

SOLE PORTLAND AGENTS FOR THE FAMOUS MADAME IRENE CORSETS—THIRD FLOOR

**Meier & Frank Co.**  
ESTABLISHED 1857  
THE QUALITY STORE OF PORTLAND  
7th, 10th, 11th, 12th, 13th, 14th, 15th, 16th, 17th, 18th, 19th, 20th, 21st, 22nd, 23rd, 24th, 25th, 26th, 27th, 28th, 29th, 30th, 31st, 32nd, 33rd, 34th, 35th, 36th, 37th, 38th, 39th, 40th, 41st, 42nd, 43rd, 44th, 45th, 46th, 47th, 48th, 49th, 50th, 51st, 52nd, 53rd, 54th, 55th, 56th, 57th, 58th, 59th, 60th, 61st, 62nd, 63rd, 64th, 65th, 66th, 67th, 68th, 69th, 70th, 71st, 72nd, 73rd, 74th, 75th, 76th, 77th, 78th, 79th, 80th, 81st, 82nd, 83rd, 84th, 85th, 86th, 87th, 88th, 89th, 90th, 91st, 92nd, 93rd, 94th, 95th, 96th, 97th, 98th, 99th, 100th

# Giving Portland Lower Prices

This Store Perseveres in Its Pioneering Efforts to Secure a More Normal Price Standard

## Special Velvet Hats All \$10

Our own clever milliners celebrate this mid-autumn Saturday by creating a most unusual group of hats to go at \$10.

Favorite soft shapes in many new and most becoming styles. Smartly combined with a touch of brocade, a glittering bit of silver, a charming ostrich feather or some similar note of luxury. Many trimmed with this season's popular flowers.

Colors include dark brown, navy blue, black and other favorites.

In the lot are some of the much-wanted Tam effects.

—Meier & Frank's Millinery Salon, Fourth Floor (Mail Orders Filled.)



## New Autumn Vestees

Vestees at \$1.49 are the week-end "Special." Made of fine valenciennes edgings and insertions or in fluffy ruffled net effects. They have attached collars.

Modesty vestees at \$2.25 to \$7.95 are of organdie, net or eyelet embroidery, combined with hand-made Irish or filet laces or with machine-made novelty laces. They quite change the appearances of a last year's frock.

## Tams and Rainy-Day Hats

In the Sports Section of the Neckwear Shop are typical automobile and school girls' hats at most agreeably small prices.

School girls' tam of shanters are of broadcloth, brushed wool or hand-knitted yarns. Plain and plaid effects in light, medium and dark colors. \$2.50 to \$3.50.

Smart little Trench motoring hats of heather mixtures are good for women's rainy day wear at \$4.75.

—Meier & Frank's Main Floor (Mail Orders Filled.)

## Veils and Veilings

75c and 85c yard for especially interesting veiling with chenille dots or scroll patterns and some with becoming borders. Black, brown, navy and taupe to match the new hats.

At \$1.75 to \$8.50 are decorative drape veils, square and flowing styles, in brown, navy and black, combined with copper, rust, castor and Copenhagen. Many have elaborate chain stitched scrolls. Such draped veils come only on the more costly hats and always add a great deal of style—why not try the effect on yours and add to its chic?

—Meier & Frank's Main Floor (Mail Orders Filled.)

## Mexican Pinoche 44c

Our regular 65c grade of delicious Mexican pinoche check full of walnuts, offered as a week-end special at 44c. Packed in pound boxes. None delivered.

Pinoche is always a favorite with the family.

—Meier & Frank's Main and Ninth Floors.



Just When Girls Need Them  
Most Come

## New Coats for Girls \$9.95 \$17.45 \$27.50

Another important special purchase made by the buyer of the Girls' Own Shop. These coats were secured at a new low price level and the advantage is turned over to our patrons. Mothers will be glad to know that the coats are in simple, good-looking styles and materials are cozily warm.

### Coats for Girls 3 to 6 Years

Mostly of soft woolly silvertone with buckled belts trimmed with buttons and lined throughout. Either blue or brown. } **\$9.95**

### Coats for Girls 8 to 12 Years

Cheviot and silvertone mixtures in favorite colors of blue, brown, tan, henna and oxford. Lined and unlined. Quite a number have fur collars. } **\$17.45**

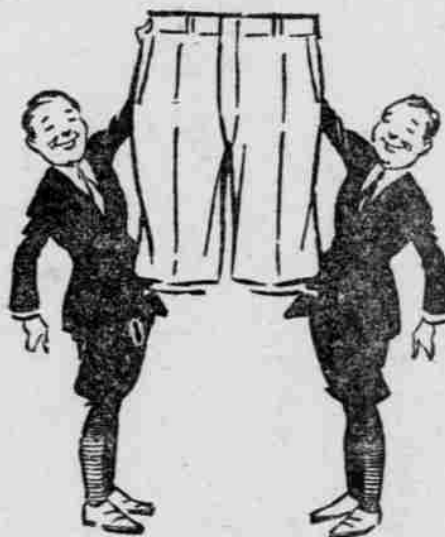
### Coats for Girls 8 to 12 Years

Mostly of soft silvertone, velour and polo cloth in brown, henna, dark blue, tan, rust and Pekin. Some have collars of nutria, near seal (seal-dyed coney) and gray coney. } **\$27.50**

Nearly 100 Coats

at these three prices—all new and shown for the first time.

—Meier & Frank's The Store for Girls, Second Floor (Mail Orders Filled.)



"This Is Certainly  
a Windfall"

said the mother of three sturdy boys when she saw the kind of suits in this sale—and bought three with alacrity. A sale like this comes only once in a long while.

## Boys' 2-Knicker Suits

Regularly \$22.50 and \$25

**\$16.95**

Every Suit From Regular Stock

You are not buying a pig in a poke when you buy these suits. You see what you're getting—suits of standard quality from reputable makers who use only good materials and who don't skimp on the workmanship. And—you get with every suit an extra pair of knickers. Sizes 8 to 18 years.

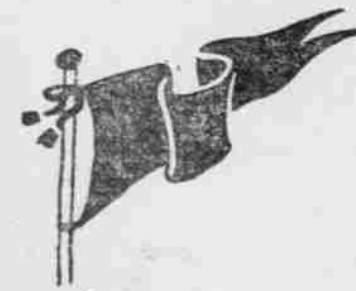
## Boys' Suits \$9.85

We have also taken these one-knicker suits from regular stock for this sale—some were "special" at \$14.85 and others were regularly as high as \$20. Fabrics, styles, workmanship—everything about these suits is standard despite the low price. Sizes 8 to 17 years.

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

## A Pennant Winning Combination

In The Store for Men



It's something of a task to tell you of the money-saving opportunities to be had at this store Saturday—so numerous are they. Merchandise of standard quality and correct style. Every item a winner. If you don't find something you need on this list you're a very extraordinary mortal. A saving on every item.

## SHIRTS First on the Bill of Fare

Some of the finest shirt values a man could want.

### New Silk Shirts \$6.75 <sup>Tax</sup> <sub>38c</sub>

Our sale price on this lot averages less than half what they were made to sell for at retail. Silk shirts that until recently were within the means of the few are now, thanks to this sale, well within the reach of the many.

And SUCH SILKS: Heavy Woven Broadcloths, Pussy Willows, Crepes de Chine, Satin-striped Jacquards, Satin-striped Tub Silks. A number of finely serviceable silk-mixed shirts also at this price. First-class workmanship. Sizes 14 to 17.

### Shirts at \$3.85 <sup>Tax</sup> <sub>9c</sub>

2 of these shirts for \$7.50 (tax 15c). Splendid qualities of woven madras, flannel, Russian cord, repp, poplin, even some fiber and tub silk.

### Shirts at \$1.85

Best shirts we've seen in a long time—better shirts, we'll wager, than you can easily remember having seen at this price. Oxfords, madrases, percales.

## SOX—Buy Your Winter Supply

It's a safe bet that no better values are to be had on your favorite sox than these we offer today.

### Good Cotton Sox 5 Pairs \$1

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

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

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

### 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.

### Imported Wool Sox Pair \$1.39

2 pairs \$2.75. Regular \$2.50 grade. English wool sox in heather mixtures. Ribbed stitch effects.

### Fiber Silk Sox Pair 49c

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

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

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

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

Dozen pairs \$2.85. Regularly 35c pair. Reinforced, splendid wearing quality. Black, white, cordovan, navy, palm beach, helio, light and dark gray. Sizes 9½ to 11½.

### "Shawknit" Sox Pair 28c

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

Buy the Dozen  
and Save More

## These for Quick Reading

Balch-Price hats \$6.85 (tax 19c)—fur felt hats of superior quality at a third less. New styles and colors. Sizes 6¾ to 7½.

Men's ties at 47c—excellent assortment taken from our regular \$1 and 75c lines.

Richmond union suits \$3.49—regular \$5 quality super and medium heavy union suits in long sleeves and ankle length style.

Men's sweaters \$5.95—regular \$8.50 to \$12.50 medium and heavy weight V neck sweater coats in good colors but broken lines of sizes.

Night shirts \$1.65—regular \$2.50 outing flannel night shirts with low or military collars.

Work gloves \$1—odds and ends of serviceable work gloves in various leathers and in sizes 8½ to 11, reduced from \$1.75.

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

## SOCIETY BRAND CLOTHES

For Young Men and—  
Men Who Stay Young

Society Brand Clothes are for the young men who are driving a wedge into business and social affairs because their style correctness and style leadership indicate good judgment.

They are for the "bosses" of young men, too—the men who "have arrived."

Such men—men who stay young—wear Society Brand Clothes because the clothes have a snap and alertness of design as well as practical comfort and durability.

### Only at Style Headquarters

can you buy Society Brand clothes. New fall and winter garments add to the prestige of Society Brand. You will like these suits and overcoats—and you will like the VALUES.



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

Center Aisle Bargain Square

A BIG Discovery of Fine

## SILK PETTICOATS \$4.95

Gay, colorful, enchanting petticoats of pure silk jersey, silk taffeta and satin. A splendid find in the eastern market by our petticoat buyer. Rushed here by express just in time for Saturday. Nearly twenty different styles, and all are so delightful that women will want two or three.

Some with taffeta flounces and jersey tops; many are all silk jersey; others of all satin, still others of changeable satin with Dresden trimmed flounces, or all taffeta or all messaline. Many are embroidered or trimmed with ribbons.

Marvelous combinations of orange and purple, cerise and green and similar stunning contrasts, as well as quiet dark stripes, soft blues embroidered with dots, pretty rose color and dark blue in this assortment.

Practically anything one likes in a good silk petticoat at this amazing price of \$4.95.

—Meier & Frank's Center Aisle, Main Floor (Mail Orders Filled.)