



Iterating and Reiterating and Giving Practical Effect Daily to Our Rallying Cry:

"Giving Portland Lower Prices"

Today as Every Other Day We Have to Omit for Lack of Space Many of the Things That Bear Out This Program

Grocery Specials

Salmon Steaks, Columbia River, 3 large cans \$1.15
 Salmon, McGowan's Maple Leaf brand, No. 1 flat cans, regular 45c grade, doz. \$4.49
 Lunch Salmon, Maple Leaf, No. 1 flat cans, doz. \$2.90, three cans 75c
 Baked Beans, Del Monte, finest quality, No. 2 1/2 cans, doz. \$2.29, 3 cans 59c; No. 2 cans, doz. \$1.75, 3 cans 45c
 Jap Rice, fine California Jap style, 3 lbs. 35c

Jelly Rolls 25c

Made from fine cake mixture with Oregon fruit jelly in center. Bun lunch rolls, doz. 25c. Pan rolls, doz. 20c.

Raisin Bread, California style, loaf 20c
 Fruit Cakes, exceptional quality, lb. 75c
 —Meier & Frank's: Ninth Floor.

42 Piece Dinner Set

\$7.99

American semi-porcelain dinner sets at this moderate price. Popular sets in white with gold and blue borders or gold with blue birds or colored lines with blue birds.

Each Set Consists of

6 tea cups, 6 fruit saucers, 1 pickle dish, 1 sugar bowl, 6 four-inch plates, 1 cream jug, 1 open vegetable dish, 6 seven-inch plates, 1 cream jug, 1 open vegetable dish, 6 soup plates, 1 eight-inch platter.

These are not open stock but are exceptional value at the price.
 —Meier & Frank's: Household Utilities Section, Basement. (Mail Orders Filled.)

Mr. & Mrs. Lower Price Store

3500 Pairs of Women's Shoes

\$2.98

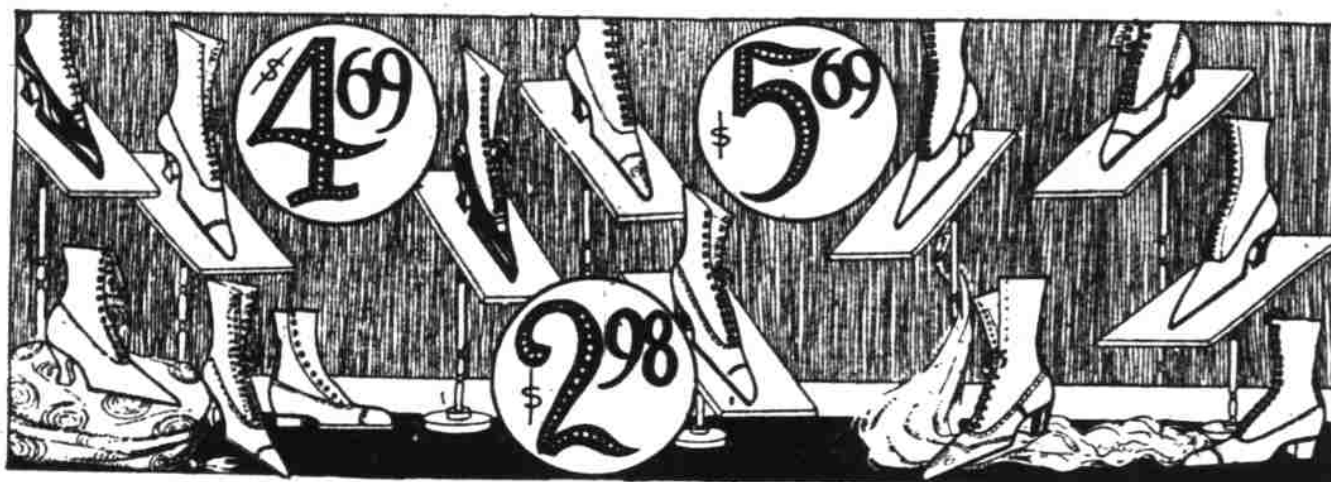
Earlier \$5 to \$10 Grades

\$4.69

Earlier \$7.85 to \$9.85 Grades

\$5.69

Earlier \$10 to \$16 Grades



Final clearaway of a large shoe factory's surplus together with oddments from both our Upstairs and Downstairs Shoe Stores. Thirteen styles are pictured but there are many others. Plenty of all sizes from 2 1/2 to 8 and widths AAA to E in the sale, but of course not in each style. All the shoes are high—for wear all autumn and winter. Some of them are novelties of high grade to be disposed of at small fractions of the regular price.

1200 Pairs Women's Shoes

\$4.69

Many wide as well as narrow shoes in this lot. Mostly 8 1/2 inch tops.

Gray kid shoes with leather soles, concave Cuban heels.

Brown calf shoes with leather soles, Louis and Cuban heels and tan suede tops.

Many other small lots too few of a kind to mention.

1300 Pairs Women's Shoes

\$5.69

All discontinued lines from our Upstairs Shoe Store as well as some of our own earlier higher priced kinds which are impossible to duplicate. Plenty of sizes and styles for almost everyone.

Fawn kid shoes with 9 inch tops, Louis covered heels, Goodyear welt soles.

Brown and black calf with 8 inch tops and low heels. Good for growing girls.

Black kid shoes with 8-inch tops of cloth or leather.

1000 Pairs Women's Shoes

\$2.98

Gray kid shoes with 9 inch gray cloth tops, leather soles, Louis heels.

Patent calf with black satin tops, leather soles, Louis heels.

Factory damaged shoes in brown or black with low heels.

Many other novelties at this amazing price of \$2.98.

This Sale Means Two and Three Pairs of Shoes for the Ordinary Price of One



Another Big Special Sample and Show Room Model

Silk Dresses

\$18.75

Regular \$25 and \$30 Values

For purposes of making this sale an event of extraordinary appeal, we have added to those we already had

50 Dresses Newly Received

Satin, messaline, crepe meteor, crepe de chine, tricolette, taffeta and combinations of georgette and satin. Take your choice of any of the dresses in this wonder lot at the lowest price yet quoted on these qualities—\$18.75.

The newest models are represented in the most popular colors and there are all sizes in the lot.

—Meier & Frank's: Lower Price Store, Basement Balcony. (Mail Orders Filled.)



9 New Specially Purchased Lots in This

Great October Coat Day \$25 to \$95

717 new garments secured by our fashion buyer in New York at concessions from the manufacturers and priced very closely by us for quick turnover.

An army of fashionable coats for thrifty women who wish something of better value for their money than can ordinarily be obtained.

Coats of almost every kind and color. Nearly a hundred different styles and shades. Sizes for misses 14 up to women 44.

Coats Specially Priced \$25

Wraps of cheviot-zibeline and heavy coating with and without linings. Made with large stitched capes and other interesting collars. Navy blue, brown, old blue, rose, green and red.

Coats Specially Priced \$29.50

Black plush coats lined throughout and with large cape collars. Made as simply as a fur coat would be. Youthfully belted.

Coats Specially Priced \$39.50

Velour, silvertone and tinseltone coats in copper, old blue, brown and tan. Trimmed with seal and nutria dyed coneys.

Coats Specially Priced \$45

New shipment of interesting wraps with large collars of seal dyed coneys or natural raccoon. Of velour or bolivia in tan, taupe, blue, red and other popular shades. Good-looking linings.

Coats Specially Priced \$55

Pom pom, velour and tinseltone coats of soft mossy texture. Carefully silk lined. A few have fur collars, others are plain so that they may be worn with one's own furs. Uncommonly attractive.

Coats Specially Priced \$65

Tinseltone, plain bolivia and velour coats in good-looking browns, blues, copper and other colors. A number are trimmed with rich Australian opossum collars.

Coats Specially Priced \$78.50

These are of a well-known Hudson seal plush—a pile fabric that is very soft, thick and warm. Desirably smart and made in the usual style of fur sports coats.

Coats Specially Priced \$85

Tinseltone and bolivia coats of the finer sort trimmed with Australian opossum and very youthful and beautiful. We are sure that our customers will like them. Mostly in soft blue shades.

Coats Specially Priced \$95

Velour and pom pom coats lined with silk and trimmed with natural raccoon, dyed nutria or Australian opossum. Colors include navy, green, tan and browns.

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

EVERY SUIT WITH 2 PAIRS KNICKERS

The Last Word---and the Best Word
in Boys' Suit Sales

500 Boys' 2-Knicker Suits

253
Regular Value
\$22.50

\$16⁹⁵

247
Regular Value
\$25

This boys' suit sale is unique in that it brings 500 suits at an average saving of \$6.80, every suit having two pairs of knickers and the garments all taken from our regular stock.

At their original prices of \$22.50 and \$25 these suits were the very best values to be had, as anyone conversant with the sorts of boys' suits we carry well knows. At \$16.95 every one is so extra good that it needs only be seen to be carried victoriously off.

Standard makes. Many all-wool suits in sturdy cassimeres, chevots and homespuns. Belted coats, this season's styles and new patterns and colors. Knickers are fully lined.

Sizes From 8 to 18 Years

—Meier & Frank's: The Store for Boys, Third Floor. (Mail Orders Filled.)

