

Our Men's Raincoats Are Here in the Most Approved Styles for This Season, and Attractively Priced—Men's Store, Third Floor, New Building Every Day Greater Numbers of Men and Women Are Coming to Our Seventh-Floor Restaurant for Luncheon—11:00 A. M. to 2:30 P. M.

\$1.35 Stamped Pillow Cases, pair. 87c — Stamped Wamasutta Porcelaine Pillow Cases, in beautiful French and English designs, and offered in such an extensive variety that you will want several pairs when you see them. They'll make lovely presents, too. They're full size, and regularly sell for \$1.25 the pair. Special for Friday only, 87c. Third Floor—Main Building—Mail Orders Filled

UMBRELLA REPAIRING —done by an expert. Satisfaction guaranteed. Prices most reasonable. First Floor—Main Building

1231st Friday Surprise Sale! STORE OPENS AT 8:30 A. M.—CLOSES AT 5:30 P. M.

Kodakers —are assured of new, fresh films when they buy them here. Best results in developing and printing. First Floor—New Building

OCTOBER ADVANCE PATTERNS AND OCTOBER FASHION SHEETS READY Also advance number Embroidery and Stamping Designs. Fall Butterick Fashions, 25c Copy, including any 10c or 15c Pattern Free. First Floor—Main Building

Your Friday Shopping Should Be Done at Meier & Frank's ---The Offerings Are All So Exceptional They'll Bring Early and Unusual Response

Milady Went A-Shopping! "Where did you shop?" asked a friend who was a stranger in Portland. "Oh, at Meier & Frank's, of course," was the reply. "Aren't you tired?" "Why no, it's a real pleasure to spend a day in Meier & Frank's Store, and if you get tired you can always rest in their spacious rest-rooms. Besides, if you take the children, you can leave them in the lovely big play-room on the 5th floor or in care of trained nurses on the Fourth Floor while you shop." "Today I visited the Garment Salons first and found them fairly radiant with the new and lovely things decreed for Autumn wear. The styles are so beautiful, so graceful, so different from anything seen so far that an adequate description would take too long—but wait 'till you see the handsome suit and lovely new Waists I secured, to say nothing of the exquisite new Dresses and Coat. And they were priced so reasonably, too. Then I went to get my Hats and found the Millinery Salons ablaze with rich Autumn colorings. Every conceivable style of Hat was there and with the help of one of the efficient and courteous saleswomen it was an easy matter to match colors and obtain becoming styles. Before leaving the Second Floor, I was fitted with an up-to-date Corset and all Maiden Underwear needs, besides buying Baby and the girls' clothes that I had intended making. It was so much cheaper and easier to get them ready made and there were such splendid bargains. "Feeling hungry, I went to the cool and comfortable Seventh Floor Restaurant and had a delicious Luncheon for only 50c. From there I visited the Third and Fourth Floors and you never saw more complete lines of Home Furnishings than there. You know Daisy and Bob are going to be married in September, and I'm going to tell them to be sure and visit Meier & Frank's before furnishing their home. On going to the Fifth Floor to get some toys for the children, I just had to stay and look at some of the late pieces on one of the sweet toned Grafonolas, and then it was time to go home. But I'm going back to-morrow to get the new archieffs and some of that fetching Neckwear I passed on the First Floor, and when I tell my husband about the things I saw in the Meier's Store I'm sure he will go with me. "What's that? Yes, indeed, we'll be glad to have you come, too. Meet us in the Seventh Floor Reception Hall, at 8:30 A. M., at MEIER & FRANK'S."

1000 Umbrellas for Men & Women Worth \$2.50 Each, for \$1.69 A wonderful lot of Umbrellas are these, and you'll need a new one for Fall and Winter, so don't fail to take advantage of this very exceptional surprise. They're 28 and 28-inch frames, with eight Paragon ribs, steel rods, and snub runners. The coverings are of a splendid quality mercerized Italian cloth, rainproof and fast black, and there's a large assortment of handles, both plain and sterling trimmed. Regularly these Umbrellas sell for \$2.50 each. Special for Friday only, \$1.69. First Floor—Main Building—Mail Orders Filled

Linens Extraordinary 20c Pillow Cases, 45x36 inches, special 15c 50c Mercerized Damask, 60 in., special 35c 50c White Figured Madras, 30 in., at 25c 12 1/2c and 15c Printed Lawns, special 5c First Floor—New Building—Mail Orders Filled

75c Women's Underwear at 45c Jersey ribbed Underwear, full weight, and in separate garments. Vests are high neck, and long or wing sleeves, and trimmed with neat crochet edge. Pants are tight, and in ankle or knee lengths, with band tops, in-regular and out-sizes. Regularly they sell for 75c the garment. Special for Friday only, 2 for 75c—the garment 45c. First Floor—Main Building—Mail Orders Filled

Candy Surprises! 80c Chocolate Marshmallows, lb. 43c 40c Mt. Hood Nougat, 25c 40c Assorted Cream Wafers, lb. 25c 25c Assorted Cream Taffies, lb. 18c

1356 New House Dresses at 98c Each

\$1.50 Combinations Only 98c Extremely lovely are these Combination Drawer and Corset Covers, and most exceptional is the opportunity that enables you to procure these fetching Garments, regularly selling at \$1.50, for only 98c. They're made of All-over Embroidery, or of fine Nainsook, daintily trimmed in lace, insertion, beading and ribbon. These Combination Garments, for Friday only, 98c. Ladies' Outing Flannel Gowns, 98c Ladies' Outing Flannel Gowns, of good quality soft flannel, in plain white, pink or blue striped. There's a varied assortment to choose from. Some are made with turn-down collars, others military or kimono necks. These Gowns are just the garment for the cool nights and sell regularly at \$1.50. Special for tomorrow only, 98c. \$1.25 Night-Gowns, 89c They're prettily made of excellent quality Long-cloth and trimmed in edges of lace, or embroidery. They've three-quarter length sleeves and round, V or square neck, all in open front style. Regularly selling at \$1.25. Special for Friday's Surprise, each 89c. Second Floor—New Building—Mail Orders Filled

All Sizes, 16 Years to 46, Bust Measure Including Many Famous Dix-Make 2nds In point of desirable variety, this exceptional lot of House Dresses, just received in time for Friday's Surprise, surpasses all previous assortments and comprises neat and serviceable House Dresses that regularly sell at \$1.50 to \$2.25. The materials are Percales, Chambrays, Lawns and Gingham, made with V shaped and square neck, round neck, Robespierre or high turn-over collars, and in the most desirable colors for Fall wear. Half, three-quarter and long sleeves are shown and the trimmings are of self colored sateen, Bulgarian embroidery or embroidered edges. Striped, figured and small and large checks or plain materials. Nearly every woman knows of the famous Dix make House Dresses and the perfect finish of every garment they manufacture under their name. The slightest imperfections, in most instances almost unnoticeable, are called seconds by the Dix makers. These dresses are even better than many manufacturers produce as their best. A fortunate arrangement with the manufacturers brings to us one lot of these dresses to be included for this sale, and early tomorrow hundreds of women will be making selections from this great array of House Dresses 98c at only. Second Floor—Main Building—Mail Orders Filled



Beautiful Ribbons, Yd. 18c 10,000 yards of beautiful all silk Taffeta and Moire Ribbons, especially suited for children's hair bows, etc., in this Friday Surprise offer that will prompt mothers to purchase tomorrow the needed Ribbons for school wear at this unusual saving. These Ribbons are 3/4 inches in width, and a varied choice is here for you to select regularly for 25c the yard. Special for Friday only, 18c. First Floor—Main Building—Mail Orders Filled

Picture Frames Friday, 23c Tomorrow's Surprise Sale enables you to secure Metal Picture Frames, finished in gilt and silver, with glass in front and stand on back. In single, double or triple picture styles, regularly selling for 75c, 50c and 35c, special for tomorrow only at 23c. Fifth Floor—New Building

10c Kerchiefs for 5c Each 100 dozen of beautifully hemstitched, mercerized lawn Kerchiefs, are entered in this remarkable Surprise offer. They've embroidered black initial letters, and are especially fine for children's school wear. Regularly they sell for 10c each. Special for Friday only, 5c. First Floor—Main Building—Mail Orders Filled

\$1 to \$2.25 Gloves at 79c A wondrous assortment of women's 16-button Mousquetaire Double finger Tipped Silk Gloves, including embroidered and net covered styles, priced for a speedy clearance Friday, at 79c the pair. They're broken lines of colors and sizes, no blacks or whites, and regularly sell for \$1.00 to \$2.25 the pair, for Friday's Surprise, 79c. First Floor—Main Building—Mail Orders Filled

Imported Gloves, Pair 95c 800 pairs of women's high quality Imported Gloves in one and two clasp styles, including Chambray, Doe Skin, Cape and Gloce, either plain or fancy pearl clasps, in black, white, tan, gray, brown, and natural. Regularly selling at \$1.00 the pair. Special for Friday only, 95c. First Floor—Main Building—Mail Orders Filled

50c to 75c Neckwear Friday Only 25c 500 pieces of beautiful Neckwear are placed in one lot for tomorrow's selling and you're offered your choice for only 25c. This includes fancy Lace Stock Collars with and without tabs; also a pretty assortment of dainty lace-trimmed Jabots. They're all the latest favored styles and modish to a degree. There's a large and pleasing variety, some trimmed with fancy ribbon and others with lace and insertion. This lovely Neckwear that sells regularly for 50c to 75c each, special for tomorrow only, your choice 25c. First Floor—Main Building—Mail Orders Filled

Ball Fruit Jars Specially Priced 2500 Doz. Included This comes as a surprise of great importance to thrifty housewives of Portland, making it possible to purchase Fruit Jars at remarkable savings, just in the midst of the canning season. These special prices for tomorrow only. Ball Special Fruit Jars, with extra wide mouth and complete with porcelain lined caps and rubbers—1-pint size, special, dozen 62c 1-qt. size, special, dozen 71c Ball "Sure Seal" Fruit Jars, with glass top and wire clamp—1-pint size, special the dozen, complete 62c 1-quart size, special the dozen, complete 71c Big Basement Store—Mail Orders Filled



244 New Fall Suits, \$14.85 Regular Price—\$25 There's a truly remarkable surprise in store for you in these distinctive new Fall Suits, all in this season's most approved styles, regularly selling at \$25, and offered for tomorrow's Surprise at the phenomenal price of \$14.85. You'll find in this group stunning new models in two-piece Suits, with cut-away Coats of the approved length and small, plain tailored revers and notch collars. Skirts have the high waist line and some have the ever popular draped effect on either side while others have clusters of pleats. The materials are diagonals, whipcords and fancy worsteds, in navy blue, black, gray, brown and Copenhagen. Sizes 14 years to 44 bust measure. Pay an early visit to this Store tomorrow and judge for yourself the unusual savings possible in procuring a handsome \$25 Suit, for tomorrow only, while any remain, at \$14.85. See Fifth Street Window Display—None on Approval—No Phone Orders Accepted. Garment Salons, Second Floor

"Life-Time" Rocker or Chair SOLID OAK (Just as Illustrated) \$7.49 Finished in fumed or wax golden, with genuine leather or wax spring seat. Splendid style, and regularly selling for \$11.00. Special for Friday only, each \$7.49.

25c Women's Lisle and Cotton Hose—200 dozen included, seamless and full fashioned, with double welts and soles, in black, white and popular tones. Special for Friday only, 3 pairs for 55c; the pair, 19c.

25c and 35c Children's Imported Lisle Sox—of fine quality, in white and colors, with fancy tops, odds and ends, priced for quick selling Friday, at the pair, 10c. First Floor—Main Building—Mail Orders Filled

New \$6.50 to \$9 Trimmed Hats, \$5 Quite the latest and smartest of Fall Millinery are these charming new Hats of Velvet, Plush and Felt, and the fact that we're offering these stunning models, that sell regularly from \$6.50 to \$9.00, for Friday's Surprise Sale at only \$5, will bring hundreds of women to our store at an early hour tomorrow. There's a large array of popular colors and styles, and they're fetchingly trimmed with jaunty bows of ribbon, fancy Ostrich Feathers and Wings. You're sure to find a hat in this group to please you. Your choice for Friday only, \$5.00 \$1.25 FEATHERS—all pretty, fancy Feathers—just the trimming for the new Fall Hats—specially priced for Friday's Surprise Sale—each 49c Millinery Salon—Second Floor—Mail Orders Filled

Men's \$1.00, \$1.25 and \$1.50 Underwear, Garment 49c A collection of broken lots of Underwear offers you an unusual opportunity to purchase Fall supplies tomorrow at prices far below the actual worth. Included are Norfolk and New Brunswick brands in blue and white mercerized lisle; and China lisle; American Hosiery brand in white lisle; Roxford brand in medium weight balbriggan; and several broken lines of medium weight wool Shirts and Drawers. You'll find an excellent selection, although they're mostly Shirts, regularly selling for \$1.00, \$1.25 and \$1.50 the garment. Special for Friday only, 49c 50c Underwear—of fancy Balbriggan, Porosmesh, Honey Comb, white lisle, mostly shirts. Specially priced for Friday only, the garment 25c. Just Inside Alder St. Entrance

A Combination of Pleasure & Instruction for the Children! —are these excellent Chautauqua School Black-boards in desk style, and for the children after coming from school, or for those not yet going to school, you'll find this Black Board combination most amusing, while filling the offices of a tutor at the same time. They're complete and equipped with roll top of A B C's, numbers, Biblical quotations and many drawings of Geographical character, etc. with desk on one side and blackboard on other. Regularly selling for \$3.50. Special for Friday's surprise, only, each \$2.69. Fifth Floor—Main Bldg.—Mail Orders Filled



Meier & Frank Co. 1857 1913 THE QUALITY STORE OF PORTLAND Fifth, Sixth, Morrison, Alder Sts. Marshall 4600

Pure Foods Surprisingly Priced! Splendid Parlor Brooms—"The Gem," substantial, 5 sewed, regularly 50c each. Special for Friday only, 3 for \$1.00, each 39c 25c Cove Oysters, can 17 1/2c—A. & L. Brand, No. 2 cans Baking Powder, 1-lb. cans 17c—"Wadco" Brand, of superior baking quality. 6 Bars Laundry Soap, 19c—Armour's Sail Brand, well aged cakes. 4 lbs. Challenge Coffee, \$1—Our Popular 30c Blend. 2 lbs. 55c, lb. 28c. Macaroni, 1 lb. Packages, 7 1/2c—Best Western Make. Macaroni or Spaghetti, No. 1 cartons. —Pure Food Grocery, Basement—Mail Orders Filled