

See Our Regular Ad on Back Page of Section One—See the Beautiful Designs of New Fall Wall Paper on Third Floor

Portland Agents for Acorn Stoves and Ranges, Ostermoor Mattresses, Globe-Wernicke Book Cases, Angle Lamps

THE MEIER & FRANK COMPANY, ESTABLISHED 1857

MEIER & FRANK'S



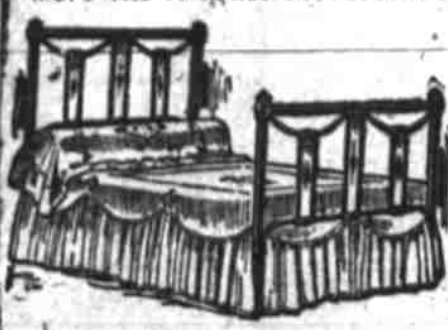
MEIER & FRANK'S

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

Meier & Frank's Great Semi-Annual Sale of Beds, Mattresses, Blankets and Bedding Begins Tomorrow! Big Special Purchases of

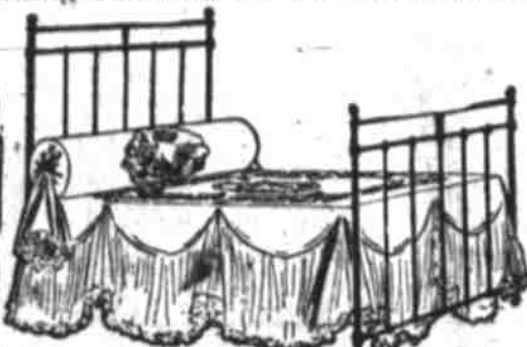
1000 Famous Ostermoor Mattresses Two Full Carloads of Brass Beds One Carload of Fine Bed Springs
1000 of Our Own Best Mattresses Two Full Carloads of Metal Beds Blankets, Pillows, Sheets, Etc., Etc.

WE THOUGHT it impossible to make this great Semi-Annual Sale of Beds, Mattresses and Bedding a bigger event than the one we held in the Spring! But a glance at the tremendous offerings detailed below will convince you that this seeming impossibility has been splendidly accomplished. Two immense sales confronted our Furniture chief when he went East the last part of June. They were the August Homefurnishing Sale and the Semi-Annual Sale of Beds and Bedding, coming as they do with the first of October. Carload after carload of Brass and Metal Beds, 1000 of the world-famous Ostermoor Mattresses, 1000 of our own high-grade Mattresses, Blankets, Pillows, Sheets, Sheetings and all kinds of Bedding were purchased just for this event. THE SALE STARTS PROMPTLY AT 8 TOMORROW MORNING, ENDS AT STORE-CLOSING TIME SATURDAY NIGHT. READ EVERY ITEM BELOW! PROFIT BY THEM!



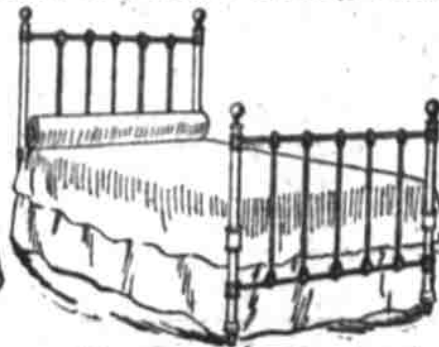
\$4.98

For This \$7.00 Metal Bed!
Artistic Panel Iron Beds, exactly as illustrated, in either Vernis Martin or white enamel finish. Full size. Positive \$7 beds go in the Semi-Annual sale at **\$4.98**.



\$5.40

For This \$7.00 Metal Bed!
A handsome Brass Top Rail, head and foot Metal Bed, in single, three-quarter or full size. White enamel finish only. Regular \$7 Beds go at **\$5.40**.



\$4.69

For This Reg. \$5.75 Bed!
A neat, durable Iron Bed, just as illustrated above in full, three-quarter, or single bed size. White or green finish. Regularly \$5.75, special **\$4.69**.



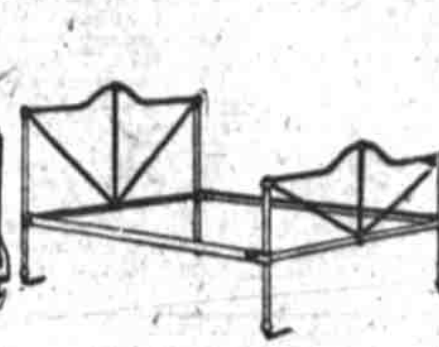
\$8.79

For This \$14.00 Steel Bed!
This handsome chill-less All-Steel Bed, as reproduced above, comes in 3/4 or full size. Beautiful ivory-white or Vernis Martin finish. Splendid \$14 Beds at **\$8.79**.



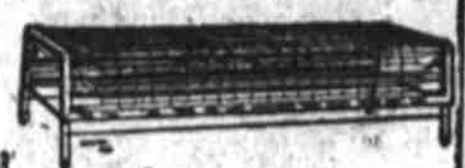
\$10.49

For This Reg. \$17.50 Bed!
Think of it, almost half price is the Semi-Annual Sale on these artistic chillless all-steel Beds. As illustrated above with 2-inch continuous posts and 3/4-inch fillers at **\$10.49**.



\$1.98

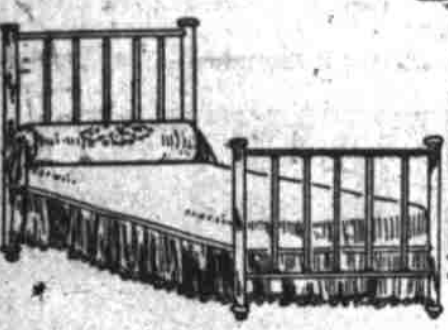
For This \$3.50 Metal Bed!
Full size Metal Bed, exactly as illustrated above, with heavy angle iron head and foot. White or green finish. Only one to a customer, **\$1.98**.



\$3.39

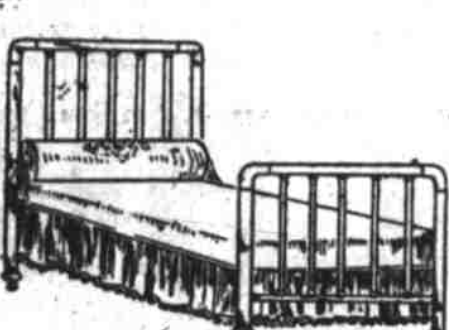
For This Genuine \$5.00 Sanitary Steel Couch!
We bought 400 of these splendid Sanitary Steel Couches for the Semi-Annual Sale. Just as illustrated above, strongly reinforced. Only one to a customer, delivered when in your neighborhood.

Three Big Brass Bed Specials



\$13.29

For This \$20.00 Brass Bed!
A beautiful design, exactly as illustrated above. Satin finish, with best guaranteed English lacquer. Full or 3/4 size. Splendid \$20 Beds tomorrow **\$13.29**.



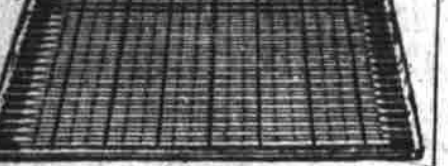
\$17.98

For This Reg. \$27.50 Bed!
Note the beautiful lines in this Brass Bed pictured above. Made with heavy 2-inch continuous posts, in 3/4 or full size. Regularly \$27.50, at **\$17.98**.

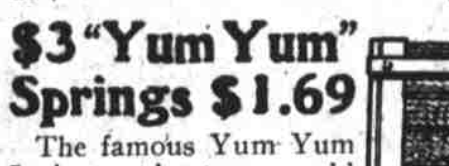


\$26.25

For This \$40.00 Brass Bed!
An elegant Brass Bed, of which any home might be proud! Comes in rich satin finish, with guaranteed lacquer. Full or 3/4 size. Positive \$40 Beds tomorrow **\$26.25**.

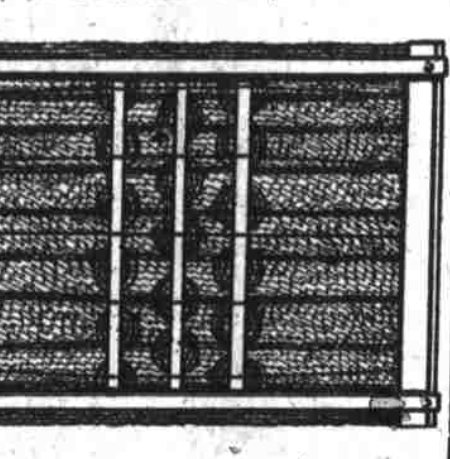


Reg. \$6 Guaranteed Steel Springs Go at Only \$4.69!
These heavy all steel springs, exactly as illustrated above, with guaranteed silver link fabric. Angle iron ends and heavy tubular sides. Regular \$6.00 Springs in this Semi-Annual sale tomorrow, only **\$4.69**.



\$3 "Yum Yum" Springs \$1.69

The famous Yum Yum Springs, that are sold around town at \$3, exactly as illustrated, in any size—2.6, 3.0, 3/4 or full size. We only reserve right to deliver them when in your neighborhood. Semi-Annual Sale price for tomorrow will be **\$1.69**.



All Ostermoor Mattresses Reduced!

FOURTH FLOOR, MAIN BUILDING

ORDER BY MAIL

AS EXCLUSIVE distributors of the celebrated Ostermoor Mattresses in Oregon we are able to make special arrangements with the makers by which we can sell them in our great Semi-Annual Bed and Bedding Sale at reduced prices.

Safe to say every person who has ever opened a newspaper or magazine, "Built—Not Stuffed" knows of Ostermoor Mattresses! For over a half century they have been the world's acknowledged "One Best Mattress." Their lifetime durability results from the fact that they are "Built, not Stuffed," of 4000 felt sheets, into a soft, resilient mattress.

These extraordinary cut prices are limited to one week only. So don't wait—take advantage tomorrow!

\$17.00 Ostermoor Mattresses \$12.90

Regular \$17 Ostermoor Mattresses, which we sell ordinarily for \$15.50. Two-piece, 50-pound, full size, covered with slightly imperfect striped linen ticking. Sale price for tomorrow; worth \$17, at **\$12.90**

\$15 Ostermoor Mattresses, as above, but one piece, for tomorrow **\$12.50**

\$30 Ostermoors at \$18.50

The most luxurious Mattress made. Famous Ostermoor; extra thick French Edge Mattress, made in one or two pieces; size 4 feet 6 inches wide and 6 feet 4 inches long, weighing full 60 pounds. Regular \$30.00 Ostermoor, special **\$18.50**

\$18 Ostermoors at \$13.25

The Ostermoor Company's regular \$18 Mattresses, made in two pieces, full size, weighing 50 pounds and covered with blue or pink slightly imperfect art ticking. Each hand-made of felt layers. Sale price, at **\$13.25**

A Few Other Ostermoors

\$13.25 Ostermoor Mattresses, 4-foot size, 40 pounds, only **\$12**.
\$11.70 Ostermoor Mattresses, 3-foot 6-inch size, 35 lbs., only **\$10**.
\$10.00 Ostermoor Mattresses, 3-foot size, 30 pounds, only **\$9**.
\$8.25 Ostermoor Mattresses, 2-foot, 6-inch size, 25 pounds, at **\$7**.
\$3.50 MATTRESSES \$2.79
Cotton Top Mattresses in any size, covered in good quality ticking. Regularly \$3.50—**\$2.79** Semi-Annual Sale price
\$4.50 Mattresses at \$3.39
Cotton Top and Bottom Mattresses, filled with light wood fiber. Full size—grade we sell for \$4.50, though most stores ask **\$3.39**. Sale price, only

\$40 Hair Mattresses \$33.49

Custom-made superdrawn White Hair Mattresses, covered in best A. C. A. ticking. Weight 40 lbs. Regularly \$40.00, special for tomorrow at **\$33.49**

\$6.75 Mattresses for \$4.98

The lowest price at which we've ever offered our famous Gilt-Edge Mattresses! Made of 25 pounds cotton and 20 pounds of wood fiber, covered in art ticking with imperial roll edge. Any size—regularly \$6.75, at **\$4.98**

\$20 Hair Mattresses \$16.49

Full 40-pound mixed Hair Mattresses, covered in best A. C. A. ticking. Custom-made. Regularly \$20.00. Sale price for tomorrow at only **\$16.49**

Custom Made Springs

The famous Clipper Springs made to your order here in our own work shop. Hair, moss and best 4xgin tops, covered with good quality art ticking. All steel frames. These special prices:
\$20 Custom Made Springs **\$16.49**
\$25 Custom Made Springs **\$22.29**
\$35 Custom Made Springs **\$29.98**
\$50 Custom Made Springs **\$43.70**



Ostermoor TRADE-MARK REGISTERED U.S. PAT. OFF.

\$25.00 Velvet Rugs \$19.35

MEIER & FRANK'S—THIRD FLOOR. ORDER BY MAIL
PRACTICALLY a fourth saved on these handsome seamless Axminster Velvet Rugs, in beautiful rich designs and of a grade that wears for years.
See them on display today in the Fifth street vestibule. Full 9x12 foot size, in rich two-tone, Oriental and small figured designs, suitable for parlor or living room. Regular price \$25; tomorrow **\$19.35**

\$40 Wilton Rugs for \$31.50

Sumptuous heavy Wilton Rugs, famous for beauty and durability. Full 9x12-foot size in handsome designs and coloring; \$40 grade, priced tomorrow **\$31.50**

\$35 Wilton Rugs for \$27.85

These are the 8.3x10.6 foot Wilton Rugs, in new two-tone coloring. Brilliant Oriental reproductions, etc. Our regular \$35.00 value, special at only **\$27.85**

\$9.50 Lace Curtains \$4.95

MEIER & FRANK'S—THIRD FLOOR. ORDER BY MAIL
IT'S a rare occasion when such beautiful imported Lace Curtains are offered at practically half price.
Part of an immense purchase made on our buyer's last Eastern trip. Over 25 beautiful patterns in ecru, Irish point Curtains, made with wide, heavy borders. Also allover or plain centers with artistic narrow borders. You'll find them positive **\$4.95**
\$9.50 Lace Curtains—October Sale price a pair only **\$4.95**
\$6.50 Lace Curtains—50 different patterns in braid, Marie Antoinette, Cluny and Renaissance Curtains, made on heavy French net. White or ecru, 50 inches wide and 2 1/2 yards long. Tomorrow, the pair **\$3.85**

29c for 85c to \$1.25 Colored Sash Nets

Another huge mill purchase of 200 pieces of colored Sash Nets. Ecru Nets, applied in green or red Irish Point and Soutache designs, 30 inches wide. If bought in the regular way they would sell for 85c, \$1.00 and \$1.25 a yard. Tomorrow, the yard **29c**

Great Semi-Annual Sale of Fine Sheets, Spreads, Etc.

MEIER & FRANK'S—THIRD FLOOR. ORDER BY MAIL
EVERY household, as well as boarding houses, hotels and institutions, should profit by these extraordinary semi-annual savings on Bedding supplies!

All are the heavy, long-wearing grades, which every woman knows are always to be found at Meier & Frank's. Read all items.

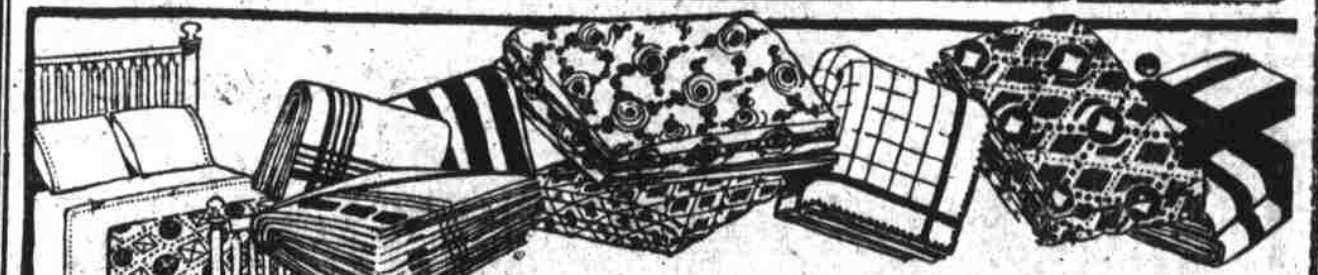
The Spreads—
\$1.50 Crochet Spreads, 78x87 inches, \$1.21.
\$2.25 Spreads, 78x86 inches, \$1.89.
\$2.25 Crochet Spreads, extra large, \$1.85.
\$2.75 Satin Bedspreads, large size, \$2.29.
\$3.50 Satin Bedspreads, 90x99 inches, \$2.98.

Sheet Specials—
60c Sheets, 70x90 inches, with patent welt seam, 39c.
70c Sheets, 72x90 inches, heavy and seamless, 57c.
75c Sheets, 72x90 inches, heavy and seamless, 63c.
95c Sheets, 81x90 inches, extra heavy grade, 87c.

Pillow Cases—
15c Muslin Pillow Cases, 42x36 ins., neatly hemmed, each 11c.
17c Pillow Cases, 42x36 inches, special each, 14c.
17c Pillow Cases, 46x36 inches, special, each 15c.

Towels 1/4 Off
We took a big importer's entire line of sample damask and huck Towels, used by salesmen on the road. All pure linen, in a wide variety of designs, with hemstitched, scalloped and fringed borders. All sizes. Prices 14c, 20c, 27c, 30c up to 75c, at **1/4 Off** just

10c Huck Towels, 16x32-inch, neatly hemmed with plain 7c borders, special tomorrow **7c**
75c heavy Turkish Bath Towels, 27x56-inch, all white, hemmed ends, ea. **50c**



Great Semi-Annual Savings on Blankets

MEIER & FRANK'S—THIRD FLOOR. ORDER BY MAIL
OVER 5000 pairs of Fine Sanitary White Wool Blankets go into this big Semi-Annual event at savings you'll recognize as extraordinary on such staple grades! All full size, with pretty pink or blue striped borders. Every prudent householder should provide for Winter Blanket needs tomorrow!

\$4.50 White Wool Blankets \$3.57 **\$7.50 White Wool Blankets \$6.55**
\$5.00 White Wool Blankets \$4.29 **\$6.50 Plaid Wool Blankets \$5.55**
\$6.50 White Wool Blankets \$5.65 **\$7.50 Plaid Wool Blankets \$6.55**

\$3.75 Down Comfort'rs \$2.98

Two cases of soft, warm down-filled Comforters for this sale. Full 72x90 inch size, covered with best silkoline, in dozens of pretty floral patterns. Regularly \$3.75. Extra special at **\$2.98**

\$2 Comforters, Filled With White Sanitary Cotton \$1.65

EMMERICH GUARANTEED PILLOWS—Our entire line, covered with fancy art or striped ticking, prices \$1.50, \$1.75, \$2.00, \$2.50, \$3.00 and \$3.50 for this sale at **10% Off**



EST. 1857
MEIER & FRANK STORE
If You Can't Come in Person, Or, or by Mail, or by Telephone