

Give Your Discarded Garments to Near East Relief Agencies for Suffering Armenians—Hang a Towel in Your Window on Bundle Day, October 6

Meier & Frank Co.
The Quality Store of Portland
1000 Broadway, Portland, Ore.

Giving Portland Lower Prices

See the Meier & Frank Advertisement on the Back Page of This Section for Further Proofs

Here's the October Sale of Blankets

Moderately priced, easily washed blankets for homes, boarding houses, schools, institutions.

Blankets \$3.95 Pair

Were Priced \$5

72x80-inch white double cotton blankets with blue or pink borders also 70x80-inch tan blankets.

Blankets \$3.95 Pair

Were Priced \$5

64x76-inch heavy tan or gray cotton blankets with wool finish.

Blankets \$4.85 Pair

Were Priced \$6

66x80-inch double cotton blankets in white, tan or gray. Unusually heavy.

Blankets \$5.50 Pair

Were Priced \$7.50

Heavy nap weighty cotton blankets in gray, made up singly and with bound edges. Sold in pairs. Excellent for apartment houses. A clear \$2 saving on each pair.

Blankets \$5.50 Pair

Were Priced \$7.50

Blue, pink, gray or tan blankets with slight imperfections which are pretty hard to find. Good heavy weight.

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

Hair Goods Reduced

\$10.50, regularly \$18, fine hair switches in natural shades and gray and white.

\$3.75 and \$4.75, regularly \$5 and \$7.50, ear bobs of curly hair.

\$5, regularly \$12.50, transformations which can be worn outside or to help out one's own hair.

9 for 95c, regularly 15c each, cap shape or straight hair nets in a limited number of colors.

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

Half Dozen Groups of Shoes for the Whole Family at Lower Prices

The Big Shoe Store is a big aid to the family exchequer as many know. Women's, men's, children's, boys', and young women's shoes are specially priced for this first week of October.



Women's One Eyelet Ties

\$8.65

Were Priced \$12.50

500 pairs in patent, dark brown and black kid leathers with Louis or baby French heels. Turn and welt soles. Covered or leather heels.

Women's Oxfords

\$8.65

Were \$10 and \$12

Dark brown, tan and black oxfords with low, military or Cuban heels at this new price. Limited number. Not all sizes.

Children's Shoes

\$3.15

Specially Priced

A whole school full of children's shoes at special prices. Made of patent, smoked, black and light or dark brown leathers. Dress and scuff styles, laced or buttoned. Good solid leather soles.

Sizes 5 to 8 priced \$3.15. Sizes 8 1/2 to 11 priced \$3.65. Sizes 11 1/2 to 2 priced \$4.35.

Women's High Shoes

\$9.85

Were \$12 to \$14

Women's and young women's shoes of brown, tan, dark and light gray, black and maple kid leathers. High lace styles necessary to wear with the new frocks. Louis or military and Cuban heels. Some with cloth tops. Limited number.

Boys' Army Last Shoes

\$4.95

Regularly \$6

Just 100 pairs of these boys' shoes for school. Good solid leather soles and durable uppers. Also a small quantity of black calfskin shoes in lace and button styles. Sizes 1 to 6.

Men's Shoes

\$8.85

Regularly \$10 to \$12.50

Dark tan, brown and black kid shoes on English, medium or broad toe lasts. All sizes in the lot.

—Meier & Frank's: Shoe Shop, Third Floor. (Mail Orders Filled.)

Model Autumn Suits

From Several of Our Best Makers

\$79.50

Many Below Regular Wholesale Cost

OUR fashion buyer in New York has been able to secure a wonderful collection of distinguished tailored suits at about the regular wholesale price and less.

Nearly twenty-five different styles will be shown Monday at this one price, \$79.50.

Tailored of the most fashionable fabrics such as duvetyn, silvertone, velour and broadcloth.

Trimmed with seal dyed coneys, seal dyed muskrat, nutria and Australian opossum.

Most of the suits, boast the long slender lines so highly favored and the collars often fasten high around the throat as the pictures show.

There are some plain suits, however, without any fur for those who desire them.

All are beautifully lined. Plenty of rich browns, reindeer, tan and soft blues.

These suits will be shown for the first time Monday and will form part of the Fashion Exhibition and Sale in the Fashion Salons, Fourth Floor.

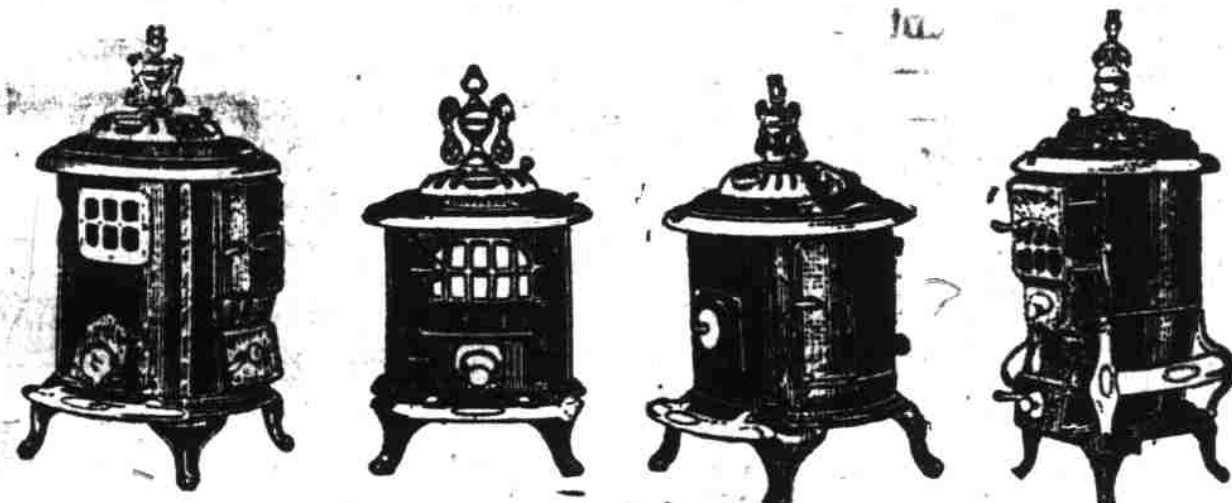


Salt's Hudson Seal Pile Fabric Coats \$78.50

Regularly Priced at \$95

This Hudson seal fabric is so close to the real fur texture that it is almost a shock to anyone used to furs. Unlike most fur fabrics, this is very thick as well as soft and should be delightfully warm in consequence. The coats are made like the usual youthful sort of fur coats. Big collar, turnover cuffs, large pockets, belts—nothing could be better looking. Unusually attractive brocade satin linings. Sizes for women. Limited number at this new price of \$78.50.

—Meier & Frank's: Fashion Salons, Fourth Floor. (Mail Orders Filled.)



Heaters! Heaters! Heaters!

Announcing Our Readiness With

With fuel at its present levels, it is all important that the maximum of heat be secured from the minimum of fuel. These are no days for a reckless fuel-consuming stove. And, too, due consideration should be taken of one's health requirements and the necessity of keeping a proper warmth in the home. It is time now that those who contemplate the purchase of a new heater make investigation so that their money may be spent to best advantage.

The Meier & Frank Company suggests

A "Universal" Heater

as most perfectly meeting with modern requirements in the matter of efficiency and economy. We have wood heaters, coal heaters, briquet heaters, combination coal and wood heaters of this famous make. We desire to call particular attention to the special features of the

"Air Blast" Combination Wood and Coal Heater

The Air Blast has strong claims to recognition as the greatest fuel-saving heater on the market. With its new and scientific overhead draft construction it supplies an abundance of superheated air directly over the fuel chamber.

It Burns the Smoke

and gases thus assuring the greatest percentage of heating efficiency. The overhead draft also prevents the customary free escape of the heat through the smoke pipe and deflects it to the floor where it does good. The Air Blast has other exclusive features.

Universal Combination Ranges

which are really two complete ranges occupying the space ordinarily required for only one range and which burn wood and coal or gas separately or at the same time are here exclusively.

Universal Pipeless Furnaces

the famous asbestos insulated kind—pioneers among pipeless furnaces and yet the most improved of modern types—are also sold here exclusively. Heat the entire home through one register. Better circulation. More heat with less fuel. No pipes in the basement.

Make Your Own Terms in Reason

—Meier & Frank's: Sixth Floor, Fifth Street. (Mail Orders Filled.)

Children, Good News

The Doll Show Is Coming

The Meier & Frank 18th Annual Doll Show will be held this year on October 28, 29 and 30. This advance notice is given so that proper preparation can be made by all those who want to enter dolls in the big contest.

\$275 In Prizes

36 individual prizes in cash and merchandise orders for single dolls or groups according to class. All dolls are eligible whatever their style, size, complexion or costume. Every child contestant will receive a present whether one of the 36 prize winners or not. There is no entry fee or other obligation.

Inquire at Dollville

on the Fifth Floor for any further information. Prepare now to win a prize. Entries will close on Tuesday, October 26.

Drapery Marquisette, Rep and Fine Cretonnes ADVANTAGEOUSLY PRICED

Early October offerings of approved curtain materials, drapery materials and the more decorative sorts of cretonnes and hand blocked linens. Nothing could be more timely for the housewife who is planning to refurbish any part of her home.

Curtain Marquisette 42c

Regularly 60c Yard

18c saved on each yard of material means a good deal when curtains are involved. 1000 yards at this special price of 42c. Finished with plain hemstitched hems at the sides.

Curtain Marquisette 48c

Regularly 75c, 80c and \$1 Yard

New special purchases and odd pieces taken from our own stocks. 1200 yards in the lot. Hemstitched borders at the side trimmed with lace.

Interesting Shaikii Rep \$2.55

Regularly \$3.50 Yard

Shaikii rep is one of the modern very effective materials made of cotton but with mercerized silky finish. Good shades of rose or blue for sash curtains and overdraperies.

Fine Cretonnes \$3.33

Regularly \$5 and \$6 Yard

50-inch cotton or linen cretonnes some of them with hand blocked patterns. Certain discontinued patterns—immensely decorative—are to be closed out quickly because a new importation has been received and we want to clear out the oddments.

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

Center Aisle, Bargain Square, Main Floor

Again We UNDERSELL in SILKS

Meier & Frank's reputation for fine silks is fittingly upheld despite the exceedingly low prices quoted.

LOT 1:

2000 Yards Beautiful Satin

Regularly \$2.50 Yard

\$1.69

As light weight and as highly finished as famous Liberty satin. Charming for debutante and college girl frocks. Its typically Marie Antoinette shades are ivory, rose, turquoise, orchid, flesh and maize. 36 inches wide. Not only pretty but also practical, as blouses or lingerie made of this satin can be tubbed in lukewarm water.

LOT 2:

3000 Yards Fine Messaline

Regularly \$2.50 Yard

\$1.69

Street shades such as brown, navy, taupe, plum and green in soft satin-like messaline for dresses, pleated skirts, tunic blouses, linings and many other purposes. 35 inches wide.

LOT 3:

1200 Yards Black Satin Duchesse

Regularly \$3 Yard

\$1.98

Second shipment of that same heavy lustrous quality which sold so quickly recently. 36 inches wide. Ideal for dresses, skirts and fine linings.

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

An Unexpected Find!

All-Wool Tricotine

Extra Special While the Quantity Lasts

\$4.89

Less than \$5 for a full 54-inch navy blue all-wool tricotine of the most satisfactory quality. A few months ago we considered this tricotine an excellent grade at \$7.50. Now a special purchase made by our dress goods buyer in New York enables us to offer it at more than a third reduction. Splendid for tailored suits, pleated and circular skirts and other purposes.

—Meier & Frank's: Dress Goods Section, Second Floor. (Mail Orders Filled.)