

Y. W. CAMPAIGN ON

Women Today Begin Effort to Raise \$9000.

WORK'S VALUE RECITED

Publicity Week Intended to Inform Outside of Good Done for Girls and Women in Need.

Publicity week at the Young Women's Christian Association has commenced in earnest.

Although the Portland association is all but 15 per cent self-supporting, it is needed to complete the budget.

As a practical demonstration of methods of approaching possible subscribers, a play was given yesterday.

Miss Maxwell explained the business method in which the campaign for financing and funds will be carried on.

Eighty attended the luncheon yesterday and additional workers came in during the afternoon.

Mrs. Warren, who made a short address, said: "The work done by the Travelers' Aid alone makes an impressive amount."

ROSE FESTIVAL IS TOPIC

DIRECTORS ARE GUESTS OF TRANSPORTATION CLUB AT LUNCHEON.

James G. Woodworth, Vice-President of Northern Pacific, Vires Need of Definite Attractions.

"Rose Festival day" was observed at the Portland Transportation Club yesterday and a majority of the festival directors met with the railroad and steamship men at their regular luncheon at the Multnomah Hotel to outline plans for this year's celebration.

W. C. Wilkes, assistant general freight and passenger agent of the North Bank Railroad, and himself a member of the Rose Festival directors, presided.

James G. Woodworth, vice-president of the Northern Pacific Railway, who is visiting in Portland, and the representatives of the Rose Festival, the Columbia River Highway and other attractions of the Northwest as guests in the campaign to attract tourists to this territory.

House Man Gets Public Post

WASHINGTON, Jan. 10.—President Wilson today nominated Frank B. Klayton, of Boise, Idaho, as Receiver of Public Money at Boise.

Is Your House a Home—

or is it a collection of brick walls, carpets, chairs and tapestries? Make it a home by serving for breakfast Shredded Wheat, the food of health and strength.



SMALLEST HORSE IN THE WORLD—"LITTLE LULU"—IN PLAYROOM TODAY, FIFTH FLOOR OUT-OF-TOWN PATRONS WILL DO WELL TO ORDER BY MAIL DURING

First Annual Sale TWO Annual White Sale

Odds & Ends Surplus Stock WONDERS SALES Undermuslins Embroideries Etc

Many Lines New Stocks Undermuslins, Linens, Embroideries, Laces, Etc., at Greatest Savings

COUPON SPECIAL

—Every coupon saves you money. Positively none of these goods sold without coupon.

FICTION OR COOK BOOKS, 39¢ Regularly 50¢

HEAVY OUTFIT FLANNEL, 9¢ Regularly 12 1/2¢ Yard

BATH MATS FOR 75¢ Regularly \$1.25

RIBBON COAT HANGERS, 50¢ Regularly 75¢ to \$1.50

BUSTER BROWN UMBRELLAS, 50¢ Regularly 75¢

SILK DRESS MALINE, \$1.98 Regularly \$2.50 Yard

COLORED MALINE, YARD, 19¢ Regularly 25¢

CRIB BLANKETS, 29¢ Regularly 45¢

STAMPED TOWELS, 79¢ Regularly \$1.25

Leather Goods

—We're making a "clean sweep" on this merchandise.

—And that's just what we're doing, as a glance at some of the items listed below will convince you.

Toilet rolls that were \$9, hand-bags that were \$10, party cases that were \$10, \$12, \$3.98

Handbags that were \$12, \$13.50 and \$25, toilet bags that were sold for \$12, on sale now at \$6.98

Boys' \$1.50-\$2 Warm Sweaters 69¢

—Boys' fine quality, medium-weight sweaters in a big disposal.

Manhattan SHIRTS

—now at special prices for our great Annual Sale.

\$1.50 Shirts priced at \$1.15 \$2.00 Shirts priced at \$1.55 \$2.50-\$3.00 Shirts at \$1.95 \$3.50-\$4.00 Shirts at \$2.85 \$5.00-\$6.00 Shirts at \$3.85 \$7.50 Shirts priced at \$5.45

TRUNK SALE

17 Trunks Worth \$10 to \$14 14 Trunks Worth \$15, \$16, \$17 2 Trunks Worth reg. \$22.90 \$6.50

—Three-ply, slatless fiber-covered; canvas-covered, oak-slatted steel-covered models, mostly cloth lined and some with straps.

"Indestructo" Hat Trunks

\$33, \$38, \$42 models Only Four in the Lot. \$16.00

Women's Winter Apparel



—at such drastic reductions that hundreds of women are buying additional Winter wear every day!

Suits —of broadcloth, serge, corduroy, velvet and wools; some plain tailored; others fur or velvet-trimmed—all smart.

Coats —of plush or wool, mixtures, tweeds and novelty cloths.

Dresses —suitable for street and afternoon wear. Of silk, serge and pretty combinations.

White Sale of Undermuslins!

—Tables piled high with the daintiest of snowy undermuslins.

Gowns —Sheer and dainty, of nainsook, cambric, muslin and batiste, lace and ribbon-trimmed.

Combinations —Dainty and soft, trimmed with fine laces and embroideries.

French Underwear —daintily made and hand-embroidered—broken lines at big savings!

Corset Covers —in many dainty designs. Sheer and pretty for thin blouses.

Petticoats —Soft and fluffy, with deep flounces of billow lace.

New Philippine Hand-Embroidered Wear —Exquisitely dainty undermuslins—hand-embroidered and sewed—bought and underpriced for this sale!

Embroidery Edgings, 7 to 17-inch widths, fast edges, 200 patterns, regularly 35¢ to 85¢.

Embroidered Lawn Flouncings, 25 inches wide, lacy patterns, regularly 35¢ to 50¢.

Embroidered Allovers, batiste, cambric, nainsook, 32 inches wide, regularly 50¢ to 75¢.

Corset Cover Embroidery, pretty floral designs, 18 inches wide, regularly 35¢ to 50¢.

Skiing Embroidery, Swiss, cambric, nainsook, 18 patterns, 17 inches wide, regularly 40¢ to 65¢.

Net-Top Laces, white and cream, Venise edge, 3 to 7-inch widths, regularly 35¢ to 45¢.

White Sale Embroideries and Laces!

—Months ago we began scouring the markets for the BEST and NEWEST embroideries and laces for this event.

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Dozens of Real "Bargains"—Big Specials at, Yard 25¢.

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White Sale Undergarments For Girls and Infants

—Mothers will profit by looking to the younger sisters' underwear needs now!

Drawers, 29¢ —Very special. Of soft cambric or muslin, with ruffle or knicker knee.

Gowns, 55¢ —Regularly 60¢. Dainty slip-over style, prettily trimmed.

Skirts, 59¢ —Regularly 75¢. Pretty, fluffy petticoats, lace and embroidery trimmed, 79¢ for \$1 skirts. \$1.19 for \$1.50 skirts.

Infants' Coats, \$4.95 —Regularly \$5.50 to \$7. Both long and short coats of cashmere and wool.

Infants' Slips, \$1.95 —Regularly \$2.50 to \$3. Soft nainsooks, in long and short slips.

New "Wirthmor" Waists \$1.00



—As always, they are styles that you'll want—dainty, yet practical.

—Four handsome models are pictured here, each one distinctive and attractive.

—The price that many women like to pay for their every-day blouses.

FOR MEN! Suits \$13.50

Usually \$18-\$22.50 2 Big Purchases

—263 smart, new suits from two of the best-known makers of young men's clothing.

—English and more conservative models, some with patch pockets. Tweeds, cassimeres worsteds and chevots, in grays, greens, browns and tans.

—The tailoring and workmanship are such as you would expect to find in much higher-priced garments.

—You can't duplicate them at \$13.50!



—Third Floor, Fifth Street.

Meier & Frank Co. THE QUALITY STORE OF PORTLAND

White Sale Stationery

—The prices quoted speak for themselves. Plain and novelty stationery, cards, envelopes, office supplies and dozens of articles have been reduced.

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