

What Society is Doing

BY NONA LAWLER

FROM 4 until 6 yesterday afternoon Mrs. Charles W. Sherman received at her home in Davis street. A charming arrangement of the mauve toned decorations shading to the deep garnet, adorned the rooms in which the smartly gowned maids and matrons gathered. Mrs. William C. Knighton of Salem came down especially for the affair and was the guest of Mrs. Sherman until this afternoon, when she returned home. She assisted the hostess in receiving. In the dining room Mrs. James D. Hart, Mrs. G. M. Ackley, Mrs. Sanderson Reed and Mrs. Merritt L. Holbrook presided at the samovars and cut ices. At the punch bowl Mrs. Gilbert Duriam was serving and assisting in the dining room were Mrs. Andrew D. Norris, Miss Katherine Holbrook, Miss Rhoda Rummel and Miss Helen Harmon. Mrs. Samuel S. Montague assisted in the drawing room and little Polly Sherman was a dainty figure receiving the guests at the door.

Mrs. Whitney to Entertain.

Mrs. Charles T. Whitney has sent out cards for an afternoon tea for Friday, October 30, from 3 until 5 o'clock at the Alexandra Courts.

Mrs. Fleming to Entertain.

Vancouver Barracks will draw a number of maids and matrons of Portland society tomorrow afternoon when Mrs. Adrian S. Fleming will entertain with an informal at home.

Mrs. Dunway Celebrates Her 80th Birthday.

Amid her throngs of friends and followers, Mrs. August Scott Dunway celebrated her eightieth birthday this afternoon at her home on Ford street. Mrs. Dunway stands uniquely alone among the pioneer women of the northwest. She is the mother of the suffrage movement in this state. She crossed the plains in 1852, and has seen the development of this country. She comes of a well known family, being the sister of the late Harvey W. Scott, the noted editor of the Oregonian.

Enjoyable Party at Wheelodn Annex.

Tuesday evening an enjoyable affair was given by Ludwig L. Pokorney at his apartment in the Wheelodn Annex when he entertained a number of the guests of the house with cards and dancing. After a delightful social evening a supper was served. Those present were Mr. and Mrs. E. L. Horn, Mr. and Mrs. F. W. Farrington Jr., Mr. and Mrs. A. J. McGuffey, Mrs. Frances E. Parker, Mr. and Mrs. J. T. Cullinan, Miss Bessie A. Gatens, Miss Flo Syms, Mr. and Mrs. James Ferguson, Miss Rosa Eble, Miss Jeanne Farrior, Miss Mary Gabel, Victor Morrison, D. Shelor, L. D. Hunter, R. Dimmick, W. F. West, J. B. Farrior, M. P. Barrett and C. C. Millick.

Mrs. Sichel Convalescing.

Mrs. Isiah Sichel has been taken home from St. Vincent's hospital, after a three week's illness.

For Red Cross Fund.

Clan Macleay, Order of Scottish Clans, and Ladies' Auxiliary will give a Halloween concert and dance in Knights of Pythias hall, October 30, in aid of Red Cross fund. An excellent program has been prepared.

Evergreen "500" Club Meets.

The Evergreen "500" club was delightfully entertained Tuesday afternoon at the home of Mrs. A. Hagner in Piedmont. Some high scores were made and a lively game was enjoyed. Mrs. H. Schroeder scored first and Mrs. Frederick Lind was second. The game was followed by a social chat and delicious refreshments. Those present were: Mrs. H. Schroeder, Mrs. V. Darling, Mrs. M. Vanden, Mrs. G. Morris, Mrs. F. Lind, Mrs. Holta, Mrs. Rodner, Mrs. T. Calouri, Mrs. F. Jennings, Mrs. R. March, Mrs. W. M. Rice, Mrs. Grace, Mrs. F. Buck, Master Veils Darling and the hostess.

Company "B" Dance.

"B" Company, Third Infantry, Oregon National Guard is making preparations for its annual military ball to be given at the Armory Thursday evening, November 19.

Mrs. Hirschberger to Receive.

Mrs. Hans Hirschberger has sent out cards for a tea from 3 to 5, Thursday afternoon, the twenty-ninth of October.

Miss Totham Guest of Miss West.

Miss Clara Louise West of Irvington has had as her guest for the past week, Miss Mary Totham of Toronto, Ontario. Miss Totham arrived Tuesday of last week and will return home tomorrow. Miss West has given a number of informal parties for her guest.

Society Notes.

Mr. and Mrs. H. A. Webber left last evening for San Francisco. They will close their concert tour in Salt Lake about December 1 and then return to Portland.

Mrs. May Catherine Beaver returned this week from a visit at Scotts



Mrs. William C. Knighton of Salem, who came down yesterday to assist at Mrs. Charles W. Sherman's tea.

Mills, where she was the guest of Miss Jennie Hartman. She also spent a few days at Willholt Springs.

Mrs. F. Wieden and daughter, Miss Hazel, have returned from Hood River where they have spent the summer.

BLUFF IS FUTILE

By Jessie Roberts.

If you think you can bluff your way very far along the road to success, you are making a bad mistake. Bluff will sometimes land you farther ahead than you have any right to be, but it won't keep you there; presently it will leave you to slide back and to slide a long way.

Americans are proverbial bluffers and there are good things to be said for the right sort of bluff. A bluff that will hold another bluffer to a standstill is also handy. But when it comes to doing your work in such a way that you will find yourself in a better position at the end of the year from the one you held at its beginning, the bluff is fatal.

It is irritating to an employer to find that you can't do what the specifications call for. He doesn't expect you to know everything and when you are a newcomer he looks for some mistakes.

But when you try to bluff out of a mistake, or when you've chucked a bluff as to your abilities, a bluff you can't make good, he feels that he's had just about enough of you, and that the sooner the parting comes the better pleased he'll be.

Be honest as to what you can do. Don't indulge in false modesty, don't be afraid to claim your due; cultivate self-confidence, for you need it in any business. But be chary of bluffing if you want to make a success of your business life.

Your job is one long show-down, don't forget that. The ultimate thing is the thing you've done, the work

you've got through, the brains you've brought to bear. Bluffing won't help you.

Hair Tinting All the Rage

The Absolute and Utter Harmlessness of "Brownatone" Has Made Hair Tinting Safe and Easy.

You need not tolerate gray, streaked or faded hair another day. It takes but a few moments to apply "Brownatone" with your comb or brush, and just a little "touching up" once a month should keep your hair the beautiful shade you most desire.

Results always the same—always "dyes" will not rub or wash off and guaranteed to contain none of the dangerous ingredients so often found in "dyes."

Prepared in two shades. One to protect and preserve the natural color of the hair, the other, dark brown or black.

Sample and booklet sent on receipt of 10c. "Brownatone" is sold by leading drug stores. In two sizes—25c and \$1.00. Order direct from Kenton Pharmaceutical Co., 581 E. Pike street, Covington, Ky. If your druggist will not supply you, you will save yourself much annoyance by refusing to accept a substitute.

Insist on "Brownatone" at your hairdresser's. For Sale by THE OWL DRUG CO. 20 Stores on the Pacific Coast.

20 Stores on the Pacific Coast.

SEATTLE DRESSMAKER STOPS HAY FEVER AND RHEUMATISM WITH AKOZ

Mrs. Carrie Gimble, 2601 Yesler Way, Says Wonderful Medicinal Mineral Effective Against Both Ailments.

"This is the first year in 20 years that I have been free from hay fever," says Mrs. Carrie Gimble, a dressmaker, residing at 2601 Yesler Way, Seattle, "and I give Akoz, the wonderful medicinal mineral, credit for being rid of this distressing ailment."

"I began taking Akoz some months ago," continued Mrs. Gimble, for rheumatism. I had suffered from this disease for 15 years. The knees and ankles had become swollen, painful and inflamed. After using Akoz externally for a few weeks and drinking the Akoz mineralized water a month, I was greatly pleased to find the pain had decreased and the swellings going down. I kept on the treatment for a few months and am now cured. So confident was I from the results Akoz had given for rheumatism that I be-

gan using it for my hay fever; well this ailment that has been with me for 20 years has gone. I found the internal treatment seemed to get at the cause, and I used nasal sprays and throat gargles to get at the effects. This method of treating is all that has made me free from hay fever. I can now do my sewing without any inconveniences whatever, as beside ridding me of my suffering my entire system seemed to be benefited."

Akoz has given relief to thousands suffering from rheumatism, stomach trouble, diabetes, Bright's disease, liver, kidney and bladder complaints, catarrh, piles, eczema and other ailments. For sale at all leading drug stores where further information may be had regarding this advertisement.

Help to Load the "Christmas Ship"—Thousands of Inexpensive Toys, Dolls, Games and Other Articles, 4th Floor
Delightful Luncheon Served From 11:30 to 2:30 Daily in Tea Room, 4th Floor—2nd Premium Parlors, 4th Floor

Rest Rooms, Retiring Rooms, Public Telephones, Writing Rooms, Emergency Hospital On the Second Floor.

Olds, Wortman & King

Reliable Merchandise — Reliable Methods
Pacific Phone Marshall 4800 Home Phone A-6231

All Oregon Electric Trains from Willamette Valley Stop at Our Doors. Parcels Checked Free.

Halloween Novelties

Latest Ideas for Entertaining and Home Decorating.
Main Floor—Make your selections tomorrow. Skulls, Cats, Pumpkins, Witches, Lanterns, Figures, Sithouettes, Invitations, Tallys, Favors, Table Decorations, Place Cards, Cane Shades and countless other articles, etc., etc.

The Portland Maid
100 Silk Hose
Shown in Black, White and All Popular Colors.



Double S. & H. Stamps on Women's Wearing Apparel

Tomorrow we will give Double S. & H. Green Trading Stamps with all cash purchases of Women's Ready to Wear Apparel, 2nd Floor. This includes Suits, Coats, Dresses, Kimonos, Sweaters, Waists, Petticoats, etc. Don't overlook this opportunity to supply your needs and receive Double Stamps.

Double S. & H. Stamps on Knit Underwear and Hosiery

We will also give Double Trading Stamps tomorrow with all cash purchases made in Women's and Children's Knit Underwear, and Hosiery departments on the Main Floor. Thrifty buyers will improve this occasion to buy Underwear and Hosiery and receive 2-for-1 Trading Stamps with purchases.

Full Line Solid Gold Jewelry

Main Floor—Rings, Lavalliers, Bracelets, Lockets, Scarf Pins, Cuff Links, Beauty Pins, etc., etc. It will pay you to get our prices.

\$1.00 to \$2.00 Fancy Silks at 69c Yd.

On Sale at Center Circle On Main Floor
Beautiful, high-grade silks taken from our regular stocks—odd lines, but excellent qualities. Among them are Fouards in neat figures, Fancy Stripes, Vellings, etc., in great variety of patterns and colorings. Standard \$1.00, \$1.50 and \$2.00 Silks at 69c

Great Sale of New Fall Suits For Women and Misses—2nd Floor

Here's good news for every woman who has a suit to buy. Tomorrow we inaugurate our first Great Sale of New Fall and Winter Suits, offering two wonderful underprice lots of high-grade garments at extraordinary reductions. Every suit is New and materials are the most wanted kinds—the styles are authentic.

Women's \$28.50 Suits \$18.95

Lot No. 1—A representative collection of the season's most favored styles for street and dress wear. Many are shown in the popular Redingote models, with long, graceful flaring coats. Also several attractive styles in semi-fancy cuts with back plaited skirts and tailored collars or cuffs. Trimmings of silk cords, velvets, buttons, etc. Materials include broadcloths, serges and chevits in black, navy, plum, green and brown. Suits selling heretofore up to \$28.50. Priced special... \$18.95

Women's \$37.50 Suits \$22.95

Lot No. 2—In this assortment we show a splendid range of models for all occasions. Especially worthy of mention are the many beautiful suits in the smart Redingote effects or belted back styles. Also several new models with 3/4 length coats. Some have tailored collars and cuffs, others with large shawl collars and fancy cuffs. Trimmings of Roman striped velvets, jet novelties, fancy buttons, braids, cords, etc. All serges and newest shades. Suits \$37.50 special... \$22.95



Men's \$25 Suits at \$18.95



Dept. Main Floor
THESE excellent suits will satisfy the most exacting dressers, because they are tailored throughout and the fabrics are uncommonly smart. We have but 100 of them to sell at above price. Beautiful patterns in fancy worsteds, chevits, and tweeds. Regular \$25 Suits special... \$18.95

Men's Overcoats \$15 to \$25

Men's and young men's new Balmacaan Coats in complete range of sizes. Priced \$15 to \$25.00

Men's Raincoats \$10 to \$20

Men's and young men's Guaranteed Rain-Proof Slip-Ons in very latest styles. Prices range \$10, \$12.50, \$15 to \$20.00

Men's \$1.25 Shirts at 95c

Sizes 14 to 17 1/2
Main Floor—Men's high-grade shirts, in plain and plaid bosom styles, with attached cuffs. Shown in scores of new stripe patterns. Also in plain white. Standard \$1.25 Shirts, priced 95c special



Men's Cashmere Hose 50c Values at 39c

Men's fine imported Cashmere Hose in black. Extra good quality and the usual 50c grade. Special 3 pairs \$1.00 or the pair... 39c

\$2 and \$3 Hats for \$1.00

Main Floor—Broken lines of our famous "Cheshire" and "Napoleon" Hats to be closed out at once. Soft styles. Regular \$2.00 and \$3.00 Hats at \$1.00
Men's Mandalay Water-Proof Hats \$3
Lewis Union Suits for Men at \$1.25
Men's "Cooper" Ribbed Underwear—Shirts and Drawers, each 95c
New Lines Men's Pajamas and Robes priced at \$1.00 up to \$2.00

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Boys' Two-Pant Suits at \$4.95

Smart Norfolk Models
Main Floor—Dress your boy in one of these OWK Special Suits at \$4.95 and settle the suit question. They are beautifully tailored from splendid woolen fabrics and you get 2 pairs of pants with each suit for \$4.95 only

\$6.50 Russian Suits Special \$3.95

Main Floor—Special line of Boys' Russian style Suits underpriced for tomorrow's selling. Shown in sizes for boys 2 1/2 to 8 years of age. Regular \$5.00 to \$6.50 Suits for \$3.95



Boys' \$1.75 Corduroy Pants at \$1.45
Buster Brown Hose for Boys 25c Pr.

A Slipper Sale Tomorrow

At the Bargain Circle, First Floor
\$2.50 Slippers \$1.69—Men's House Slippers of soft, pliable vici kid, in black or brown. Several styles. Also men's Felt Slippers. Special for \$1.69
\$1.50 Slippers 98c—Women's Felt Juliets in popular colors. Fur or ribbon-trimmed styles. All sizes. Regular \$1.50 98c grades at, a pair
Crocheted Slippers 48c—Assorted colors. Fitted with soft wool insole. Very warm and cozy. Regular \$1 grade, 48c on sale at

Princess Slips, Combinations

High Grade Garments Selling Formerly Up to \$10.00, Special at \$2.98
SECOND FLOOR—Beautiful Princess Slips of dainty, sheer materials, trimmed with deep lace and embroidery. House—some with net underlay. Combinations of Crepe de Chine, China Silk and Shadow Laces in Princess and waistline styles. Also hand-made French Combinations. Garments worth up to \$10.00. Special for this sale tomorrow at only \$2.98
\$2.50 Combinations & Chemise \$1.49
\$1.65 Envelope Chemise \$1.00
Dainty Envelope Chemise and Knickerbocker Combinations. Envelope Chemise and Chemise combinations, trimmed with laces and ribbons. Garments worth to \$2.50, and embroidery trimmed. Worth to \$2.50, on sale for \$1.49 sale tomorrow at \$1.00
Regular \$1.00 Crepe Slipover Gowns, Special at 89c

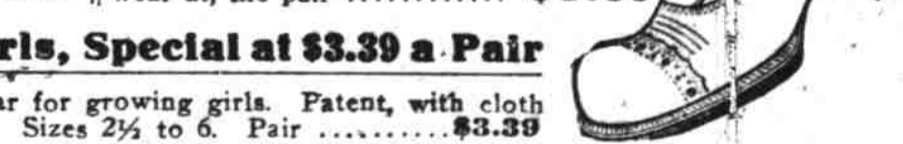
Men's Standard \$4.50 Shoes at \$3.69

Women's \$5.00 New Fall Shoes at \$3.69
Main Floor—Men's high-grade new Fall Footwear, priced lower for tomorrow's fine Footwear. Patent leather, dull calf, vici kid, suede and genuine buck. Tops in both lace and button styles. Durable gunmetal calf with high toe and heavy soles. Complete line of all sizes and widths. Men's regular \$4.50 Footwear, on sale at, pair \$3.69

Main Floor—Special offering in women's fine Footwear. Patent leather, dull calf, vici kid, suede and genuine buck. Tops of brocade, cravenette and mat kid. Turn or welt soles and all style heels and toes. Scores of smart new lasts to select from. Standard \$5.00 and \$6.00 Footwear, on sale at, pair \$3.69

Shoes for Growing Girls, Special at \$3.39 a Pair

Special line of stylish new footwear for growing girls. Patent, with cloth tops, and gunmetal with mat tops. Sizes 2 1/2 to 6. Pair \$3.39



Basement Millinery \$2.00 to \$3.00

Hat Shapes 98c
Great Variety of Styles in This Special Offering

98c

Another of our famous "Under-price Store" Millinery Sales for Friday. 300 untrimmed Hat Shapes in all the popular styles—straight and rolling brim sailors, turbans, etc. Made of excellent quality velvet, plushes and combinations of silk and satin. Many shapes especially desirable for elderly women. By adding a bit of trimming any of these will make a very attractive hat for Fall wear. Shapes worth up to \$3.00 for... 98c

200 Children's School Hats At 98c

Department Third Floor
This substantially constructed wood frame clothes wringer, made to fit any tub and will last indefinitely. Priced very special at \$2.00
Fancy Wood Baskets, priced special... \$1.15
Extra heavy Coal Shovels, special... 15c
\$2.50 Spark Guards, priced special... \$1.69
All Andirons, Fire Sets, Spark Guards, Screens, etc., at 20% Off.

Free Knitting & Crocheting Lessons

Art Dept., 2d Floor, 9 to 12, 1 to 5 Daily
Join the free classes now forming and get the full benefit of the instructions. Children's Free Classes in Knitting, Crocheting and Embroidery work are held every Saturday 9 to 12.

25c Shirting Flannels at 17c

75c English Suede Cloth at 48c
Main Floor—27-inch German shirting flannels—part wool, 25c quality, on sale at special 17c
English Suede Cloth in good, serviceable colors for Sport Coats, 36 inches wide, 48c yard
Regular 75c grade, yard

20c White Elderdown Domet at 16c Yard

New Line of Eden Cloth at 15c Yard
Main Floor—36-inch Elderdown Domet in pure white. Just the thing for Pajamas, Gowns, etc. 20c grade, yard... 16c
We have just received a new line of the famous "Eden" Flannels for shirts, waists, pajamas, etc. Priced, yard 15c

Clothes Wringers, Special \$2

Department Third Floor
This substantially constructed wood frame clothes wringer, made to fit any tub and will last indefinitely. Priced very special at \$2.00
Fancy Wood Baskets, priced special... \$1.15
Extra heavy Coal Shovels, special... 15c
\$2.50 Spark Guards, priced special... \$1.69
All Andirons, Fire Sets, Spark Guards, Screens, etc., at 20% Off.

