

SEE THE BACK PAGE OF THIS SECTION FOR AN EXTRAORDINARY ANNOUNCEMENT OF THE ANNUAL OCTOBER SALE OF WOMEN'S AND MISSES' COATS

**SALE**

**More Than 2000 Pairs of Women's Fine Gloves**

Four Extraordinary Groups



**\$1.50**

Regular \$2.25 values. One of the best glove values in years is this offering imported kid gloves of soft pliant skins at \$1.50 a pair.

Two-clasp. Pique and over-seam sewn. Paris point and embroidered backs. Brown, tan, gray, black and white. Sizes 5 1/2 up to 7 1/2.

**\$2.95**

**\$2.69**

These are the regular \$4.00 values.

Regular \$3.25 and \$3.50 values.

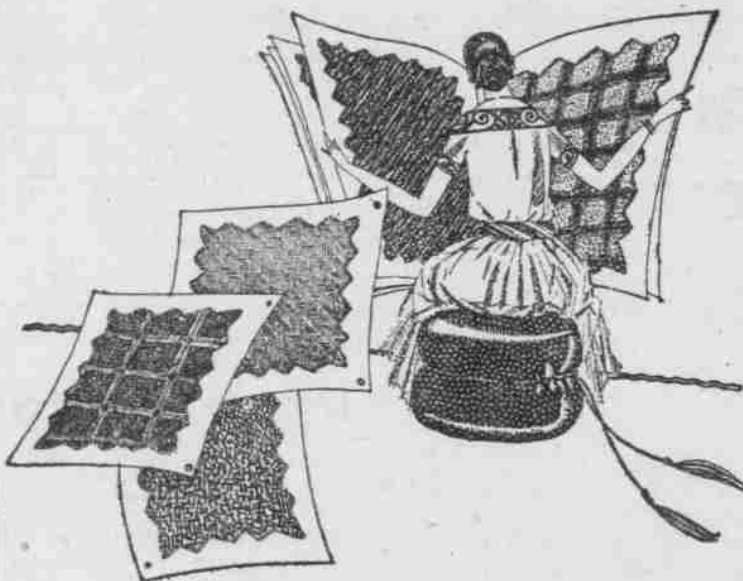
Imported gloves of fine quality lambskin—the long gance type correct for party and evening wear. 16-button. Over-seam. Corded backs. 3-pearl clasp. White. There are sizes 5 1/2 to 7 1/2 in this group.

Perrin's, Baemo and other standard makes of real Mocha gloves. One and two-clasp. Pique and P. X. M. sewn. Spear-point and embroidered backs. Gray, sand, mode, beaver. Broken sizes 5 1/2 to 7.

Regular \$1.25 to \$2.25 values. Included are: Two-clasp novelty strap-wrist and flare-cuff gauntlet, also 12 and 16-button fabric gloves from such famous makers as Kayser, Fownes, Grewen, etc. Brown, gray, tan, bisque, mode, black and white. Sizes 5 1/2 to 7 1/2.

**95c**

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



**SALE**

**Fine All-Wool Challis**

**69c**

"Lowest price since 1915," says the Buyer. Certainly 69c a yard for imported French all-wool challis is an amazingly low price—close to half what it would be regularly. A fine variety in this wanted dress material. Yard 69c.

**\$1.50 All-Wool Storm Serge—Yard 98c**

**\$4.00 Imperial Twill and Tricotine—Yard \$2.98**

This is a finely serviceable all wool serge in dark navy blue. 48 inches wide. Save more than a third.

A saving of a dollar a yard on fine imperial twill suiting and tricotine in navy and midnight blue. For suits and dresses.

**\$2.00 Fine French Serge—Yard \$1.59**

**\$3 and \$3.50 All-Wool Suitings, Coatings \$2.49**

In navy and midnight blue this splendid material for women's and misses' wearables is full 54 inches wide.

54-inch all wool heather mixed tweeds, also two-tone velours and silvertones. A splendid assortment. Exceptional values.

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

ESTABLISHED 1857  
**Meier & Frank Co.**

THE QUALITY STORE OF PORTLAND, OREGON  
FRESH, 54TH, MORRISON, ALDER STS.

Extraordinary Special Value for "Congoleum Week"—

**Carload of Congoleum**

Genuine "Gold Seal" Floor Covering—Offered at Substantial Reductions For This Week Only—October 2d to 7th Inclusive

**G**OLD SEAL Congoleum is the modern floor covering. It lightens housework, beautifies every room and is extremely economical. It lies perfectly flat without fastening. A light mopping keeps the colors fresh and bright. Congoleum has a smooth, firm, sanitary surface. It is waterproof. It is suitable for dining room, living room, bedroom, kitchen and bathroom. There are simple tile and wood block patterns as well as elaborate floral effects.

**W**E HAVE just received a solid carload of Gold Seal Congoleum floor covering in time for this national Congoleum week. This sale affords patrons an opportunity to purchase beautiful rugs at an astonishingly low price. Congoleum possesses all the rich tones of fine fabric rugs—softly blended colors that are becoming to the room. This new shipment includes all the latest designs and colors. Read over this list of prices.

- 75c Congoleum Art Rugs ... 49c**  
Size 18x36 inches.
- \$2.00 Congoleum Art Rugs ... \$1.49**  
Size 36x54 inches.
- \$9.30 Congoleum Art Rugs ... \$7.85**  
Size 6 x 9 feet.
- \$11.60 Congoleum Art Rugs ... \$9.80**  
Size 7 1/2 x 9 feet.
- \$13.95 Congoleum Art Rugs ... \$11.70**  
Size 9 x 9 feet.
- \$16.25 Congoleum Art Rugs ... \$13.75**  
Size 9 x 10 1/2 feet.
- \$18.60 Congoleum Art Rugs ... \$15.95**  
Size 9 x 12 feet.
- \$23.00 Congoleum Art Rugs ... \$18.75**  
Size 9 x 15 feet.
- 90c Congoleum, square yard 74c**  
6 feet wide.



"Gold Seal" Congoleum Floor Covering Is Unconditionally Guaranteed to Give Satisfaction Be Sure to Take Advantage of "Congoleum Week" Prices—Sale Ends Saturday Night

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

**The "Helpmate" Universal Range**

**\$85**

Installed Complete in Your Home



The "Helpmate" is one of the most popular styles of Universal ranges we sell. It burns wood and coal. It is a good-looking range and is an exceptional baker.

**SPECIFICATIONS**

Smooth finished six-hole top. Lift key plate over fire-box. Smoke pipe in rear of high closet. 18x19-inch oven electrically welded to body. Sanitary leg base. Nickel and white porcelain finish.

Installed complete for \$85 where plumbing connections are conveniently located.

"Helpmate" Universal Illustrated, \$85

**The Universal Combination**

Burns wood and coal or gas. Keeps the kitchen comfortable in winter or summer. No need of working in a cold kitchen in winter—use wood or coal. No need of a hot kitchen in summer—use gas. If you wish, both fuels may be used at the same time. The Universal Combination is complete, compact, durable and above all, handsome.



**Heaters! Heaters! Heaters!**

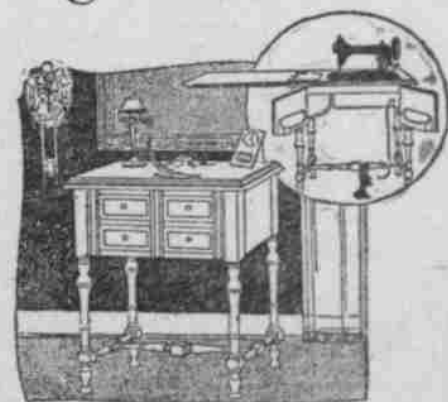
We have full assortments of heaters at lowest prices—wood heaters—coal heaters—bricket heaters and combination heaters that burn wood or coal and briquets. You will find here just the heater to meet your requirements and at a price you wish to pay.

Make Your Own Terms in Reason

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

**Eldredge Sewing Machines**

These sewing machines will greatly lighten the work of those who sew at home. The model illustrated here most effectively combines beauty with utility. It may be had in Jacobean oak, Elizabethan period style.



The Eldredge is easy to run, simple in construction and has the two-spool feature eliminating bobbins and bobbin windings. A slight pressure on the pedal guides the operation at any desired speed.

LIMITED NUMBER OF "USED" MACHINES AT EXTRAORDINARY REDUCTIONS

**A Sale of "Model" Dress Forms**

Tomorrow only we offer a limited number of "Model" adjustable and collapsible dress forms at these special prices.

12-Section Forms \$13.50 16-Section Forms \$15.75  
23-Section Forms \$22.50

Select a new form tomorrow and pay for the same while using it. If desired—

Make Your Own Terms in Reason

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