

Our Great October Mid-Month Sale of Pure Foods Will Begin Tomorrow—Hundreds of Cut Prices on Staple and Fancy Groceries Dining in Our Beautiful Seventh-Floor Restaurant a Delight—Orchestra Music—Misses Ridgeway, Forrest and Klekar, Soloists

Women will be interested in the special demonstration of Nemo Corsets which begins tomorrow in our 2d floor section. Mrs. A. L. Craig, direct from eastern factory, will give personal attention to inquirers and patrons.

GOV'T WEATHER FORECAST
Fair; easterly winds, shifting to southerly.

MEIER & FRANK'S

Umbrella Repairing—Done here by the well-known expert, JOHN ALLESINA, for years in business in Portland. Needless to say that his wide and long experience means for you the best possible work and at the lowest possible prices. He now has charge of our Umbrella Repairing Dept. Estimates of cost gladly given.

The Clever Robespierre Blouses

The Most Popular of New Fall and Winter Styles.



HOW pretty and attractive they are—the smart, new Robespierre Blouses, that derive their name from the type of collar—the Robespierre. Safe to say, there's no more popular and fashionable style for Fall and Winter wear. Worn by the girl, the miss and matron with equal charm and becomingness. Wonderfully complete and varied is the selection here for you. Of every handsome material—plain and brocaded satins, figured silks, foulards, messalines and taffetas. Every color is here—some with a touch of amber and coral trimming—others with shadow lace. Long sleeves—elbow cuffs finished with buttons. Some have soft tailored cuff.

See the new Robespierre Blouses tomorrow—priced from **\$5.50** to **\$20.00**.

Grace of Line in the Negligee!

Grace of line—it's the feature most desired by women who delight in the charming, attractive effect of pretty negligee. Lovely is our assortment of new Tea Gowns, Boudoir Robes and Kimonos.

The Coatee is the newest of style features and shown in many of the garments. Foundations are of clinging messalines, charmeuse and plaid chiffons over silks. Rich and beautiful are the trimmings of laces and embroideries.

Other simpler and more practical styles, too, are shown in profusion. Every price—\$1.00 to \$65.

Second Floor—Main Building—Mail Orders Filled

Modish \$2.50 Diagonals, \$1.69

NO difficulty to make suitable selection from this extensive showing of Diagonals. A variety of browns, blues, dark reds with invisible black stripes, light and dark blues with green or white stripes. Zibeline effects in blue, brown and gray. 56 inches wide. Regular \$2.50 Diagonal Fabrics, **\$1.69** for this sale tomorrow only at the low price, the yd.

New \$3.00 Tweeds—Most popular for women's suits and coats. Neat checks with just a touch of red or blue. All wanted colors are here; 58 inches wide; regular \$3 Tweeds; tomorrow at... **\$1.98**

Dainty Venise Allovers Reduced!

JUST one of many interesting offerings for tomorrow in our popular first floor section. Dainty Venise Allovers, that have so many uses in the making of fall and winter apparel. Pretty for yokes and trimmings.

\$1.75 to \$2.50 Grades at \$1.39. \$2.50 to \$4.50 Grades at \$1.69.

Real Irish Crochet Laces—Beautiful Edges and Insertions, 3/4 to 1 1/2 inches wide, much in demand for neckwear and articles made for holiday gifts. \$2 to \$2.50 grades, \$1.69; \$1.50 to \$1.75 grades, \$1.39; \$1.25 grades, 98c, and the \$1.00 **79c** grades tomorrow for **55c to \$1.50 Embroideries**—Swiss and nainsook Flouncings 18 and 27 inches wide. Bands 2 to 5 inches wide. Dainty eyelet and floral designs; tomorrow, yd. **69c**

25c to 30c Embroidery Edges—The popular convenient make, of fine soft finish material, 3 to 6 inches wide. Special for the **18c** tomorrow at, the yd. **35c to 85c Venise and Baby Irish Laces, Edges and Insertions**, 1 to 1 1/2 inches wide. Imitation filet Edges and Bands, 2 to 4 inches wide. Linen machine made Cluny Laces and Insertions, 1 to 4 inches wide. For **25c** tomorrow at, the yd. **25c**

\$1.25 to \$1.50 Semi-Made Corset Covers—Dainty embroidered designs, on fine quality Swiss. Just a hem at the bottom and front and they're complete; tomorrow, each, only **89c**. **50c to \$1.00 Embroideries**, of dainty Swiss with Baby Irish edge. Edges and Insertions, 1 to 2 inches wide. Edges, 4 to 12 inches. Pretty for undermuslins and gowns. Specially priced for tomorrow, the yd., **39c**

First Floor—New Building—Mail Orders Filled

Portland's Best Glove Service--A Sale

DDOUBLE importance attached to this Glove sale, through the knowledge Portland women have of our unexcelled Glove service. Every pair of Gloves fitted and guaranteed—18 experienced glove fitters to serve you—and the same high degree of service promised the patrons who take advantage of sale offerings as though you purchased at a regular price. Truly, the place and time for women to purchase Gloves is here.



Women's \$1 Gloves—Of glace lambskin, 2-clasp style, in white, black and colors; sizes 5 1/2 to 7. Tomorrow, the pair, **67c**

Women's \$1 and \$1.25 Gloves—With 1 and 2-clasp glace style, overseam and pique sewn; black white and colors; sizes 5 1/2 to 7. Priced tomorrow, pair **75c**

Women's \$1.25 Gloves—In glace and cape style, with one clasp. In black, white, tan and colors; sizes 5 1/2 to 7. Specially priced for tomorrow, pair **87c**

Women's \$1.25 and \$1.50 Gloves—Of kid, in white, black, tan and colors. Some Perrin's make included. Sizes 5 1/2 to 7. Priced tomorrow, pair, **95c**

Women's \$1.75 Gloves—Of kid, with heavy embroidered backs, 2 large pearl clasps; white, black, tan and colors; sizes **\$1.33** 5 1/2 to 7. Tomorrow, pair **\$1.33**

Women's \$3 16-Button Gloves—Of glace lambskin, in white only; sizes 5 1/2 to 7. **\$1.95** For tomorrow, pair **\$1.95**

Women's \$3.50 16-Button Gloves—Of Perrin's make, in white, tan and champagne; sizes 5 1/2 to 7. Special for tomorrow at, the pair **\$2.63**

35c and 50c Gloves—Chamoisette, cashmere and cashmerette styles. Some are silk lined. Sizes 5 1/2 to 8; black and colors. Tomorrow, pair **25c**

First Floor—Main Building—Mail Orders Filled

Stunning, New Corduroy Coats

In the Fashionable Three-Quarter Lengths—Styles for Smart Dressers

CAN'T you imagine the swagger, smartness of the youthful figure garbed in one of these dashing new Corduroy Coats. Typical of the jaunty styles is the rich taupe corduroy model as sketched in our garment salons. Finished with the new collar that may be worn open, as shown, or buttoned up snug about the neck. Lined throughout with rich messaline silk. Priced at **\$37.50**.

See too the clever "Johnny" or Walking Coats in smart new rough weave fabrics. Then full-length coats, semi-fitted, are shown in hundreds of different styles. And Novelty Coats that embody every new fashion feature—Coats for every occasion and at every price—**\$10 to \$65**. Evening Coats as high as **\$250**.

The Smart, New Norfolk Suits!

More of the smart new Norfolk Suits are here—the style so much in demand for misses, young women and young matrons. Always in vogue and destined for greater popularity than ever this season. Newest arrivals are in blue and brown mixtures. Prices range from **\$15 to \$27.50**. Second Floor—Main Building—Mail Orders Filled



\$6 Costume Velvets, \$4.97

THE richness of this Costume Velvet at once recommends it to the woman who appreciates the possibilities of a fabric of this nature for the making of the evening gown.

In black, brown, navy, taupe, Heliotrope and cream! 44-in. Costume Velvet, regular \$6 grade, reduced, yd. **\$4.97**

\$1.50 Chiffon Taffetas—In all colors; 36 inches wide. Excellent lustrous quality popular for dresses and waists. Tomorrow at... **98c**

Pre-Winter Sale High-Grade Furniture--A "Make-Room" Event

"I must make way for winter and holiday goods," was the emphatic remark of the Furniture chief. And that one statement was the beginning of the plans for this event, which to us will mean the fulfillment of his demand—and to you in Portland and western homes it will mean the opportunity to secure at lowered prices the Furniture needs for the various rooms of the home. Then, too—some few days ago came the announcement from Furniture Manufacturers of the discontinuation of certain patterns—these as well as hundreds

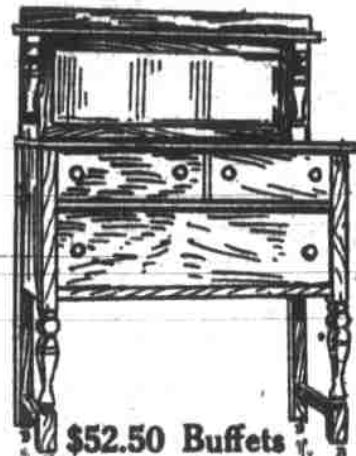
of other articles are included in this great "Make-Room" event. Note the specials detailed below—you'll find there articles not included in previous sale-events. The great fourth floor sections must be brought to readiness for the Holiday and Winter goods that have been arriving in carload shipments ever since our buyer's last eastern trip. Furniture included, that combines beauty, quality, durability and elegance supreme. Pieces fit to grace the simple or sumptuous rooms of any home. Come to The Big Store tomorrow—to the Fourth Floor Furniture Section and choose there the Winter Furniture needs.

ASK ABOUT OUR HOUSEHOLD CLUB PLAN OF PAYMENTS



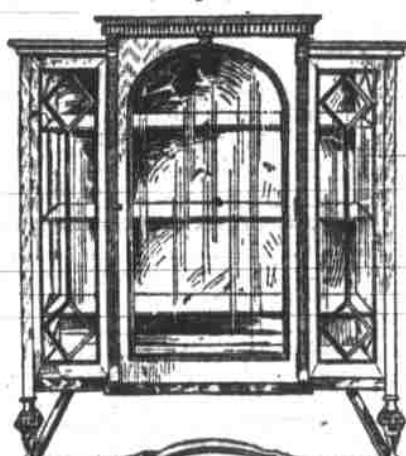
\$37.50 Dining Tables \$21.25
Solid Oak Dining Tables, just as illustrated above. Waxed golden finish. 6-ft. by 42-inch size. \$37.50 regularly, special sale price for tomorrow only **\$21.25**

\$15.00 Solid Oak Tables at \$10.95
\$17.50 Solid Oak Tables, \$11.98
\$21.00 Solid Oak Tables, \$14.75
\$33.50 Solid Oak Tables, \$22.75
\$40.00 Solid Oak Tables, \$23.50
\$41.00 Solid Oak Tables, \$27.25
\$48.00 Solid Oak Tables, \$29.75
\$49.00 Solid Oak Tables, \$29.98
\$75.00 Solid Oak Tables, \$49.75



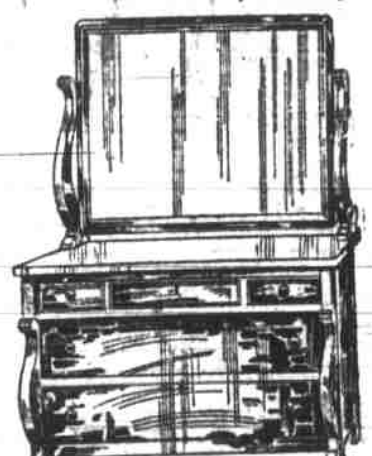
\$52.50 Buffets Special \$29.75

Elegant fumed or early English Buffets as illustrated above. Handsome cabinet work throughout. \$52.50 regularly, for the Pre-Winter Sale tomorrow only **\$29.75**
\$26.00 Buffets, wax finish, special for this sale only \$18.50
\$30.00 Buffets, fumed, special sale price at only \$18.40
\$36.00 Buffets, polished oak, special for this sale \$24.25
\$50.00 Buffets, fumed or early English, special sale \$29.50
\$60.00 Buffets, fumed, special for this sale tomorrow \$32.25
\$62.50 Buffets, mahogany, special sale price only \$39.25
\$80.00 Buffets, waxed, special for this sale tomorrow \$47.50

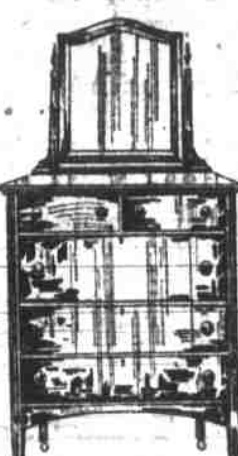


\$114 China Cabinets \$72.50
Words can't express the beauty of this elegant fumed oak China Cabinet. Made just as illustrated above. \$114 regularly. Sale price tomorrow **\$72.50**

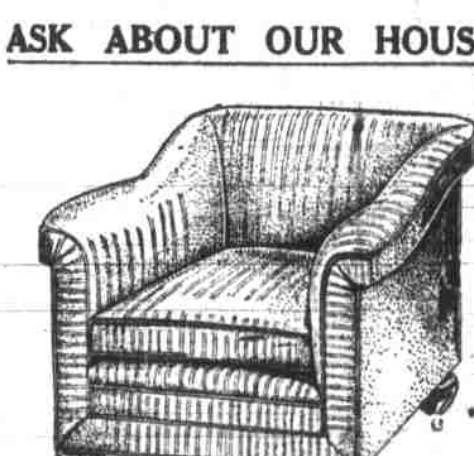
\$55.00 China Cabinets, waxed or fumed, price tomorrow is \$34.50
\$63 China Cabinet, gol. oak, \$43
\$70 China Cab't, gol. oak, \$45.95
\$90 China Cabinet, waxed or fumed, special tomorrow, \$62.25
\$120 China Cabinets, fumed oak, special for tomorrow only \$79.75
\$150 China Cabinets, solid walnut, special for tomorrow, only \$85.00
\$150 China Cabinets, waxed oak, special for tomorrow, only \$95.50



\$100 Mahogany Dressers \$62.50
\$42.50 Mahogany Dressers, special tomorrow at \$27.75
\$80.00 Mahogany Dressers, special tomorrow at \$57.50
\$75.00 Mahogany Dressers, special tomorrow at \$49.50
\$82.50 Mahogany Dressers, special tomorrow \$59.25
\$92.50 Mahogany Dressers, special tomorrow \$59.75
\$110 Mahogany Dressers, special tomorrow \$73.75
\$17.50 Golden Oak Dressers, special tomorrow at \$11.75
\$22.50 Golden Oak Dressers, special tomorrow \$14.50
\$25.00 Golden Oak Dressers, special tomorrow \$14.98

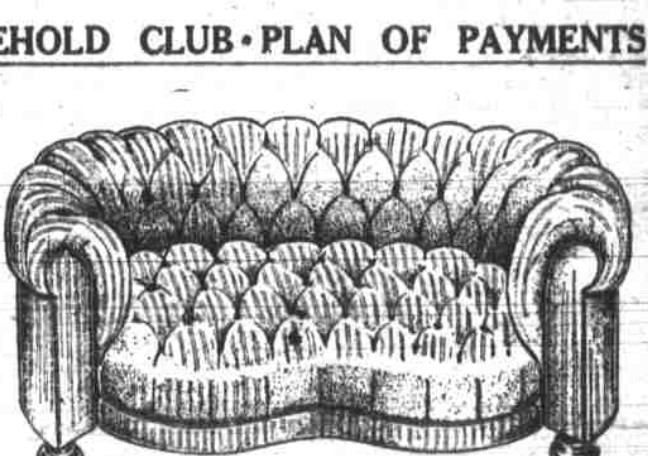


\$31.00 Mahogany Chiffoniers \$18.40
\$26.50 Mahogany Chiffoniers, only \$17.25
\$28.00 Mahogany Chiffoniers, only \$17.55
\$40.00 Mahogany Chiffoniers, only \$23.40
\$60.00 Mahogany Chiffoniers, only \$42.35
\$75.00 Mahogany Chiffoniers, only \$51.50
\$95.00 Mahogany Chiffoniers, only \$56.75
\$245 Mahogany Chiffoniers, only \$157.50
\$16 Golden Oak Chiffoniers, only \$11.50
\$18 Golden Oak Chiffoniers, only \$12.25



\$78.25 O'stuffed Chairs \$52
Luxuriant Overstuffed Chairs, in the handsome patterns as illustrated above. Of rich green denim, with solid mahogany frame; **\$52.00** \$78.25 regularly; now at **\$52.00**

\$40.00 Overstuffed Chairs, \$26.75
\$50.00 Overstuffed Chairs, \$32.25
\$60.00 Overstuffed Chairs at \$41.25
\$65.00 Overstuffed Chairs at \$44.25
\$75.00 Overstuffed Chairs, \$49.50
\$110 Overstuffed Chairs, \$67.50
\$67.50 Overstuffed Rockers, \$44.25
\$110 Overstuffed Rockers, \$59.50



\$150 Overstuffed Davenports at \$107.50
Beautiful Overstuffed Davenports, in the elegant design as illustrated above. Wonderfully comfortable—perfectly upholstered. Framed with solid mahogany. \$150 regularly, Sale price **\$107.50**

\$70 Overstuffed Davenports, \$42.75
\$82.50 Overstuffed Davenports, \$59.25
\$100 Overstuffed Davenports, \$61.40
\$115 Overstuffed Davenports, \$79.75
\$125 Overstuffed Davenports, \$82.50
\$250 Overstuffed Davenports, \$169.00
\$60.00 Mahogany Davenports, \$42.25
\$61.00 Mahogany Davenports, \$43.75
\$150 Mahogany Davenports, \$99.50
\$125 Velour Covered Sofa, at \$69.50
\$200 Heavy Carved Davenports, \$125

Hearth and Room-Size Rugs Enter the Pre-Winter Sale

Axminster—Tapestry Brussels—Wilton Velvets—Wiltons

9x12 Size Rugs Reduced

HUNDREDS of 9x12 Rugs reduced for the pre-Winter sale have just been received, including Axminsters in Oriental, browns, tans, floral and green colorings. Tapestry Brussels in tans, browns, blues and greens. These Rugs are offered in this pre-Winter sale at great reductions.

\$18.00 Axminster Rugs, 9x12 size, priced at \$14.85
\$18.00 Tapestry Brussels Rugs, 9x12 size, at \$11.85
\$20 and \$25 Wilton Velvet Rugs, 9x12 size, \$15.65

High-Grade Wilton Rugs \$29.50

Amazing price reductions will be found in these Wilton Rugs. Small patterned and medallion Rugs in choice selections of colorings.

\$44.00 Wilton Rugs, 8.3x10.6 size, priced at \$29.50
\$30.00 Wilton Rugs, 6x9 size, priced now at \$19.75
Wilton Rugs, 4.6x7.6 size, priced now at only \$11.50
\$4.50 to \$5.50 Wilton Rugs, 27-inch size, at \$3.48
\$6.50 to \$8.50 Wilton Rugs, 36-inch size, at \$4.90

Small Rugs at Reduced Prices

No having too many of these small Axminster and Rag Rugs—styles here for every room in the home.

\$4 to \$4.50 Axminster Rugs, 36x72 size, at \$2.85
\$2.00 Axminster Velvet Rugs, 27x54 size, \$1.67
\$2.00 to \$2.75 Rag Rugs, 30x60 size, only \$1.58

Linoleum Our "E" grade Linoleum, square yard at 47c
Reduced Our "D" grade Linoleum, square yard at 57c
Extra quality Linoleum, square yard at 67c



TELEPHONES—PACIFIC, MARSHALL 4800; HOME, A-6101

Bungalow Nets

Choose Now

at Big Savings

THE use of Bungalow Nets for curtain and overdrapery purposes is becoming more popular every day with women who appreciate the gentility of effect that these nets give to the home.

Our Drapery Section is showing a great number of artistically conventional and pleasing patterns in choice of color. Three grades of Bungalow Nets have been greatly reduced for this Pre-Winter Sale and this is a seasonable opportunity to supply your home with these Nets at appreciable savings.

50c Bungalow Nets, per yard, 32c

35c Bungalow Nets, per yard, 23c

25c Bungalow Nets, per yard, 17c

Third Floor—Main Building

Fall Arrivals

in Our Wash-

Goods Section

OUR Wash Goods Section has indeed anticipated your every wish in the way of new materials of latest qualities and colorings.

Come to our first floor section tomorrow and you'll marvel at the offerings in Wash Goods that await you.

New Silk and Cotton Marquisettes
In heliotrope, tans, white, pink, lt. blue, yellow and old rose are seen the new, fancy silk and cotton marquisettes; 40 inches wide at prices ranging, the yard, **98c to \$1.25**.

New Tartan Suitings—Very becoming and serviceable for children's school dresses, 32 inches wide, for this sale, the yard at **25c**.

Serpentine Crepe—In plain and designed colors of every wanted color. 30 inches wide, yard at **18c**.

Japanese Crepe—For waists and dresses. New stripes and plain shades, yd. at **25c**.
Vicuna Flannelette—Suitable for house dresses. With or without borders. Medium and dark colors, the yard at **10c**.

First Floor—New Building