

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

# Iterating and Reiterating and Giving Practical Effect Daily to our Rallying Cry: "Giving Portland Lower Prices"

Today as Every Other Day We Have to Omit for Lack of Space Many of the Things That Bear Out This Program



9 New Specially Purchased Lots in This

## Great October Coat Day \$25 to \$95

717 new garments secured by our fashion buyer in New York at concessions from the manufacturers and priced very closely by us for quick turnover.

An army of fashionable coats for thrifty women who wish something of better value for their money than can ordinarily be obtained.

Coats of almost every kind and color. Nearly a hundred different styles and shades. Sizes for misses 14 up to women 44.

This October coat day certainly will help to settle satisfactorily the question of the autumn coat.

It not only settles it as far as price goes but there are so many styles to choose that economy will be pleasant. No comparative prices are quoted because most of these "specials" are brand new and have not been in our stocks at the higher price. But one only needs to glance at them to know that they are considerably better than their prices indicate.

### Coats Specially Priced \$25

Wraps of cheviot-zibeline and heavy coating with and without linings. Made with large stitched capes and other interesting collars. Navy blue, brown, old blue, rose, green and red.

### Coats Specially Priced \$29.50

Black plush coats lined throughout and with large cape collars. Made as simply as a fur coat would be. Youthfully belted.

### Coats Specially Priced \$39.50

Velour, silvertone and tinseltone coats in copper, old blue, brown and tan. Trimmed with seal and nutria dyed coney.

### Coats Specially Priced \$45

New shipment of interesting wraps with large collars of seal dyed coney or natural raccoon. Of velour or bolivia in tan, taupe, blue, red and other popular shades. Good-looking linings.

### Coats Specially Priced \$55

Pom pom, velour and tinseltone coats of soft mossy texture. Carefully silk lined. A few have fur collars, others are plain so that they may be worn with one's own furs. Uncommonly attractive.

### Coats Specially Priced \$65

Tinseltone, plain bolivia and velour coats in good-looking browns, blues, copper, and other colors. A number are trimmed with rich Australian opossum collars.

### Coats Specially Priced \$78.50

These are of a well-known Hudson seal plush—a pile fabric that is very soft, thick and warm. Desirably smart and made in the usual style of fur sports coats.

### Coats Specially Priced \$85

Tinseltone and bolivia coats of the finer sort trimmed with Australian opossum and very youthful and beautiful. We are sure that our customers will like them. Mostly in soft blue shades.

### Coats Specially Priced \$95

Velour and pom pom coats lined with silk and trimmed with natural raccoon, dyed nutria or Australian opossum. Colors include navy, green, tan and browns.

—Meier & Frank's: Fashion Salons, Fourth Floor. (Mail Orders Filled.)



### "OLD SOX"---

may be all right as a rough-and-ready term of endearment, but as designating a condition of one's hosiery supply it is decidedly a handicap, especially with winter coming on. This sale will make it easy for every man to have plenty of good new sox at small outlay.

## 20820 Pairs of Men's Sound, Stylish, Serviceable Sox Down in Price

To make it possible for every man and young man to get a fresh supply of his favorite sox we have included all kinds of sox in this disposal—cotton sox, lisle sox, cashmere sox, fiber silk sox, pure silk sox, wool sox. It's something to have choice of such a collection as this at such prices as we quote here. All of the sox are the dependable sorts from which a man can expect a full quota of service.

### "Eiffel" Lisle Sox 4 Pairs \$1

Dozen pairs \$2.85. Regularly 35c pair. Famous Eiffel lisle sox, reinforced, splendid wearing quality. Black, white, cordovan, navy, Palm beach, helio, light and dark gray. Sizes 9½ to 11½.

### Good Cotton Sox 5 Pairs \$1

Dozen pairs \$2.25—regular price 25c pair. Substantial, good-wearing cotton sox in brown, navy and black. Sizes 9 to 11.

### "Shawknit" Sox Pair 28c

Dozen pairs \$3.30. Regularly 40c pair. Shawknit, Middlesex and Parisiana sox of medium and heavy weight sea island cotton in all black and black with white feet. Sizes 9½ to 12 in the sale.

### Fiber Silk Sox Pair 49c

6 pairs for \$2.85. Formerly \$1 pair. Heavy fiber silk sox that have been conspicuous by their absence for many months and should create a furore at this price. Navy, cordovan and black. All popular sizes.

### "Silk Maid" Sox Pair \$1

Regularly \$1.50 pair. FIRST QUALITY silk sox of this famously good Meier & Frank exclusive brand. Popular shades. Nearly all sizes in every color. 2400 pairs at this price.

### Imported Wool Sox Pair \$1.39

2 pairs \$2.75. Regularly \$2.50 pair. Famous genuine English imported wool sox in handsome heather mixtures. Majority in the popular ribbed stitch effects.

### Silk Plated Sox Pair \$2.35

Add 14c government tax. Regularly \$4. Two-tone silk-plated sox with hand clocks in harmonious colorings. Full-fashioned sox of extra good quality.

### Franklin Cashmere Sox, 6 Pairs \$2.85

Regularly 75c pair. Ideal sox for wet and cold weather wear. Mostly black, some natural. Regular sizes.

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



"The Extra Pair  
Gives Double Wear  
and Cuts the Cost  
in Half."

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The Last Word---and the Best Word  
in Boys' Suit Sales

## 500 Boys' 2-Knicker Suits

253  
Regular Value  
\$22.50

\$16<sup>95</sup>

247  
Regular Value  
\$25

This boys' suit sale is unique in that it brings 500 suits at an average saving of \$6.80, every suit having two pairs of knickers and the garments all taken from our regular stock.

At their original prices of \$22.50 and \$25 these suits were the very best values to be had, as anyone conversant with the sorts of boys' suits we carry well knows. At \$16.95 every one is so extra good that it needs only be seen to be carried victoriously off.

Standard makes. Many all-wool suits in sturdy cassimeres, chevots and homespuns. Belted coats, this season's styles and new patterns and colors. Knickers are fully lined.

Sizes from 8 to 18 Years

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