

"Treat 'Em Rough," by Ring W. Lardner—Letters From Jack, the Kaiser Killer—Just Out in Book Form, \$1—Fifth Floor

Register Here for U. S. Student Nurse Reserve
There is urgent need for a big enrollment of women between 19 and 35 in the U. S. Student Nurse Reserve. Apply to Council of Defense for Multnomah County, Chairman Women's Division, headquarters in our Sixth Floor Auditorium.

TOYTOWN The West's Greatest
is all ready for Christmas. Bring the children to see the toys, dolls, games and playthings—many of a most instructive nature. Boys will enthuse over the tanks, the submarines, the destroyers and the war games. Girls will enjoy Dollville. Everything made in U. S. A. Lay away holiday gifts now.—Fifth Floor.

Meier & Frank Co.
Established 1857
THE QUALITY STORE OF PORTLAND
5th, 6th, 7th, 8th, 9th, 10th, 11th, 12th, 13th, 14th, 15th, 16th, 17th, 18th, 19th, 20th, 21st, 22nd, 23rd, 24th, 25th, 26th, 27th, 28th, 29th, 30th, 31st, 32nd, 33rd, 34th, 35th, 36th, 37th, 38th, 39th, 40th, 41st, 42nd, 43rd, 44th, 45th, 46th, 47th, 48th, 49th, 50th, 51st, 52nd, 53rd, 54th, 55th, 56th, 57th, 58th, 59th, 60th, 61st, 62nd, 63rd, 64th, 65th, 66th, 67th, 68th, 69th, 70th, 71st, 72nd, 73rd, 74th, 75th, 76th, 77th, 78th, 79th, 80th, 81st, 82nd, 83rd, 84th, 85th, 86th, 87th, 88th, 89th, 90th, 91st, 92nd, 93rd, 94th, 95th, 96th, 97th, 98th, 99th, 100th

We're Ready for Halloween
with a wonderful array of masks, false faces, paper hats, bon bon, pumpkin lanterns, Jack Horner pies (to order), table favors, novelties of all kinds.—Main and Fifth Floors.

Citrus Washing Powder 25c
Large package at this price. Soap, Victor Naphtha, 10 bars (limit), 59c. Delivered only with other purchases in this section.—Ninth Floor.

Mallory Regulation Army Hats
Regulation Army Hats of the famous Mallory make—a new shipment just in by express. Low crown, stiff brim. Guaranteed waterproof.—Men's Shop, Main Floor.

Headquarters for Gifts—for the Folks at Home and the Boys Overseas

Ready Tomorrow on Our Fourth Floor Magnificent New Displays of Women's and Misses' **Fall and Winter Suits, Coats, Dresses, Furs**

The most extensively fine assortments of suits, coats, dresses, skirts and furs that one could wish to see have been assembled on our great Fourth Floor. Our buyer now in New York has expressed to us many of the latest products of the leading Eastern designers. However recently you may have seen our displays something new will greet you tomorrow. The account given here is necessarily of the briefest.

Dresses

Only a visit to this section will enable you to gauge the splendor of our displays. Leading materials, serge, tricotine, wool jersey, chiffon velvet, tricolette, satin and velveteen. Every style that one could think of, including plenty of the newest dresses in long straight panel, deep tunic and overskirt models. Many trimmed with silk fringe, others with braid trimming. Colors include plum, taupe, brown, green, navy, Copen, Pekin, tan and burgundy. Moderately priced \$25 to \$87.50.

Coats

Coats for every purpose—a large assortment of every kind. The newest cape effects are featured. These are shown in velours, pom poms and Bolivians with big fur collars of Hudson Seal (seal-dyed muskrat), Beaver and Nutria. An equally fine array of high-grade garments in the above materials and in silver-tone and broadcloth with large self or plush collars and self belts. Taupe, plum, reindeer, navy, Pekin, burgundy, green and brown. \$25 to \$198.50.



Suits

Every new material, style and color. Tricotines and velours are especially prominent in this new assemblage. High-waisted models, long straight line and plain tailored effects. Many handsomely trimmed in Hudson Seal, Beaver and Nutria. Braid trimming, too, is greatly in evidence. \$35 to \$165.

Furs

Our stocks are complete with the best furs for women's, misses' and children's wear. Women's neck pieces in Lynx, Fox, Wolf, Mink, Nutria, Beaver, Skunk, Kolinsky, Raccoon and Hudson Seal. \$35 to \$98.50. Misses' and children's furs in White Angora, Iceland Fox, Gray Squirrel, Squirrel Locks, Kit Cone, Natural and Dyed Muskrat, Mufflon in white, taupe and natural, also imitation Ermine sets for youthful wearers. \$5 to \$27.50.

Skirts

Plain and pleated styles for dress and walking. Newest materials in plain colors and fancy plaids. \$8.50 to \$19.50.—Meier & Frank's: Fourth Floor, Fifth Street.

This is to be a Christmas of sensible gifts. That is the sort of merchandise we carry—sensible merchandise at sensible prices. We have great new stocks of this merchandise ready now for holiday buyers. And now is the time to buy because

Uncle Sam Says:

"Begin Christmas Shopping Now"

To make a beginning at once is the least any of us can do. Better carry Christmas buying as far on towards completion as possible. There must be no congestion of the country's transportation facilities in the latter part of December—all Christmas shopping should be finished at the latest very early in December and all gift packages must be mailed or expressed not later than December 5.

Do your shopping so far as possible during the earlier hours of the day. Carry home packages whenever possible. Avoid special deliveries, except in urgent cases. By doing these things and by confining gifts to sensible things, except such gifts as are intended for children, you will be following the Government's injunctions and helping in a vital way. We earnestly bespeak your whole-hearted co-operation.

Things to Be Borne in Mind by Those Who Think of Sending Gifts to Our Soldiers and Sailors Abroad

MEN IN FRANCE—Next of kin only or authorized holders of Christmas Parcel Labels to be received from members of the American Expeditionary Forces in France (soldiers, sailors, marines) can send ONE Christmas package to the person designated on the Christmas Parcel Label. Package must be mailed before November 15 in a 5x3x3-inch container furnished by the Red Cross, and contents must not weigh over 2 lbs. 15 oz. unwrapped.

When you get your container from the Red Cross bring it here and we will pack it with the things you select or you may purchase at once the things you want to send after testing them out for packing in sample containers that we have made up to the proper measurements and which, with various suggestions of articles and prices, can be seen at our Army and Navy Shop.

MEN IN SIBERIA—Christmas packages for American soldiers in Siberia should be in the mails before October 25. More than one package may be sent each soldier if desired, but no package should weigh more than 7 pounds. Each package should bear, besides the soldier's name and regiment, the words "American Expeditionary Forces in Siberia."

A list of suitable articles and prices will be found at our Army & Navy Shop.

MEN IN THE NAVY—The Navy Department has authorized the sending of Christmas packages to men in the Navy at home or abroad, provided that (1) Packages forwarded by Parcel Post must comply with the Postal Regulations and should be enclosed in substantial boxes with hinged or screw-top cover to facilitate opening and inspection. (2) Boxes shipped by express are limited to 20 pounds in weight, should measure not more than 2 cubic ft. in volume, be of wood, well strapped and have a hinge or screw top. (3) All mail matter should be addressed as now prescribed by Postal Regulations. All express packages should be forwarded in care of "Supply Officer, Fleet Supply Base, Twenty-ninth Street and Third Avenue, South Brooklyn, N. Y." (4) No perishable product other than those enclosed in cans or glass jars should be sent. (5) All packages must be plainly marked with the name and address of the sender, together with a notation indicating the nature of contents, such as "Christmas Box." (6) All parcels should be shipped immediately, but must reach New York before November 15.

Those who wish to send gifts to men in the Navy can choose at our Army and Navy Shop from a broad assortment of articles assembled for the convenience of these gift buyers. They are just such things as will appeal to the boys. Price lists on application.

Appreciating the fact that many people would be disappointed as a result of the War Department ruling restricting each soldier in France to ONE standard-size Christmas package to be sent only by the recipient of the Christmas Parcel Label (usually the next of kin)—

MEIER & FRANK'S Has Established a Special Christmas

Paris-or London-to-the-Front Service

whereby relatives not next of kin and friends who wish to send Christmas gifts to men in France may indicate selections in our store and the goods will be forwarded by our representatives in Paris or London for delivery to the men at the front in time for Christmas (thus entailing no strain on Atlantic shipping). Any one can send one or more packages overseas through this special arrangement. We operate this service on a no-profit basis. Deliveries are not guaranteed—that not being in our hands—but deliveries are made exceedingly safe. Because of the congestion which obtains more particularly in France at this time, orders for gifts to be sent abroad through our Paris- or London-to-the-Front Service should be placed at once.

A price list of appropriate articles and combinations may be seen at Army and Navy Shop, Main Floor Central.

New Swiss Madeira Kerchiefs

Hand-Loom Scalloped Embroidery 25c
Simple and Elaborate Designs

Dainty Swiss Madeira hand-loom scalloped embroidery kerchiefs for women—ideal Christmas gifts—featured tomorrow at 25c. New Appelle effect embroidered in French gray thread on fine sheer batiste cloth. Solid embroidery, flowered and figured designs, open eyelet work styles in Madeira patterns.—Meier & Frank's: Handkerchief Shop, Main Floor.

New Waists
Of Crepe de Chine and Georgette Crepe
\$5
Handsome light and dark shades included. Hemstitched and tuck styles, beaded and braided models. High and low necks. An unparalleled assemblage at \$5.—Meier & Frank's: Waist Shop, Fourth Floor.

Fine Quality Lyons Velvet

Is the Material Used in These

HATS

Handsome New Models
Beautifully Trimmed

\$7.50

This is an exceptionally fine line of women's and misses' hats which we offer tomorrow at \$7.50.

Fine Lyons velvet in black and colors. All the fashionable shapes. Many enhanced by lovely ostrich trimming, others adorned with fancy feathers and flowers.—Meier & Frank's: Millinery Shop, Fourth Floor.



In Our Notion Shop
You Will Find Scores of **Useful Xmas Gifts**
This Christmas one should buy only useful gifts. In our Main Floor Notion Shop you will find scores of useful inexpensive Christmas gifts for women ranging in price from 35c upwards. Daintily boxed little necessities that are sure to please the recipient.—Meier & Frank's: Notion Shop, Main Floor.

This Fine Hardwood Nut Bowl 59c
Imported hardwood nut bowls that are very appropriate, yet extremely inexpensive, Christmas gifts.
Choice of light and dark finishes. With wooden hammer to match. One illustrated.
Limited number at 59c.—Meier & Frank's: Housewares Section, Basement.

A Few Suggestions in Neckwear
For Christmas Gifts
Our big Main Floor Neckwear Shop is replete with all that is new and desirable in neckwear suitable for holiday gift giving. Here are a few suggestions:
Women's New Collars
Georgette Crepe, net and organza collars in the low round neck models so popular for wear with the new one-piece dresses. Effectively trimmed with French Val. lace and touches of handwork. Priced \$1.75 to \$9.50.
Real Filet Collars
Real Filet collars in round and sailor back styles. Ideal gifts. Priced \$5.50 to \$15.50.
Other Filet Collars
are shown in roll and tuxedo styles for wear with coats and dresses. These are priced from \$3.69 to \$7.—Meier & Frank's: Main Floor.

No Fooling With Bobbins if You Own an Eldredge 2-Spool
Rotary Sewing Machine. Two spools do away with those tedious moments when, perhaps in the middle to stop and "wind a sewing machine sews one above and one below."
The Eldredge Two-Spool directly from two spools of thread. It is the highest grade sewing machine made. If desired, you can buy it on the very easy payment terms of **\$1 Down—\$1 Week** Liberal allowance for your old machine.
Dress Forms
We have just received a new and complete line of the well-known "Model" collapsible and adjustable dress forms. Purchase one tomorrow on the easy payment terms of **\$1 Down—50c Week**—Meier & Frank's: Second Floor, Fifth Street.

We Have Complete Stocks of New Laces and Embroideries
For All Holiday Sewing
A hint of what you will find—**"Talco" Lace \$1.25**
"Talco" is the name given to a dainty semi-made corset cover of washable Filet and Val. laces. A few yards of ribbon for shoulder straps complete the garment. Yard \$1.25, or enough lace to make a corset cover for \$2.
New Bead Top Covers
New camisole bead top points in Filet, Platt Val. and Point de Paris designs. Yard 25c to 65c.
Val. Laces Just In
New Calais and English Val. laces for camisoles and undermuslins. Yard 10c to 65c.
Our Embroidery Shop
has the following: Hand-embroidered baby yokes, 25c to \$1. Hand-embroidered Swiss-made nightdresses and chemise yokes, \$2 to \$2.75. Hand-embroidered semi-made blouses, \$5.50 to \$8. Hand-embroidered petticoat flouncings, \$8.75. Many others.—Meier & Frank's: Main Floor, Fifth Street.

A Few Good Furniture Offerings

Rocker \$7.85
Colonial arm rocker in Circassian walnut, mahogany or waxed oak. In oak, \$7.85. In mahogany or walnut, \$9.55.

Overstuffed Davenport \$98.50
This large comfortable overstuffed Davenport is covered with a good grade of tapestry and is made in our own modern sanitary workrooms. The seat is made of three "Komty" cushions filled with small coil springs. Complete with tapestry on the outside back.

Rocker \$11.65
Solid oak rocker as illustrated. Waxed golden finish. Made with auto spring seat covered in genuine leather.

M. & F. Mattress \$15
These are the famous "MEIER & FRANK SPECIAL" mattresses, which are made of 50 pounds plain cotton felt covered with good quality art ticking and finished with rolled edge. An early order accounts for the low price.
Make Your Own Terms in Reason
If desired you can take advantage of our liberal credit offer—make your own terms in reason.—Meier & Frank's: Furniture Shop, Eighth Floor.

Tea Wagon \$12.50
This is one of the attractive gifts you will find in our Ninth Floor Furniture Gift Shop. Mahogany finish tea wagon with removable wooden tray, 17x26 inches, with rubber-tired wooden wheels.

Lamp \$25
Imitation mahogany. Three styles shades—rose, blue, mulberry, gold. Lamp or shade \$12.50.—Ninth Floor.

No Better Gift for "Go-Aways" Than **A Gift of Luggage**
MEIER & FRANK'S Is Prepared With New Stocks of **Traveling Bags and Suitcases**
At Prices That Are Extremely Moderate
Beautiful new traveling bags and suitcases that will make very acceptable gifts for men or women who travel. New shapes and new leathers are now on display in great variety. All sizes are here in fitted and unfitted bags and cases.
Nothing gives more pleasure or prestige in traveling than good-looking luggage. We have the largest assortment of desirable luggage in the Northwest. See our display of gift luggage tomorrow.
Sole Portland Agents Hartmann Trunks
We have a complete new stock of these famously good wardrobe trunks.—Meier & Frank's: Luggage Shop, Sixth Floor.

You Save Both Money and Labor if You Own a **'Universal' Combination Range**
Now more than ever before it pays to own a range that will conserve on your time and also help cut down the fuel bills. Such a range is the Universal Combination—it meets the requirements of the most exacting housekeepers.
Two Ranges in One
A wood or coal range and a gas range—each complete in itself. The entire space occupied is only 40 inches—no more than the ordinary kitchen range. Use wood and coal for abundance of hot water and warmth in the kitchen, also for superb baking results. Gas is instantly available for quick service and hot days. If desired, you can **Make Your Own Terms in Reason**—Meier & Frank's: Sixth Floor, Fifth Street.