

NEW STORE HOURS NOW IN EFFECT—9:15 A. M. TO 5:45 P. M.

**Tickets for "Madame Butterfly"**

concert-dramatic performance to be given at Heilig Theater, Wednesday, October 23, at 8:30 P. M., auspices Monday Musical Club, are on sale in our Book Shop at \$1.  
—Meier & Frank's: Book Shop, Fifth Floor.

**The Beauty of a Child's Head**

is largely in the hair, for which reason care should be taken to see that the hair is not spoiled by unskillful cutting. An expert, painstaking barber is here. The charge for hair cutting is 50c.  
—Meier & Frank's: Fifth Floor.

**Hand Weaving Has "Caught On"**

Having foreseen the vogue sure to attend this art with the introduction of the proper equipment, we have secured the exclusive agency for Home Craft Looms. Inquire about lessons.  
—Meier & Frank's: Second Floor.



**Make Your Holiday Greeting Personal**

by using a personal card with an appropriate holiday message. Our Engraving Department is showing the new designs in personal greeting cards. Place orders now.  
—Meier & Frank's: Stationery Shop, Main Floor.

**SEE ALSO PAGE 13**

this section, for news of exceptional interest from the great home furnishings sections.

**Surcease for Your Foot Ills**

wants on a visit to our chiropodist—Dr. Carl Cohen, graduate of the New York College of Chiropody and Orthopedics. He is at your service all day.  
—Meier & Frank's: Fifth Floor, Fifth Street.

# Great October Sale of 975 Women's Suits

**MORE** than a month earlier than usual the Fashion Salons offer nearly a thousand fine suits at large reductions.

Every suit in the lot has been freshly taken from our authoritative Autumn stocks and repriced as follows:

- \$37.50 to \$39.50 Suits for \$27.25
- \$45.00 to \$49.50 Suits for \$31.45
- \$52.50 to \$57.50 Suits for \$37.55
- \$65.00 to \$68.50 Suits for \$46.75
- \$75.00 . . . . . Suits for \$54.65
- \$85.00 to \$98.50 Suits for \$68.50

In the sale are sizes for practically anyone and everyone—sizes 16, 18 and 20 years for misses; regular sizes 34 to 44 for women of average build; extra sizes 42 to 53 for large women.

Splendid qualities of soft velvety woollens which are a pleasure to see, to feel and to wear.

- Peachbloom Chevrone
- Tinseltone Tweeds
- Silvertone Oxfords
- Plain Velour Velour Checks

Many of these materials are usually found only in suits above seventy-five dollars. Every desirable shade is included. Plenty of black and navy blue, plenty of browns and lighter blues, plenty of youthful reds, plenty of grays, tans and rather indefinite shades, plenty of purples and beige.

Fashionably smart plain coats of fingertip and three-quarter length—with narrow belts, pleats, tuckings, stitchings, embroideries, panels, gilets, mannish mannerisms, braid trimmings, ripple peplums.

Often only one or two suits of a kind. Hardly ever more than three or four of the same style, for it is our custom to buy few of a style, so that no woman is likely to see her suit repeated on someone else.

Twelve representative styles are pictured but there are dozens of others.

Tailoring is particularly good. Being made by our regular manufacturers to sell at regular prices, each little detail of these suits is as carefully executed as our Portland customers expect of Meier & Frank garments. Practically every suit is silk lined, most of them with plain-colored silks.

Plenty of experienced salespeople will be here in readiness to serve you. Please remember that every suit in the sale is new this autumn. Every suit has just been reduced. We think almost every woman in Portland will be interested. Even if she already has selected one suit she may well want another at these extraordinarily low prices. Sale starts at 9:15 tomorrow morning.

**Descriptions of the Suits Pictured**

- A \$31.45, was \$45—chevrone with many buttons and abbevering belt.
- B \$31.45, was \$45—diagonal chevit, back of coat has inverted pleats and fine tucks.
- C \$68.50, was \$98.50—peachbloom interestingly cut, narrow belt, elaborate embroidery.
- D \$46.75, was \$65—velour with shoe-string belt, combination tucking.
- E \$37.55, was \$52.50—velour checks, plain satin lining, ripple coat.
- F \$68.50, was \$98.50—peach bloom with slashed coat opening over the tucked panels of the skirt.
- G \$47.25, was \$68.50—fine twill, flowered lining, loops instead of button-holes.
- H \$46.75, was \$65—velour with extremely rich embroidery.
- I \$37.55, was \$52.50—silvertone, the coat with the new ruffled hips.
- J \$54.65, was \$75—velour with coat slightly bloused in the back.
- K \$27.25, was \$38.50—heather mixture in a smart tweed, mannish tailored.
- L \$54.65, was \$75—silvertone with machine-stitch embroidery.

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



**Misses' Dresses Drop to \$12.75**



Nearly 50 frocks of taffeta, charmeuse, crepe de chine, crepe meteor and Georgette crepe. Light and dark colors for every day, for dress up, some for evening. Many styles—some only one of a kind. A number lined with silk—yes, even at \$12.75!

Because they are much less than today's wholesale cost, we must regard each sale as final—no garments will be sold on approval, none sent C. O. D.

Two models sketched. Sizes 14 to 18 years, but not in each style.  
—Meier & Frank's: Second Floor. (Mail Orders Filled.)

**Nut Rolls**

are delicious "logs" of nougat thickly covered all over with walnuts, almonds or pecans. They are the latest origination of our candy chief.

\$1, \$1.25, \$1.50 pound.  
—Meier & Frank's: Ninth Floor, Main Floor, Basement Balcony.

**Halloween**

favors are here for dinners, dances and parties. Place cards, stickers, lanterns, hats, bonbons, nut cups, pumpkins, masks, horns, etc. Queer, jolly favors at moderate prices.  
—Meier & Frank's: Fifth Floor. (Mail Orders Filled.)

**"—on with the Dance"**

Joy will be unconfined so far as sartorial limits are concerned if one's frock be chosen from the assemblage of

**New Dancing Dresses**

on display at this store. Imponderable yet wholly effective creations of nets, Georgettes, satins and taffetas. Delightful new models, differentiated in infinite ways. \$35 to \$98.50.  
—Meier & Frank's: Fourth Floor. (Mail Orders Filled.)

**Bewitching New Blouses to Wear With Suits**

Original one-of-a-kind models. A front peplum blouse of navy georgette with dahlia colored gilet and bands of exquisite bead work—a tomato red cascade belted with dark blue and silver and embroidered—an exquisite blouse of brown georgette with hand-run lace and touched with gold—a brown georgette with collar and bands of gold brocade in dice pattern—a surprise blouse of flowered georgette with sash. Just unpacked. Prices \$16.50 to \$50. Suit blouses at \$6.55, \$7, \$9.50, \$10 and upward are immensely attractive as anyone will quickly see. Mostly of navy blue or brown georgette, with beads, braiding, colored piping or embroidery. Made with little differences even at these moderate prices.  
—Meier & Frank's: Fourth Floor. (Mail Orders Filled.)



**A Lace Collar for Every Gown**

France, like all the rest of the world, is reviving the lost art of the softening white collar. It's the fashion now, soon it will spread like wildfire. There is nothing quite so good as white or delicate ivory tones to set off the complexion.

Diminutive collars and cuffs. Cape collars. Bertha collars. Exaggerated shawl collars. Ficho collars. Cascade collars. Simple feminine collars. Simple mannish collars. Real lace collars.  
—Meier & Frank's: Main Floor. (Mail Orders Filled.)

**\$15.00 to \$20.00 Suit Hats**

Specially Priced \$12.50

Fifty hats, one of a kind. Majority are the small close-fitting hats which are in such great demand. Many a woman will more than save the price of these hats in the great October sale of suits told of at the top of this page.



—Meier & Frank's: Millinery Shop, Fourth Floor.

**DOLL SHOW WINNERS**

The judges—Mrs. William Burgard, Mrs. Edward Cookingham, Miss Mae Hirsch, Mrs. George W. McMath and Mrs. Andrew C. Smith—have awarded the \$275.00 in cash and merchandise prizes as follows in the various classes in our 17th Annual Doll Show which closed yesterday evening:

- GRAND PRIZE—\$50.00—Church of Madeleine, E. 24th and Siskiyou sts.
- 2D GRAND PRIZE—\$30.00—State School for Deaf, Vancouver, Wash.
- 4TH GRAND PRIZE—\$20.00—Marion Kollock, 765 Weidner st.
- 5TH GRAND PRIZE—\$10.00—Jane Friedlander, 735 Flanders st.
- CLASS A 1ST PRIZE—\$22.00 automobile—Sylvia Oushelm, 66 W. Emerson.
- CLASS A SPECIAL PRIZE—\$5.00—Elizabeth Ehrman, 253 King st.
- CLASS A 2D PRIZE—\$15.00 piano and stool—Ruth Morton, 471 E. 57th st. N.
- CLASS B 1ST PRIZE—\$10.00 doll—Trousseau—Patricia Parry, 648 Gerald ave.
- CLASS C 1ST PRIZE—\$10.00 old ivory desk and chair—Catherine Doyette, 580 Terrace drive.
- CLASS D 1ST PRIZE—\$25.00 child's desk and chair—Elizabeth Fernbacher, 1008 Belmont st.
- CLASS D SPECIAL PRIZE—\$10.00—Margaret Day, 540 Broadway st.
- CLASS D 2D PRIZE—\$10.00 tricycle—Dorothy Cawston, Hotel Portland.
- CLASS D 3D PRIZE—\$10.00 table and two chairs—Jennie Hall, 865 Lovejoy st.
- CLASS D 4TH PRIZE—\$6.00 white decorated dresser—Barbara Marshall, 1081 Vaughn st.
- CLASS E 1ST PRIZE—\$5.00 merchandise order for toys—Rose M. Graca, 460 Chapman st.
- CLASS E 2D PRIZE—\$4.00 set of china dishes with tray—Hilma Peris, 204 N. 20th st.
- CLASS E SPECIAL PRIZE—\$2.50—Theresa Faussett, 524 Macadam.
- CLASS F SPECIAL PRIZE—\$2.50—Helen Peters, 744 East Broadway.
- CLASS F 1ST PRIZE—\$12.00 child's desk—Jean Kollock, 765 Weidner street.
- CLASS F 2D PRIZE—\$6.00 mahogany finish doll bed—Lorlyn Hughes, 448 11th st.
- CLASS G PRIZE—\$5.00 work basket with candy—Elizabeth Fernbacher, 1008 Belmont st.
- SPECIAL MENTION—Bridal party—Irvin Peat, 1125 Cleveland avenue. Bridal party—Mrs. Orlan, 527 E. Hoyt street.

**60 Styles in Women's Winter Sweaters**

Many customers tell us that our collection of sweaters is much the largest in the city—we hear it day after day.

There are now thirty different styles in knitted wool, Shetland and combinations of angora wool. Some imported from Switzerland. Box coats, tuxedo and surplice models. 35 colors. 15 prices—\$7.50 to \$25.00.

Quantities of new models just in. If you are planning to give a Christmas present of a sweater, why not choose it now while the variety is at its height?  
—Meier & Frank's: Third Floor. (Mail Orders Filled.)

Twenty styles in lovely silk sweaters, hardly two alike. \$37.50 to \$75.00.

Ten styles in silky fiber sweaters. Ever so many colors. All with sashes. \$21.50 to \$32.50.

**Charming New Accessories**

**Party Frock Crepes**

Interesting draperies and fascinating color arrangements suggest frocks of great allure in the Lace Shop.

Crepe chiffons in a long list of charming colors are \$2.25 and \$3 yard.

Silver and gold lace, deep embroidered flouncings, artistic flower, metal embroidered tissues and many other lovely things are shown nearby so that one quickly sees what can be created.

**Maline for Scarfs**

No party dress is quite complete nowadays without its long, misty scarf of maline or its fluffy draperies and big cash bows of the same ethereal weave. Every imaginable color. \$5c yard.

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

**Real Laces**

Anyone who wishes the precioussness of real lace is invited to see our new large collections of

- Needle Point
- Duchess
- Venise
- Point Gaze
- Filet
- Carrickmacross
- Princess
- Irish Crochet
- Binche
- French and Belgian Valenciennes

Suggested for trousseaux, the wedding veil, baby clothes, exquisite lingerie and neckwear.

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

**For Milady—at Home**

Intimate apparel selected with the utmost care yet made easily accessible to the most carefully scrutinized expenditure through judicious use of our great buying power.

Imported Japanese quilted house jackets of silk at \$10, satin at \$12.

Imported ones, charming affairs with hand embroidery, are exceptional values at \$11.95.

Others range from \$5.98 for crepe de chine garments to beautiful hand-made creations at \$42.50.

For the invalid or convalescent this section holds much of comfort and cheer.

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



**This New 66-Piece Outfit for Baby Is \$33**

Baby's Shop will be glad to show to expectant mothers and their friends a new, very practical outfit which has just been arranged. 15 pieces are stamped or cut, ready to make. Materials are fine enough even for that precious baby. Designs for embroidery are not too complicated to be tiresome.



- Included are:
- 4 maincoat slips.
- 1 maincoat dress.
- 1 maincoat gortrude.
- 2 flannel gortrudes.
- 2 flannelie wrappers.
- 2 flannelie trappers.
- 3 flannelie nighties.

51 PIECES ARE READY TO USE

- 12 Red Star Diapers.
- 12 Daisy cloth diapers.
- 12 merino shirts.
- 12 merino binders.
- 12 pairs cashmere hose.
- 1 small blanket.
- 1 double blanket.
- 1 quilted pad.
- 12 turknit small towels.
- 1 wash cloths.
- 2 cards safety pins.
- 1 cake castile soap.
- 1 bottle sweet oil.
- 1 pkg. absorbent cotton.
- 1 vaseline.
- 1 talcum powder.
- 1 baby bunting.
- 1 pc. rubber sheeting.
- 1 turknit nap towel.

**Embroidered With the Three Bears**

or with cunning chicks are fascinating creepers for six-month to two-year children.

When not embroidered with fairy-story creatures they are hand-stitched or smocked in color.

Newest arrivals are \$4.98 and \$5.50, many others at lower prices.  
—Meier & Frank's: Second Floor. (Mail Orders Filled.)