

Meier & Frank Co.
Established 1867
THE QUALITY STORE OF PORTLAND
Fifth, Sixth, Morrison, Alder Sts.

Giving Portland Lower Prices

See the Meier & Frank Advertisement on the Back Page of This Section for Further Proofs

Center Aisle Bargain Square

Sterling Handled Serving Pieces

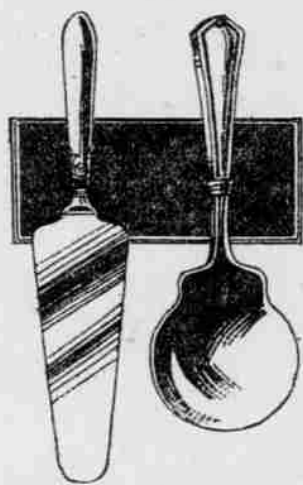
—Considerably Less

One of the innovations in the silver world is a half-and-half article which has been created because it is both practical and attractive. These serving pieces have handles of sterling silver so that they cannot wear through and plated bowls or tines and steel blades. A special purchase of this new kind of serving pieces has arrived.

These Special Prices

(Add 5% Tax)

Cream ladles, regularly \$1.75, now **\$1.17.**
Gravy ladles, regularly \$1.75, now **\$1.17.**
Pie servers, regularly \$1.75, now **\$1.17.**
Cold meat forks, regularly \$1.75, now **\$1.17.**
Tomato servers, regularly \$3.25, now **\$2.17.**
Berry spoons, regularly \$2.60, now **\$1.67.**
Sugar shells, regularly \$1.25, now **84c.**
Butter knives, regularly \$1.25, now **84c.**
Cheese servers, regularly \$1.00, now **67c.**



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

Nous venons de recevoir des beaux et intéressants

Libres Français

collections pour les enfants et les parents.

Nous vous invitons à venir les examiner et faire votre choix.

—Meier & Frank's: Book Store, Fifth Floor.

Half Dozen Groups of Shoes for the Whole Family at Lower Prices

The big Shoe Store is an important aid to the family exchequer, as many know. Women's, men's, children's, boys' and young women's shoes are specially priced for this first week of October.



Women's One Eyelet Ties

\$8.65

Were Priced \$12.50

500 pairs in patent, dark brown and black kid leathers with Louis or baby French heels. Turn and welt soles. Covered or leather heels.

Women's Oxfords

\$8.65

Were \$10 and \$12

Dark brown, tan and black oxfords with low, military or Cuban heels at this new price. Limited number. Not all sizes.

Children's Shoes

\$3.15

Specially Priced

A whole school full of children's shoes at special prices. Made of patent, smoked, black and light or dark brown leathers. Dress and scuffer styles, laced or buttoned. Good solid leather soles.

Sizes 5 to 8 priced \$3.15.
Sizes 8½ to 11 priced \$3.65.
Sizes 11½ to 2 priced \$4.35.

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

Women's High Shoes

\$9.85

Were \$12 to \$14

Women's and young women's shoes of brown, tan, dark and light gray, black and maple kid leathers. High lace styles necessary to wear with the new frocks. Louis or military and Cuban heels. Some with cloth tops. Limited number.

Boys' Army Last Shoes

\$4.95

Regularly \$6

Just 100 pairs of these boys' shoes for school. Good solid leather soles and durable uppers. Also a small quantity of black calfskin shoes in lace and button styles. Sizes 1 to 6.

Men's Shoes

\$8.85

Regularly \$10 to \$12.50

Dark tan, brown and black kid shoes on English, medium or broad toe lasts. All sizes in the lot.

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

Model Autumn Suits

From Several of Our Best Makers

\$79.50

Many Below Regular Wholesale Cost

OUR fashion buyer in New York has been able to secure a wonderful collection of distinguished tailored suits at about the regular wholesale price and less.

Nearly twenty-five different styles will be shown Monday at this one price, \$79.50.

Tailored of the most fashionable fabrics such as duvetyn, silvertone, velour and broadcloth.

Trimmed with seal dyed coneys, seal dyed muskrat, nutria and Australian opossum.

Most of the suits boast the long slender lines so highly favored and the collars often fasten high around the throat as the pictures show.

There are some plain suits, however, without any fur for those who desire them.

All are beautifully lined.

Plenty of rich browns, reindeer, tan and soft blues.

These suits will be shown for the first time Monday and will form part of the Fashion Exhibition and Sale in the Fashion Salons, Fourth Floor.



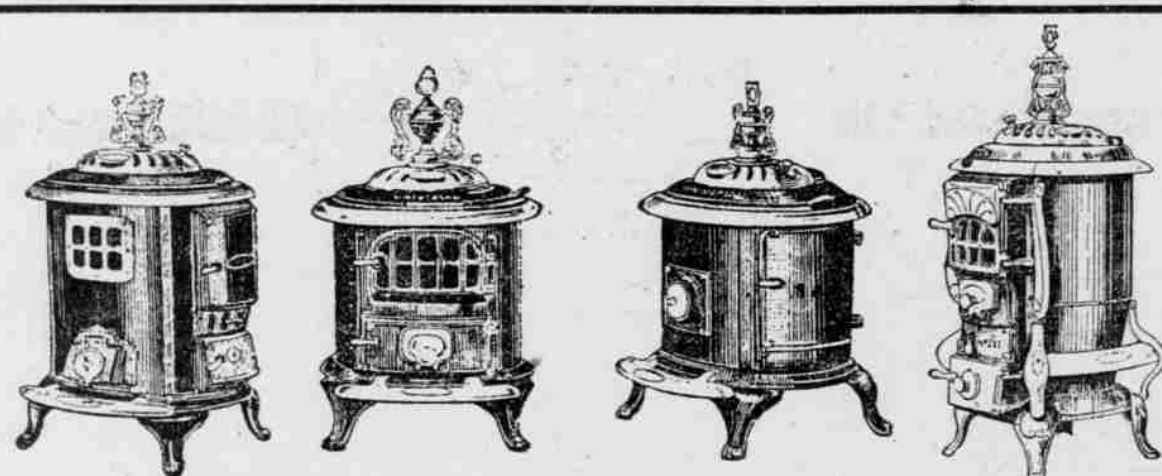
Salt's Hudson Seal Pile Fabric Coats

\$78.50

Regularly Priced at \$95

This Hudson seal fabric is so close to the real fur texture that it is almost a shock to anyone used to furs. Unlike most fur fabrics, this is very thick as well as soft and should be delightfully warm in consequence. The coats are made like the usual youthful sort of fur coats. Big collar, turn-over cuffs, large pockets, belts—nothing could be better looking. Unusually attractive broad satin linings. Sizes for women. Limited number at this new price of \$78.50.

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



"Duplex"

"Crown"

"Forest"

"Air Blast"

Announcing Our Readiness With

Heaters! Heaters! Heaters!

With fuel at its present levels, it is all important that the maximum of heat be secured from the minimum of fuel. These are no days for a reckless fuel-consuming stove. And, too, due consideration should be taken of one's health requirements and the necessity of keeping a proper warmth in the home. It is time now that those who contemplate the purchase of a new heater make investigation so that their money may be spent to best advantage.

The Meier & Frank Company suggests

A "Universal" Heater

as most perfectly meeting with modern requirements in the matter of efficiency and economy. We have wood heaters, coal heaters, briquet heaters, combination coal and wood heaters of this famous make. We desire to call particular attention to the special features of the

"Air Blast" Combination Wood and Coal Heater

The Air Blast has strong claims to recognition as the greatest fuel-saving heater on the market. With its new and scientific overhead draft construction it supplies an abundance of superheated air directly over the fuel chamber.

It Burns the Smoke

and gases thus assuring the greatest percentage of heating efficiency. The over-draft also prevents the customary free escape of the heat through the smoke pipe and deflects it to the floor where it does good. The Air Blast has other exclusive features.

Universal Combination Ranges

which are really two complete ranges occupying the space ordinarily required for only one range and which burn wood and coal or gas separately or at the same time are here exclusively.

Universal Pipeless Furnaces

the famous asbestos insulated kind—pioneers among pipeless furnaces and yet the most improved of modern types—are also sold here exclusively. Heat the entire home through one register. Better circulation. More heat with less fuel. No pipes in the basement.

Make Your Own Terms in Reason

—Meier & Frank's: Sixth Floor, Fifth Street. (Mail Orders Filled.)

Children, Good News

The Doll Show Is Coming

The Meier & Frank 18th Annual Doll Show will be held this year on October 28, 29 and 30. This advance notice is given so that proper preparation can be made by all those who want to enter dolls in the big contest.

\$275 in Prizes

36 individual prizes in cash and merchandise orders for single dolls or groups according to class. All dolls are eligible whatever their style, size, complexion or costume. Every child contestant will receive a present whether one of the 36 prize winners or not. There is no entry fee or other obligation.

Inquire at Dollville

on the Fifth Floor for any further information. Prepare now to win a prize. Entries will close on Tuesday, October 26.

Pretty Envelope Chemises

Very Special at

\$2.79

Remainders of grades that were originally \$3.95. Good soft materials, some with uncommonly good lace. Ribbon shoulder straps or regular lace-trimmed arm holes. One style is pictured to show how daintily feminine they are. Variety of styles, some shirred, many with deep empire effects of lace, others with embroidery and lace.

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



Dix Make White Uniforms

For Nurses—No. 404

\$5

Were \$6. White linen-finished cotton uniforms such as thousands of nurses wear all over America. Made with low collar, buttoned cuff sleeves and two pockets. Sizes 34 to 46.

Dresses \$3.95

Were \$5.50 to \$7

Odds and ends of plain blue gingham and chambray dresses with convertible collars. A few dresses of gray and white or blue and white and buff cottons and a very few Dix make white uniforms No. 666. Some muslin.

—Meier & Frank's: House Dress Section, Third Floor. (Mail Orders Filled.)



Center Aisle Bargain Square, Main Floor

Again We

UNDERSELL in SILKS

Meier & Frank's reputation for fine silks is fittingly upheld despite the exceedingly low prices quoted.

LOT 1:

2000 Yards Beautiful Satin

Regularly \$2.50 Yard

\$1.69

As light weight and as highly finished as famous Liberty satin. Charming for debutante and college girl frocks. Its typically Marie Antoinette shades are ivory, rose, turquoise, orchid, flesh and maize. 36 inches wide. Not only pretty but also practical, as blouses or lingerie made of this satin can be tubbed in lukewarm water.

LOT 2:

3000 Yards Fine Messaline

Regularly \$2.50 Yard

\$1.69

Street shades such as brown, navy, taupe, plum and green in soft satin-like messaline for dresses, pleated skirts, tunic blouses, linings and many other purposes. 35 inches wide.

LOT 3:

1200 Yards Black Satin Duchesse

Regularly \$3 Yard

\$1.98

Second shipment of that same heavy lustrous quality which sold so quickly recently. 36 inches wide. Ideal for dresses, skirts and fine linings.

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

An Unexpected Find!

This All-Wool Tricotine

Extra Special While the Quantity Lasts

\$4.89

Less than \$5 for full 54-inch navy blue all-wool tricotine of the most satisfactory quality. A few months ago we considered this tricotine an excellent grade at \$7.50. Now a special purchase made by our dress goods buyer in New York enables us to offer it at more than a third reduction. Splendid for tailored suits, pleated and circular skirts and other purposes.

—Meier & Frank's: Dress Goods Section, Second Floor. (Mail Orders Filled.)