reliable watch at a worth-while saving. This is the message of our

Big "Get Acquainted" Sale

—to introduce our splendid new Jewelry store in a manner that you will not lightly forget and that it will always be a pleasure to remember. Sale begins today and will continue the balance of this week—PROVIDED QUANTITIES REMAIN. We strongly counsel early choosing.

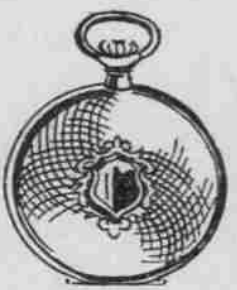


Men's Thin Model Elgin or Waltham

—12 size. Satin, Roman polished or engine-turned style. 20-year guaranteed gold-filled cases. Open face. While any remain—for this great three-day sale—your choice at \$8.39.

Women's O Size Elgin or Waltham

—Plain polished, satin, Roman or engine-turned style. 20-year guaranteed gold-filled cases. Open face. Very special, \$8.39.



Remember! The Number Is Limited!
So Better Arrange to Come Early.

—Jewelry Store, First Floor, Sixth-St. Bldg.

AVOID SWEETS, BE WELL

FLYNN TRACES ALL ILLS TO CONSTIPATION AND INDIGESTION.

Drink Buttermilk Daily, Eat Dates and Substitute Vegetables for Meat, Is Advice.

FLYNNISMS TELL OF DIETING IMPORTANCE

When we eat meat we eat death, and when we eat vegetables we eat life. Did it ever occur to you that the strongest animals do not eat meat? Meat is one of the greatest barriers to long life and brilliancy. Next to character, health is the best asset and equipment for usefulness. It's pretty hard to change your habits when you are old, but promise me you will go without your breakfast if you see the necessity some time. Try it for two weeks at any rate.

Flynn, the man who preaches the doctrine of happiness, still continues to turn hundreds away at the Flynn Health Chautauque at the Eleventh-street Theater.

The subject last night was "Foods for the Fat and Thin." He referred to many people in his last campaign that he had reduced 20 to 30 pounds and others who had gained 10 to 15 pounds.

He said the two great causes were indigestion and constipation, and he argued that to relieve these conditions the first step was to start going without your breakfast. "Run when you see a sugar barrel and keep right on running when you come to the candy shop, and run a little faster when you see white bread staring you in the face," he said. "Drink your buttermilk, a couple of glasses a day, and eat a couple of dates with it. Substitute vegetables for meat." He quoted General Booth, who said that he had never met a vegetarian who was a drunkard, and Wesley, who said that when he gave up meat and wine all physical ills took their departure.

In the afternoon, on "Foods for the Child," he pleaded with the mother to keep raisins on the table all the time (instead of the top shelf), where the child could help itself.

The subject tonight at 8 o'clock is "How to Develop a Perfect Memory," and 2:30 tomorrow afternoon, "Misfits."

BABY TAG DAY SATURDAY

Proceeds Will Go to Louise and Albertina Kerr Nursery Homes.

The annual tag day for the benefit of the Louise Home and Albertina Kerr Nursery Home will be held Saturday, October 2.

It is to be hoped that every citizen will avail himself of the opportunity to be of service to these institutions on October 2, are the closing words of the proclamation that has been issued by Mayor Albee indorsing the tag day and the purpose for which it is held.

The proceeds from the tag day sale always have been a large factor in providing the funds necessary to continue the work of these two important charities in the City of Portland.

BASE LINE ROAD PAVED

Thoroughfare to Open Today With Exception of Short Strip.

The Clark-Henry Construction Company yesterday reported to Roadmaster Yeon completion of their contract to

pave 8.8 miles of the Base Line road with bitulithic. The contract date for completion was November 15 and the contracting firm is thus six weeks ahead of time and first through. The Base Line road, which traverses the entire distance from the city limits to its eastern terminus, with the exception of 2400 feet at its extreme eastern end, will be open to the public today.

WOMAN FALLS FROM CAR

Victim of Mishap Is Taken Unconscious to Hospital.

Ada Webber, aged 23, living at 243 West Killingsworth, fell headlong from the platform of a St. Johns car at Broadway and Washington streets yesterday, striking on the pavement. She was not seriously injured, but was taken to St. Vincent's Hospital while yet unconscious by the Ambulance Service Company. The woman is supposed to have fainted as the car came to a stop. Miss L. Bernard, of 13 West Sumner, was a companion of Miss Webber, but was unable to account for the accident. S. B. Kelly, 834 Halsey, and J. C. Allen, 515 Yamhill, saw the accident and reported to Motorcycle Patrolman Bales that the woman had apparently fallen in a faint and that the car had come to a stop.

PAVING COSTS INTEREST

County Commissioners to Visit Fair and Study Road Work.

County Commissioners Lightner, Holman and Holbrook will go together to the State Fair at Salem today, in honor of Portland day. There will be no meeting of the County Board. Incidentally they want to look over some pavement work which the County of Multnomah claim to be laying by day labor at 67 cents a yard, while similar pavement is costing Multnomah County \$1.15 under contract. "I don't believe that it is being done and that we shall find that this low cost is a matter of bookkeeping, which takes no account of depreciation, cost of plant and other important items," said Commissioner Holbrook. "Any way we want to find out about it."

SYMBOL OF HEALTH AND HAPPINESS.

The ancient Greeks used the five-pointed star as a symbol of health and happiness. It still fulfills this ancient mission as you will find it imprinted on each package of Chamberlain's Tablets. These tablets have restored to health and happiness hundreds who were afflicted with indigestion, biliousness or constipation. Give them a trial when in need of such a medicine and you are certain to be pleased with the prompt relief which they afford.



—The last day of the Promenade des Toilettes of Autumn, 1915, at the Meier & Frank Store. Surely you'll not miss the Fashion treat of the Season—a brilliant review of living models, of Paris' last word in gowns, in suits, in millinery and the little things of Milady's costume. —Through the courtesy of Hotel Benson, Mr. Robert Archer Bowlby, of Boston, and Miss Frances A. Ross, of Castle House, New York, will interpret the new dances during the tableau "The Tea Dance." —Music Hall and entire Sixth Floor, Fifth-Street Bldg., at 2:30 this afternoon.



Different Figures Require Different Corsets

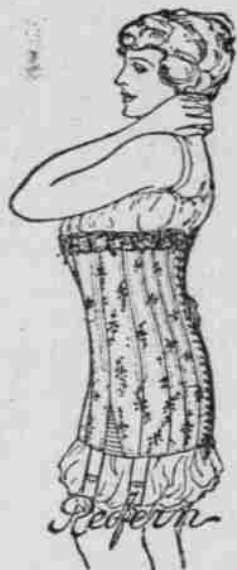
—and there is a Redfern to suit every type—all fashionably shaped and comfortable. Our expert corsetieres will help you find your own model.

Redfern Corsets

are made in both front and back lace models—upon lines of natural beauty and comfort. Two new models are

—STYLE 8B15 REDFERN for medium and slight figures. Medium high bust; incurved waist, free hip. Made of dotted broche. Price \$5.

—STYLE 8A98 REDFERN for heavy figures. Medium high bust, long skirt, military back; incurved waist. Made of white and pink broche; elastic insert over hips. Price \$8.50.



—Third Floor, Sixth-St. Bldg.

Out-of-Town Mail Orders

—filled from this and all our ads if received within three days of date of publication. —Telephone us where quantities are limited or you are in a hurry. —Should you come in person, ask any floorman to call personal shopper, who will conduct you to as many of the seventy-five departments as you please. There is no charge for this service.

—With the addition of a wing or bow—you'll have

Muslin Underwear

—Well made, daintily finished and trimmed. The styles and finish of a very high quality.

Envelope Chemise

—at \$1. Prettily trimmed with organdie and lace. Made of fine nainsook. Also a few dainty pink mulls with picot edge. —Another model at \$1.25 has shadow lace yoke, with dainty lace edging. Others are embroidery trimmed.

Princess Combinations

—at \$1.50 are trimmed with fine fish-eye lace insertion. One style has small net sleeve trimmed with Val. Others have lace-edged embroidery medallions.

Nainsook Gowns

—at \$1.75 are lace and embroidery trimmed. Some in Empire style, with ribbon-run beading—others with dainty featherstitching. —Third Floor, Sixth-St. Bldg.

A Velvet Hat for \$1.75



—Hats ordinarily costing from \$2.00 to \$2.50—clever, smart ones, too—because all these shapes are in the latest models.

—Silk velvets—mostly black, but a few blues and browns. There are

Large Sailors

Medium Sized Hats

Close Fitting Toques

—Some are flaring and odd, others drooping and soft. —The new high-crowned and short-brimmed hats are included. —Hats of unusual smartness at a very moderate price! —Fourth Floor, Sixth-St. Bldg.

Fascinating New Trimmings

For Evening Wear

—the daintiest of rosebuds, either of chiffon or satin are being shown. Some just as big as the end of your finger—some quite large. At prices from 35c to \$3.50 a yard. Single roses, 60c to 90c a dozen, with leaves to match at 50c.

For Tailored Wear

—soutache was never better—either in combination with astrachan or plain. In combination, there are bands from one to two inches wide —white, black, black and white or gray. From 75c to \$2.50 a yard. —First Floor Fifth-St. Bldg.

\$10,000 Men's Silk Neckwear in This Phenomenal Sale Event

—The first two days of this sale have brought to our new men's furnishing store the biggest and most enthusiastic crowds ever attracted to our neckwear section.

—The magnet has been that strongest of all sale forces—lowest prices on quality merchandise. Four groups in this wonderful collection of Silk Neckwear as follows:

- 35c —for new Silk Ties of 50c and 75c qualities. 3 for \$1.
- 69c —for new Silk Ties of \$1.00 and \$1.50 qualities.
- 98c —for handsome Silk Scarves of \$2.00 qualities.
- \$1.69 —exclusive Silk Scarves of \$2.50 to \$5.00 qualities.

Meier and Frank's is the only Portland store—and one of six in America—to share in this unprecedented disposal of beautiful imported silks.

Cross & Blackwell's Olive Oil 85c

- Well-known brand. Usually 95c bot. Today 85c.
- Magic Flour, high-grade patent, sack \$1.39.
- Fine Corn, "Royal Banquet," dozen \$1.40, can 12 1/2c.
- Marmalade, Keiller's Scotch imported, jar 20c.
- Baking Molasses, No. 5 cans, special at 30c.
- Chow Chow, Cross & Blackwell's, medium bottles 39c.
- Holly Milk, Oregon make, case \$3.15, doz. cans 80c.
- Pure Food Grocery, Ninth Floor Fifth-St. Bldg.

Crisp, New Neckwear—a 3-Day Sale You Cannot Afford to Miss

—The biggest sale we've ever held, of fresh, new neckwear! Hundreds of pieces—all styles, all materials—some with dainty touches of hand embroidery.

—Sets, collars, scarfs, ties, ruffs, ostrich—dainty, new pieces at extraordinary savings for three days only!

\$2 Neckwear at \$1.00

—Vestees, guimpes, collars, and sets. Organdie, crepe, chiffon and batiste, in a wonderful assortment of styles.

\$1 to \$1.50 Pieces at 63c

—Dainty neckwear of organdie, voile and net, daintily hand embroidered. About 300 pieces—all pretty and new.

\$7.50 Ostrich Ruffs, \$5.98

—Large, fluffy, long-flue ostrich. Plain white, black and combinations. 27 inches long, with silk tasseled ends. The best \$7.50 values we've had.

50c Maline Ruffs at 35c

—Excellent styles in black and white and solid colors. Some in fancy combinations. New and smart and dainty.

\$1.50 Sport Scarfs at 95c

—Fine, soft Angora wool scarfs and mercerized silk fiber scarfs. Plain colors and fancy stripes. All made wide and full with fringed ends.

75c Windsor Ties at 35c

—Extra long messaline ties. Plain colors and fancy styles included. Stripes and plaids in the lot.



—First Floor Fifth-St. Bldg.

A Remarkable Silk Sale

—At the close of an unusually large purchase, we bought additional bolts of the most popular taffetas at a price to make this sale possible!

—Our patrons get the advantage of it—do not miss this opportunity to have a new silk dress or blouse—now—at worth-while savings!

Taffetas Regularly \$1.25 and \$1.50 at \$1.00

—Plaids, checks, stripes—patterns that cannot be supplied fast enough to meet the demand—included.

—Gray with black and white, brown with gold, blue with green and red, Scotch plaids, dark and light Roman stripes—every piece of splendid quality and up to the minute in style.

Among the Beautiful New Autumn Silks

—are Soiree—the silk "irresistible"—truly beautiful and lustrous, in soft shades for afternoon or evening wear. Plain shades, and white and black at \$2.50 yard.

—Satin striped Georgette is also one of the new arrivals. The daintiness of the Georgette is emphasized by the broad or narrow stripe. Delicate green with a deeper satin stripe about two inches wide. Black with a narrow taffeta stripe of black—shell pink with a self-stripe and white with black—all 45 inches wide, at \$2.50 the yard.

—Second Floor, Fifth-St. Bldg.

New Books

—These and many other wanted titles in our new book store, basement balcony.

- The Story of Julia Page—Kathleen Norris. \$1.35.
- Mr. Bingle—George Barr McCutcheon. \$1.35.
- The Research Magnificent—H. G. Wells. \$1.50.
- Me—"A Book of Remembrance"—Anonymous. \$1.30.
- "Heart of the Sunset"—Rex Beach. \$1.35.

—Basement Balcony

Charge Purchases Today Go on October Accounts, Payable November 1.



--apparel that is always just a little in advance!



Max M. Schwartz & Co. Apparel Exclusively in Portland at the Meier & Frank Store

—Two Suits and a Coat just received are described—

A Military Suit

—of fieldmouse shade is made with high velvet collar. The fitted coat fastens down one side with a row of self-covered buttons and loops. The skirt has side pleats.

—Plain tailored and ultra-smart at \$85.

A Two-Toned Gray Check

—of wool velours, is also tailored in effect. The collar and cuffs are of plain gray broadcloth, while the buttons are large and round—of gray bone. The skirt is circular and full. Very good looking. Priced at \$57.50.

The Coat Is Simple

—but oh, so smart! Tan, with brown velvet collar, it fastens right up to the chin, with high, square buttons, which repeat the tones of the coat. Severely tailored and very smart! Priced at \$62.50.

Are You Ready, Sportsmen? The Duck and Pheasant Season Opens Tomorrow

—We are ready with the most complete stocks of guns, ammunition, clothing, equipment of all kinds—everything for the hunter. If there is anything needed to complete your outfit, see us today.

—A timely offering to introduce our new Sporting Goods Store:

Good Single-Barreled Shotgun \$4.85

—Standard make, full choke, with canvas case, jointed cleaning rod, box of smokeless shells.



Stevens Repeating Shotgun \$17

—We wish we had more of these reliable repeaters, for those we offer today will go quickly at this price. High-grade shotguns, model 200, 20-gauge, 28 or 30-inch barrel take-down. Chambered for 3-inch shell. The standard price is \$21.60. Just for today at \$17.

—We carry all standard makes of guns, including Parker's, Smith, Ithaca, Fox, Remington, Winchester, Marlin, Stevens.

—Special prices on Shotgun Shells in case lots. —Sporting Goods Dept., New Location, Basement Balcony



Established 1857 THE QUALITY STORE OF PORTLAND Fifth, Sixth, Morrison, Alder Sts.