

OCTOBER ADVANCE BUTTERICK PATTERNS AND SUBSCRIBERS' "DELINEATOR" IN THE PATTERN SHOP, SECOND FLOOR

Meier & Frank Co.
Established 1857
THE QUALITY STORE OF PORTLAND
Fifth, Sixth, Morrison, Alder Sts.

1599th Friday Surprise Sales

Fit in Perfectly With Our Programme of GIVING PORTLAND LOWER PRICES

MEIER & FRANK'S 1599TH FRIDAY SURPRISE



Women's and Misses'

WINTER COATS - - \$25
WINTER SUITS - \$38.50

Two Big Special Purchases

Two suits and two coats are pictured. Some of the coats have fur collars. All of them are made of splendidly warm materials in fashionable shades of blue, green, brown, rose. Majority of silver-tone with soft woolly surface. Lined throughout, lined to the waist or heavy enough to be unlined. Far the best \$25 coats we have offered in months.

Broadcloth, tricotine and serge suits with and without fur collars. Some are one of a kind model garments showing the popular long lines introduced this season. Black and navy blue in the lot. These suits are marked at \$38.50 in order to sell out in a day—or less. Sizes 16 to 51.

—Meier & Frank's: Fashion Salons, Fourth Floor.



2 Days' Sale

Leather Bags \$2.49, \$3, \$6.49

Were \$3 to \$8.50

Several hundred bags taken from our own regular stocks and reduced to clear the way for expected shipments. Staple good-looking styles of pin seal or goat leather in black only. Attractively lined and many with mirror and inner compartment.

Pin Seal Bags \$6.49

Were Priced \$8.50

Four new different styles of metal frame bags. One style with safety lock. All have moire linings and mirrors.

Purses, Bags \$2.49

Were \$3.50, \$3.98

Blue, gray, brown and black real leather purses and bags in new popular shapes. Good looking at the price.

Seal Bags \$3

Were \$5, \$5.45

Seal leather with different grains and a few bags and purses of real morocco. Metal and covered frames. All have coin purses and mirrors.

Bags, Purses 79c

Were 98c to \$1.95

1000 real leather hand bags and purses at this small price. Most of them are fitted with coin purse and mirror. Several shapes.

—Meier & Frank's: Leather Goods Shop, Main Floor.

MEIER & FRANK'S 1599TH FRIDAY SURPRISE

Silk Stocking Sale --- SAVE!

Seven groups of silk stockings for personal wear and gifts. Plenty of black and quite a number of colors. Some entirely of silk, others with lisle tops.

Silk Stockings \$2.80

Regularly \$3.50

Pure thread extra quality silk, full fashioned. Black, white, navy, gray, silver and African brown.

Silk Stockings \$2.49

Regularly \$3

Full fashioned thread silk with lisle tops, heels, soles and toes. Black or suede.

Clocked Stockings \$1.65

Regularly \$2

Embroidered silk stockings and lace clocked hose of the kinds much in demand for afternoon and evening. Mock seams. Black, white and gray.

Silk Stockings \$1.59

Regularly \$2.25, \$2.50

Black silk with mock seams, white silk full fashioned. Some are imperfect. Both kinds have lisle tops, feet, heels and toes.

Silk Stockings \$1.39

Regularly \$2

Black only in these good-looking inexpensive stockings with mock seams, lisle toes, heels and tops.

Extra Size Stockings \$1.45

Regularly \$2

Black silk with lisle tops, heels and toes. Plenty of large sizes. Not often that such a good inexpensive grade can be had at this small cost.

Fiber Silk Stockings 79c

Regularly \$1 to \$1.65

Clearing away odds and ends of gray, Piping Rock, field mouse and brown stockings. They have fiber silk boots and lisle tops. Mock seams.

—Meier & Frank's: Hosiery Shop, Main Floor.

MEIER & FRANK'S 1599TH FRIDAY SURPRISE

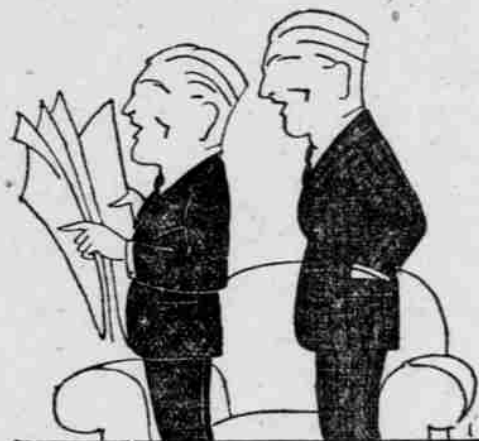
Hello! Here's News!

200 ALL-WOOL SUITS

\$29.85

Friday and Saturday

Suits that were \$35, \$45 and so much more that we forbear to quote the higher prices. But we've told you enough to give you an inkling of how good this sale is and we'll leave it to the suits to tell you how faint our description is of the opportunity.



Majority YOUNG MEN'S styles from makers who excel in young men's garments. Single and double-breasted coats in one, two and three-button effects. All-wool worsteds and cassimeres. The dark and medium patterns preferred for fall and winter. All sizes 35 to 42 included.

All-Wool Overcoats \$29.85

A companion sale—you can buy the two garments for almost the price of one. These are finely serviceable all-wool overcoats for general utility wear. Raglan and regulation shoulders. Belted models with convertible collars, slash pockets. Good looking dark mixtures.

—Meier & Frank's: The Store for Men, Third Floor.

MEIER & FRANK'S 1599TH FRIDAY SURPRISE

Women's Sweaters

\$5.95

Were Priced \$12 to \$16.50

Beautiful alpaca wool and fiber silk sweater in several odd styles. Navy, gray, rose, green and taupe. Limited number.

—Meier & Frank's: Sweater Shop, Third Floor.

MEIER & FRANK'S 1599TH FRIDAY SURPRISE



Dark and Light Silk Shirtwaists

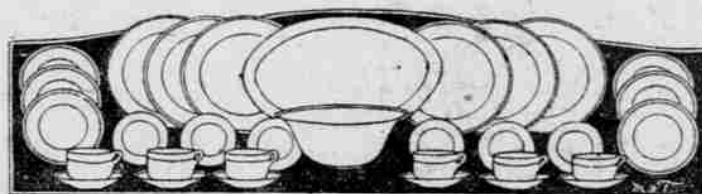
\$3.18

Dark blue, purple, black, brown and flesh pink georgette crepe and flesh pink crepe de chine waists in a half dozen styles. Long and short sleeves, round, V and square necks. Embroidered, trimmed with net and lace and with alluring frills.

Majority beautifully fresh. Two are pictured to show how desirable they are at this new low price.

—Meier & Frank's: Waist Shop, Fourth Floor.

MEIER & FRANK'S 1599TH FRIDAY SURPRISE



9:15 A. M. to 1 o'Clock Only

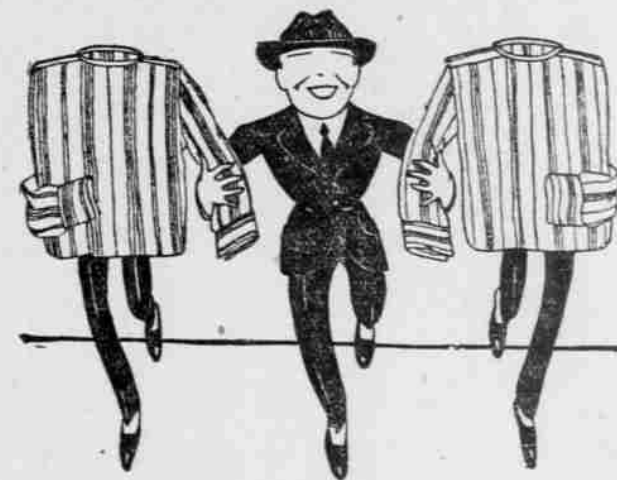
White and Gold Dinner Sets

\$4.59

Regular \$6.67 dinner sets of 32 pieces, including six tea cups, six tea saucers, six 7-inch plates, six 4-inch plates, six fruit saucers, one open vegetable dish, one 8-inch platter. Made of semi-porcelain with mat gold edges. Very attractive for every-day use.

Sale is limited to 9:15 until 1 o'clock because we have only 300 sets and undoubtedly they will be sold within the hours stated. It will be wise to come early.

—Meier & Frank's: Household Utilities Section, Basement.



Second Day of the

GREATEST ONE-PRICE SHIRT SALE IN OUR HISTORY

We venture to say that as a result of this sale there are more men stepping forth with new shirts than has ever been known in Portland's annals for any such one-price event. Small wonder—for this sale HAS THE GOODS. In QUANTITY assuredly—it started yesterday with

11,512 Shirts

\$3.85

Government Tax
9c Each

2 Shirts for \$7.50
Tax 15c

Certainly no such number of shirts has ever been featured in any one-price event. But more—it has emphatically the goods in QUALITY and in VALUE. We do not know of any clearer way of setting forth the character and scope of this sale than to append the tabulated list which appeared in our ad of yesterday. Of course, some of the lines are not to be had in the same numerical strength as when the sale started, but we have no apologies to make for what we will have to offer those who come today.

NO.	KIND	VALUE	SALE	NO.	KIND	VALUE	SALE
144	Fiber Silk	\$8.50	\$3.85	552	Imported Madras	\$6.00	\$3.85
180	Tub Silk	\$8.50	\$3.85	2040	Russian Cord	\$5.50	\$3.85
484	Fiber Silk	\$6.95	\$3.85	552	Poplin	\$5.00	\$3.85
120	Connella Flannel	\$8.50-\$10.00	\$3.85	600	Elexo Repp	\$5.00	\$3.85
540	Silk Striped Madras	\$6.50-\$7.50	\$3.85	850	Pacific Flannel	\$4.50	\$3.85
1342	Figured Madras	\$6.50	\$3.85	530	Brochet Madras	\$5.00	\$3.85
2846	Woven Madras	\$5.50-\$6.50	\$3.85	732	Woven Madras	\$4.50	\$3.85

Every shirt is of first quality—there are no seconds or unworthy shirts in this sale. Best of all there are thousands of shirts of absolutely STAPLE cloths that men always want for their known qualities of worth and wear.

Please bear in mind the fact that there has been as much care exercised in selecting the eleven thousand five hundred and twelve shirts for this sale as though there were only a thousand. There were all sizes 14 to 18½ and 33 to 37 sleeve lengths when the sale started yesterday. We guarantee the colors to be fast, the fit and workmanship and service to be satisfactory. Many men and women buying for men are bearing off a year's supply.

—Meier & Frank's: The Store for Men, Main Floor. (Mail Orders Filled.)

Meier & Frank's Lower Price Store

Added Friday Surprise
Extraordinary!

SCORES OF NEEDED THINGS

Savings for Men,
Women, Children
and the Home



"It Always Pays
to Shop at
Meier & Frank's"

Pay 50 Cents On the Dollar!

Real surprises—not advertised. Find them in the Downstairs Store today. Come early!

—Meier & Frank's: Lower Price Store, Basement Balcony.