

TO BASE ASSIGNMENT OF FIREMEN ON MERIT

The proposed division of the city into three separate fire zones will be made for the purpose of apportioning mem-

bers of the fire department according to their merit and efficiency. To each zone will be apportioned a certain number of assigned fire fighters and less experienced men. According to Mayor Albee, the new plan will not change the status or efficiency of the companies in any of the zones, as committed at present, but will put the greater proportion of trained and veteran men in the places where they are most needed. The first zone, which will include the heart of the city in the downtown busi-

ness district, will receive the greater proportion of veteran firemen to inexperienced ones, with the second zone coming next and then the third. The outlying sections of the city will have the greater portion of men being trained in fire fighting, with enough veterans of the first class with each company to look after and instruct the newer men. The new plan will go into effect January 1 of the coming year. As the men increase in efficiency, they will be advanced on their merits from the outlying districts to those closer in.

MOOSE LODGE DECIDES TO ERECT CLUB HOUSE

The local lodge of the Loyal Order of Moose has under serious consideration the early construction of a club

building. At a meeting of the lodge yesterday afternoon, the members voted with practical unanimity to proceed with the erection of a clubhouse as soon as a suitable site can be secured. A special committee was named to examine the large number of sites that have been offered by owners and brokers and report to the next regular meeting. The lodge has about \$150,000 in sight, and with this sum it is believed the location can be secured. Members of the

order believe that with a site bought and paid for, an difficulty will be encountered in getting the money with which to put up the building. Under its instructions, the committee will select five sites and report them to the lodge, leaving it to a vote of the members to make the final selection. Many influential members of the lodge favor the erection of a large building, alone to the business center, only a part of which is to be utilized for lodge purposes.

SON DEAD, MOTHER AND SISTER SERIOUSLY ILL

Burns, Or., Oct. 13.—George Edward Waddle, 19, died Sunday, October 6, at the Cottage Inn, from kidney trouble. The young man came from Chalmers, Lincoln county, with his parents, who intended taking up land in this county. The mother and a sister are now ill with typhoid fever. Funeral services were held at the Presbyterian church.

Exclusive Ag'ts "Acorn" Stoves, Ranges and Heaters—"Ostermoor" Mattresses—"Willamette" Sewing Machines—"Hastings" Kitchen Cabinets

The 13th Annual DOLL SHOW
WILL BE HELD
At Meier & Frank's
October 30-31,
and November 1st

Children and parents will be greatly interested in this 13th Annual Doll Show—always a notable and enjoyable event—and of greater possibilities this year than ever before. It will eclipse any similar event ever held on the Pacific Coast. Now is the time to start preparations, and help the little girls get their dolls dressed ready to enter this extraordinary contest, which will be held October 30th and 31st and November 1st.

MAKE ENTRIES NOW. PRIZES WILL BE ANNOUNCED LATER.



This Will Be the Last Week of Mrs. A.L. Craig's Instruction

Mrs. A. L. Craig, of the Nemo Hygienic Fashion Institute, New York, will give advice on the important question of proper and healthful Corseting again this week to the women who visit her in our Corset Parlors. This will be the last week of Mrs. Craig's visit, and every woman who values her health, looks and comfort will avail herself of an opportunity that will help her to determine a very important question—The Proper Corset For Her Figure.

Meier & Frank's, Second Floor Corset Parlors, New Bldg.

Athena Underwear Wins Instant Popularity

For Perfection of Fit and Absolute Comfort

This Is Introduction Week for Athena Underwear at Meier & Frank's

Healthful Warmth, Comfort and Freedom Are Enjoyed by Every Woman, Miss and Child Wearing "Athena"

"INDESTRUCTO" TRUNKS
Those splendid, perfectly made Trunks—insured for five years against theft, fire, loss or destruction. Here exclusively.

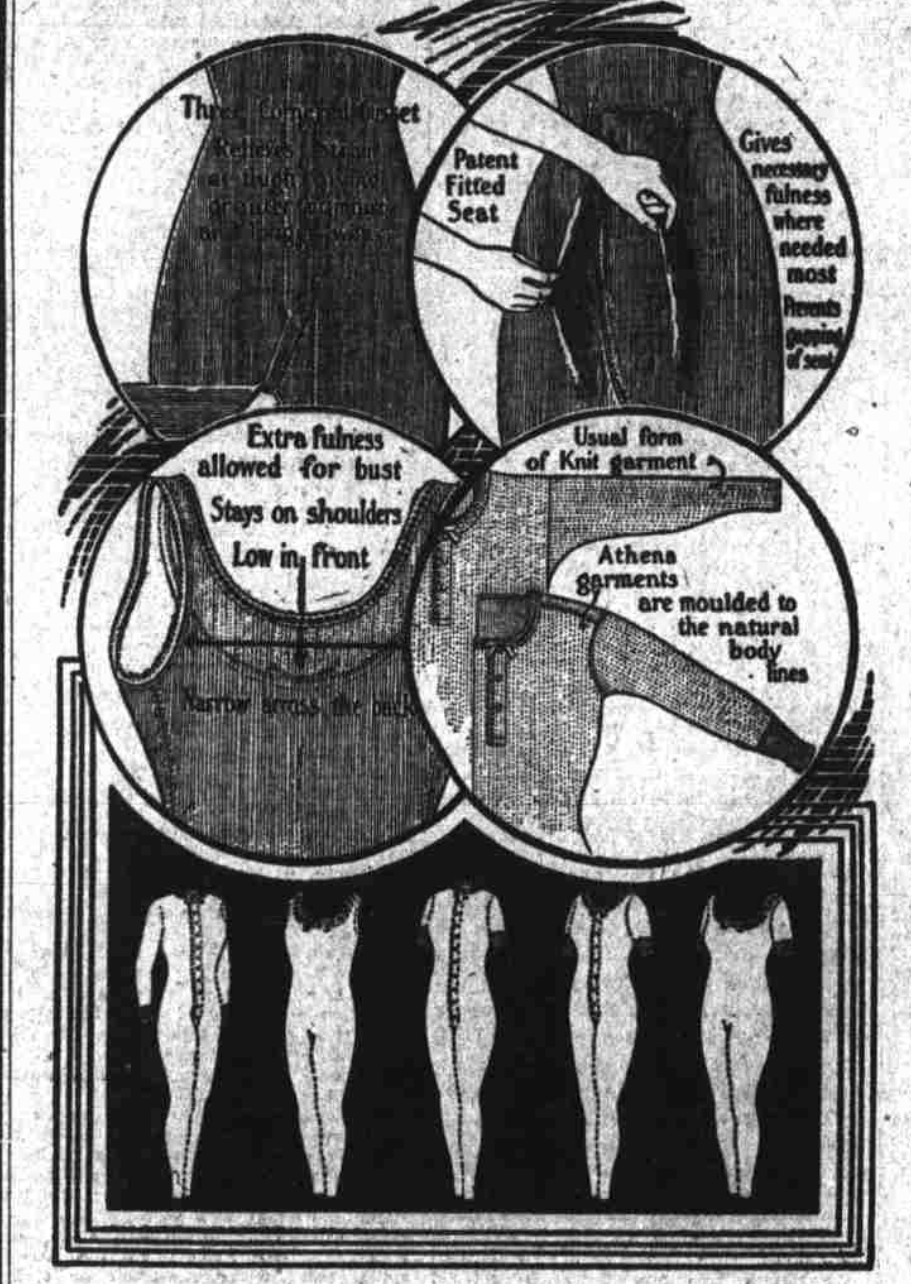
FURS REMODELED AND REPAIRED—Only experts do this work, and perfect satisfaction is guaranteed.
Fifth Floor—Main Building

ATHENA UNDERWEAR for women, misses and children bears the stamp of approval of thousands of satisfied wearers, who have experienced its advantages.

ATHENA UNDERWEAR possesses none of the ordinary annoying qualities of poorly made Knit Underwear. ATHENA UNDERWEAR is TAILORED TO FIT, NOT STRETCHED TO FIT—not pulled out of shape by the wearer, but tailored into shape by the maker.

It is really hard, however, to realize the real practical improvements that are woven into ATHENA UNDERWEAR without a close inspection of the garments, and it is well worth a trip to our store to learn the benefits to be derived by wearing this Underwear. For this reason we are inaugurating a special Week's Introduction—that our patrons may have an opportunity of examining Athena garments, and being convinced of their merit. Athena comes in Union Suits and separate garments, in different weights, in wool, lisle, cotton, merino and mixed wool and silk, in regular and outsize, and priced most moderately.

Some of the distinguishing features of Athena Underwear are:



Three-Cornered Gusset
This Gusset is designed so as to relieve strain upon the garment at the thigh. Its use insures greater comfort, and longer wear.

The Patent Fitted Seat
This is one of the most notable improvements ever made in Underwear designing. The seat is so shaped that it clings to the figure in any position, giving fullness where needed, preventing gapping. Note the illustration.

Perfect Shoulder Stay
This Shoulder Stay keeps the garments from stretching across the shoulders, and serves to keep the sleeves in place—two very important advantages.

The Fitted Shoulder and Sleeves
Serve to give natural form to the bust, and proper tapering to the backs of the garments, adding to the comfort and appearance of the wearer of Athena.

Extra Elastic Cuff
These extra elastic cuffs hold the sleeves in place, and keep them from slipping up on the arms—a most disagreeable habit that some Underwear has.

The Athena Low-Necked Sleeveless Garment
Has the extra full bust, is narrowed at the back, lower in front than at the back. No slipping of shoulder straps down over the arms is possible.

Athena Underwear Carried by Meier & Frank—Styles, Prices, Sizes—

ADVANCE NOVEMBER BUTTERICK PATTERNS—Now in "Advance Winter Fashions" 25c copy, including a 10c or 15c pattern.
Balcony, First Floor, Main Bldg.

KODAKS — FINISHING AND DEVELOPING—Complete assortment of Kodaks. Finishing and developing by an expert from Eastman factory.

Unusual Savings Made Possible by Our Harvest Sale of Toilet Goods and Drugs

A Few of the Reductions Are

FREE—4 ten cent cakes Palm Olive Soap with jar of Palm Olive Cream—Special 48¢

50c Sempre Giovine—"Little Pink Bricks"—Special 29¢

50c Melrose Cream—Preserves the complexion—Special, jar..... 39¢

50c Melrose Face Powder—Has a delicate odor—Special, box 39¢

\$1.00 Scheffler's Hair Colorine—Harmless—Special, bottle 59¢

\$1.25 to \$1.75 Hair Brushes—Guaranteed—Special, each 98¢

\$2.50 Jewel and Pin Trays—of Pyralin Ivory—Special, each..... \$1.79

FREE—25c Renewable Buffer with each cake of Emouillonit—cake 50¢

25c Wistaria Talcum Powder—Special 18¢

25c Williams' Carnation or Violet Talcum—Special, box 10¢

25c Jergen's Violet and Rose Talcum—Special, box 19¢

15c Jap Rose Talcum—Special, 2 boxes 25¢

25c Kolynos' Tooth Paste—Special, 3 for 50¢

25c Rubifoam—mouth wash—Special, 2 for 25¢

50c Pebecco Tooth Paste—Special, tube 28¢

\$2 Bourjois Rose "Pompon" Perfume—Special, oz. \$1.29

75c Pinand's "Lilas Vegetal"—Special 55¢

50c Willow Sachets—all odors—Special, oz. 29¢

5c Fairy Soap—6 to a customer—Special, each 3¢

10c Jap Rose Glycerine Soap—Special, each 6¢

50c Daggett & Ramsdell's Face Cream—Special, jar 36¢

25c Danderine—Special, bottle 17¢

75c and \$1 Pocket Knives—Special, each 50¢

Blankets and Pillows

Reduced for Second Week of "Harvest Sale"

If you need either of these necessities—now is your opportunity—while they're marked at special prices for Harvest Sale—

\$5.50 White Wool Blankets—full size, with pretty colored borders, for Harvest Selling, **\$4.45**

\$6.50 White Wool Blankets—in full size, with colored borders, priced for Harvest Sale at, each **\$5.45**

\$7.50 White Wool Blankets—in full size, with a variety of colored borders, Harvest Sale Price, each **\$6.45**

\$3.00 Goose Feather Bed Pillows—Regulation size, covered with splendid German ticking. Harvest Sale Price, each **\$2.45**

Meier & Frank's—Third Floor—Main Building

Grocery Specials

HOLLY MILK—All Condensed Milk has advanced in price, but owing to our large stock, we're enabled to offer for this one day—Dozen cans 90¢—case **\$3.59**

Baker's Chocolate, special lb. 39¢

Baker's Cocoa, 1-lb. cans 40¢—1/2-lb. cans. 23¢

Seedless Raisins, carton. 12 1/2¢

Sultana Raisins, lb. 7 1/2¢

"May Blossom" Japan Tea—basket fired—lb. 49¢

Minc'd Clams—Dozen cans **\$1.15**—can. 10¢

Gold Medal Flour—Sack. **\$1.35**

Corn Meal—Fresh, No. 9 sack. 29¢

Butternut Butter—Roll 75¢

Head Rice—Japan style, No. 5 sack. 29¢

Cross & Blackwell's Imported Onions—1-pt. bottle. 39¢

50c Victor Japan Tea—Basket fired—lb. 39¢

Pure Lard—No. 10 pail **\$1.49**—No. 5 pail. 75¢

Meier & Frank's—Pure Food Grocery, Basement—Mail Orders Filled

Athena Union Suits		Athena Separate Garments	
Reg. Sizes	Out Sizes	Reg. Sizes	Out Sizes
Low neck, no sleeves, knee length, cotton, light weight.	\$1.25	Tights, knee length, open, cotton, medium weight.	\$.65
Low neck, no sleeves, knee length, cotton, medium weight.	\$1.25	Tights, ankle length, open, cotton, medium weight.	\$.75
Low neck, elbow sleeves, ankle length, cotton, medium weight.	\$1.25	Tights, ankle length, open, medium weight.	\$1.25
Low neck, elbow sleeves, ankle length, wool, medium weight.	\$2.50	Tights, ankle length, open, all wool.	\$1.75
Dutch neck, elbow-long sleeves, ankle length, wool, medium wt.	\$2.50	Tights, ankle length, open, silk and wool.	\$2.50
High neck, long sleeves, ankle length, cotton, light, medium.	\$1.25		
High neck, long sleeves, ankle length, merino.	\$2.50	Athena Vests	
High neck, long sleeves, ankle length, all wool.	\$3.50	Reg. Sizes	Out Sizes
High neck, long sleeves, ankle length, silk and wool.	\$4.00	High neck, long sleeves, open front, merino.	\$1.25
Low neck, elbow sleeves, knee length, cotton, medium wt.	\$1.25	Dutch neck, elbow sleeves, open front, silk and wool.	\$2.50
		High neck, long sleeves, open front, cotton.	\$.65

Athena Vests	
Reg. Sizes	Out Sizes
High neck, long sleeves, open front, merino.	\$1.25
Dutch neck, elbow sleeves, open front, silk and wool.	\$2.50
High neck, long sleeves, open front, cotton.	\$.65

Convincing Fall Fashions in Suits, Coats, Dresses, Furs and Waists

Smart, Serviceable Suits at \$20

You'll wonder at these stylish new Suits—priced at such an economical price—and so early in the season. They're of Cheviot, Serge, Diagonals and the serviceable Corduroy in navy, black, brown and tan—striped Suits in black or blue with white—and the cut and finish is of the best. Among other styles you'll find the cutaway predominating. They come in odd sizes—39 to 45 bust measure—as well as the regular sizes—36 to 44. Priced for Harvest Sale at **\$20.00**

Modish Coats, Harvest Sale Price \$20

These splendid up-to-date Garments are fashioned of two-toned Boucle, Matelasse, Chinchilla, Duvelyn, Tweeds, Plushes and Astrakhan Cloth, in attractive colorings—black, light gray, brown, blue, tan, stripes and mixtures. Made with straight backs and cutaway fronts, with patch pockets or with belted back, kimono sleeve and finished with plush collars and cuffs. In all sizes. Priced at **\$20.00**

\$20 to \$25 Dresses at \$16.45

These pretty Dresses are Fashion's latest word in style, and there's a wide range of pleasing colors to select from—Copenhagen, navy, green, brown, black, checks, mixtures and novelty cloths. They're of wool sponge, combinations of serge and plaid, Bedford Cord, with plain silk bodice and sleeve trimming and other combinations. Specially priced for Harvest Sale at **\$16.45**

Women's Blanket, Eiderdown Robes

We have a large and varied assortment of these Robes, in the blanket style, or made of soft eiderdown. They are in the semi-loose or Empire style, trimmed prettily with satin ribbon banding. They come with round, square, rolling or large pointed collars. A great variety of colors to choose from—pinks, blues, tans, browns, Copenhagen, rose, gray, navy and red, as well as checks in large and small sizes. Priced at **\$3.00, \$3.50, \$4.50, \$5.00, \$6.00, \$6.50, \$7.50, \$10 to \$12**

Women's Blanket Robes \$2.45

These are especially good Blanket Robes, made with collars and cuffs, edged with silk cord, with heavy cord and tassel at the waist. They come in an assortment of different colors and designs, in light blue, rose, lavender, Copenhagen, red, gray and navy. Excellent **\$2.45**

Robes at so nominal a price.....

Meier & Frank's—Second Floor—Garment Salons, Main Building

35c Sateen 19c Yard

Most reasonable is this Harvest Sale of Sateen—so suitable for Comforters—and there's a lovely array of dainty colors. Women who take pride in pretty hand made Comforters will do well to select several patterns of this Sateen for future needs, while such a marvelous price reduction is in force. This is Sateen that sells regularly at 35c the yard. Specially priced for Harvest Sale at the yard **19¢**.

Meier & Frank's—Third Floor—Main Building—Mail Orders Filled

8c Apron Gingham, Yard 5c

27-inch Apron Gingham, that sells regularly for 8c a yard, in all sized checks and in all the staple colors, is priced for Harvest Sale at the yard **5c**.

Meier & Frank's—First Floor—New Building

Meier & Frank Co.

1857 1913

THE QUALITY STORE OF PORTLAND

Fifth, Sixth, Morrison, Alder Sts.

Marshall 4600 A-6101