



Giving Portland Lower Prices

There's Inspiration and There's Example in What We Are Doing and We Shall Press Strongly Forward

Silk Sale Extraordinary

Washable Satin, Black Taffeta and Colored Messaline

\$1.69

Early Season \$2.50 and \$3 Grades

5500 yards of excellent silks offered at this extremely low price. Just such silks as almost everyone needs these days for autumn frocks.

Washable Dress Satin \$1.69

1000 yards of soft beautiful satin in ivory, coral, heliotrope, turquoise, flesh pink and champagne. 36 inches wide. Early season price was \$2.50.

Black Taffeta \$1.69

2000 yards of the early season \$3 grade. 36 inches wide. Exceptional quality for dresses and skirts.

Satin Messaline \$1.69

2500 yards of 36 inch satin messaline in African brown, navy, taupe, maroon, new blues and other afternoon colors and quite a number of evening shades. Early season \$2.50 grade.

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

Make Your
Fuel Dollars
Do Full
Duty
Have Us
Install a



Universal Pipeless Furnace

MORE HEAT—LESS FUEL—you will be astonished and delighted to find what a small amount of fuel is required and the quickness with which your home is heated when you heat it the modern way—the Universal Pipeless Furnace way.

Insulation Plus Circulation

Therein lies the secret of the success of the Universal Asbestos Insulated Pipeless Furnace. It fills every room in the home with healthful moist warm air. It VENTILATES as it humidifies and heats.

An Investigation

of the Universal Asbestos Insulated Pipeless Furnace will readily convince one of the merits of this heating device.

Let Us Show You

its exceptional construction and many exclusive features.

Your Own Terms in Reason

RANGE SERVICE above the average and at less than average cost of maintenance is actualized in the

Universal Combination Range

Greater comfort, greater convenience, easier operation, less trouble—all this is yours with a Universal Combination.



For Cold Days

for warm days, for any sort of weather, for any kind of fuel—wood, coal or gas—the Universal Combination is the ideal range. In effect TWO complete ranges, functioning as two, but occupying only the space ordinarily required by ONE—a complete wood and coal range, a complete gas range.

For gas there is a roomy oven—five-burner cooking top and elevated broiler. For wood or coal a baking range that is unsurpassed. Well proportioned Western firebox with six-pipe coil affords abundance of hot water. Gas self-starter in firebox eliminates kindling and paper when starting fire. Compact—requires only 40 inches floor space—beautiful in design—handsomely finished.

Your Own Terms in Reason

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

October Sale of Laces

All the world of women is reviving the delightful fashion of lace. Anyone who has been studying the new clothes for autumn realizes that lace is used everywhere. Dancing frocks are hardly complete without lace. The loveliest blouse must have its touch of lace. Lingerie of either silk or batiste is lace trimmed.

Because of this great vogue the lace buyer while in New York worked hard to be able to find just the right kinds of beautiful laces to offer in this October sale.

Express shipments are all in and the sale will be open Monday for home sewing and dress makers.

Laces for afternoon and evening gowns, blouses, negligees and neckwear.

Edges, bands, flouncings and allover, 5 to 36 inches wide—Metal novelty lace in gold, silver and antique on black, white and ecru—metal run lace flouncings—gold and silver laces combined with color—shadow, margot and maline laces—imitation venise edges—net top laces heavily embroidered—radium allover laces—allover laces run with metal.

Specially Priced Yd. 98c to \$3.98

—Meier & Frank's: Lace Shop, Main Floor.

Center Aisle Bargain Square

1500 Yards of Printed Silk Habutai

Earlier Season \$2 Grade

Among the prettiest silks imaginable. Soft and fine and printed with foulard patterns of checks, dots, stripes and conventional figures. Durable quality for dresses, blouses, children's frocks, coat linings and kimonos. 36 inches wide. And just imagine getting good silk at \$1.00 a yard!

\$1.00

—Meier & Frank's: Center Aisle, Main Floor.

Small Spanish Salted Peanuts, Lb. 29c

These are known as small "Spanish No. 1 peanuts," which are grown in America and have a distinctive flavor much appreciated by connoisseurs. We do not think they can be equaled at the price. Packed in pound boxes. None delivered.

—Meier & Frank's: Main and Ninth Floors.

"JAMESTOWN"

Silver Plated Ware

Moderately Priced

As the picture shows this Jamestown pattern is just sufficiently different to be attractive and yet it is quite simple. Finished in soft lustrous gray so that it is an ornament to any table.

Sets of Six:	Separate Fancy Pieces:
Tea Spoons.....\$3.57	Sugar Shells.....\$1.28
Table Spoons.....\$7.14	Cream Ladles.....\$1.90
Soup Spoons.....\$7.14	Gravy Ladles.....\$2.38
Medium Forks.....\$7.14	Berry Spoons.....\$3.09
Salad Knives.....\$6.66	3 Piece Game Sets, the set.....\$11.43
Butter Spreaders.....\$5.71	Children's Sets.....\$2.85
Oyster Forks.....\$4.76	

Subject to 5% war tax.

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



Model Dress Forms

\$1 Down—50c Week

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

Model Dress Forms



Center Aisle Bargain Square

Splendid Special Purchase!

Fancy Tea Cloths, Table Cloths, Scarfs and Luncheon Sets

Regularly 75c to \$5

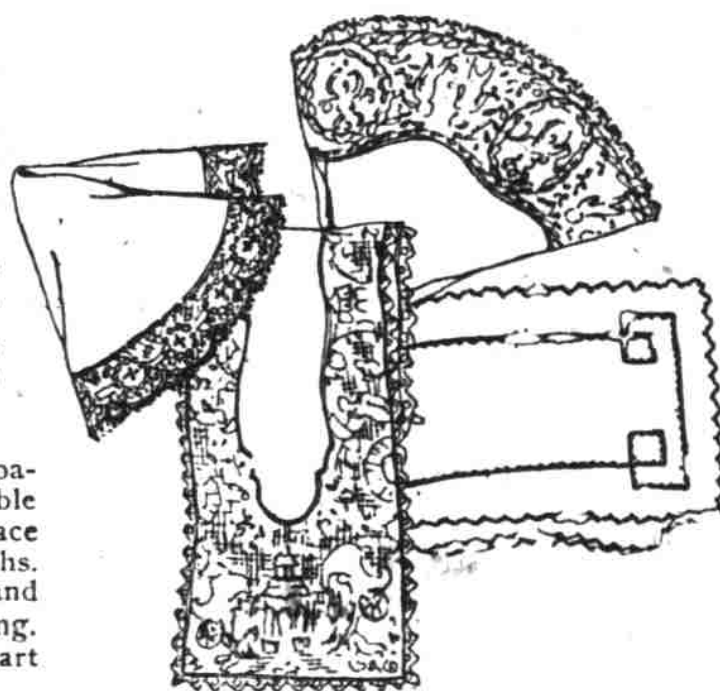
59c 79c \$1
\$1.69 \$2.49

7200 pieces from a manufacturer who turned over to us his sample lines, his odd lots and his entire season's surplus. Five wonderful groups. Many at half the regular price. All at least a third under the market value. Some are worth even three and four times the prices asked in this sale.

Compare them with regular stocks in other shops and you will see how unusual they are.

Fascinating scalloped tea cloths in white or with blue and tan embroidery and stitching. Effective cloths and scarfs with very wide imitation filet lace in classic designs. Others elaborate with imitation cluny and torchon laces. Some of the pieces are plain except for hemstitching, many are embroidered, a few are stamped for embroidery.

Included are 13-piece luncheon sets, separate luncheon cloths, separate doilies, table runners, doilies, scarfs, tea cloths and lace trimmed and other fancy table cloths. Scarfs are 36 to 45 inches long. Round and square covers are 18 to 54 inches long. Materials used are linene, cotton crash, art cloth, cambric, hardanger cloth.



WOMEN WHO WISH TO CHOOSE GIFTS OR TO REPLENISH THEIR OWN SUPPLY WILL FIND THIS AN EXTRAORDINARY OPPORTUNITY

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

Continuing the Sale of

Dress Cottons, Table Cloths, Batts, Etc.

Many special items made of cotton and selling out fast at new reductions in price.

45c Gingham Yard 29c

27 inch gingham in a variety of plaids.

45c Percale Yard 29c

36 inch percale of the better kind. Plenty of light colors.

50c Suiting Yard 35c

32 inch striped suiting for house dresses, boys' blouses and other purposes.

\$1.25 Poplin Yard 98c

36 inch silk and cotton poplin in variety of colors.

55c and 65c Lykline

Now 39c and 49c

Plain and fancy striped and checked all white cotton which looks like linen.

90c and \$1.25 Brown Linen

Now 63c

18 to 24 inch brown linen for fancy work.

30c Toweling Yard 23c

17 inch crash toweling with a part linen weft.

\$1.75 Damask Yard \$1

64 inch mercerized table damask in linen patterns.

\$3.50 Table Cloths \$2.98

Mercerized cotton damask in linen patterns.

70x70 inch cloths were \$3.50 now \$2.98.

70x88 inch cloths were \$4.50 now \$3.75.

Napkins to match, 22 inches square, worth \$5 now, dozen, \$3.75.

\$1.50 and \$3 Cotton Batts

Now \$1.19 and \$1.95

Four pound stitched batts, size 72x90 inches, at \$1.19 and a better grade of three pound batts, size 72x84 inches, at \$1.95.

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



Giving Portland Lower Prices

FLOUR \$3.09

Kerr's Highest Grade Family Patent

We make this extraordinarily low price—\$3.09 for 49-lb. sack—to insure wider distribution for this splendid flour. Made in Portland's newest mill with painstaking care from top grade thoroughly aged wheat, this flour measures up to every requirement of particular home-bakers for bread, cakes and pastries.

\$3.09 sack tomorrow only. Be sure to get your supply.

Mail orders filled.

—Meier & Frank's: Ninth Floor.