

Edna Howard Baker's Free School and Demonstration of Cooking by Gas Opens Next Tuesday on Fourth Floor

The Outcome of Our Great Munsingwear Contest Will Be Published at an Early Date. Watch for the Name of Winners

THE MEIER & FRANK COMPANY, ESTABLISHED 1857 MEIER & FRANK MEIER & FRANK THE MEIER & FRANK CO., 5TH, 6TH, MORRISON, ALDER



October Ushers in New Fall Fashions and Merchandise

THE arrival of the new month finds every department of this great store replenished with the latest and newest creations of Fall and Winter merchandise. Buyers have made second and third trips to the Eastern markets that they might have ready for you at this middle month of the Fall the goods that most stores expect to show at the beginning of the Winter season. So come tomorrow—you'll find every section of The Big Store fairly teeming with the beautiful and new.



See the Fifth Street Windows

In the Ready-to-Wear Salons

you'll find an array of Gowns, Costumes, Wraps and Suits such as Portland women have rarely seen. Marvelous creations from the inspired fingers of world-famed modistes—Drecolou, Paquin, Poirer, Roberts, Collet, as well as from the most famous New York dictators of fashion!

TAILORED SUITS in almost endless variety, for every day finds new additions to the wonderfully complete stocks always here for your choice. Every fashion feature shown from the mannish notched collar styles to the immense wide revers and cape collar modes.

An unequalled line of Suits at \$20 in rich woollens and perfect in style and finish. See them tomorrow at only \$20.

THE SHOWING OF COATS is complete. Whether for street or evening wear you'll find a wonderful assortment of styles and materials. All the Fall woads, velvets and corduroys used in the making of them. They're chic—they're clever—with wide revers, deep collars and jaunty side fastenings. Priced from \$10 to \$175.

MOST CHARMING ARE THE GOWNS for afternoon and evening wear. Everything the feminine heart could wish for. Practical street and afternoon frocks of woollens and silks. Theatre and evening gowns in decollete and high-neck models of exquisite, soft, shimmering silks, chiffons, nets, marquisesettes and other clinging fabrics. Priced \$12.50 to \$300.

THE THREE-PIECE COSTUMES are marvelous creations of perfection. Such grace of line, such chic and charm in every one of them. Models decidedly French, from the long willow lines of the skirt to the dainty, becoming bodices and jaunty side-fastened jackets. Rich velvets, regal suedes, broadcloths, etc. Priced \$40 to \$175.

Exquisite Fall Millinery

MEIER & FRANK'S—SECOND FLOOR PARLORS

IT WILL be worth a trip to the city tomorrow, if for no other reason than to visit the Millinery Salons of The Meier & Frank Store. Mere words can't do justice to the marvelous array of Paris and New York Hats here for your admiration and choice.



Pause over the names given below and you'll not wonder that we call this by far the most wonderful showing of fashionable Millinery Portland women have ever participated in!

Germaine Mme. Georgette Marie-Louise
Camil Rogers Marbot
Suzanne Talbot Caroline Reboux Carlier

And then there's the superb creations of Lichtenstein, Kurzmann, Francois of New York and other Eastern makers.

Distinctive exclusiveness in such a model as pictured here. Rich, lustrous velvet, with self or colored facing of regal suede and the gorgeous trimmings of ostrich plumes that add a fetching bit of height to Mme. Petit's styles for every face and coiffure.

American Hats \$5 to \$50, Parisian Hats \$35 to \$200.

On Back Page Sec. 2, Details of Great Semi-Annual Sale of Beds, Mattresses and Bedding

The October Glove Sale Brings Matchless Savings!

SEVERAL big special lots of Gloves arrived during last week, so we've decided to start October off with a Glove Sale that you'll remember for time to come. Many are the famous Perrin's make, for which we are sole Portland agents. EXTRA EXPERIENCED GLOVE FITTERS TO WAIT UPON YOU. PROVIDE YOUR WINTER GLOVE NEEDS TOMORROW.

\$1.50 Perrin Gloves at the Pair 98c
An extraordinary lot of Perrin's real French Kid Gloves in two-clasp style. Also Perrin's Cape Gloves for street wear. The best \$1.50 grades, every pair fitted at the counter. Special price tomorrow 98c

Perrin's Gallia Gloves—2-clasp real French Kid over-seamed style, in all sizes and new shades. Best \$1.33 reg. \$1.50 grade, at \$1.33
Perrin's \$1.75 Gloves—Real French Kid La Mure and R. Touraine, pique and over-seamed glaze kid in all new shades \$1.47

Perrin's \$2 Gloves—The smart 2-pearl clasp pique-sewn Gloves, for dress wear. All new Fall shades. Sale price \$1.79
\$1.25 Lambskin Gloves—Pique-sewn, for street wear. White, black, tan, grays, browns, and other new shades. Tomorrow, pr. 85c

\$2.25 Perrin Gloves at the Pair \$1.87
Perrin's extra quality real French glaze kid over-seamed Gloves and best pique Kid Gloves. They have the new 2 and 3-pearl clasps, with heavy embroidered backs. Our best \$2.25 grades at \$1.87

\$1.50 Marvel Washable Gloves—The famous glaze kid. Also in this lot broken lines of real French kid cape and chamois \$1.19
\$3 to \$4 Long Kid Gloves—12 and 16-button real French glaze kid, in white and all new shades. All sizes, tomorrow at \$2.45

\$1.00 Kid Gloves Tomorrow at Only 73c
A great lot of 1 and 2-clasp Chamois, Cape, Suede and German Lambskin Gloves in all colors and sizes. Overseam and pique styles, with embroidered backs. Positive \$1.00 grades are offered tomorrow at, pair 73c

\$3.50 Long Kid Gloves—16-button real French kid and lambskin, in black, white, tan, mode and cham-pagne. Tomorrow \$2.85
\$4.50 Long Kid Gloves—20-button Mousquetaire style glaze kid, in white only. Beautiful quality \$3.47 for evening wear \$3.47

Children's \$1.00 Gloves—2-clasp glaze kid in all staple and new shades. All sizes, special for tomorrow's sale at, the pair, only 73c
50c to 75c Kayser Gloves—The clean-up of their famous chamoisette and silk-lined cashmere Gloves in good range of shades 25c



Perfection in the Madame Irene Corset

MEIER & FRANK'S—SECOND FLOOR ORDER BY MAIL

DESIGNED by fashion and corset experts in Paris, the "Madame Irene" promises every woman the correct contour of figure the season and present style requirements demand. Grace of line, suppleness, flexibility, combined with comfort, make them the highest achievement in scientific corsetry today.

Have you seen the striking window in sepia of "Madame Irene" Corsets? One glance and your instant thought is "Perfection!" And hundreds of Portland's most discriminating women find them perfect in every possible particular.

Fitted to living models of all builds, we've a style suited to every figure, no matter what your proportions or special requirements may be. Every line of beauty enhanced.

Consult our expert corsetiers tomorrow about the "Madame Irene." Priced from \$6.50 to \$25.

See the Charming Waists for Fall

MEIER & FRANK'S—SECOND FLOOR

WAISTS were never daintier—prettier for Fall than these of the new season. And we've just received another assortment of lovely chiffon and marquiseette Waists for afternoon and evening wear. Dainty foundations of lace and silks. See, too, the models of crepe de meteoers and crepes, many of them severer in style, though delightfully graceful. Kimono and set-in sleeves. All shades to match the new Fall Suit. Priced from \$6.50 to \$20.

AND THE TAILORED MODELS are equally as attractive in crepe meteoers, crepes, plain and striped messalines, challies, tafetas, soisettes, piques and linens. Perfect in style and finish. They're clever. Priced from \$2 to \$10.



To \$2.50 Fine Embroid'ry Flouncings, Tomorrow 98c

MEIER & FRANK'S—FIRST FLOOR

MAKES the daintiest of dresses for infants and children, as well as pretty waists for women. Lovely eyelet, floral and filet designs done on fine swiss and batiste, 27 inches wide. Actually worth \$1.25 to \$2.50 a yard. Special for tomorrow at only 98c

\$2.50 to \$4 Embroidery Strips—Swiss, cambric and nainsook edges and insertions, 1 to 18 inches wide, 4 1/2 to 5-1/2 yard strips priced at \$1.39
75c Net Allovers, in cream and white. Dainty patterns for yokes and trimmings. Special tomorrow at, per yard, only 39c

35c to 60c Venise Edges and Insertions, 1/2 to 4 inches wide; various dainty patterns. 25c Special for tomorrow, yd. 25c
75c to \$1.50 Val. Laces, with insertions to match. Remarkably fine quality, and in 1/2 to 2 inch widths. For tomorrow we price them to you at, yard 50c

Silks, Velvets and Suitings Never More Beautiful!

Silk and Wool Poppins that combine the wearing qualities of wool with the soft, lustrousness of silk. Beautiful street and evening shades on display in Fifth street window. Full 40 inches wide. Priced, a yard, at \$1.50 and \$2.

Velvets and Corduroys—The season's prime favorites. The winter girl will literally, from the crown of her head to the sole of her feet, be clad in Velvets or Corduroys, with accompanying rich accessories. Every new Fall shade. Priced, a yard, \$1.25 to \$2.50.

Crepe Meteors—The rich, soft, clinging fabric that gains daily in popularity and lends itself beautifully to graceful draping. Exquisite for afternoon and evening gowns. Wonderful array of light and dark colors. Full 44 inches wide. Yard, \$2.50 to \$3.50.

Marquisesettes for Fall are marvelously dainty in their exquisite colorings and lovely patterns. Striped, figured and plain. In shades to match the new Fall suit. Ideal for rich costume veiling, waists and afternoon frocks; 44 inches wide. Yard, \$1.50.

New Double Faced Suitings, for modish Fall Suits. Smart Scotch weaves and rough finishes in rich tans, browns, blues and new Fall colorings. One of the most popular and practical woollens for Fall and Winter, 56 inches wide. Yard, \$3 and \$3.50.

High Top Boots the Vogue

MEIER & FRANK'S—THIRD FLOOR

WOMEN who want the correct and nobby in footwear for Fall should see these new J. & T. Cousins' shoes as pictured here. Cousins' name alone is a guarantee to every woman.

Of rich tan, Russia calf and patent colt leathers, with 12 to 16-button tops. The very styles that fashionable Paris and New York women are wearing. They're nobby! Now at \$5.00.

And other new Cousins Shoes, as well, in button and lace styles, of tan calf, gunmetal, ooze calf and patent leathers. A last to suit every foot and fancy. Priced \$3.50, \$4.00, \$4.50, \$5.00 and up to \$7.50.

Save on Bathroom Supplies Tomorrow

HERE'S a special sale on our high-grade Bathroom supplies—every piece of solid brass, heavily nickel-plated Neat and sanitary. Note the reductions.



If You Can't Come in Person, Order by Mail or by Telephone

50c "Snug-Fit" Barrettes 25c

MEIER & FRANK'S—FIRST FLOOR

A REMARKABLE sale, for never before have we offered these well known Snug-Fit Barrettes at such a low price as this. Actually half their real worth.

Barrettes that fit to the hair snugly—guaranteed unbreakable!

All the new clever shapes and every size, in both shell and amber. Plain barred, curved and fancy styles. They'll give you all the satisfaction that a 50c Barrette promises. Our sale price for tomorrow will surprise you 25c



Specials in Pure Food Grocery

THE cost of foods was lower in the Spring, and that's when we purchased many staples at great savings. We give you the benefit, so share in these offerings tomorrow:

- Victor Flour, special barrel \$4.75
- 50 pound bags special at only \$1.20
- Olympia Flour, barrel \$5.10; 50 pound sack at \$1.35
- Vim Flour, barrel at \$5.10; 50 pound bags at \$1.35
- Eastern Sugar Cured Hams, special tomorrow, pound at 17 1/2c
- Little California Picnic Hams, special tomorrow lb. 11 1/2c
- English Style Bacon, delicious for breakfast, lb. 12c
- Sun Cured Strawberry Preserves, dozen glasses, \$1.50; each 13c
- Alpresco Jams glass at 21c; Luxury Jams at glass 19c
- Campbell's 10c cans Pork and Beans, special at 8c
- Empson's Apox Peas, dozen cans \$1.50; each at 13c
- Empson's Columbia Peas, dozen cans \$2.00; each at 18c
- Pure Cane Sugar, 100 pound bags at \$6.68; 14 pounds \$1.00
- Domino Cut Sugar, 2 pound boxes, tomorrow at only 25c
- 10c Badger Corn, dozen cans special at 95c; each at 8c