

"SERVICE" RIBBONS FOR ARM-BANDS AND LAPELS JUST IN, 10¢ EACH—MAIN FLOOR, FIFTH STREET

**Personal Greeting Cards for Christmas**

Now is the time to place your order, when stocks are new and complete. We have many original and exclusive designs, all executed in the very best of taste, on highest quality card stock. The appropriate and stylish forms for the season 1917-1918 await your inspection in engraved greeting cards for Christmas and the New Year. Christmas cards bearing greetings to the boys in France especially should be ordered now, so as to be in ample readiness for mailing by November 15—the latest date at which articles can safely be dispatched for forwarding to the front.



**Meier & Frank Co.**  
Established 1867  
THE QUALITY STORE OF PORTLAND  
5th, 2nd, Morrison, Alder Sts.

**10 Large Ivory Soap 98c**

Limit, 10 of these large bars to each customer at 98c.  
**CRISCO, SMALL 39¢, MEDIUM 78¢**  
Large size \$1.55. NO DELIVERIES on above except with other groceries.  
—Ninth Floor, Fifth Street.

**Nemo Corset Demonstration**

by Mrs. A. L. Craig, an expert from the Nemo Hygienic-Fashion Institute, N. Y., continues tomorrow and all week. Bring your corset troubles to Mrs. Craig.  
—Corset Shop, Third Floor.

**Wherever You Buy Your Liberty Bond Buy It NOW!**

**We Are Pleased to Announce That Prof. Margaret J. Blair**

(Of Minneapolis, Minn.)  
Renowned Authority on Domestic Art and Economy, Has Been Engaged to Deliver a **Series of Six Lectures**  
At This Store Beginning Tomorrow  
Lectures will begin daily at 3 P. M. in our Auditorium, Sixth Floor. There will be a different lecture each day.  
**Tomorrow's Lecture: "Health"**  
Everybody invited. Admission is free. Ladies are advised to bring note book and pencil.  
—Auditorium, Sixth Floor.

**Our Apparel Shop Features Tomorrow A Special Selling of Inexpensive New Coats, Suits and Dresses**

Not merely inexpensive garments these but garments of excellent style and quality at very low prices. Women who are in the habit of spending much more for their clothes will be surprised to find such splendid assortments as we have ready for your inspection tomorrow. A new suit, coat and dress here for everyone at prices unequalled for lowness. Don't miss the values!



**Coats—4 Big Sale Groups \$15.00—\$17.50—\$19.50—\$22.45**  
A special purchase and sale of new coats at unexampled low prices. Every style for Winter. All the season's smartest models. Fur, plush, kerami mole and other favored trimmings.  
**Suits—Wonders at \$25**  
Newest checked and plaid velour suits, plain velour, serge, gabardine, novelty mixtures. Semi-Norfolk, pleated and belted or semi-fitted. Brown, navy, black, taupe, beetroot and gray. All sizes.  
**Dresses—3 Big Specials**  
At \$13.85—\$17.50—\$19.50. Side draped, pleated, surplice and braided-trimmed models—all the leading materials, styles and shades. All sizes for misses, small women and larger sizes to 44 bust.  
—Apparel Shop, Fourth Floor.

**Have You Entered Your Doll for Our 16th Annual Doll Show**

**\$269.00 TO BE GIVEN—17 PRIZES**  
From present indications our 16th Annual Doll Show, to be held November 1, 2 and 3, will be the greatest of its kind ever held. If you haven't already entered your doll or group of dolls, do so at once—you may win one of the valuable prizes. There will be seventeen prizes—\$269.00 given away—\$130.00 in cash and \$139.00 in merchandise. Any kind of doll is eligible—large doll, small doll, boy doll, girl doll, lady of fashion, character baby, fantastic doll—in a word, any doll you prefer. Detailed information cheerfully given at Dollville. A circular containing the list of prizes free on request. Entries close Wednesday, October 31, at 6:00 P. M.  
—Dollville, Fifth Floor.

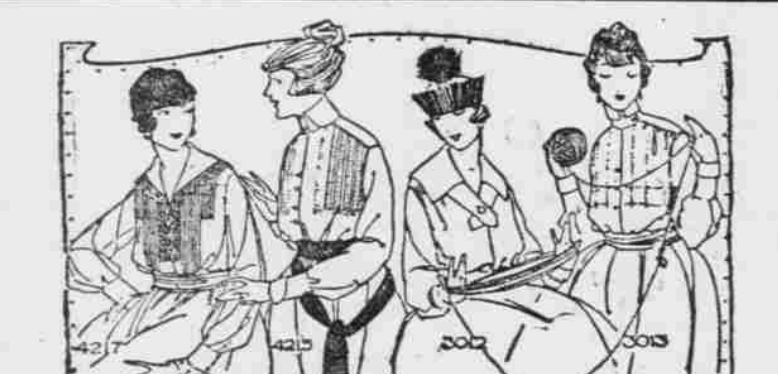
**For Your Halloween Party**

Halloween Lunch Sets, 60c. Table Covers, 30c. Paper Napkins, 2 dozen, 15c; dozen, 10c. Stickers and Cut-Outs, box, 10c. We also carry caps, favors, crepe paper, place cards, score cards, table decorations and party invitations. Dennison's Bogie Books with suggestions for Halloween Parties, 5c. —Main Floor.  
Halloween Novelties, pumpkins, jack-o'-lanterns, 20c, 15c, 10c, 5c. Nut cups for favors and table decorations, dozen \$1.25, 75c and 60c. Bon Hons with caps and favors, dozen \$1.25, 95c, 75c, 40c and 35c. Masks, 25c, 15c, 10c and 5c. See Fifth Street Window. —Fifth Floor.  
Books for Halloween—"1961 Riddles," "Games for Halloween," "Dame Cursey's Book of Guessing Contests," "More Guessing Contests by Dame Cursey," "Bright Ideas for Entertaining," "The Fun Doctor," "Fortune Telling," "Twentieth Century Parlor Games," etc. —Fifth Floor.



**A Sale of Stamped Center Pieces 19c**

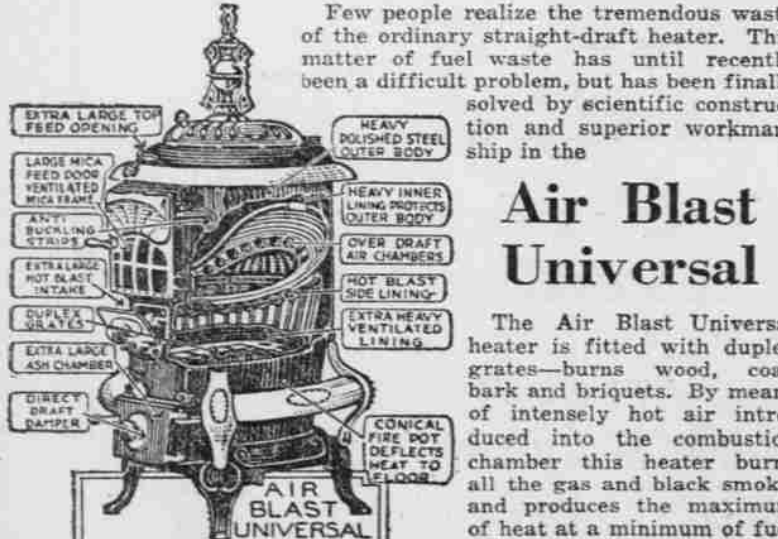
These centerpieces that go on sale tomorrow show attractive conventional designs stamped on tan linen. Size 20x20. Special at 19c.  
**FREE Instructions**  
Experts give free instructions in embroidery work every day. Avail yourself of this service.  
—Art Needlework Shop, Second Floor.



**We Emphasize the QUALITY of These Beautiful Crepe Blouses Specially Priced \$4.45-\$5.85**

This is the year when quality is a tremendously important factor—there is a tendency on the part of some makers, because of the exceedingly high prices of good silks, to use inferior fabrics—and to skimp on the yardage. These blouses, four models illustrated, are made of BEAUTIFUL and DEPENDABLE silks—they are SPLENDIDLY MADE—they are cut on FULL, GENEROUS LINES and warranted to be PERFECT FITTING. Dainty and distinctive are these charming new arrivals, which are very specially priced at \$4.45 and \$5.85. Limited quantity on sale tomorrow.  
—Blouse Shop, Fourth Floor.

**Are You Counting the Fuel Cost?**



Few people realize the tremendous waste of the ordinary straight-draft heater. This matter of fuel waste has until recently been a difficult problem, but has been finally solved by scientific construction and superior workmanship in the

**Air Blast Universal**

The Air Blast Universal heater is fitted with duplex grates—burns wood, coal, bark and briquettes. By means of intensely hot air introduced into the combustion chamber this heater burns all the gas and black smoke, and produces the maximum of heat at a minimum of fuel cost.

**Make Your Own Terms in Reason**  
The Air Blast Universal heater, like all other Universal ranges or heaters, will be sold on any terms of payment you desire, providing, of course, they are within reason. Have yours installed tomorrow and pay for the same while using it.  
—Sixth Floor, Fifth Street.

**New Furs Are Lovely**

Fur fashions were never more alluring than they are this season. A fine new assortment of carefully selected furs is ready at Meier & Frank's. You will be surprised at the moderate prices.  
Capes and broad stoles are beautifully developed in Hudson Seal (dyed muskrat) combined with Skunk, Mole Nutria, Alaska Sable, Kolinsky Squirrel and Mink. \$75 to \$250.  
Foxes are the rage. Lynx and Wolf have many admirers. These in shaped cape effects are shown in taupe, Poiret (battleship gray), white and black. \$25 to \$125.  
Separate collars for any coat or suit in soft fluffy furs with streamer fasteners. \$7.50 to \$35.  
Children's, misses' and juniors' fur sets in great variety.  
—Fur Shop, Fourth Floor.



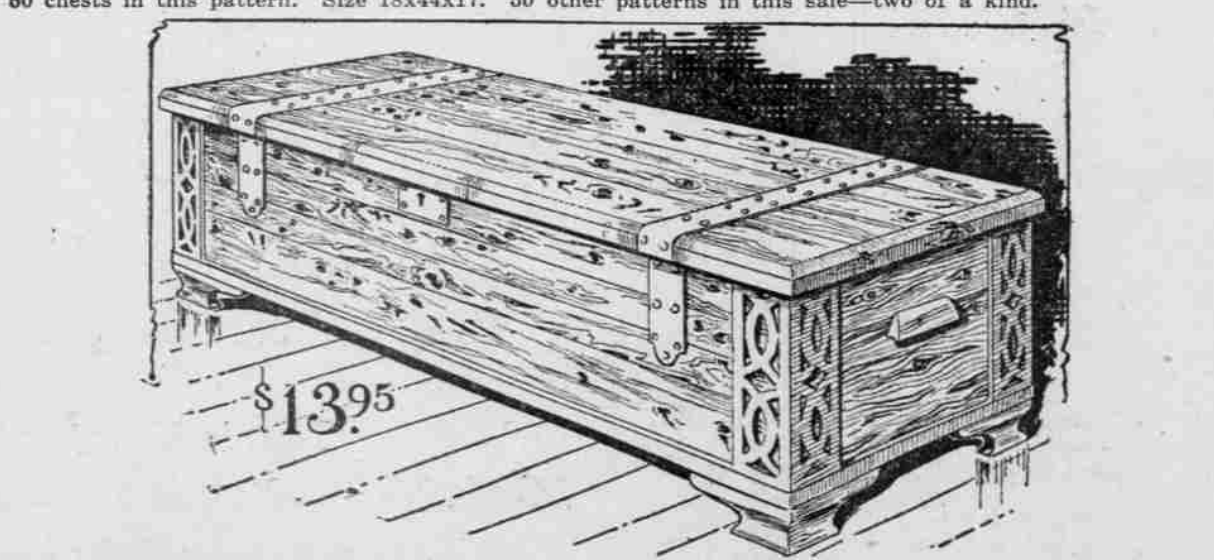
**\$1.25-\$1.50 Metallic Laces, the Yard at 79c**

15 and 18-inch flouncing, gold and silver thread embroidered on white and ecru silk net. The designs are in elaborate floral patterns. In the lot are attractive metal bands, 6 to 7 inches wide, for evening wear.  
**\$3 METALLIC FLOUNCING \$1.98**  
40-inch metallic flouncing, gold on ecru or silver on white. The work runs to a depth of 18 inches. These flouncings combine beautifully with georgette and satin.  
**25c VAL. LACES, SPECIAL 15c**  
Val. lace, camisole bead top points, filet and round mesh, 4 to 6 inches wide. 40c to 50c values, 25c.  
**25c AND 35c WASH LACES 19c**  
Wash laces that are suitable for trimming undermuslins, neckwear and house dresses. Filet, Platt Val., Point de Paris, imitation Duchesse, edges and insertions, net top edges and a few Venise bands. White and cream.  
—Main Floor, Fifth Street.

**A Carload of Cedar Chests At Most Sensational Underprices**

51 patterns finest Tennessee red cedar chests go on sale tomorrow at astounding reductions from regular prices. We purchased this great group from one of the country's foremost manufacturers who made us an unheard-of price concession with a view to future business. We can promise the people of Portland such a sale of cedar chests as they have never before known.  
Cedar chests in every imaginable size—all lengths, widths and heights. Constructed with an evident utilitarian purpose and designed to be things of beauty and ornament as well. Made from Tennessee cedar, the most beautiful and fragrant of all cedars. Plain styles or copper trimmed. Representing various "periods"—Adam, William and Mary, Queen Anne and Colonial. Perfect in construction and finish, every one with a patented airtight, dust-proof lid. In artistically carved mahogany, old oak and ivory enamel, lined with cedar.  
Chests for storing bedding, linens, woollens, clothing, fabrics of all kinds, affording safe harborage for furs during the Summer months. Chests for the nursery. Conveniently safe receptacles with many uses.  
Four big windows on Sixth street are given over exclusively to displaying chests in this sale. See them today. Chests bought now will be stored free and delivered later when desired. Buy for Christmas gifts!

**\$23.50 Chests as Illustrated \$13.95**



\$22.25 Chest \$16.75	\$30.00 Chest \$22.40	\$34.25 Chest \$25.75	\$37.75 Chest \$28.25
\$24.00 Chest \$17.90	\$30.50 Chest \$23.00	\$34.75 Chest \$26.00	\$39.50 Chest \$29.75
\$25.75 Chest \$19.25	\$31.75 Chest \$23.75	\$35.00 Chest \$26.00	\$40.00 Chest \$29.75
\$27.50 Chest \$19.75	\$32.25 Chest \$24.15	\$35.75 Chest \$26.75	\$41.00 Chest \$31.00
\$28.75 Chest \$21.50	\$32.50 Chest \$24.25	\$36.00 Chest \$26.90	\$42.00 Chest \$31.50
\$29.50 Chest \$22.00	\$33.50 Chest \$25.00	\$36.50 Chest \$27.25	\$43.25 Chest \$32.50

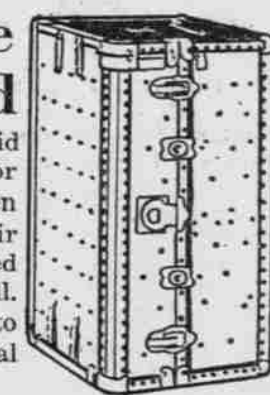
**EASY PAYMENTS ARRANGED IF DESIRED—EIGHTH FLOOR**

**\$2000 in Cash Prizes**

October 21st to 28th will be observed as Edison Week by Edison dealers all over the country. \$2,000.00 in cash is to be given away absolutely free. Come to our store tomorrow and get full instructions that will enable you to compete in this contest. Prizes are to be awarded for the best patch work advertisement composed by amateurs of quotations that America's principal music critics have written in their own newspapers about **The NEW EDISON "The Phonograph With a Soul"**  
It is strictly an amateur competition. We shall be glad to give you complete instructions and furnish you a sample advertisement, all pasted up in proper form, to work to. Don't wait. Come in tomorrow. The contest closes October 27, and your advertisement must be completed before that date.  
—Phonograph Shop, Sixth Floor.

**Tomorrow—A Limited Number of Good Wardrobe Trunks Reduced**

Only a limited number of splendid wardrobe trunks at great reductions for tomorrow. These trunks have been used as samples on our floors but their wearing qualities are in no way impaired—their looks but very slightly if at all. This is indeed a good opportunity to secure a high-grade trunk at substantial savings. Choose from any of these:



**This Three Light Electric Fixture \$4.98**

Three light electric fixture, as illustrated—an ideal fixture for the living room or the dining room. Finished in brushed brass. Complete with shade, wired ready to install. Only \$4.98.  
We carry at all times a complete line of electric fixtures, lamps, appliances, etc., at very reasonable prices.  
—Housewares Section, Basement.

