

\$1 SOLDIERS GIFT TAG SALE OPENS

32 Salesmen of Laurelhurst Club to Canvass Business District Today.

LAPELS TAGGED THURSDAY

1000 Women Volunteers Wanted to Help Raise Fund for Christmas Presents for Soldiers and Sailors—Slides Shown.

If you were to wear the uniform on Christmas day and wear it far from home, the boys about you opening gifts of affectionate and grateful remembrance, while your own hands were empty and your heart likewise, how would you feel?

This is the question that 32 volunteer salesmen of the Laurelhurst Club will put to day to business and professional men of Portland—and tomorrow and the next day, if need be. The committee goes into action this morning for the soldiers' and sailors' Christmas fund, selling large \$1 tags for window display and office walls. They have distributed the city and will visit every store, office building and wholesale house in the downtown district.

The big tag campaign is being made prior to the general tag day to be held Thursday, when small tags for individual adornment will sell for 25 cents. Both branches of the campaign, which is designed to fill Portland's quota of Christmas gifts for the boys in uniform, are under the chairmanship of Mrs. Ferdinand E. Reed, with headquarters at 400 Oregonian building, phone Main 3521.

Members of the volunteer squad who will sell the \$1 tags today are: E. J. Davidson, L. C. Wilson, Fred A. Burdard, N. Barde, J. P. Buchanan, H. A. Clodfelter, H. D. Cooke, A. M. Conover, J. Coon, W. L. Dalton, George T. Dutton, P. E. Esbensen, Dr. D. A. Fellows, C. M. Feeley, W. G. Floyd, E. T. Hall, R. Whitney Helman, Dr. J. H. Howland, J. Frank Huffman, W. W. Jordan, J. B. Kettenhofen, Dr. Stanley Lamb, H. R. Landfare, Guy E. Little, A. L. Lucas, Dr. P. C. Moulsh, G. O. Miller, H. S. Montgomery, J. F. Oswald, Henry A. Pfaff, H. C. Rinehart, David H. Smith, D. A. Stetson, R. J. Streicher.

The general committee has arranged for the showing of slides in local theaters calling for 1000 volunteers from the wives, mothers, best girls and relatives of soldiers to take the field in the tag-day drive on Thursday. Other slides depict the tag itself, with an appeal for co-operation.

RESHIPMENT UNDER BAN

SOUTHERN PACIFIC SERVES NOTICE EFFECTIVE NOVEMBER 20.

Railroad Declares Embargo on Lumber and Shingle Diversion Made Necessary by Government Demands.

The Southern Pacific Company has served notice on agents and shippers, effective November 20, that it henceforth will not permit the diversion or reconignment of carload shipments of lumber or shingles at any junction points on its lines, viz., Portland, Or., and South Ogden, Utah; Deming, N. M.; El Paso, Tex., and west.

The embargo is declared by the company because of the necessity of meeting the present extraordinary demand on equipment and facilities for the transportation of Government supplies during the war, in addition to regular commercial traffic, and is held to constitute an emergency condition requiring that cars shall be kept moving as continuously as possible, and that all detentions in traffic shall be avoided.

The official notification of embargo adds: "Requests for diversion or reconignment of lumber or shingles that are shipped on and after November 20 will constitute prima facie evidence that such cars have been shipped contrary to the terms of the embargo, and these requests will not, therefore, be accepted or acted upon. Cars will be forwarded from the original billed destination only on payment of accrued charges and reshipment on new bill of lading at full local rates."

ADMEN'S MEETING BILLED

Pacific Coast and World's Clubs to Meet in West in 1918.

Definite dates for the next annual convention of the Pacific Coast Advertising Men's Association have been selected and are July 2, 3, 4 and 5, 1918. These were chosen by the executive committee yesterday. This meeting will bring to Portland representatives from all Ad. Clubs this side of the Rocky Mountains.

Immediately following the Portland convention, the associated Ad. clubs of the world will hold their convention in San Francisco. W. P. Strandberg, secretary of the Coast Association, has sent out invitations to all of the clubs to visit this city on their way to the California convention.

TURKEY MEETING IS TODAY

Food Administrator to Confer With Poultry Dealers.

Plans for the regulation of turkey prices in Portland during the Thanksgiving season will be laid this afternoon at a conference of poultry dealers with Assistant Food Administrator W. K. Newell in his office in the Northwestern Bank building.

The food administrator has announced that he will ask appointment of a representative by the wholesale dealers and another by the retailers, these to act with him in watching supply and demand in the turkey market and setting equitable prices based on the variable factors.

FRANK L. SMITH DELIVERS

His Home-Grown Potatoes

to all parts of the city. Come down to 323 Alder street and buy a 100-pound sack for \$1.75. And these are Smith's meat prices:

Veal roasts, 15c. Veal sausage, 15c. Breast veal, 13 1/2c. Veal stew, 10c. T-bone steak, 15c. Sirloin steak, 15c. Tenderloin steak, 15c. Porterhouse, 15c. Prime rib beef, 15c. Round steak, 15c. Rib steak, 15c. Hamburg, 15c. Pot roast, 12 1/2c. Corned beef, 12 1/2c. Beef necks, 10c. Beef to boil, 10c. Beef stew, 10c. Liver, 10c.—Adv.

DECEMBER "DELINEATOR" FOR SUBSCRIBERS NOW READY—PATTERN SHOP, SECOND FLOOR

DON'T FORGET that the Christmas ships bearing gifts for our men overseas sail very soon. Gift articles for men at the front should be dispatched by Thursday to insure delivery on Xmas. Let us help you make selections TODAY.

The Most Wonderful Toytown In the West
—Fifth Floor.

Meier & Frank Co.
Established 1857
THE QUALITY STORE OF PORTLAND
729 1/2, Third, Morrison, Alder Bldg.

Help the Y. M. C. A. raise war funds during the big drive this week (November 12 to 19).

MEIER & FRANK'S Lower Price
Downstairs Store is a store of real savings, where the people can always find what they want at prices they wish to pay. A store of high-level ideals and low-level prices. A store it pays to visit daily.

Full Speed Ahead for Thanksgiving and Xmas

MEN and Women Who Buy for Men



Buy for Gifts

This Is the Second Day of Our SALE

3600 New Silk Ties

\$2.00, \$2.50, \$3.00 and \$3.50 Values

\$1.35

3 for \$3.75

Greatest sale of high-grade silk scarfs we've ever known!
—Men's Furnishings Shop, Main Floor.

An Important Corner of Our Lace Section

is devoted to lovely materials for trimming party frocks and evening gowns. We feature today:

FLOUNCINGS

New metallic flouncing—gold and silver embroidery on white, black and colored nets. 27 and 36 inches wide. Yard, \$1.69 to \$5.

BANDS

Metallic bands—white and ecru net with gold and silver embroidery. Also elaborate burnt-out effects. 2 to 10 inches wide. Yard, 79c to \$3.50.

CHIFFONS

40-inch chiffon—standard quality for linings, blouses and party frocks. Evening and street shades. Yard, \$1.

NETS

Evening nets for party frocks—72-inch silk net in black, white, rose, green, lilac, maize and other wanted shades. Yard, \$1.75 and \$2.

SILK NETS

40-inch "Nevatare" silk net—we are showing 20 shades of this popular net for evening and street wear. Yard, 79c.

METALINE CLOTH

Metaline cloth, used in combination with net and satins, for evening wear. 36 inches wide. Shown in 15 shades. Yard, 98c and \$1.50.
—Lace Shop, Main Floor.

A CLEAN-UP!

NET, GEORGETTE, SATIN, TAFFETA, COMBINATIONS OF LACE AND NET

Dresses \$10

Many Formerly Priced Several Times as Much

Dresses for afternoon and evening wear in a variety of dainty blues, tans, flesh, pink, white and black.

Some slightly soiled from handling.

Limited number today at this fractional price—\$10.

—Apparel Shop, Fourth Floor.



Matchless Values in New Fall **Wirthmor Waists \$1**

Always superior values, in these days of higher costs the superiority of Wirthmor waists is more pronounced than ever. Four new models just received—as illustrated. Buy a Wirthmor today and learn how thoroughly desirable a waist one dollar will buy. Here only in Portland.
—Waist Shop, Fourth Floor.

IN OUR NECKWEAR SHOP DAINY ACCESSORIES FOR

Thanks-giving Party Frocks

will be found in wonderful array. To instance just a few interesting numbers:

New ostrich feather folding fans. Large size. Black, white and dainty evening shades. \$5.

Evening scarfs of diamond mesh silk net. White, flesh and silver embroidered in gold and silver thread. 2 1/2 yards long. \$2.50.

Evening scarfs of silk Brussels net with borders of beaded trimming. White, black, violet, pink, blue and other desirable shades. \$5 to \$8.50.

Evening scarfs of crepe de chine with hem and satin borders. Lovely pastel shades. \$1.50 to \$2.50.

Corsage bouquets, the finishing touch to your party frock. We are showing many lovely effects in these floral novelties of chiffon, silk and metal cloth. 50c to \$2.50.



—Neckwear Shop, Main Floor.

NOW IN PROGRESS!

Our Great Annual November Sale of

Drugs and Toiletries

Hundreds of needfuls in highest standard qualities drugs and toilet requisites at good savings. Prices are emphatically lower than replacement costs would warrant. Stock up liberally now—further price advances can hardly be avoided in the not remote future. Everything you could want in drugs and toilet articles is here.
—Main Floor, Sixth Street.

"Harvard Mills" Underwear Week

All this week our women's and children's Knit Underwear Shop is making a special featuring of Harvard Mills HAND-FINISHED fine gauge ribbed underwear. Each Harvard Mills garment is cut by hand and the details of finishing are carefully executed—the fit is perfect and permanent because Harvard Mills underwear is also pre-shrunk and finished with Flat-lock seams, giving only one thickness of fabric. We are Portland agents for this famous underwear. We have the following fabrics:

QUALITY NO. 806

Women's Harvard Mills medium weight tuck stitch cotton, hand finished undergarments in all the desirable styles. Pants and vests, regular sizes, 80c; extra sizes, 90c. Union suits, regular sizes, \$1.40; extra sizes, \$1.60.

QUALITY NO. 834

Women's Harvard Mills spring needle fabric, silk and wool undergarments in all styles. Union suits, regular sizes, \$3.60; extra sizes, \$4.

QUALITY NO. 862

Women's Harvard Mills medium weight tuck stitch undergarments in all Winter styles. Pants and vests, regular sizes, \$1.45; extra sizes, \$1.65. Union suits, regular sizes, \$2.20; extra sizes, \$2.60.

QUALITY NO. 918

Harvard Mills tuck stitch fabric, silkateen and merino undergarments in all styles. Pants and vests, regular sizes, \$1.65; extra sizes, \$1.85. Union suits, regular sizes, \$3.00; extra sizes, \$3.50.

FOR CHILDREN

Children's cotton vests and pants in sizes 2 to 11, each, 60c, or two for \$1. In sizes 12 to 16, each, 70c, or two for \$1.25.
—Knit Underwear Shop, Main Floor.



Wall Paper

Look to your wall paper needs now. We are offering an excellent assortment of

DISCONTINUED PATTERNS AT

SINGLE ROLL 7 1/2c and upwards. Special today.

Dry paste for paperhanging, today only, 2 pounds, 25c.
—Seventh Floor, Sixth Street.

Groceries

Maine Corn, best quality, Golden Harvest brand, genuine Maine corn; the dozen, \$2.15; 19c the can.

Catsup, Del Monte, new pack, just received, doz., \$2.10; 18c large bottles.

Crisco, extra large size, \$2.35; large size, \$1.55; medium size, 80c; small size, 43c.
—Ninth Floor, Fifth Street.

Black and Tan Cowhide Traveling Bags \$7.39



Black and tan traveling bags in good weight, genuine cowhide. Sewed corners. Leather lined. Pockets on both sides. For all those who are looking for a durable, good looking, inexpensive bag, here is indeed a splendid opportunity—genuine cowhide traveling bags at only \$7.39.

All Wool Plaid Good \$15 Suit

Robes \$7.47

Hemmed edge all-wool plaid robes for automobiles. 60x72-inch size. Several different patterns in the assortment. Fast colors. Only a limited quantity, on sale today at \$7.47.

Cases \$12.37

Cowhide and pigskin suitcases with and without straps. These are in the 24 and 26-inch sizes. Good \$15 suitcases on sale today at \$12.37.
—Luggage Shop, Sixth Floor.

Thanksgiving Linens

Should Be Purchased Now and Here!

Now because our stocks are unusually complete. Here because our prices are uniformly lower than elsewhere.

We are Portland agents for the famous "Shamrock" brand of John S. Brown's table linens—Irish linen table cloths and napkins to match. Our prices are most reasonable. All clean, fresh goods. Cloths, 2x2 yards, \$6.00, \$6.50, \$7.00 and \$7.50. Cloths, 2x2 1/2 yards, \$7.50, \$8.00, \$8.50 and \$10.00. Cloths, 2x3 yards, \$8.50, \$10.00, \$11.00 and \$12.00. Napkins to match, dozen, \$6.50, \$7.50, \$8.00 and \$10.00.

Sale Large Table Cloths

Extra large cloths, but with no napkins to match. Fine quality. Mostly one or two of a kind. About one-third off the regular prices.

\$8.00 Cloths, 90x108 inches, \$ 5.00
\$16.00 Cloths, 90x108 inches, \$12.00
\$22.00 Cloths, 90x108 inches, \$15.00
\$27.00 Cloths, 90x126 inches, \$18.00
\$35.00 Cloths, 90x198 inches, \$24.00
\$45.00 Cloths, 90x216 inches, \$30.00

Table Damask, Yard \$2

Pure Irish linen table damask of a good firm grade that will wear and launder exceptionally well. Full 70 inches wide. A number of pleasing designs for you to select from. This is an especially good value at, yard \$2. 22-inch napkins to match, dozen \$6.00.
—Linen Shop, Second Floor.



A Great Sale of Pottery

Jardinieres and flower bowls in the popular green mat finish at exceptionally low prices. Jardiniere in 5, 6 and 7-inch sizes. Flower bowls in 6 and 8-inch sizes. We've illustrated one of each.

25c green mat jardiniere, 5-inch size, priced special in this sale at only..... 17c
50c green mat jardiniere, 7-inch size, priced special in this sale at only..... 32c
35c green mat jardiniere, 6-inch size, priced special in this sale at only..... 25c
75c green mat flower bowl, 8-inch size, priced special in this sale at only..... 49c
50c green glazed flower bowl and frog, complete, 6-inch size, priced special in this sale at only..... 37c
—Housewares Section, Basement.