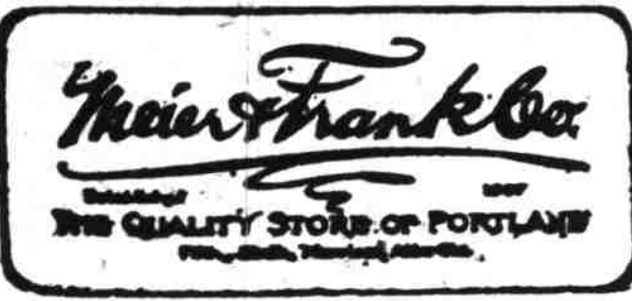


Other Meier & Frank Advertisements Will Be Found on Pages 8, 9 and Back Page



Giving Portland Lower Prices

Translated Into a Mighty Value-Giving Event in Shoes

SHOE SALE...10000 Pairs Involved

French and American Silk Blouses \$7.50

Fascinatingly new autumn blouses of georgette crepe with medallions of beads and embroidery or of crepe de chine with smart high collars and trimmed with hemstitching.

French Blouses \$7.50

Of luxurious qualities of crepe de chine, mostly entirely hand made and with charming touches typical of French needlewomen. These are reduced because they show slight marks of handling.

Tricolette Blouses \$7.50

Just a few of them—mostly in coat style. Some with contrasting embroidery.

Special Line of \$12.00 to \$75.00 Blouses One-Third Less Monday—\$9.00 to \$50.00

Peplum, hipline and waistline blouses of exquisite lace, satin, georgette crepe and crepe de chine. Light and dark colors. Choice Monday at one-third less than the marked prices.

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



Pretty Corduroy Bathrobes \$9.85

Were Priced \$12.45 to \$14.95

Embroidered slip-ons with their gay designs done in pretty colored wools; raglan negligees, moyen-age negligees and good looking long sleeve styles trimmed with satin. Purple, lavender, pink, rose, light blue and copenhagen.

Admirable for gifts as well as for one's personal use.

Corduroy Slippers \$2.25

Sizes 5, 6 and 7 in these comfy slippers of rose, purple and copenhagen corduroy.

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

Swiss Knit Sweaters \$4.50

New importation of these warm little sweater coats to be worn underneath one's coat or jacket on cold days. White, gray, rose, pink, blue, lavender, brown, navy and almost any other color imaginable.

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

Needlework Specials

Excellent values in this popular section.

Linen Centerpieces

In artistic tan color stamped for conventional embroidery, 36 inches square, regularly \$3.25, now special at \$1.89.

Library Scarfs

of tan linen to match, stamped for embroidery, come in two sizes.

18x54 in. reg. \$2.50, now \$1.69
20x60 in. reg. \$3.25, now \$1.89

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

Salon de Coiffure

offers clusters of curls in various sizes and colors—regular \$4 to \$6.50 grades—for \$2.98.

Hair Switches \$10.50

Regularly \$15 to \$20

Finest quality of wavy hair in brown, natural, gray and white. Now repriced \$10.50.

Transformations \$5

Were \$10 and \$12.50

Woven "Janet" and transformations made of good quality curly hair in natural colors, now \$5.

Appointments by Telephone

Appointments may be made by telephone for shampoo, marcel, manicure, facial massage and chiropody.

Boys' and Girls' Hair Cutting

The Children's Own Barber knows exactly how to do the "Castle Bob" for the growing girl, the "Manly School Cut" for boys and the "Curly Bob" for little tots.

—Meier & Frank's: Fifth Floor.

Better Velvet Bags at Lower Prices

\$1.49 \$1.95 \$2.98

Our buyer while recently in the East was able to secure many purchases which would have been quite impossible last season. These velvet bags at their modest prices are really unusual in quality and appearance.

Twill Back Velvet Bags \$1.49 Regularly \$2

Taupe, navy, black and brown twill back velvet with metal frames. Attractively lined. Fitted with drop mirror and coin purse.

Merrimac Velvet Bags \$1.95 Regularly \$2.49

Taupe, navy, black and brown velvet bags with large mirror, coin purse and shopping list. Made on double frames.

Chiffon Velvet Bags \$2.98 Regularly \$3.98

Black, brown, taupe and blue bags of real chiffon velvet, daintily shaped. Fitted with swinging coin pocket and mirror.

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



Smart Hats

\$15

Were Priced at \$18 to \$25

A let-go of 50 beautiful hats as a part of the extraordinary October Fashion Sale.

Styles and shapes for almost everyone.

A portrait hat of brown duvetyne with cocarde of narrow green and tinsel ribbon.



A velvet turban with velvet and gold roses.

A brown velvet hat with cellophane and tinsel trimming.

A chin-chin hat of duvetyne with corded taffeta top and fan feathers at the side.

A hatter's plush turned-up hat with monkey tail.

A heaver and hatter's plush combination with Egyptian colored ostrich.

A picture hat of brown velvet with rust-colored ostrich fringing the face.

Many, many others which we shall be glad to show you at this newly-made price of \$15.

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

All Our \$3.50 Silk Taffeta \$1.79

This is chiffon taffeta 35 inches wide and it has been taken from our regular \$3.50 stock for this special sale Monday at \$1.79.

Popular shades of navy, blue, copenhagen, seal brown, medium brown, tan, sand, beaver, taupe, nickel and silver gray, gold, green, cardinal, plum, purple, light blue and old rose. Exceptionally desirable for dresses and tunic blouses.

As Compared With the Price of a Few Months Ago

Save More Than \$5 on Tricolette...\$2.69

A few months ago it was \$8 yard. Silk fiber tricolette of proper weight for dresses and tunic blouses. 38 inches wide. Many of the best dressmakers are using this very quality of tricolette in fine gowns. This sale offers it so that any woman can have a tricolette frock at very small expense. Such favorite colors as dark navy blue, seal brown, medium brown, copper, beaver, castor, white or black.

Navy Blue French Finished Serge \$3.75

54 inches wide and all wool. Without a doubt it is the best value offered in serge this season. Perfectly woven, quite heavy weight and in a good dark blue shade. Being 54 inches wide, it will take very little yardage for a dress or skirt; it is also excellent for girls' regulation and embroidered frocks.

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

A Great Four-Day Shoe Sale for All the Family Many Brand New Autumn Styles Included

This great four-day sale of 10,000 pairs of shoes will be held Monday, Tuesday, Wednesday, Thursday. It is a disposal of all our discontinued styles and short lines as well as an offering of brand-new fall footwear recently unpacked.

Meier & Frank's determined to give Portland people good shoes at lower prices, even before there have been reductions in the wholesale rates to us.

A wonderful opportunity to save on Meier & Frank standard shoes. Not a single shoe in this lot was bought specially for the sale. In other words, all the shoes are from our regular stocks.

Shoes that you see here day by day. Shoes that you or your family have worn to entire satisfaction. Shoes made of good leather and cut to fit properly. Lace and button styles included.

Four Wonderful Groups of WOMEN'S Shoes



\$10.85 \$13.85 \$13.85 \$6.85 \$10.85 \$6.85 \$13.85 \$13.85 \$10.85 \$7.85

Women's, Girls' High Shoes Pair \$6.85

Were \$10 to \$12

Brown and black kid high shoes with cloth or leather tops. Leather Louis or military heels, welt sewn. Sizes 2 1/2 to 8 in the group, but not in each style.

Women's High Grade Shoes Pair \$13.85

Were \$16 to \$20

J. & T. Cousins' and other fine shoes for street and dress. Late autumn models included.

Button shoes of fine brown and dark gray kid with turn soles and Louis heels. Lace shoes of dark brown and black kid with Louis or military heels. Plain toe button shoes of patent leather with tan or maple cloth tops and Louis heels. Lace shoes of dark gray and maple kid. Lace and button shoes of medium light tan calfskin with cloth tops. Button shoes with black Russian calfskin with gray and maple kid tops.

Nearly all sizes in this wide variety of beautiful shoes.

Women's Pumps and Oxfords Pair \$7.85

Were \$10 to \$14

Extraordinary group of fashionable low shoes which will be worn all winter with sports wool stockings or spats. Patent, brown and black kidkin one-eyelet ties with covered or leather Louis heels, turned soles. Patent leather one-eyelet ties with baby Louis heels and welt-sewn soles. Brown and black kid side gore bootlets with turn soles. Black and tan calfskin oxfords with Cuban or low heels.

All sizes in the lot, but perhaps not in each style.

Women's High Shoes, Oxfords Pair \$10.85

Were \$12.50 to \$16

Dark brown and black kid lace shoes with leather Louis or military heels. Dark gray kid shoes with Louis heels. Slater's dark tan and black calfskin oxfords with military heels. Patent leather, black kid and brown kid tongue pumps with Louis heels and turn soles.

Three Splendid Groups of MEN'S Shoes

If a man can save a day's pay by buying shoes here and now, isn't it worth while to take half an hour off and have the advantage of it? Standard shoes of the sorts always sold at Meier & Frank's are offered now decidedly below our regular prices. All the shoes will be plainly marked for quick selection.

Men's Shoes \$5.95

Were \$7 to \$8

Gunmetal shoes with leather and rubber soles. English and broad toe lasts. Discontinued styles in broken sizes.

Men's Shoes \$8.85

Were \$10 to \$14

Black and tan calfskin and kid shoes on English and broad toe lasts. Solid leather soles. Not all sizes in each style.

Men's Shoes \$13.45

Were \$15 to \$18

High and low shoes in plain and brogue styles made of tan or black calfskin on English and medium toe lasts.

CHILDREN'S Dress and School Shoes

Shoes that are worth buying. Made with solid leather soles and durable uppers.

Children's Shoes \$2.98

Sizes 5 to 8, 8 1/2 to 11

Sizes 11 1/2 to 2

All these shoes of different sizes are grouped into one big lot for quick disposal. Patent, tan and black leather, some with cloth tops, both lace and button styles. All broken assortments from our regular stocks. Not every size in each style.

Children's Shoes

Sizes 5 to 8, Pair \$3.15

Sizes 8 1/2 to 11, Pair \$3.65

Sizes 11 1/2 to 2, Pair \$4.25

Scuffer shoes of tan and smoked leather with solid leather sewn soles. Best for hard wear that we know. Also black calfskin lace shoes with higher tops. Nearly all sizes in each style.

Boys' Shoes

Sizes 11 to 13 1/2, Pair \$6.15

Sizes 1 to 6, Pair \$7.15

Kinds for both dress and school wear. "Holland's" Tel-Til tip black calfskin shoes in button style with solid heavy leather soles. The toe caps on these shoes will stand the hardest kind of wear and the other parts of the shoes are equally durable.

Youths' and Boys' Shoes

Sizes 11 to 13 1/2, Pair \$5.45

Sizes 1 to 6, Pair \$6.45

Youths and boys accustomed to buying these shoes will realize the large reductions. Fine black calfskin with medium toe.



\$6.45 \$6.15 \$2.98 \$5.95 \$13.45 \$13.45 \$13.45 \$8.85 \$3.65 \$3.15 \$2.98

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