'HELP' MADE SLOGAN OF CHEST CAMPAIGN

Advertising Is Devised for Charity Appeal.

DRIVE LEADERS READY

Ladder, Surmounted by Huge Loaf of Bread, Will Be Erected to Indicate Progress.

This simple but significant and inclusive word has been chosen for the slogan for the community chest drive, which will open Monday, November 10. Clever and varied uses of the word have been devised for or the work have been deviced to publicity and advertising matter in an effort to "get over" the heart appeal of the chest and its needs to the public, according to depart-mental chairmen working under the publicity bureau, who met for an informal luncheon and conference yesterday at the chest headquarters. Give by the month, will be a point stressed by all solicitors in the securing of funds, "Not only will monthly contributions make it easier on the contributors, but it will mean more money for the chest," said E. C. Sammons, general of the drive. "For instance, many people will feel that \$5 is all they can afford to give, if they give it all at once, but they could give \$1 a month and not feel it nearly so much and the chest would be \$7 abend."

Ladder to Indicate Progress. W. J. Hofmann, chairman of the atunts committee, reported that the Indicator for the progress of the drive, which will be erected on the drive, which will be erected on the old postoffice block, corner Sixth and Morrison streets, will be in the form of a rungless ladder surmounted by a huge loaf of bread. Each day of the drive at noon the progress of the drive will be announced by means of putting rungs in the ladder, each rung indicating a certain sum and a little girl will a certain sum and a little girl will mount toward the loaf of bread as far as the rungs will permit. Music and snappy stunts will also feature

the noon programme.

Gus Metzger, chairman of the theatrical advertising, announced that the special community chest film made by George Larkin and other professionals, into which an interesting story has been introduced, will be released next week. in the downtown motion picture show houses. This will replace the usual four-minute speakers usually used in campaigns.

Handbook to Be Ready Soon.

Arthur E. House reported that the handbook for the drive will be ready for distribution within a few days. A. L. Steele is preparing a days. A. L. Steele is preparing a special programme of stunts for the men's civic clubs. Walter Lang is in charge of features to be put on by the members of the police bureau and the fire department. A. Craig McMicken is in charge of the programmes at the indicator. Frank Tebbetts will be in charge of "live" exhibits from the beneficiary inexhibits from the beneficiary in-stitutions which will be shown in downtown windows. Charles Milli-man heads a committee for side-walk advertising. Harvey Wells is assisting Mr. Hoffman with the indicator features. W. S. Kirk-patrick divulged plans for the dis-play advertising.

Mr. Sammons announced that the entire organization is practically completed as far as leaders are concerned and that workers are being cerned and that workers are being recruited at a rapid rate. Mrs. Victor Brandt, general of the woman's division, reported that she has all of her brigadier-generals and all of her colonels. The speaking campaign is going ahead under the general direction of Dr. E. H. Pence, with Mrs. James McCarren, secretary. J. J. Handsaker reported full co-operation with the public schools. co-operation with the public schools, solicitation in the three teachers' organizations to be conducted within the organizations.

CARVER LINE GETS TIME

TRIBULATIONS OF OPERAT-ING ROAD TOLD TO COUNCIL.

City Finally Holds Up Revocation of Franchise Pending Further Inquiry Into Situation.

A story of operation of a rail-road with small capital, and no end of trials and perplexing problems, was given to the city council yes-terday by Stephen Carver, president. general manager, conductor and engineer of the Portland & Oregon

City line.
The recital prompted the council The recital prompted the council to delay action on the proposed revocation of the franchise held by this road within the city limits, for failure to repair street crossings. One of the heavy stockholders in the road lives in Montana and Mr. Carver asked that action be delayed until this man could reach Portland and discuss the situation with the city council.

offy council.

Mr. Carver told the council that he had done everything possible to keep his little line, which operates a motorcar between East Portland and Carver, in Clackamas county, and that for a time the road was paying its way. paying its way.

paying its way.

Then came an automobile bus, running on a route already covered by the railroad, and profits ceased.

"From that time I have been trying my best to keep the road going," said Mr. Carver. "I even let out my men and began operating the car myself, It means long the car myself, It means long hours and hard work on my part, with little or no chance for any profits, but I can't stop and leave the people who depend on my road without facilities. I think the city should be as liberal as possible in this matter and give me a chance to make good."



Broadway at Couch

ARREST RESIDENCE OF THE PROPERTY OF THE PROPER

Double Trading Stamps Will Be Given Today All Over the Store

Do All of Your Shopping Here and Profit by This Special Cash Discount - Filled Stamp Books Redeemed on the Third Floor



Store Closed **L'omorrow**

will feature timely offerings today in things you'll need for the double holiday. Morning hours best for shopping.



Today's Deliveries orders taken up to 2 P. M. City and close-in districts up to 5:45 P. M.

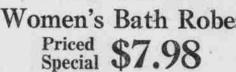
Women's Coat Sweaters \$7.95

-You'll Need One for That Outing Trip

Second Floor-These Sweaters are of such good quality and the styles so attractive that the entire lot is sure to sell out quickly, therefore get yours early in the day. Stylish and comfortable, just what is needed for that week-end trip. Tuxedo and buttoned models, with or without collars... Some are trimmed with brushed wool. Choice of the newest sport colors. \$7.95

Wool Sweaters Priced \$5

Second Floor-High-class Sweaters in slipon and tuxedo styles with square or round necks, long sleeves, belts or tasseled sashes. Some in plain, others in fancy weaves. Tan, red, blues, jade, beige, henna, rose, \$5



Second Floor-Many a woman will welcome this opportunity to secure a good, serviceable Bath Robe for little money. Made of splendid heavy grade blanket robing in solid colors and novelty patterns. Rose, copen, navy, orchid, etc. Styled with or without collars. Trimmed with satin with cord girdle and tassels. New \$7.98 medium length styles with full sleeves



Women's

Lisle Hosiery

At 85c

Main Floor - Full - fashioned

style. Wayne Knit brand. Black,

white, balbriggan, gray, beaver and cordovan. All sizes. 85c Priced special, the pair

Silk Hose \$2

Hose with fancy clox in neat de-

signs. Black, brown and, gray. These sell in the regular \$2 way at \$2.25. Special, pair

Burson Hose 50c

-Women's Burson Hose in reg-

ular and outsizes. Ribbed top

and plain. Black, white, cordo-

van and gray. Regular 65c

Hose. On sale today at 50c special, per pair — only

Hosiery Department

Main Floor

-Women's semi-fashioned Silk

Women's Bath Robes | Women's Bath Robes Priced \$5.00

Second Floor-These attractive Robes are fashioned in the popular breakfast coat style with collars, fancy sashes and girdles. Made up in excellent quality golfine in rose, copen, fuchsia, orchid and red. Trimmed with satin facing Choice of several dainty patterns. \$5.00 Full assortment of sizes. Special at -Always ask for your green trading stamps.



Second Floor - Quality Petticoats from our own regular stock offered for today's selling at a substantial saving. New plaited styles trimmed with fancy braid or with novelty insets of contrasting colors. Henna, copen, purple, navy, rose fuchsia, taupe, brown, black. \$5.98 Of excellent grade silk jersey

French Kid Gloves \$2.69 -Formerly Priced at \$5

Bargain Circle, First Floor -Slip-on style with pearl clasp and fancy embroidered back. Genuine imported French kid. Beaver, brown and white. Regu-lar \$5.00 Gloves \$2.69

Kid Gloves

-Odd lines women's short Kid Gloves. Black, white, tan and browns. \$1.89

Women's Gloves At 95c

-Chamoisette Slip-on Gloves in strap effect with embroidered backs. Covert, beaver and coffee 95c shades. Special, pair



Bargain Circle First Floor

35c Handkerchiefs



Special 90c

Main Floor-Colored Voile and Swiss Tissue Handkerchiefs-also white Irish Lawns with dainty corner embroidery and some with face corners. Reg- 90c ular 35c Kerchiefs; special, 3 for

Veilings 49c

-65c and 75c values. Plain and fancy mesh Veilings in chenille dot and French dot effects. Large assortment of colors and combinations to select from. 49c

New Drape Veils

-half and square styles in plain and fancy meshes. Woven and scroll border patterns-very popular for the new small hats. All the faNew Veilings

-Novelty mesh Veilings in solid colors and the new wide mesh Veilings with large chenille dots. Very smart. All the latest colorings. Priced vored colors. Prices range at only \$1.25 the yard. from \$1.25 up to \$4.95 -Veiling Dept., Main Floor.

Sale of Sport Hats

Main Floor - Of brushed wool in tan, brown, blue, gray, red and heather. Smart, attractive Hats for school and \$2.95 outing wear. Sale

Bertha Collars Special \$1

Main Floor -- Of good quality Cretonne net in white and cream, trimmed with tucks and dainty laces. Suitable to wear with silk or wool dresses. \$1.00

Basement Millinery Sale \$ -For quick clearaway of about 100 women's and children's Hats we offer them at two dollars. Street and sport hats for women in many attractive styles from the soft dressy models to the tailored effects Children's Hats in beavers and felts in good practical styles for school

At Olds, Wortman & King's

-9:00 A. M., Rotunda, Main Floor-Grand Chorus, Employes Only
Direction Mrs. Fred L. Olson
-12:15 P. M., Tea Room, 4th Floor-Direction Mrs. Fred L. Olson -12.15 P. M., Tea Room, 4th Floor—Direction Mrs. Fred L. Olson
-VOCAL SOLO. Mrs. Fred L. Olson
-OLSON TRIO. Misses Audross, Meier, Jones
-VOCAL SOLO. Alta Bridgefarmer
-VIOLIN SOLO. Mrs. Ethel M. Hampton
-VOCAL SOLO. Dr. Ella Welch
-SOLO. OWK Chorus
-Accompanists Nettle Leona Foy
{ Mrs. Oliver Wickersham

Free Travel Service

-California via the Ocean Route-we carry tickets of the coastwise steamship lines and will make your hotel reservations, check your baggage, etc., free of charge. Let our American Express Travel Bureau look after the details of that trip!

Second Floor

Dollar Mints 33c Lb.

-You'll like these delicious chocolate dipped Mints, 33c -English Toffee, pure 45c and wholesome, pound -Broken Opera Sticks-sev eral hundred pounds 25c on sale today—pound 25c—We Give S. & H. Stamps. Main Floor

Men's Shoes, Oxfords -Values Up to \$11

\$6.85, \$5.95 Main Floor-Black kid or calf, brown kid or calf, also patent coltskin. Novelty patterns-conservative styles-all styles. New French toes for young fellows, medium and wide toes for the elders. Not every size in each line, but all sizes in the sale. Every pair is Goodyear welted. Regular

values. Shoes at \$6.85. Oxfords priced at \$5.95 Women's Pumps, Oxfords \$6.95

-Smart styles for street and dress wear. Hand-turned and welt soles, covered heels, high or low, leather heels in all heights. Black or brown kid, satin or patent leather. All the \$6.95 latest lasts and patterns. \$8.50 to \$12.00 Shoes, pair

See Lundahl's Masterpiece "Christ on Calvary"

now on exhibition in the Garment Salon, Second Floor. This wonderful work of art has attracted great throngs wherever it has been shown and is pronounced by leading critics as being one of the greatest creations of the age. This great picture is

Valued at \$85,000

and measures 9x14 feet. You are extended a cordial invitation to come and view this canvas which is arranged in a special setting on the Second Floer. Morning hours are best on account of the afternoon crowds. Bring the children.

No Admission Charge

Special Purchase Sale



250 Women's Hats Captivating Modes of the Moment

Values



Values

-No woman need be without a new Hat for the holidays with such a sale as this going on. And women who are looking for an inexpensive Hat for utility wear will find this a wonderful opportunity to satisfy their needs at moderate cost.

-Hats for All Occasions In Black and New Colors

-Tailored Hats, Sport Hats, Dress Hats-some elaborately trimmed with feathers, ornaments, quills, etc., others in metal and fur effects. Included in the sale are Hats from Rawak, Gage, Fisk and many other famous makers. Small turbans in splendid assortment, also medium and large styles in dressy effects. Black and every desirable color. Hats worth \$5.00 up to \$25.00 in a very special offering today at only

Millinery Salons, 2d Floor

News From Store for Men Ivory Soap Offering Timely Suggestions in Holiday Requirements

-Hundreds of Portland's best dressed men buy their clothes and furnishings at this store. Why not you?

New Arrow Shirts

Main Floor - Distinctive patterns characterize Arrow Shirts. Neat stripes of varying widths, in all the best colors. Materials too are of exceptional quafity. Soft cuff styles. Prices range from \$2.50 to \$4.00 -Bates Street Shirts in handsome new patterns. Best of materials. Priced \$2.50 to \$6

Gloves

-Men's Dress Gloves in Dent's and Perrin's makes. Complete showing in capes, mochas and kids. Also lined Gloves for driving. Moderately priced.

Handkerchiefs

-We're showing an exceptionally fine quality of men's linen Handkerchiefs with initial at 50¢, and other plain linen Handkerchiefs at 25¢ to \$1.25

Sport Coats -Extra well made all-wool Sport Coats to wear under the cont. Just the thing for driving and outing wear. 4 \$7.50 pockets. Priced at -Wool Vests in a variety of serviceable colors. 4 pockets. Priced \$3.50, \$4, \$5, \$5.50

Men's Reefers and | Best Makes Men's Mufflers -Brushed Wool Mufflers in the new colors. Men like these for their genial warmth.

popular fringed end styles. Good full styles. Extra values at \$1.50 up to \$4.00 Men's Interwoven Hosiery

-Wool and cashmere Interwoven Hose in several different weights. Made with interwoven heel and toe-unequalled for service. Prices range from 60¢ to \$1.50

Underwear -Carter's Union Suits in all

weights and fabrics. Every Carter garment is made to fit perfectly. Long sleeve, ankle length styles. Prices range from \$4.95 to \$10 -Men's Silk Reefers - the -Cooper's "Allen A" Union Suits in mixed wool. Light and heavy weights. Natural color. These garments give splendid satisfaction-\$3.50 -Winsted Underwearshirts and drawers-for men who prefer separate gar-ments. Full range of sizes.

\$3.50, \$4, \$5 and \$5.50

Everything for Boys —Suits, Overcoats, Sweaters, Caps, Hats, Gloves, Underwear—our well-stocked Boys' Store is ready to outfit your boy at low cost. Quality merchandise.

2-Knicker Suits \$9.85 -Dubblebilt and Other Fine Makes

Main Floor-Made from wool materials, these Suits are not only warm but they're serviceable as well. Cassimeres, tweeds, homespuns, etc., in a fine collection of handsome light and dark patterns. Latest loose belt models, full cut, smartly tailored, coats lined with mohair, pants full lined. All sizes from 7 up to 18. Two pairs Knickerbock-ers with each suit. Specially priced for today \$9.85

Boys' Furnishings

-Cooper's Union Suits, in cotton, wool. \$1.50 to \$3.50 -Boys' Gloves 75¢ to \$1.00 -Gauntlets \$1.50 to \$2.00

-Boys' Union Suits, Thornapple, cotton, \$1.15-\$1.75

-Mixed wool \$2 to \$3.50

-All wool at \$3 to \$4.50

-Mixed wool \$2 to \$3.50

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-Mixed wool at \$3 to \$4.50 for every button that comes off and 50c if they rip-\$3 -Boys' Mackinaws, all pure wool. Best makes. Prices range \$7.50 to \$17.50 -Boys' Rain Coats of rub--Boy Scout Hose 25¢-35¢ | berized tweed. Special \$7.85

Special 4 Cakes 25c

None sold or delivered at above price except with other purchases made in the Drug Dept. Limit 4 cakes to a 25c customer. 4 cakes for 25c

Toiletries

-D. & R. Cold Cream, tube 50¢ -D. & R. Cold Cream put up in jars-priced at 30¢, 45¢, 80¢ -Melba Face Cream at 50¢ -Oriental Face Cream, small trial size-priced at only 25¢ -Floramye, Azurea a Le Trefle Face Powders, all shades at 90¢ -Three Flowers Cream at 50¢ -Marvelous Cold Cream at 50¢ -Hudnut's Talcums put up in glass containers priced at 50¢ -Hudnut's Twin Compacts-al shades of face powder with medium Rouge-priced only \$1.50 -Three Flowers Face Pdr. 75¢ -Tooth Brushes, special at 50¢ -Tooth Brushes at 25¢, 35¢ Sepol Shampoo at 50¢, \$1 -Colgate's Shaving Stick 35¢ -Lysol Soap priced, cake 25¢ —Military Brushes, single, assorted styles. Extra values in this sale at 75¢ and \$1.00

Groceries

-Canned Shrimp, new 15c Lux Washing Powder 10c

Priced at, the package 10c

Rinso—the wonder 6c

cleanser; priced, a package 6c -20-Mule Team Borax 5c
Soap, priced special, a bar 5c
-20-Mule Team Borax 29c
Chips, special, a package 29c -Swift's Wool Scap, on 25c special sale, 4 cakes for 25c -Kingsford's Gloss 75c Starch-6-pound box for

Cord Girdles \$1.95

Main Floor - Much the vogue for wear with coats and dresses. 2 'yards long, finished at end with tassels. Black and several colors. Values to \$1.95. Priced special \$1.95. Priced special \$1.95. Powder and Puff Cases—handmade gift novelties—on 75c special sale today at only

Department Main Floor

wear. Values up to \$6.00. Priced special for this sale at \$2.00

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