

JUST 35 SHOPPING DAYS TILL CHRISTMAS—NO MATTER WHERE YOU SHOP, SHOP EARLY

Begin Today to Lay Away the Gifts for Merry Xmas

The above is the winning slogan in the contest inaugurated among the 2000 Meier & Frank store employees to determine on a motto which might best express the spirit of relationship between the shopping public and the store that serves them...

"Early Shopping Stands the Test—Why? Because You Get the Best"

Meier & Frank Co. THE QUALITY STORE OF PORTLAND

Pearl Beads—Strands From 25c to \$50.00

We believe that we have the most complete stocks and assortments of beautiful pearl beads in the entire West. We made an enormous purchase before the great rise in price went into effect...

Thanksgiving News and Other Seasonable and Important Tidings of Interest

Toytown —The home of a hundred thousand toys and dolls—invites the children—little and big—to come and see its myriad wonders.

From Meier & Frank's—The Store of Quality, Economy and Service

THE holiday feeling is already in the air and nowhere is it more strongly in evidence than at Meier & Frank's, which is preparing for the greatest holiday business in its entire history of 59 years.

Men's Tubular Silk Mufflers A Real \$3.50 Value \$1.98

Our Annual November Sale of Drugs and Toilet Goods

Begins Tomorrow and Continues This Week Only

FREE 25c Bottle Mavis Toilet Water with purchase of Jar Vivo Cold Cream at 50c.

Table listing various perfume and face powder items with prices, such as Mozart Waltz Dream Perfume at 75c.

Table listing household remedies and face creams, such as 25c Resinol Soap and 15c Oriental Cream.

Table listing patent medicines and rubbers, such as 50c Pottery's Hair Stain and 25c Combination Water Bottle.

Table listing face powders and soaps, such as 50c Java Face Powder and 25c Colgate's Cashmere Soap.

Table listing tooth pastes and hair tonics, such as 50c Pebecco Tooth Paste and 79c Pinaud Eau de Cologne.

Smartest Suits at Wonderfully Low Prices in Time for Thanksgiving Wear



THIS is a rare opportunity to buy the season's very smartest new suits at extraordinary reductions. There are fur trimmed velvet suits in navy, black, brown or taupe...

Table listing suit prices: \$20.00 Suits Special at \$15.65, \$25.00 Suits Special at \$18.45, etc.

The Very Newest Winter Coats

—More of those wonderfully attractive coats—so full and roomy and charmingly becoming! Styles for street, evening and motor wear.

Women's Newest Smartest Winter Neckwear



The addition of these new and exceedingly smart bits of neckwear to frocks or suits that have seen previous service works a wonderful change in one's costume.

Community Plate Guaranteed for 50 Years 1/2 Price and Less

100 Smart, New \$12.50 to \$50.00 Trimmed Hats Less One-Fourth!

Thanksgiving Linen Sale

—Only 15 shopping days till Thanksgiving—time to look to linen needs. Here is a sale that will prove helpful at this time.

A SALE OF APPLES "Buy" the Box —Hood River apples—a splendid assortment of the very finest grades.

FOR TWO FACTORY-DISCONTINUED PATTERNS—FLOWER AND AVALON —A limited quantity of odd pieces famous Community Plate for Thanksgiving or Christmas gifts.

Exquisite New Blouses Are Moderately Priced \$6.50, \$7

1000 Pieces German China, 49c-74c —Despite the impossibility of securing shipments of chinaware from Germany, we offer in this sale tomorrow a round 1000 pieces of this celebrated ware.