

The Meier & Frank Movement to Give Portland Lower Prices Gains Fresh Vigor---

**Meier & Frank Co.**  
Established 1857  
THE QUALITY STORE OF PORTLAND  
Fifth, Sixth, Morrison, Alder Sts.

# Giving Portland Lower Prices in the Downstairs Store

SEE OPPOSITE AND BACK PAGES

Lot No. 1  
**Women's Blouses**  
**\$3.98**

Originally \$4.98 to \$9.95

Good luck for early comers. Some of these blouses are less than half their original prices. Georgette crepe, pongee or crepe de chine, as one prefers. High, low, round and square necks with long and short sleeves. Many wanted colors and styles because it is a clearaway of all short lines in the Downstairs Waist Shop. Not all sizes in any one style.

Lot No. 2  
**200 Trimmed Hats**  
**\$3.98**

Were \$6.94 and \$6.98



Effective hats in latest styles for women who want something different. Black silk velvet hats with tan, red and turquoise blue duvetyne crowns in pretty tailored styles with roll brims showing the face. Also there are velvet hats trimmed with fancy ostrich and bound with silver ribbon. Then there are quaint Tam o'Shanter and other hats with irregular brims. Black, brown, taupe, beaver and navy in the lot.

Lot No. 3  
**Georgette Crepe**  
**\$1.15**

Early-in-the-Season \$2.50 Grade.

An extraordinary special for anyone who wishes georgette crepe for dresses, blouses, scarfs and other draperies. All wanted colors, including white, flesh, navy, champagne, salmon, Belgian, black, Copenhagen, turquoise, pink and old rose. 39 and 40 inches wide.

Lot No. 4  
**Women's Union Suits**  
**\$1.69**

All sizes in these medium weight fine ribbed union suits. High neck, long sleeves or low neck, elbow sleeves. Ankle length. Suitable weight for fall and winter.

**Meier & Frank's Lower Price Downstairs Store**

## Extraordinary:

Lot No. 5  
**Nashua Blankets \$1.79**

What could be cheaper than these cotton blankets at as little as \$1.79 for a pair? Gray or white with fancy borders. Good weight. 45x72 inches.

Lot No. 6  
**Nashua Blankets \$2.98**

Regularly \$3.79. 600 pairs of these well-known double cotton blankets in white or tan. Good weight, 64x76 inches.

Lot No. 7  
**Plaid Blankets \$3.98**

Regularly to \$5.98. Just 100 pairs of these good heavy cotton plaid blankets in extra large size. Cleanup of small lots.

Lot No. 8  
**Blankets \$6.45**

Regularly \$7.98. Only 37 pairs of these heavy wool mixed blankets in block plaids. Large size.

Lot No. 9  
**Pillows 86c and \$1.59**

Regularly \$1.19 and \$1.98. 500 Emmerich feather pillows covered with fancy ticking. Every housewife knows Emmerich quality. Sizes 17x24 and 21x27 inches, according to price.

Lot No. 10  
**Comforts \$3.98**

Regularly \$4.98. Home-like home-made warm comforts for full sized beds, 72x90 inches. Covered with standard challis and silkline, closely knotted and filled with 4 or 5 lbs. of good cotton. These comforts are sold here regularly at \$4.98; in this sale save a dollar.

Lot No. 11  
**Table Cloths \$1.98**

Just 300 blue and white Japanese table cloths in four different patterns. 48 inches square. Regular \$2.49 grade at \$1.98. 14-inch napkins to match are \$1.98 dozen.

Lot No. 12  
**Bedspreads \$1.98**

Regularly \$2.50. 78x84-inch crochet bedspreads of good substantial weight. All white with woven floral patterns.

Lot No. 13  
**Pillow Cases 48c**

Regularly 65c. These are hemstitched pillow cases of good heavy muslin. Standard grade. Size 45x36 inches. Wide hems neatly sewn.

Lot No. 14  
**Curtain Goods 25c**

Regularly 29c to 39c. Pretty scrims, voiles and marquisettes, frequently with dots, bowknots and natural roses. So pretty that one instantly wants to hang them at some window just to see the effect. All are a yard wide. Many have borders.

Lot No. 15  
**Curtains \$1.95**

Regularly \$2.49 to \$3.98. 200 pairs of Nottingham lace or white and ecru scrim and marquisette curtains. 2 1/2 to 3 yards long. Plain and lace trimmed kinds. These are odd lots of 2 to 5 pairs which we wish to close out. While any remain, \$1.95 pair.

Lot No. 16  
**Cretonne 38c**

Regularly 45c to 75c. You will be surprised to find what good heavy cretonne this is. Floral and conventional patterns in light and dark colors. Kinds you will want to use for even your best rooms. Mostly mill lengths, of 1 to 10 yards in a piece. Sold at the rate of 38c yard.

Lot No. 17  
**Batts 79c and \$1.69**

At 79c. Were \$1. 3-lb. cotton batts, size 72x90 inches.  
At \$1.69. Were \$2.49. 2-lb. wool mixed batts, size 72x90 inches.  
Good warm news for the household this winter.

Lot No. 18  
**Cotton Challis 25c**

Regularly 35c. Immensely good looking. See them for yourself and you will be surprised to find anything so attractive at 25c. Many are pretty enough for kimonos. Dozens of patterns. Rose effects, stripes, flowers on gray grounds, Persian designs, effective Turkey red stripes, cool blues and far too many others to describe. 36 inches wide. Mill lengths of 2 to 10 yards, but some can be matched.

Lot No. 19  
**Floor Mats 25c**

Regularly 35c. 18x27-inch oilcloth floor mats of heavy quality. Light and dark colors. Easy to keep clean.

Lot No. 20  
**32-Inch Gingham 32c**

Regularly 50c. Gingham of the better kind, free from dressing and fully 32 inches wide. Pretty plain shades of gray, blue, yellow, lavender and pink, as well as attractive checks and plaids. Good for women's and children's dresses, aprons, kitchen curtains and other things.

Lot No. 21  
**Extra Good Percale 35c**

Regularly 50c. This percale is extra fine grade and is so soft and free from dressing that it is a pleasure to feel. Fully 36 inches wide. Plenty of dark colors, including indigo blue, as well as stripes, dots and small figures.

Lot No. 22  
**Toweling 19c**

Was "special" at 29c. 16 to 18 inch crash, huck and glass toweling to replenish housekeepers' supplies. Some of this crash has a linen welt.

Lot No. 23  
**Outing Flannel 19c**

Early season 35c grade. Outing flannel in white and colors for women's and children's underclothes and women's, children's and men's pajamas and other night wear.



Lot No. 24  
**Women's and Misses' Autumn Coats**  
**\$24.75**

100 samples and odd lots in sizes 18 to 53. In many instances only one or two coats alike.

Made of black and beaver colored plush, heather mixtures and meltons, velours, novelty plushes, silvertone and broadcloth. Good autumn shades of brown, navy, gray and other colors. Full loose backs and belted models. Sport and utility lengths. Lined throughout and half lined. A few are trimmed with fur.

Good fortune to be able to get coats like these at \$24.75.

Lot No. 25  
**Fiber Stockings**  
**50c**

Full fashioned good fiber stockings in white, black and gray with deep lisle tops. Made with double lisle soles and reinforced heels and toes. Sub-standards of higher priced lines.



Lot No. 26  
**1800 House Dresses and Coverall Aprons**  
**\$1.98**

Regularly Priced to \$4.98

Two sample lines together with all broken-size assortments from our regular Downstairs Store stocks. All sorts of trademarked dresses including Mina Taylor and Gold Medal makes. Standard full-cut garments of gingham and percale in blue and brown checks, pink and white stripes, green and yellow plaids, rose and black figures, green and white plaids, plain blue, flowered blue,

rose and white figured effects, red and white checks, red and white stripes and many other designs.

Every dress pictured will be here in this sale at 9:15. There are only two or three of a kind, so it will pay to shop early. Sizes 34 to 46 in the lot, but not in every style. Majority are perfectly fresh. All are first quality.

## Men's, Women's and Children's Shoes

---A Big Clearaway of Odd Groups

Ruthless searching of our stocks has disclosed certain small lots of good shoes which we cannot duplicate and although they are intrinsically as good as ever we want to sort them out to make room for new shipments.

**Women's Shoes \$4.69**

Originally \$8, \$10, \$11.50. Durable shoes of dull calf with low walking heels and 7 1/2-inch tops. Good looking street shoes of gray kid with gray kid tops 8 1/2 inches high and Goodyear welt sewed leather soles, Louis heels. Dress shoes of patent colt with fawn colored 9-inch tops, hand-turned soles and Louis covered heels. Sizes 2 1/2 to 8.

**Women's High Shoes and Oxfords \$2.98**

Originally \$5 to \$8. Fawn colored kid oxfords, patent colt oxfords and high shoes of gray kid with cloth tops. Broken sizes.

**Women's Slippers \$1**

Soft, comfortable crochet slippers for bedroom wear. Sizes 3 to 7. Limited quantity.

Shoes for every member of the family. Shoes to wear in the house, to wear to work, to wear on dress occasions, to wear to school. Shoes to fit the smallest child as well as the largest man. Shoes for women who like high heels—others for those who like low heels. Immense variety of all kinds, but not all sizes in any one style.

**Misses' and Children's Sample Shoes \$1.69 to \$4.65**

Salesmen's samples in sizes 8, 11 and 1. Only one or two pairs of a kind and too many kinds to attempt description. Limited quantity.

**Boys' School Shoes \$4.35**

Shoes made for growing boys. Kinds that we know will be satisfactory to boys as well as to their parents.

Brown chrome calf heavy shoes, unlined; brown calf dress shoes; black calf utility and dress shoes. Made with sturdy leather soles. Munson lasts included.

**Men's Shoes \$6.98**

Originally \$7.35, \$8.35, \$9.85. Marine Corps field shoes for men who want sturdy, strong, but not too heavy shoes for work. Splendidly built and of fine materials. Sizes 6 to 10.

—Meier & Frank's Lower Price Store, Basement Balcony, Mail Orders Filled (While Quantities Last).