

Special News on the Back Page of This Paper

# Normalcy in Prices

**Meier & Frank Co.**  
Established 1887  
THE QUALITY STORE OF PORTLAND  
Fifth, Sixth, Morrison, Alder Sts.

Another Mighty Movement to  
WIN in This, the Greatest Mer-  
War--in All Departments NOW

Page Advertisement in This Paper  
ry Values We Used Last Sunday  
ge in the Hands of the People

This Store Will Be  
Closed Thursday  
Armistice Day

## Down Price Chains Store estic Sale

ffered in our Lower Price Downstairs  
s. Read the following:

**Bed Spreads \$1.98**  
Excellent bed spreads in the desirable honeycomb  
pattern. Full size, good weight. Size 72x84 inches.  
limited quantity.

**Sheets \$1**  
Muslin sheets made with neat welded center seam.  
Size 72x90 inches. Regularly \$1.50.

**Comforts \$3.98**  
Cotton comforts covered with pretty silkoines  
of light weight cretonnes. Standard quality.  
Filled with good clean cotton and hand knotted.  
Size 5 pound weights. Regular \$4.98 grade.

**Pillows \$1.29**  
Feather pillows covered with heavy ACA ticking.  
Size 20x27. Weight 3 pounds. Regular \$1.98 grade.

**Scarfs, Squares, Etc., 79c**  
Dresser scarfs, squares and round lunch  
cloths made with fine lace edges and inser-  
tions. Some scalloped. Regular \$1 to \$2  
values.

**Sheeting 15c**  
Genuine Kleiner's rubber sheeting for diapers.  
Size 22x22 inches. Limited quantity. Regular 25c  
grade.

**Corduroy, Yard 89c**  
Factory remnants of heavy corduroy. 36 inches  
wide. Lengths from 1 to 3 yards in each piece.  
Brown, tan, navy. Regular \$1.25 grade.

**Suitings 79c**  
Suitings in good dark patterns. Suitable for chil-  
dren's school dresses, women's wear. 36 inches  
wide. Regular \$1 and \$1.25 grades.

## and Children

**Women's Chemises 69c**  
1200 chemises. Made of soft muslin trimmed with  
broderie and lace. All regular sizes.

**Women's Union Suits 89c**  
Substandards of women's medium weight union  
suits. Low neck, sleeveless, ankle length. Regular  
extra sizes. Substandards of our regular \$1.25  
grade.

**Children's Coats \$7.75**  
Children's attractive fall coats made of  
serviceable kerseys, zibelines, velveteen and  
heaver plush. Large collars of velveteen,  
plush or self material. Loose backs and belted  
styles. Pretty styles with pockets and button  
trimmed. Sizes 7 to 14 in the lot. Regularly  
\$12.75.

**Children's Hose 25c**  
4000 pairs children's good heavy ribbed stockings.  
Black only. All regular sizes. Substandards of our  
regular 35c grade.

**Child's Sets \$2.98**  
Child's wool mixed set including cap, sweater and  
trousers. Colors are old rose and blue only. Sizes  
to 4 years. Regular \$4.49 grade.

**Children's Sweaters 79c**  
Children's sweaters with or without sleeves. Also  
the lot are some misses' sizes.

**Children's Gowns 89c**  
Children's outing flannel night gowns and sleep-  
ing garments with feet. Broken line of sizes. Reg-  
ular \$1 to \$1.50 grades.

**Children's Dresses 98c**  
Children's gingham dresses in good checks and  
plaid. Exceptionally well made. Sizes 2 to 6 years.  
Regular \$1.25 to \$1.49 grades.

**Middies \$1.49**  
Children's and misses' middies of fine middle  
weight. Sizes 6 to 14 years. Regular \$2.49 and \$1.98  
grades.

**Boys' Waists 89c**  
500 blouse waists for boys. Percales in stripes,  
teen in black and a few khaki in the lot. Military  
and turn-down collar styles. Sizes 6 to 17 years.  
Regular \$1.25 grade.



## Women's High Shoes \$5

Regularly \$8 to \$12.50 Pair

300 pairs—all from regular stock. Short and discontinued  
lines. Mostly small sizes but some of the larger sizes. Sizes  
2 1/2 to 6 included.

In the lot are black and dark brown kid lace shoes, some  
with cloth tops to match. Nearly all with military or Cuban  
heels, some with French heels.

No need to say that these are wonderful values.

**Men's Shoes  
\$10.85**

Exceptionally good values in  
men's dependable fall and win-  
ter shoes. Tan calfskin, brown  
vici, brown and black kangaroo  
leathers. Broad, medium and  
English styles. Some with ex-  
tra weight soles. Styles for  
men and young men. All sizes  
from 6 to 11.

**Low Shoes  
\$7.85**

500 pairs to be closed out at  
about cost. 12 different styles in  
the lot. Some lines are almost  
complete, others in broken styles.  
Both pumps and oxfords in a  
wide variety. All from regular  
stock.

All sales final—no phone or-  
ders, exchanges or C. O. D.'s.  
—Meier & Frank's: Shoe Store, Third Floor.

## Center Aisle Main Floor Sale Chiffon Taffeta Silks \$1.25

This price is half and less than half regular.  
1950 yards of good quality BLACK silk chiffon taffeta  
suitable for women's and misses' skirts, petticoats, dresses,  
blouses, etc.

All first quality—all from regular stock.  
Experienced salespeople to wait on you.

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

## FLAGS

For Armistice Day

Let Old Glory wave on Armistice day.  
We are ready with a complete stock of  
flags.

Cotton flags on staffs, 15c, 20c, 25c, 40c to 75c.  
Canvas bound cotton flags with eyelets, 98c to  
\$3.50.

Wool flags in nearly all sizes at moderate  
prices.

Silk flags in wide variety.  
A special lot of cotton allied flags at 15c and  
silk allied flags at 50c.  
—Meier & Frank's: Flag Shop, Fifth Floor.

## EXTRA!

**\$3.75-\$6.50 Hats  
\$1.95**

About half and LESS THAN HALF  
for a limited number of women's hats.  
Close-fitting effects, tams, chin chins and  
turbans in black and colors. Come early.  
—Meier & Frank's: Fourth Floor.

**\$6.50 Comforts  
\$4.98**

Full-size cotton-filled comforters cov-  
ered with silkoline in lavender, rose,  
green and blue designs with plain border  
to match.  
—Meier & Frank's: Second Floor.

**\$1 Towels  
69c**

23x43 inch heavy quality Turkish  
towels in plain white. Excellent values  
at 69c instead of \$1.

**25c Towels 19c**

16x32 inch huck towels of a finely  
serviceable quality. All white. Dozen  
special at \$2. —Meier & Frank's: Second Floor.

**New Middies  
\$1.95**

Sizes 36 to 44 in these fine white jean  
middies with navy serge collars. Some  
trimmed with laces and embroidered  
stars.

**New Middies \$3.45**

Sizes 36 to 44 in these white jean mid-  
dies with flannel cuffs. Some with deep  
yokes. White braid trimmed, star on  
collar.  
—Meier & Frank's: Second Floor.

**Hair Switches  
\$3.19**

Dependable quality wavy hair switches.  
22 inches long, in a fine assortment of  
shades.

**Ear Bobs 35c**

Crepe ear bobs to assist in dressing hair  
over the ears. Pair 35c.  
—Meier & Frank's: Hair Goods Store, Fifth Floor.

"EXTRA Special" Says the Buyer  
and EXTRA Special Are These

## 2 Big Groups of Women's Suits

Now Greatly Reduced to

**\$35 \$55**



We're not going to quote the former values. We're going to  
leave women and misses to find this big surprise for themselves.  
But we will state emphatically here and now that the values  
are EXTRAORDINARY and other laudatory adjectives we  
shall leave you to apply.

About 200 Suits

Many of our famous Miss Manhattan suits for misses and  
small women are in this sale. And of SUCH materials as duvet  
de laine, velours, tricotine and gabardine. Many FUR trimmed.  
And GOOD furs—Australian opossum, nutria, sealine. Suits  
with the new embroidery. Straight-line suits . . . ripple suits  
belted suits. Thirty-five dollars. Fifty-five dollars.  
Marvelous!

Come Early for Best Selection

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

## Wonder Sales--Third Floor



## Genuine "Heatherbloom" Petticoats \$1.93

Also Some of Wash Satin and White Sateen  
1000 Garments—Regular \$3.50 to \$4.50 Values

An extraordinary purchase made by our petticoat buyer while recently in the east brings  
this, one of the greatest sales of petticoats we can recall over a period of years. Women  
will appreciate the value-giving character of a sale which offers at \$1.93 one thousand petti-  
coats that have sold regularly for average more than twice this price. The genuine Heather-  
bloom and white sateen petticoats and a limited number of wash satin skirts with plain and  
fancy flounces. Some slightly soiled.

**Silk Petticoats  
\$3.95**

\$6.50 values. A limited num-  
ber of silk petticoats with fancy  
accordion pleated ruffles. The  
savings is between a third and  
half.

**Silk Petticoats  
\$4.95**

Samples, some slightly soiled.  
Limited number of crepe de  
chine and wash satin petticoats  
in white and flesh. Plain tail-  
ored and lace trimmed.

**Seco Petticoats  
98c**

The regular price has been as  
high as \$3.75 on heavy white  
Seco silk petticoats such as these  
are. Limited number at 98c  
each while any remain.

## Cotton Crepe Bloomers 98c

Regularly Priced \$1.25 to \$2.50

Astounding sale of women's cotton crepe bloomers (also some of batiste) in plain and  
bluebird designs, some embroidered, some of heavy flannelette. Women will see unmis-  
takable signs of a reversion to normal prices when they can buy such garments as these at 98c.

**Gowns  
\$1.95**

\$2.50 to \$4.50 values  
in women's cotton crepe  
gowns, plain or with  
Bluebird designs. Flesh  
and white.

**Girls' Sample Gowns  
\$1.79**

\$2.50 to \$4. values. Sizes 6 to 16 years in the  
lot. One-piece Billie Burke gowns of plain and  
Bluebird plisse crepe and batiste. These in flesh  
and white. A few soft muslin and cambric gowns  
included with dainty embroidery and hemstitching.

**Pajamas  
\$2.19**

Women's cotton crepe  
pajamas in plain and  
Bluebird designs. Flesh  
and white. Excellent  
values.

## 150 Famous DIX Dresses at \$2.95

Remarkable Values While the Lot Lasts  
Sizes 34 to 44, More Small Than Large

This is a clearaway of genuine DIX dresses at a price greatly below their value. Women  
know DIX quality and style. These are of serviceable plain blue ginghams and Devonshires,  
a few in other colors and a small lot of white with high neck, also some of cotton alpaca  
in gray for maids' use. Of course not many dresses and not all sizes of any one kind, but all  
extraordinary values while the lot lasts at \$2.95.

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

Pre-Holiday Sale

## 200 Men's Famous "BEACON" Robes

While the Quantity Lasts

**\$6.45**

Regular \$7.50 and \$10 Values



"The Back to Normalcy in Prices Drive" takes  
no account of the season. So here on the very  
threshold of holiday buying is a sale of men's  
genuine Beacon robes—all brand new stock—at  
\$6.45. Full-cut, roomy, warm robes in popular  
patterns and colors. Made with cord girdles,  
edges and pockets braid bound. Buy for self  
and gifts.

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