

"Jack and the Beanstalk" in Book Form for the Kiddies 10c, 25c, 39c, 50c—Book Shop, Fifth Floor

Musical Talk on Alma Gluck

by F. W. Goodrich, in our Music Hall today at 3 P. M. Alma Gluck will sing at the Heilig October 31. Mr. Goodrich will illustrate a most interesting "talk" by many splendid recordings of the songs by which Madame Gluck has become famous. A most comprehensive selection will be beautifully rendered. Come to our Sixth-Floor Music Hall at 3 o'clock. Admission free.

Umbrella Re-Covers 10% Off

Black or colors. Today only—Main Floor.



Turkish Towels 1/3 Off

Others 1/4 to 1/2 off. "Seconds"—2d Floor.

Pure and Delicious Candy Specials

40c Coconut Bon Bons 29c | 30c Peanut Brittle, lb. 23c
40c English Toffee, lb. 35c | 25c Jelly Beans, pound 19c
Ice Cream, Full Brick 35c—Half Brick 20c
—Main Floor, Ninth Floor, Basement Balcony.

Have YOU Bought Your Liberty Bond of the Second Liberty Loan?

New Hats For Children and Misses

are here in a most satisfying assortment of dressy and ready-to-wear styles. Dress hats of velvet and velour with fur, flower and ribbon trimming, \$3.50 to \$12.50. Ready-to-wear hats for school in velvet, velour and felt, trimmed with pretty ribbon bands. All shapes. \$2 to \$6. A special lot of hats in cloth mixtures, plushes and corduroys. To \$2 values 75c.



—Millinery Shop, Fourth Floor.

It is a source of great satisfaction to men to know that there is one store in Portland where a man can always count on finding complete stocks of

New Manhattan Shirts

And our Manhattan shirt business reflects in an already large and rapidly growing volume of sales the unique confidence that is reposed in this store by wearers of these famously good shirts. Here the man of tall or short stature, of ample or attenuated girth or of average proportions, can find a color and a size to his liking and comfort in Manhattan shirts—"known as the best, the best known."



Men Who Like the Finer Things

will be able to gratify their fondness for good shirts in the new Manhattan silk crepes, Solway silks and French flannels. Plenty of serviceable, good-looking madras and percale shirts for men who place emphasis on wearing quality. Styles, designs and colorings for all and sizes a-plenty, including shirts with EXTRA LENGTH SLEEVES FOR THE LONG-ARMED. We will take pleasure in showing you our assortment today. See Morrison window display.

Hats at \$2—A Triumph

in merchandising. More style and quality than you'd ever suppose could be put into hats to sell at anywhere near this price. Flat set Trooper felts in smooth and scratch finishes. Smart new shades of green, gray, brown, tan and black. Ask for the Meier & Frank Special. Other M. & F. Special Soft and Stiff Hats at \$3. Stetson Soft and Stiff Hats \$4—\$4.50—\$5. Knox Soft and Stiff Hats \$5—\$6. Mallory Cravenette Felt Hats \$3.50 upwards. Borsalino Imported Italian Felt Hats \$6. Mossant Imported French Felt Hats \$5.

—Main Floor, Fifth Street.



Satin Neckwear 50c

We have just received four smart new models in good-looking satin collars. Plain satin collars both flat and roll styles. Round satin collars with hemstitching. Brocade satin flat collars. These well-tailored neckpieces give a finish to tailored suits and one-piece dresses. Only 50c.

New Stocks & Newest Satin Jabots \$1.25-\$2.50 Vestees \$1.75-\$3.00

Plain net jabots with touches of hand embroidery. Lacy stocks and jabots finished with filet and Venise lace. Net top and maline lace combined with net. For tailored suits and gowns.

Washable satin vestees in high and low-neck styles. Button and braid trimming. The high-neck vestees have either plain or shirred stocks and fasten front or back.

—Neckwear Shop, Main Floor.

Drugs and Toilet Goods

- Ingram's Milkweed Cream 85c and 40c
- Wisdom Robertine, liquid, 40c
- Wakelee's Camelline, liquid, 40c
- Amolin Powder 18c
- Mavis Cream, tube, 25c
- Hind's Honey Almond Cream, tube, 25c
- Elnaud's Massage Cream, tube, 50c
- Tokalon Roseated Cream 60c
- Mennen's Tar Shampoo Cream 25c
- Kolynd's Tooth Paste 25c
- Euthymol Tooth Paste 25c
- Peppermint Tooth Paste 15c
- Japanese Ice Pencils \$1.50
- Colgate's Turkish Bath Soap 15c
- Colgate's Pink Bath Soap 15c
- Colgate's Camelline Bouquet Soap, box 70c, cake 25c
- All-Bristle Hair Brushes \$1.19
- Nail Brushes 19c
- Rubber Tubing, five-foot length, 19c
- 50c Women's Dressing Combs 19c
- 1.00 Rubber Gloves 69c
- Tooth Brushes 19c and 10c
- Squibb's Sodium Phosphate 29c
- Syrup of Figs and Senna 19c

—Main Floor, Sixth Street.

TODAY IS THE LAST DAY OF Munsingwear Week

Underwear for the Whole Family

Munsingwear for men. Munsingwear for women. Munsingwear for children. We have complete new stocks of Munsingwear underwear in all styles, fabrics and weights for Fall and Winter wear. Our men's and women's underwear sections are making a special feature of Munsing underwear today—come in and pick out yours. Munsing underwear excels in fit, washability, durability, comfort and above all, economy. "Don't say underwear, say Munsingwear." Come in today. Men's Munsing union suits, \$1.50 to \$6. Women's Munsing union suits, \$1.15 to \$3.75. Women's vests and pants, 85c to \$1.75. Boys' Munsing union suits, 75c to \$1.50. Children's Munsing union suits, 75c to \$1.75. Children's vests and pants, 50c.

—Main Floor.

Boys' Fall and Winter Suits \$6.50

At this most moderate of prices we have a complete and comprehensive selection of boys' suits—ideal for school or rough wear. Made of serviceable cassimeres, worsteds and fancy chevots. Good-looking browns, grays, greens and tans. Smart new models—the kind the boys are asking for. Other styles and fabrics priced \$7.50, \$8.50 and up to \$22.50, including the famous "Sampeck" make—"Standard of America" in boys' clothing. All sizes. 2 1/2 to 18 years. Overcoats for cold weather wear—French, Balmain, Swager and all other new models. For boys of all sizes. Priced \$5 to \$25. We carry the finest line of boys' Oregon City and Sheurman mackinaws in the city. Priced \$5, \$6.50, \$7.50, \$8.50 and \$10.



—Boys' Clothing Shop, Third Floor.

A Special Purchase! A New Shipment of Women's Washable Cape Gloves \$1.50

It requires but little familiarity with present conditions in the glove market to recognize that almost any kind of a good glove is good value at \$1.50 a pair.

Women's gloves are high and scarce—reduced prices are few and far between—the market has been stripped nearly bare. We place on display and sale today for the first time 2400 washable cape gloves of extra good quality. Every pair new and perfect. These gloves, besides being washable—in itself a big advantage—are smart, comfortable, well fitting. You know how capes resist hard wear. They are outseam sewn. Spearpoint and Imperial stitched backs. In brown, tan, gray and white. One-clasp. Ideal for cold weather wear. All sizes, 5 1/2 to 7 1/2. See Fifth-street Window Display.



—Glove Shop, Main Floor.

Children's \$6.50 to \$12.95 Dresses \$4.95

Children's serge dresses in checks, navy and brown. Broken assortment of styles and sizes 6 to 14. One pictured.

NEW LA MERIT DRESSES

For misses and little women. Made of navy wool serges. High waistline style with cape collars, large pockets, belts and ties. Trimmed with gold and black braid and buttons. Sizes 13 to 17 years. \$13.50, \$15 and \$18.

CHILDREN'S SERGE SKIRTS

Navy wool serge skirts—accordion or knife pleated styles. With and without muslin waists. Some have suspenders and belt pockets. Sizes 6 to 12 years. \$3.79 to \$4.95.

MISSSES' AND CHILDREN'S SWEATERS

A varied assortment in the newest and best shades. Domestic and imported makes. Flat weave, fancy, lynx and Swiss knit. Sailor collars, ruffneck styles, also military styles. Some have contrasting color trim. Finished with belts or sashes. Sizes 6 months to 12 years. \$1.98 to \$9.

CHILDREN'S HATS

Children's fancy dress hats made of velvet, velour and silk. Bonnet shapes, soft drooping brims, also turban effects. Trimmed with fur, flowers, braid, fancy stitching and chenille in French effects. Sizes 2 to 8 years. \$2.50 to \$13.50.

BOYS' WASH SUITS

Novelty wash suits in several of the newest styles. Made of chambray, linen and poplin in white and fancy colors. Trim of stitching, smocking, buttons and cross stitching in colors. Sizes 2 to 6 years. \$2.98 to \$8.



—Children's Shop, Second Floor.



Society Brand Clothes

Remnants Fine Laces, Etc. 98c

Short lengths of laces, nets, chif-fons and novelty metal trimmings. Lengths range from 1/2 to 1 1/4 yards. Laces that combine beautifully with chiffon and satin in the making of blouses and gowns. Good \$1.25 to \$1.50 values on sale at EACH 98c.

—Main Floor, Fifth Street.

New Columbia Records for November In

The new Columbia records, on sale today for the first time, include popular songs, patriotic airs, novel-ties, dances, etc. We shall be very glad to play them for you in our sound-proof parlors. A few extra good numbers: "Ching Chong" (one-step); "Hello! My Dearie" (fox-trot); "It's a Long, Long Way to the U. S. A."; "Your Country Needs You Now."; "Everybody's Jazzin' It" (fox-trot); "For the Freedom of the World" (one-step); "Voices of Spring," sung by Maria Barrientos. Scores of others.

—Phonograph Shop, Sixth Floor.

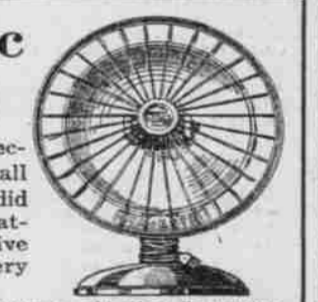
Come to Kodak Headquarters

for all your kodak needs. We have complete new stocks of kodaks, cameras and all supplies. Developing, printing and enlarging. Fresh stocks genuine Eastman films. Work promptly and perfectly executed at reasonable prices.

—Kodak Shop, Main Floor.

"Majestic" Electric Heaters for \$7.50

What could be more convenient than an electric heater for heating the bathroom or small bedroom, or, in fact, any room? These splendid Majestic heaters, one as illustrated, can be attached to any lamp socket and will at once give heat. They are economical, efficient and very convenient. Moderately priced at \$7.50.



—Housewares Section, Basement.

Style Headquarters and Society Brand

have come to be identified in the history of men's clothing. Where one is you will find the other. That's why Society Brand clothes for young men and men who stay young are to be purchased in Portland exclusively at Meier & Frank's—style headquarters.

Here Are a Few Convincing Reasons Why Your New Fall Suit and Overcoat Should Be "Society Brand"

Society Brand clothes are made from all-wool materials. At a time when the all-wool standard means more than it ever did, you are assured of the same quality that has always distinguished Society Brand.

Society Brand clothes are finely tailored. Hand tailored. There are no better-looking garments made. And the looks are made to last. The clothes are shape retaining.

Style is everywhere associated with Society Brand clothes. They are masterpieces of designing. No other clothing so concentrates on correct styles for young men and men who stay young.

Society Brand workmanship is the best procurable. Every

Society Brand garment is finished with the most painstaking exactness.

Service is enduringly tailored into every Society Brand garment. They wear amazingly.

Whether your personal preference dictates conservative styles or inclines toward more advanced models, there's a Society Brand suit and overcoat to conform to your desires and give you lasting satisfaction.

It is real economy to purchase Society Brand clothes. The enormous Society Brand output holds costs down to a minimum. So much so that these famous clothes can be had for as little as \$25.

Two Good Arguments for Society Brand Are Illustrated at Left

Two of the liveliest models of the season for young and older men who want to look young. Both are three-button, single breasted; the one at right has belt which buckles and can be inserted through clams at sides for half-belt effect. You will like either on sight.

All the newest models of Society Brand suits and overcoats are here—at "Style Headquarters." They vary in style and fabric but not in workmanship—regardless of price. And prices are uniformly low—\$25 to \$50.

Let us prove today that Society Brand clothes are the best clothes made for YOU.

—Men's Clothing Shop, Third Floor.