

Turn to Back Page of Section 4 for Full-Page Announcement Giving Details of Our October Mid-Month Sale of Pure Food Groceries Dining in Our Beautiful Seventh-Floor Restaurant Is a Delight—Orchestra Music—The Misses Ridgeway, Forrest and Klekar, Soloists

Our Jewelry Repair and Manufacturing Shop employs gold and silversmiths, diamond setters, engravers and watch makers. Jewelry repaired and made to order.

Government Weather Forecast: FAIR AND COOLER.

MEIER & FRANK'S

UMBRELLA REPAIRING—Done here by the well-known expert, JOHN ALLESINA, for years in business here in Portland. Needless to say that his wide and long experience means for you the best possible work and at the lowest possible prices. Mr. Allesina now has charge of our Umbrella Repairing Department.

The Robespierre Blouses



The Most Popular of New Fall and Winter Styles

HOW pretty and attractive they are—the smart, new Robespierre Blouses, that derive their name from the type of collar—the Robespierre! Safe to say there's no more popular and fashionable style for Fall and Winter wear.

Wonderfully complete and varied is the selection here for you. Of every handsome material—plain and brocaded satins, figured silks, foulards, messalines and taffetas. Every color is here—some with a touch of amber and coral trimming—others with shadow lace. Long sleeves, elbow cuffs finished with buttons. Some have the soft tailored cuff.

See the new Robespierre Blouse tomorrow. Priced from \$5.50 to \$20.

Grace of Line in Negligee

Grace of line—it's the feature most desired by women who delight in the charming, attractive effect of pretty Negligee. Lovely is our assortment of new Tea Gowns, Boudoir Robes and Kimonos.

The Coatee is the newest of style features and shown in many of the garments. Foundations are of clinging messalines, charmeuse and plaited chiffons over silks. Rich and beautiful are the trimmings of laces and embroideries.

Other simpler and more practical styles, too, are shown in profusion. Every price—\$1 to \$65.

—Second Floor, Main Building.—Mail Orders Filled.

Modish \$2.50 Diagonals \$1.69

NO difficulty to make suitable selection from this extensive showing of Diagonals. A variety of browns, blues, dark reds with invisible black stripes, light and dark blues with green or white stripes. Zibeline effects in blue, brown and gray, 56 inches wide. \$2.50 Diagonal fabrics \$1.69

New \$3 Tweeds—most popular for women's suits and coats. Neat checks with just a touch of red or blue. All wanted colors are here. 58 inches wide, regular \$3 Tweeds for this sale at only, yard \$1.98

Dainty Venise Allovers Reduced

JUST one of many interesting offerings for tomorrow in our popular first floor section. Dainty Venise Allovers—that have so many uses in the making of Fall and Winter apparel. Pretty for yokes and trimmings. 18 inches wide. In white and cream. \$1.75 to \$2.50 Grades at only \$1.39 | \$2.50 to \$4.50 Grades at only \$1.69

Real Irish Crochet Laces—Beautiful Edges and Insertions, 3/4 to 1 1/2 inches wide. Much in demand for neckwear and articles made for holiday gifts. \$2 to \$2.50 grades, \$1.69; \$1.50 to \$1.75 grades, \$1.39; \$1.25 grades, 98c, and \$1.00 grades, special for 79c

—Second Floor, Main Building.—Mail Orders Filled.

New Corduroy Coats

In the Fashionable 3-Quarter Lengths—for Smart Dressers

CAN'T you imagine the swagger smartness of the youthful figure garbed in one of these dashing new Corduroy Coats?

Typical of the jaunty styles is the rich taupe corduroy model as sketched in our garment salons. Finished with the new collar that may be worn open as shown or buttoned up snug about the neck. Lined throughout with rich messaline silk. Priced at \$37.50.

"Johnny" or Walking Coats

See, too, the clever "Johnny" or Walking Coats in smart new rough weave fabrics. Then, full-length coats, semi-fitted, are shown in hundreds of different styles. And novelty coats, that embody every new fashion feature. Coats for every occasion and at every price, \$10 to \$65. Evening coats as high as \$250.00.

Smart New Norfolk Suits

More of the smart, new Norfolk Suits are here—the style so much in demand for misses, young women and young matrons. Always in vogue and destined for greater popularity than ever this season! Newest arrivals are in blue and brown mixtures. Prices range from \$15.00 to \$27.50.



—Second Floor, Main Building.—Mail Orders Filled.

Portland's Best Glove Service--Sale!

DOUBLE importance attached to this Glove sale, through the knowledge Portland women have of our unexcelled Glove service. Every pair of Gloves fitted and guaranteed—18 experienced glove fitters to serve you—and the same high degree of service promised the patrons who take advantage of sale offerings as though you purchased at a regular price. Truly the place and time for women to purchase Gloves is here—and tomorrow!

Women's \$1.00 Gloves—of glace lambskin, 2-clasp style, in white, black and colors. Sizes 5 1/2 to 7. Sale tomorrow, a pair, only 67c

—Second Floor, Main Building.—Mail Orders Filled.

Rich \$6 Costume Velvet \$4.97

THE richness of this Costume Velvet at once recommends it to the woman who appreciates the possibilities of a fabric of this nature for the making of the evening gown. In black, brown, navy, taupe, heliotrope and cream. 44-inch Costume Velvet, regularly sold at \$6.00 the yard, reduced for this sale to, yd. \$4.97

\$1.50 Chiffon Taffeta—in all colors, 36 inches wide, at 98c

Pre-Winter Sale of High-Grade Furniture--A 'Make-Room' Event

"I MUST make way for Winter and Holiday goods," was the emphatic remark of our Furniture chief. And that one statement was the beginning of the plans for this event, which to us will mean the fulfillment of his demand—and to you in Portland and Western homes it will mean the opportunity to secure at lowered prices the Furniture needs for the various rooms of the home.

Note the specials detailed below—you'll find there articles not included in previous sale events. The great fourth floor sections must be brought to readiness for the Holiday and Winter goods that have been arriving in carload shipments ever since our buyer's last Eastern trip.

Furniture included that combines beauty, quality, durability and elegance supreme. Pieces fit to grace the simple or sumptuous rooms of any home. Come to The Big Store tomorrow—to the Fourth Floor Furniture Section and choose there the Winter Furniture needs.

Advertisement for furniture sale featuring various items like dining tables, buffets, china cabinets, mahogany dressers, and overstuffed chairs with prices and descriptions.

Hearth and Room-Size Rugs Enter the Pre-Winter Sale!

AXMINSTER TAPESTRY BRUSSELS WILTON VELVETS WILTONS 9x12 Size Rugs Are Reduced Small Rugs at Reduced Prices

HUNDREDS of 9x12 Rugs reduced for the Pre-Winter Sale, including Axminsters in Oriental, tans, browns, floral and green colorings. Tapestry Brussels in tans, browns, blues and greens. These Rugs are offered in this Pre-Winter Sale at great reductions.

\$18.00 Axminster Rugs, 9x12 size, Pre-Winter Sale price only, each \$14.85 \$18.00 Tapestry Brussels Rugs, 9x12 size, Pre-Winter Sale price only \$11.85 \$20.00 and \$25.00 Wilton Velvet Rugs, 9x12 size, Pre-Winter Sale only \$15.65

\$44 High-Grade Wiltons, \$29.50

Amazing price reductions will be found in these Wilton Rugs. Small patterned and medallion Rugs in choice selections of colorings. Regular \$44 Wilton Rugs, 8.3x10.6 size, Pre-Winter Sale price only \$29.50

\$30.00 Wilton Rugs, 6x9 size, priced at \$19.75 \$4.50 to \$5.50 Wilton Rugs, 27-inch size, at \$3.48 \$6.50 to \$8.50 Wilton Rugs, 36-inch size, at \$4.90 \$5.50 Wilton Rugs, 36x36 size; special for sale tomorrow at \$3.48. \$1.50 Coco Door Mats, 20x32 size; Pre-Winter sale price, 98c.

—Third Floor, Main Building.—Mail Orders Filled.

Bungalow Nets at Big Savings

THE use of Bungalow Nets for curtain and overdrapery purposes is becoming more popular every day with women who appreciate the gentility of effect that these nets give to the home.

Our Drapery Section is showing a great number of artistically conventional and pleasing patterns in choice of color. Three grades of Bungalow Nets have been greatly reduced for this Pre-Winter Sale and this is a seasonable opportunity to supply your home with these Nets at appreciable savings.

50c Bungalow Nets, yd. at 32c 35c Bungalow Nets, yd. at 23c 25c Bungalow Nets, yd. at 17c

—Third Floor, Main Building.—Mail Orders Filled.

Fall Arrivals Wash Goods

OUR Wash Goods Section indeed anticipated your every wish in the way of new materials of latest qualities and colorings. Come to our first floor section tomorrow and you'll marvel at the offerings in Wash Goods that await you.

In heliotrope, tans, white, pink, light blue, yellow and old rose are seen the new fancy silk and cotton Marquisettes. 40 inches wide, at prices ranging, yard, at 98c to \$1.25. New Tartan Suitings—Very becoming and serviceable for children's school dresses, 32 inches wide, the yard at 25c. Serpentine Crepe—in plain and designed colors of every wanted color. 30 inches wide, the yard at 18c. Japanese Crepe—for waists and dresses. New stripes and plain shades, yard at 25c. Vienna Flannellette—suitable for house dresses. With or without borders. Medium and dark colors. The yard, 10c.

—First Floor, Main Building.—Mail Orders Filled.



TELEPHONES—PACIFIC, MARSHALL 4600; HOME, A 6101