

See Our Other Sensational

Announcement on Back Page

THE MEIER & FRANK COMPANY, ESTABLISHED 1857

MEIER & FRANK'S

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THE MEIER & FRANK CO., 5th, 6th, Morrison and Alder



Great Semi-Annual Watch Sale Tomorrow! \$10,000 Worth of Fine Watches, 1/4 to 1/3 Under Value

THE Big Store's enormous buying power has been put to the test in securing for this great Semi-Annual Watch Sale, value-giving which surpasses even our first event of last March! Here's your opportunity to own a Watch of world-famous reputation—Elgin, Waltham and other makes—at one-fourth to one-third below standard prices America over. Every Watch bears the maker's as well as our own positive guarantee. Every style and size of case or movement, from the guaranteed Watches at \$4.89 up to the elegant models at \$55 and \$65. Sale starts promptly at 8 o'clock tomorrow morning, continues for one week. But, of course, best pick of the lots will be tomorrow. See 5th-st. window.

SALE IN JEWELRY STORE,
First Floor New Building.
\$4.89

Men's and Women's \$7 to \$9 Watches
In this great lot at \$4.89 are over 1000 GUARANTEED WATCHES FOR MEN AND WOMEN, MADE TO SELL FOR \$7, \$7.50, \$8, \$9 and many even higher.
All splendid, modern, 7-jewel, American and Swiss movements—Everett, Trenton, Telefane and Normal—in 10-year guaranteed gold-filled cases. All styles for both men and women. Beautiful engine-turned and engraved cases in hunting (closed) or open-faced models. Also gold and fancy dials. Most of the men's Watches are the popular thin models. See illustration above. Choice at

SALE IN JEWELRY STORE,
First Floor New Building.
\$4.89

\$11 Elgin Watches at \$7.49
200 high-grade, 7-jewel Elgin or Waltham Watches, bought just for this sale! Open-face and hunting (closed) models for both men and women. Rich engraved and engine-turned cases, warranted for 10 years. Also popular thin models for men. See illustration above. Standard \$11 Elgin Watches in every respect. Choice in Semi-Annual Sale
\$7.49

\$17.50 Watch, \$12.75
Women's 14-karat Solid Gold Watches, as shown in illustration, fitted with Waltham or Elgin movements. Large variety of handsome cases, both plain or engraved. Open or hunting style.
\$12.75

\$22.50 Watches, \$15.75
Women's hunting (closed) style 14-karat Solid Gold Watches, fitted with high-grade Elgin or Waltham movement. We have 35 of them just for this sale.
\$15.75
Women's \$30 Watches, same as above, only a heavier case and fitted with full-jeweled Waltham or Elgin movement, for only **\$23.75**

\$25 Watches, \$17.75
Men's 12 size thin model, in open-face, 14-karat Solid Gold Watches, fitted with high-grade Waltham movements. See illustration above. Watches you will pay \$25 for any-where. Here at **\$17.75**

The Other Watches:—
Women's 14-karat Solid Gold Watches, with Elgin or Waltham movement and set with genuine diamonds. Price **\$22.50 to \$35.**
Men's Elegant—14-karat Solid Gold Watches, in popular thin models, with 15 or 17-jeweled Waltham or Elgin railroad movement. Sale prices **\$25.75, \$29.75, \$34.75, \$39.75 to \$65.**

\$15 Elgin Watches at \$9.69
High-grade, seven-jewel Elgin and other famous movements, in the Women's small "O" sizes, also popular thin models in Men's Watches. Guaranteed 20-year gold-filled cases, handsomely engraved, engine turned or in plain finish. Note illustration above. Watches that never sold regularly for less than \$15. Priced during this sale at only **\$9.69**

Ready--Rich New Furs

Above All--Reliable
MEIER & FRANK'S--SECOND FLOOR.

ASIDE from the remarkable supremacy of our showing of Furs there's one thing we pride ourselves on. That is—you're assured absolute reliability in choosing the Furs for Fall and Winter here. We don't claim a skin genuine unless we know it to be such.
And we've now ready for your inspection the finest collection of Furs and Pelts—Coats, Neckwear and Muffs that it has ever been our good fortune to select for you.
Never such smart, attractive styles!—Coats cut on rarer lines, large, deep roll collars. Neckpieces, small, medium and shoulder enveloping. Handsome Seal, Ermine, Mink, White and Yellow Fox, Black Marten, Persian Lamb—everything new and fashionable included in this superb showing.
Pony, Astrachan and French Pony Coats priced from \$40 to \$475. Natural Mink Sets, \$75 to \$450. Neck Pieces and Muffs from \$10 to \$200. Children's Fur Sets, from \$2.25, \$50.
Come tomorrow and see all the stunning styles in Furs!

Ask for 'Perrin's' Gloves!

MEIER & FRANK'S--FIRST FLOOR. ORDER BY MAIL.
THIS is the Perrin Glove Store of Portland! And the woman, the real arbitrator of fashion, knows when she wears Perrin's she is faultlessly, flawlessly gloved, because Perrin typifies perfection.
At 98c A special lot of Perrin's real French Kid Gloves of excellent \$1.25 and \$1.50 grades. Two-clasp style in all shades.
The Perrin Gallia—Regular \$1.50 two-clasp real French Kid Gloves in all new shades. **\$1.33**
Every pair fitted. Offered special, pair
Perrin's Gloves—The Touraine and La Mure pique and oversize Glove Kid, with 2 smart radium **\$1.50**
Perrin's Manhattan—Smart pique-sewn, with 2 pearl clasps. Also oversize seam style with 3 pearl clasps. **\$2**
Street and pastel shades. Pair



A Matchless Line of Suits at \$25!

MEIER & FRANK'S--SECOND FLOOR.
FOR the woman who has decided on the \$25 price for the new Fall Suit, we've an unequalled selection. Perfect tailored styles—handsome finish throughout. Rich woollens and worsteds, mannish mixtures and tweeds.
Jaunty straight-line jackets—narrow paneled skirts, some with clever inserts of plaits at side, bottom. Truly smart models. Then we've over 500 plain serge Suits, an unequalled showing of Suits from \$15 to \$45, but remarkable indeed is the

---Choice at \$25
Suits of Velvet, Corduroy
Fashion's favorite for Fall and Winter. Such charming, fetching styles—cut to closely follow the lines of the figure. They're stunning! Every new Fall shade. Priced \$25 to \$85.
Modish Raincoats Here
Really smart models—every one splendidly made. All the new double textured and rubberized and cravenetted materials. Priced from \$10 to \$35. And a special line of black rubber Coats, size 16 years to 44 bust, at only \$6.
The New Sweater Coats
The business woman, the school girl, the outdoor girl—all find comfort in a good wool Sweater. And the styles we've here are so jaunty and correct. White, plain colors and combinations. Priced \$1.95 to \$15.
More Nobby Fall Coats
Every day brings new arrivals in Coats for Fall and Winter. Hundreds of models—cut on the narrow silhouette lines—large collars, wide and deep revers. Immense patch pockets—big buttons. Many reversible and Polo Coats. Priced \$15 to \$100.
Afternoon, Street Dresses
Lovely silks, rich woollens—every new fashion feature shown. High waisted models are prevalent. Plain two-piece and French paneled skirts. High and Dutch necks. Priced from \$15 to \$100.
New Lingerie Waists \$3
One pretty model of fine quality allover embroidery, made with the clever little peplum frill seen in the higher-priced models. Others in voiles and crepe. Long sleeves and high necks. Daintily trimmed. Tomorrow at \$3.

We Are Closing Out Office Furniture!

WE are closing out our entire line of Office Furniture! Reductions are deep—we must have the room occupied. Sanitary roll-top Desks, Flat-top Desks, Typewriter Desks, Standing Desks. A hint as to prices:
\$43.50 Golden Oak Sanitary Roll-top Desks, as illustrated, **\$32.65.**
\$48.00 Golden Oak Quarter-Sawn Base Desks, **\$36.00.**
\$72.50 Mahogany-Finish Sanitary Roll-top Desks, **\$54.40**
\$37.50 Golden Oak Sanitary Roll-top Desks, 50-inch, for **\$26.10.**
\$40.00 Roll-top Typewriter Desks, golden or early English, **\$30.00.**
\$35.00 Golden Oak Flat-top Desks, 54x30-inch, **\$26.25.**
The 60x30-inch size, **\$27.50**
\$50.00 Golden Oak Flat-top Desks, 60x35-inch, with sanitary base, **\$37.50.**
\$32.50 Standing Desks, 6-foot size, in golden oak, with three drawers, **\$24.25.**



To \$3 Umbrellas, \$1.98

MEIER & FRANK'S--FIRST FLOOR. ORDER BY MAIL.
READY tomorrow, our big October Umbrella Sale with unrivalled savings on good worthy Umbrellas for men, women and children!
Specially-purchased lots of men's and women's 26 and 28-inch Umbrellas, covered with rainproof union taffeta and serge. Strong steel rods and Paragon frames. Splendid \$2.50 and \$3 Umbrellas tomorrow at **\$1.98**
\$1.25 Umbrellas—Men's and women's 26 and 28-inch sizes, with steel rods and 8-rib Paragon frames, with water-proof covers. For to-morrow's selling, special at **98c**
\$2.00 Umbrellas—Men's and women's tape-edge union taffeta Umbrellas, fast black and rain-proof. Strong 8-rib frames and with fancy handles, for **\$1.69**
\$3.50 Umbrellas—Special purchase of men's and women's 26 and 28-inch Gloria fast black water-proof Umbrellas. They have neat handles. Priced special at **\$2.69**
\$4 and \$4.50 Umbrellas—Men's and women's 26 and 28-inch sizes, covered with silk-and-linen. Long carved and mission handles to choose from, at **\$2.98**

Purchase 150 Famous "Fisk" \$10 to \$20 Hats, \$7.45

EVERY woman from Maine to California knows what the name Fisk means in Millinery. For years the superb models and exclusiveness of Fisk Hats have made them pre-eminent.
So when the opportunity came to purchase these 150 beautiful new Fall and Winter Fisk Hats at a price we grasped it eagerly. Every Hat among them is up to the Fisk standard. Every one bears the well-known D. B. Fisk & Co. label, as reproduced above.
No two Hats alike—small, medium and large shapes of velvet and silk, trimmed with handsome wings, feathers, bows and ornaments. Many are Hats originally priced at wholesale more than you will pay in this sale—not a one worth less than \$10, and the majority would sell for \$15, \$18 and \$20. See them today in the Fifth-street window. Come early for the first choice at \$7.45.



85c to \$1 Silks for 59c

A HUGE mill purchase of 7000 yards of beautiful new Autumn Fancy Silks in the acknowledged 85c and \$1 grades. An almost endless variety of beautiful designs—stripes, checks and figures in new browns, navy, Alice, grays, tans, gobe-lin, old rose, wistaria and combinations of black and white. Silks for new waists, new dresses and costumes. Tomorrow **59c**
Corduroys and Velvets—We can hardly keep enough of them in stock. See the window display today. Rich Silk Velvets in new blues, browns, grays, tans, greens and coronation purple. Yd. \$1 to \$2.
New Corduroys—on the top wave of favor for smart daytime suits and skirts. All new shades. Yd. **\$1.25, \$1.50, \$2 and \$2.50.**
Wanted Dress Goods—Fashionable Polo Coatings, in plain colors, plaids and reversibles. Yard, **\$2.50, \$3 and \$4.**
Black Caracul and Ponsykin Coatings, 50-inch, yard, **\$4, \$5 and \$6.**
All-Wool Suitings—50-inch, in rich oak browns, tans and mannish weaves. Splendid line at **\$1.50.**
Heavy Scotch Suitings, yd., **\$2.**

\$7.50 to \$9 Lace Curtains for \$3.85

A REAL sensation tomorrow in the Big Lace Curtain Store! Think of it! \$3.85 for Curtains we could not duplicate regularly below \$7 or \$9 pair. Nearly 50 different patterns to choose from—Irish Points, Clunys, Fancy Braids, Battenbergs and a wide range of handsome Scrim Curtains. White, cream and ecru, 45 to 50 inches wide, and to 3 1/2 yards long. See them today in the Sixth-street window. A wide range of handsome Curtains in white, cream and ecru. On sale tomorrow, the pair, **\$3.85**



IF YOU CAN'T COME IN PERSON, ORDER BY MAIL



Sale of Silver-Plated Ware

MEIER & FRANK'S--FIRST FLOOR. ORDER BY MAIL.
A RARE opportunity tomorrow for savings on this beautiful quadruple plated ware. Every piece is heavily silver-plated and the designs new and artistic.
\$3.75 Fern Dishes, as illustrated above. An 8-inch size, with open work design and pottery lining, specially priced at **\$2.69**
\$6 Casseroles, as illustrated above, 3-pint size, with burnished silver-plated frame and pottery lining. For tomorrow at **\$4.49**
\$3 Silver-Plated Bread Trays, **\$2.39**
\$4.75 Comports, 8-inch, **\$3.50.**
\$4.00 Sugar and Creamer, at **\$3.19**
\$12 Colonial Tea Sets, as illustrated above. Four pieces, heavily quadruple-plated in burnished finish. The set for only **\$8.98**
\$2.50 Candle Sticks, as illustrated above, shaded French gray finish, with square base, 8 inches high. Special tomorrow, **\$1.87**
\$1.25 Lemon Dishes, glass-lined, **98c**
\$3.00 Butter Dishes, for only **\$2.39**
\$3.50 Syrup Pitcher and Plate **\$2.80**