

—Cafeteria and Dairy Lunch
—Basement—for a wholesome, tasty, inexpensive and quick lunch.



—Skirts Cut without charge by a man tailor. Investigate this offer in our Woolen Dress Goods Section.



—The Wall Paper Store—where the most artistic papers and skilled service are to be found—Seventh Floor.



—Purchases may be made now and goods reserved for Holiday Delivery—Shop now, before the crowds!

Why Inauguration Month Should Be the Greatest November in Meier & Frank Company's History

—Because we have been for months preparing for the greatest Fall business we've ever had. For months signs pointed toward "Prosperity."
—Never have our crops been more bountiful than this year. The Oregon wool growers have gotten exceptionally good prices for their products. Our exports to Europe have increased. The United States is today the center of world commerce and world finance—the most prosperous nation in the world.
—We foresaw this and prepared to meet the wave of prosperity that was sure to come. Trained in the school of preparedness our buyers have stocks on hand and on order that will take care of any emergencies.
—This preparedness is proven in the big sales and splendid values we are able to offer you tomorrow. This whole "Inauguration Month" will be one of exceptional values. You will find now that great savings are realized in buying at Meier & Frank's—honest merchandise at lowest prices.

Silk Negligees, \$9.95 \$15 to \$25 Grades

—Beautiful negligees in crepe de chine, taffeta and lace.
—Light blue, pink and rose, in accordion-pleated and little-coat styles. Not all sizes of a kind—garments that are slightly soiled from handling—regularly priced from \$15 to \$25. Special at \$9.95.

Gowns

—Comfy warm ones for cold Winter nights. Of high-grade outing flannel, in pure white or with pink and blue pin stripes. Trimmed in ribbon and silk stitching.
—All bear the Consumers' League Label.
Priced at 98c, \$1.27, \$1.47 to \$1.75.
—Third Floor, Sixth Street



Inauguration Sale of Neckwear

Fur-Trimmed, Lace and Ostrich Pieces

—A wealth of the prettiest neckwear you've ever seen. Recently, in the East, our buyer made a wholesaler an offer—so absurdly low—he scarcely believed it would be taken up—but—the neckwear is here and speaks for itself.

75c to \$1.50 Imported Pieces, 39c
—Some of dainty lace, others of net, with a goodly sprinkling of hand-embroidered voiles, organdies and batistes. Collars, Sets, Vestees, gumpies, military collars—all styles and sizes. Special at 39c; 2 for 75c.

50c Maline Ruffs, 33c
—12 dozen dainty maline ruffs in plain colors and combinations. Some with ribbon bands.

\$1.25 and \$2 Pieces at 79c
—Beautiful hand-embroidered neckwear. Finest nets and organdies and voiles have gone into the making of these. In every attractive style, some Val. trimmed; others in frilled effects. Values from \$1.25 to \$2 at 79c, 2 for \$1.50.

75c Ties for 35c
—15 dozen Windsor Ties. Excellent messaline, 1 1/2 yards long. Plain colors, plaids and stripes.

\$2.95 Ostrich Boas, \$1.49
—200 beautiful boas of long, fine flues, 22 inches long with silk-tasseled ends. Black, white, combinations, natural and white, navy, delft and mottled, green and white. All beautiful and stylish.

New—Fur-Trimmed Collars, 75c
—A special "Inauguration" sale of the newest fancy silk braid collars trimmed with white, brown and black fur. Every desirable and beautiful color to be found. See them!

We have a complete showing of the season's approved
Furs
at moderate prices.
Every Fur guaranteed.
—Expert Fur Remodeling—
—Fourth Floor, Fifth Street.

An Extraordinary Sale of Women's Suits



—That emphasizes our determination to offer the highest quality merchandise at very lowest prices.

—The very best Suits that any American designer can produce are included in this phenomenal sale.
—Suits that express the newest conceptions of our foremost manufacturers. Included are many of our most beautiful creations. And besides those, many of our exclusive models. The materials are fine broadcloths, gabardines, serges and novelty cloths—some fur-trimmed and fancy, others severely tailored. Every style and color represented.
—Truly an amazing sale at the beginning of the season!

\$48.50 to \$52.50 Suits \$34.50
\$55.00 to \$65.00 Suits \$42.50

New Apparel Salons—Fourth Floor—Fifth Street.

Two Special Dresses

are being offered for tomorrow. These also represent exceptionally good values. The sketch gives an idea of their charm.

A Serge and Silk at \$11.45
is very effective, with its silk waist embroidered in gold outline. A dress that is full of style and very specially priced at \$11.45.

A Satin and Crepe at \$18.45
is made in overskirt effect with touches of gold at girdle. This is very simple—yet beautiful in design. Specially priced at \$18.45.
—Besides these styles there are dozens equally attractive.
—Fourth Floor, Fifth Street.

New Silks and Velvets For Fall and Winter

are lovelier and richer than they have been for years. Some are dark and rich, others have pretty Dresden designs, while many show beautiful stitchery of gold or silver thread.

Silks from \$1 to \$3.50 a yard
Velvets from \$1 to \$6 the yard
—Second Floor, Fifth Street.

—Out-of-Town mail orders filled from this and all our ads if received within 3 days of date of publication.



Holiday Laces

—as sweet and dainty as the gifts they're to elaborate! Plan your Christmas gifts now—these Laces will save you many "pennies." Pretty for aprons, camisoles, lingerie, children's wear, etc.

10c for 12c to 25c Vals
—Dainty French and German Vals in round and diamond mesh. Widths from 3/4 to 2 1/2 inches.

25c for 30c to 45c Laces
—Linen Barmans in white and ecru, for art squares, etc. Excellent imitations of real Cluny laces.

\$1.19 for \$2 to \$3 Laces
—Net Top Laces 12 to 24 inches wide. On white or ecru ground, embroidered in metal and colored Dresden designs.

New—Embroidered Crepe
—Exclusive showing of 42-inch Georgette Crepe embroidered in exquisite silver designs. Particularly pretty for panniers of party frocks.
—Main Floor.

Outing Flannel 9c

—The Regular 12 1/2c Kind
—"Clover" twilled outing flannel—27 inches wide—the best flannel to be had for gowns, underwear, etc. Specially priced at 9c the yard.
—Second Floor, Fifth Street.

New Butterick Patterns Now In
—Best by any test—awarded grand prize at Panama-American Exposition.
—Second Floor, Fifth Street.

Watches

\$7.25
Elgin and Waltham Makes
—You know what these names stand for—quality, workmanship, accuracy. Men!—buy these Watches tomorrow

At Big Savings
—Men's 12 and 16-size, open-face, famous Elgin and Waltham watches. Gold-filled cases guaranteed for twenty years. Look, wear and keep time as well as much more expensive grades.

Your Initials Free
—Tomorrow this great event. A fine opportunity to secure a splendid new watch.
—Main Floor, Sixth Street.

Blankets

—Phenomenal reductions on good, warm wool Blankets, just at the time when they mean most to you.

\$5 Blankets \$3.95
—Light gray wool blankets with colored borders. Tomorrow, \$3.95.

\$7 Blankets \$5.95
—Light gray wool blankets with colored borders. Warmth without weight. Tomorrow, \$5.95.

\$4 Pillows \$3.35
—Goose feather bed pillows covered with blue and white striped ticking. Strictly odorless feathers. Tomorrow, \$3.35.
—Second Floor, Fifth Street.

New Books for Children

—The Volland Mother Goose, \$2.00.
—The Sea Fairies, L. Frank Baum, \$1.00.
—The Kingdom of the Winding Road, Cornelia Meigs, \$1.25.
—Tommy and the Wishing Stone, Thornton Burgess, \$1.00.
—Child's Book of American Biography, Simpson, \$1.00.
—The Little Buffalo Robe, Ruth Beck, \$1.35.
—Tad Lincoln and His Father, Bullard, 50c.
—The American Boys' Workshop, Kelland, \$1.25.
—Suzanna Stirs the Fire, Blake, \$1.25.
—Penelope's Postscripts, Kate Douglas Wiggin, \$1.00.
—Basement Balcony.



"Once upon a time a fir tree stood in a big forest. Now, all the other trees—"

—but I must not finish this story for you, because we have asked

Miss Cora Morris
"The Story-Telling Lady"

to come out and tell stories to all good children—and their mothers—and friends every afternoon for the next two weeks.

Tomorrow at 3:15 and 4:15
in the Black and White Room, Ninth Floor

—Miss Morris will tell the most interesting stories. Japanese fairy tales and Nature stories and Indian tales—some of them in costume—every one interesting and told in an inimitably delightful manner. Come tomorrow and hear them.

Chic--The Skating Toque and Scarf--

—the absolutely new in skating togs—and smart—you'll think they are when you see them.



White Satin With Moleskin

—quite the fad in New York—where these daintily tasseled Scarfs are thrown around the throat with an air of chic not to be denied.

New White Hats—Just In

—for street and dress wear. Many with touches of fur, others combinations of felt and satin or velvet—all clever. Besides these, the gold and silver laces are popular, too.
—Priced from \$8.50 to \$25.
—Fourth Floor, Sixth Street.

Our Corset Hospital

—will help you get the utmost wear out of your corsets. It will alter any defects or any little discomforts that your corset may have.

Is your corset too high—do the bones protrude?
If so, come in and see the superintendent of the corset hospital. She will know just what to do and how to remedy matters. Our new Fall



Madame Liza

corsets have been received and lines are complete. Ask to see the new models while your old corset is being repaired—and have a couple fitted.—Priced \$3.50 to \$8.50.
—Expert Corsetieres always at your service.
—Third Floor, Sixth Street

The combination of fur with sheerness makes these Lace Waists at \$14

—very exquisite. Soft, sheer lace over flesh-colored chiffon with touches of black and gold—these are lovely blouses, indeed!

Note the Charming Model Illustrated
—This is but one of scores equally attractive and all moderately priced!

Blouses of Striped Taffeta
are pretty for tailored or demi-tailored wear. The stripes are seen also in crepe de chine—white with clusters of pin stripes in various shades. Priced at \$5.
—Fourth Floor, Central.

The Big Sale of Beds and Bedding

is daily attracting throngs of economical shoppers. This is one of the biggest money-saving events in this whole month of extraordinary values!

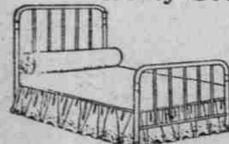
**Brass Beds, Iron Beds
Enamelled Beds, Cribs
Sanitary Couches and Springs**

—all at reductions from 20 per cent to 50 per cent. It is quite impossible to go into detail as to price and description.
—Enough to say every one is guaranteed.

Every Mattress Reduced

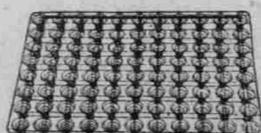
—This means our own special "Solid Comfort" and other brands including famous Ostermoor Mattresses. You know how high the Ostermoor standard is.
—This is a sale of such magnitude that no home furnisher should miss it! See these wonderful values tomorrow!

Two of Scores of Savings



\$30.00 Brass Bed at \$19.50

—Our most popular Bed at \$30. Two-inch posts with five 1-inch filling rods head and foot. Note what a pretty pattern this is.



Steel Coil Springs, \$4.25

—The greatest bargain we've ever offered in an all-steel coil bed spring! 96 coils—constructed of high-grade carbon steel wire.