

SERVICE DEPARTMENT IN Y. M. C. A. EXPECTS ONE NEW IDEA DAILY

Barclay Acheson Is Placed in Charge of New Division, With Three Assistants.

MORE MEMBERS SOUGHT

Friendship Campaigns Have Been Abandoned for More Concerted Action.

The Portland Y. M. C. A. has gone in for organized service.

New ideas are the specialty of the department. An idea a day that will make the big institution more useful or attractive is the minimum rate allowed by Barclay Acheson, head of the service department.

Membership Activities Renewed
The department has charge of the promotion of various enterprises in which the Y. M. C. A. engages.

In membership matters, however, the idea of a frenzied once a year campaign has been abandoned.

Social Diversions Arranged
Social diversions of the Y. M. C. A. are arranged by the service department and there is a long list of lobby and auditorium entertainments, luncheons, stunts and group gatherings to report every month.

The secretaries in the department are not assigned each to a particular duty. Mr. Acheson believes that each should carry his proportion of all the work to be done in social, religious, membership and promotion activities.

Frederick Mitchell, one of the assistant secretaries of the department, is a musician who has had many years' training in music and who is attaining prominence as a baritone soloist.

400 Page Report Is Read in One Minute

Sigel Grutze, clerk of the city council, has established a new record for reading.

Grutze Wednesday read the city's new building code for the first and second time. The code contained 410 pages of closely typewritten matter.

It took Grutze one minute to go through it. How he did it is a mystery, although he did talk very rapidly.

The council's records tell us that the code was read first and second times and will be up again for third reading in two weeks.

One of the new provisions is that of limiting the height of buildings to eight stories.

Special Sale of Sewing Machines

Tomorrow we place on sale two styles of our vibrating shuttle models of sewing machines. Prices are very special.



Eldredge Vibrating Sewing Machine, as illustrated, in quarter-sawn oak, golden oak finish, drop head automatic, special lifting device. Special at \$23.75



Five-drawer case Sewing Machine, as illustrated, drop head, guaranteed for 10 years, full set of attachments. Special at \$19.75

\$1.00 Week—No Interest

A sale of Dress Forms—automatic adjustable and collapsible dress form, as illustrated, adjustable to any size, very specially priced at \$12.50

Pay for this dress form while using it—only \$1 Down 50c Week

—Second 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.



10 Large Ivory Soap 98c

Limit, 10 of these large bars to each customer at 98c. CRISCO, SMALL 39c, MEDIUM 78c. 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.

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.



Our Apparel Shop Features Tomorrow A Special Selling of Inexpensive New Coats, Suits & 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, \$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 braid-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.

SALE EXTRAORDINARY! \$15.00 to \$25.00 Hats

FAMOUS IMPORTERS' EXCLUSIVE MODELS 1/4 Off

For women who desire the exclusive as well as the beautiful in the season's newest millinery triumphs this sale has wonderful possibilities. Every one of these 50 trimmed hats is a beauty, superb in style and workmanship. Exquisitely fashioned of Panne and Lyons velvet. In black and colors.

Tomorrow only 1/4 off. See our Fifth Street window display! —Millinery Shop, Fourth Floor.



Stamped Center Pieces 19c

These center pieces 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.



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 PENDABLE silks—they are SPLENDIDLY MADE—they are cut on FULL, GENEROUS LINES and warranted to be PERFECT-FITTING.

Daunt 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.

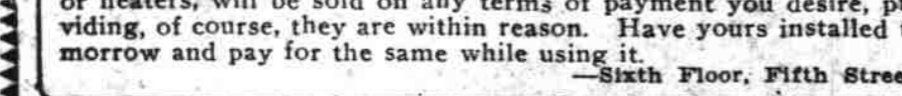
Are You Counting the Fuel Cost?

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 briquets. 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. —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 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. —Lace Shop, Main Floor.

A Carload of Cedar Chests At Most Sensational Underprices

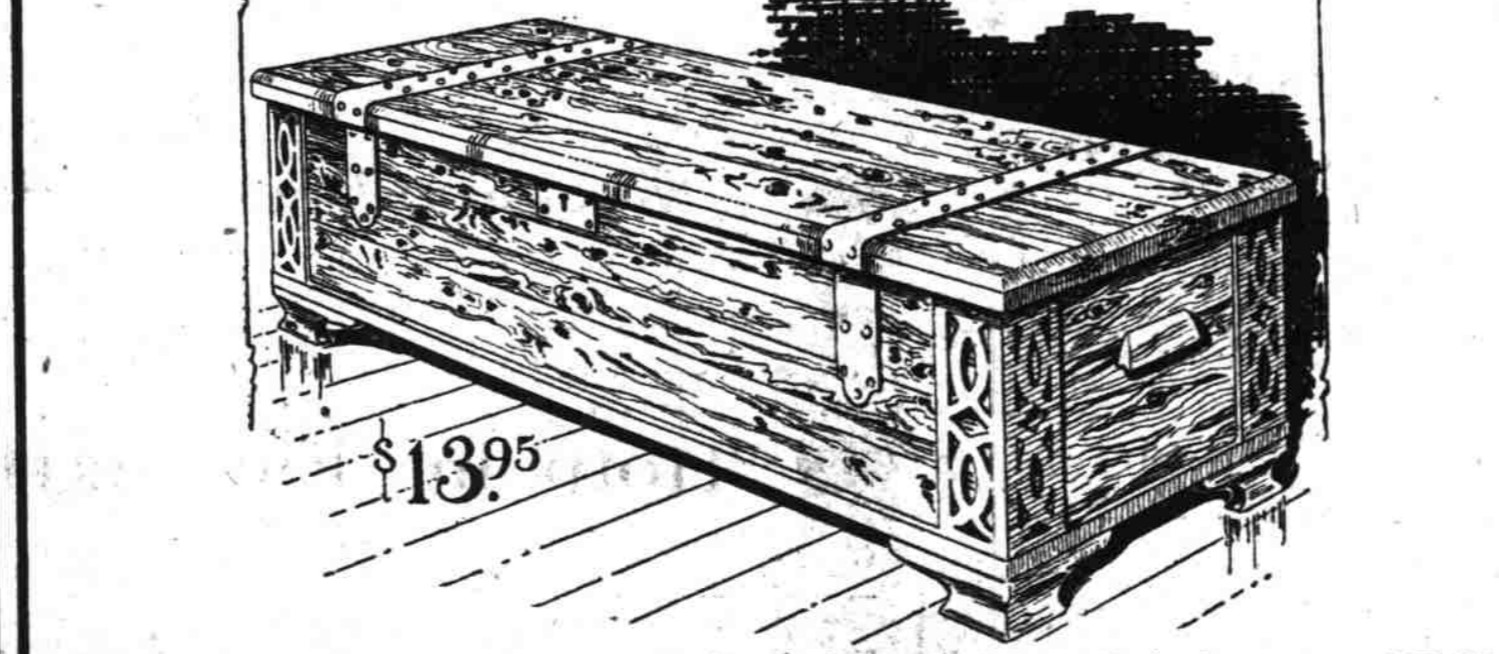
51 patterns finest Tennessee red cedar chests go on sale tomorrow at astounding reductions from regular prices. We purchased this great group from one of the country's foremost manufacturers who made us an unheard-of price concession with a view to future business. We can promise the people of Portland 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

50 chests in this pattern. Size 18x44x17. 50 other patterns in this sale—two of a kind.



\$22.25 Chest \$16.75	\$30.00 Chest \$22.40	\$34.25 Chest \$25.75	\$37.75 Chest \$28.25
\$24.00 Chest \$17.80	\$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

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:

- \$62.50 Hartman Trunk, full size, 1 at \$47.50
 - \$36.00 Hartman Steamer, double lock, 2 at . . . \$28.95
 - \$45.00 Hartman Wardrobe, 3/4 size, 1 at . . . \$36.50
 - \$47.50 Hartman Wardrobe, full size, 2 at . . . \$38.50
 - \$60.00 Hartman Wardrobe, full size, 2 at . . . \$48.00
 - \$40.00 Murphy Wardrobe, 3/4 size, 4 at . . . \$34.48
- Luggage Shop, Sixth Floor.

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.

