

Meier & Frank Company

DOWN STAIRS

Can't let space go begging when blanket values such as these are to be had just when people want them.

Our Regularly Lower Than Elsewhere Prices Reduced

Kinds that wear well and wash easily. Sizes for double, three-quarter and single beds.

Blankets \$1.79**Regularly \$2.25**

Nashua cotton blankets in gray and white with colored borders; 45x72 inches.

Blankets \$2.45**Regularly \$2.98**

Nashua cotton blankets in gray, tan or white with colored borders; 54x74 inches.

Blankets \$2.98**Regularly \$3.75**

1000 pairs, Nashua cotton blankets with good heavy fleecy finish. Tan and white with colored borders; 64x76 inches.

Blankets \$3.29**Regularly \$4.00**

Nashua cotton blankets in gray and white with colored borders; 64x80 and 68x80 in.

Blankets \$3.98**Regularly \$4.95-\$5.49**

Heavy cotton fleeced blankets in attractive black plaid patterns; 64x76, 70x80 and some larger sizes.

Blankets \$4.49**Regularly \$5.50**

Nashua cotton blankets with wool-nap finish. Gray and white with colored borders, reinforced whipped edges; 64x76 inches.

Blankets \$4.98**Regularly \$6**

Nashua cotton blankets with wool-nap finish in plain white and gray with colored borders. Heavy weight; 66x80 inches.

Blankets \$5.49**Regularly \$7.00**

Nashua cotton blankets with wool-nap finish in gray, white and tan, with colored borders. Heavy weight; 72x80 inches.

Blankets \$5.98**Regularly \$7.49**

Just received 1000 pairs of extra heavy wool-nap cotton blankets in attractive plaids of pink, blue and lavender on white grounds. Full bed size.

Nearly All-Wool**Blankets**

Specialy Priced \$9 to \$15

200 Santiam nearly all-wool blankets made in Oregon. Each blanket weighs 4½ to 7½ lbs. Three-quarter and full bed sizes in the lot. Gray, tan and some mottled effects. \$9 to \$15 each—an average discount of 20 per cent from regular prices.

Extra Special**White Goods****19c**

5000 yards of these yard-wide materials—muslins, cambrics, lawns, dimities, long-cloths, raincoats, etc. Mill lengths from 1 to 5 yards. Some of these materials would sell ordinarily for as much as 50c yard. Wonderful values at 19c yard.

2 Specials in Outing Flannel

Lot No. 1 consists of good weight white and colored outing for women's and children's undergarments, men's and boys' pajamas, comfort covers, etc., very specially priced at

19c

Lot No. 2 consists of 2000 yards heavy quality 36-inch white outing flannel bought to sell for 50c, now special at

35c

—Meier & Frank's: Lower Price Store, Basement Balcony.

Meier & Frank Co.
The Quality Store of Portland
7th, 8th, 9th, 10th, 11th, 12th

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The Quality Store of Portland
7th, 8th, 9th, 10th, 11th, 12th

Giving Portland Lower Prices

Overflow Values From Our Three Full-Page Announcements in This Section—Too Good to Be Crowded Out

SEE ALSO PAGES 6, 7
AND BACK PAGE

Time Is Getting Short—

The 18th Annual

Meier & Frank

DOLL SHOW

—the big spectacular doll pageant that has been an annual delight to Portland kiddies and grown-ups for 17 years—will have its eighteenth presentation

October 28, 29 and 30 in Our Auditorium

This year's show will far outdo all its predecessors if it lives up to its early promise. We are making an important departure from the custom of former years in confining all the classes and all the prizes to the children and eliminating the group classes for which grown-ups formerly were eligible. In this way we shall add to the general interest and certainly add to the happiness of the children.

\$275 in Prizes

This year there are double the number of classes recognized in any previous year, making the Doll Show more varied and representative.

There Are 36 Classes

all offering attractive premiums for the winners. Full particulars are to be had at Dollville, Fifth Floor—ask for free folder giving complete list. Competent impartial Portland women will be the judges.

A Present for Every Child

This whether the child win a prize or not. There is no entry fee or other obligation.

—Meier & Frank's: Dollville, Fifth Floor.



Special New Velvet Bags

\$5.00

The three bags sketched and three other equally good styles at this one price.

All of silk velvet in navy, black, brown and taupe. Nicely lined with gray, silver or champagne-colored faille and with plain and jeweled clasps.

All are in graceful pouch styles with and without tassels. Each one has a round mirror and inner compartment.

So much better than usual at \$5 that they will make a sensation.

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

Balance of a Car Load

Kerr's Patent Flour

\$3.05

Again we make an extraordinary low price on 49-lb. sacks of this high grade Portland made patent flour. Home bakers are delighted with the bread, cakes and pastry made from this flour.

Whole Wheat Flour that contains all the nourishment of the wheat berry, 49-lb. sacks \$2.79, No. 9 sacks 69c.
Graham Flour, especially adapted for those who require coarser food, 49-lb. sacks \$2.75; No. 9 sacks 67c.
Gluten Flour, complies with food law percentages, No. 10 sacks \$2.75, No. 5 sacks \$1.49.
Baking Powder, Royal, No. 2½ cans \$1.35, the 12-oz. cans 35c.

Marshmallow Creme for frosting cakes, jar 40c, No. 2½ cans 40c.

White Beans, small even baking, 10-lb. sacks 75c, 5-lb. sacks 40c, 3 lbs. 25c.

Evaporated Eggs, in tins equal to 2 doz. fresh eggs, No. 2½ cans containing 9½ ozs. net \$1.05.

Poppy Jelly, very suitable for home bakers, No. 10 cans \$2.25, No. 5 cans \$1.15.

Laundry and Cleaning Helps

20-Mule Team Borax or Crystal, white, 10 bars 69c, 5 bars 35c.

Soap Chips, 20-Mule Team Borax, large cartons 35c.

Castile Soap, superior quality, No. 1½ bars 39c.

Lux Flakes for delicate laundry work, 3 pkgs. 35c.

Soap Chips, Ivory brand quality, 3 pkgs. 28c.

Washing Powder, Sea Foam with Naptha large pkgs. 29c.

Cleaning Powder, Sunbrite sifting tops, doz. 85c, 2 cans 15c.

Gloss Starch, Tiger brand, No. 1 cartons 2 for 25c.

Clothes Bleach, an article of merit, 50c bottles for 35c.

—Meier & Frank's: Ninth Floor.

Important Autumn

Sale of Silverware

Sheffield Reproductions and Quadruple Silver Plate

Eight extra important items offered in this plated silver sale. Just in time for Halloween parties, Thanksgiving dinner and football teas.

Coffee sets of 3 pieces, were \$17.20, now \$13.75.
Baking dishes, were \$8.95, now \$7.19.
Casserole, 8-inch size, were \$6.95, now \$5.59.
Fruit baskets, were \$5.95, now \$4.76.

Roll trays, were \$6.95, now \$4.69.
Sandwich trays, were \$6.95, now \$4.69.

Butter dishes, were \$3.75, now \$2.98.
Bread trays, were \$2.19, now \$1.98.

All prices subject to 5 per cent war tax.



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

A Superb Value

Silk Chiffon Velvet

Our Standard \$10 Grade

Yard \$7

Queenly chiffon velvet woven entirely of silk and fully forty inches wide. Perfect in finish—as light weight as thistledown—exquisite in texture.

French blue, del. blue, taupe, seal and golden brown, silver, castor, sapphire, mulberry and wistaria.

Velvet that will make beautiful afternoon, evening or dinner gowns and is exceptionally suitable for the new princess and moyen-age silhouette.

40 inches wide.

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

Another Victory!

All-Wool French Serge, Yard \$2.50

Was Priced at \$3

Half dollar less a yard for standard 40-inch serge. Something that almost every family needs. 50c saved on each yard means a substantial sum if several dresses or skirts are to be made.

A complete assortment of wanted autumn shades such as medium and dark navy, medium and seal brown, Holland and Belgian blue, heliotrope, gray, tan, old rose, plum and black.

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

And Still Another!

Fine Wool Coatings \$4.95 and \$5.95

Were \$6 to \$8 Yard

Another good-sized reduction on the price of splendid materials for winter coats. Mothers will want them for their own use and for their daughters.

By buying them by the yard you can be sure that they are all wool.

Plain colors in velour and Thibet cloth, also two-tone cloths and plain and plaid heather mixtures.

54 inches wide so that not much yardage will be required.

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

For That Sweet Tooth

Filbert Glace 43c

Regularly 85c Pound

A fresh shipment of nuts glazed with pure sugar and corn syrup. Can anything more nutritious for the family be imagined than these nourishing nuts and pure sugar? Packed in pound boxes. None delivered.

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

An Announcement
of Extraordinary
Interest for Women



"Silk Maid" Stockings \$2.50

Drop From \$3.00 to

After a record of more than eight years' selling in Portland these Silk Maid stockings have won the reputation of wearing BEST.

Portland women have compared them with any and every kind of silk stocking. No matter how much other stockings cost, nevertheless "Silk Maids Wear Best" has been the universal verdict.

The stocking buyer, now in the east, has made arrangements with the maker of Silk Maids to lower the price to \$2.50.

A new and weighty contribution to Meier & Frank's campaign to give Portland lower prices.

Everybody knows Silk Maids. Everybody is aware that they are full-fashioned, that they have lisle soles, tops and heels, that they are woven very closely so that there is plenty of silk to resist wear.

Splendid assortment of shades including black, white, champagne, cordovan, chestnut, African, light and medium gray, orchid, taupe, electric blue, turquoise, castor, sky blue, pink, flesh, beaver, hunter's green and navy.

Kindly pass the word around—beginning Monday Silk Maid stockings will be \$2.50 only.

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

Unexpected October Sale of

"Kayser" and "Vanity Fair" Silk Undergarments



Almost every feminine person likes silk underwear. It is so pretty, so comfortable and washes so easily. Its sleek slenderness adds nothing to the slender silhouette of the wearer.

Both Kayser and Vanity Fair silk underwear are so well and favorably known that these reductions mean far more than if they occurred on other brands.

Vanity Fair Silk Vests \$3.19

Were \$4. Flesh pink glove silk with regular tops; extra quality.

Kayser Silk Vests \$3.39

Were \$4.25 to \$4.75. Italian silk in white only, with regular tops; well made.

Kayser Three Star Silk Vests \$8.95

Were \$14. Embroidered heavy Italian silk vests with fancy band top in regular style. Flesh pink only. Best possible quality at \$14, now reduced to \$8.95.

Kayser Italian Silk Envelope Chemise \$4.49

Were \$6. Dainty garments with fancy band top in regular style, flesh pink or white. Broken-size assortments.

Vanity Fair Silk Bloomers \$4.79

Were \$6. Flesh pink glove silk of guaranteed durability carefully tailored so that they fit.

Vanity Fair Silk Vests \$3.95

Were \$5. Milanese silk vests with bodice tops, satin ribbon shoulder straps, flesh pink; will not shrink.

Vanity Fair Silk Bloomers \$4.95

Were \$6. Popular style in flesh pink glove silk; renowned for fit, material and workmanship.

Kayser Italian Silk Knickers One-Third Less

Special purchase of the best silk underwear that Kayser makes. Brown, smoke, light blue, navy, green and black in the lot. Not every size in every color.

Regular \$7.50 silk knickers now \$5.00

\$14.00 silk knickers now \$9.34

\$12.50 silk knickers now \$8.34

\$18.00 silk knickers now \$12.00

\$13.50 silk knickers now \$9.00

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

Halloween Novelties

Hundreds of joy making magical novelties for this strange night of weird mysteries. Toy Shop is showing all sorts of new ideas for dinner parties and dances.

Halloween paper hats, 24 different styles, 12c to 25c.
Halloween bon bon \$1.25 to \$4 dozen.
Blow outs 2 for 25c and 25c each.
Paper aprons 15c.

Halloween horns 15c to 25c.
Pumpkins 5c to 25c.
Cut outs of pumpkins, cats, witches 25c package.
Folding light shades 25c and 35c.
Nut, cups 60c to \$1.45 dozen.

Candle holders, witches, pumpkins, carrots and other favors 2 for 5c and up to 30c each.
Black cat fortune telling games 25c.
Halloween masks for little people 5c to 25c.

—Meier & Frank's: Toy Shop, Fifth Floor.