

TELEPHONE IF YOU CAN'T COME—MARSHALL 4600 OR A 6101

NEXT DRIVE WILL BE SMASHING ONE

Interest in Coming Liberty Loan Campaign Grows Steadily Stronger.

PREPARATIONS UNDER WAY

Calls, Queries and Reports From County Chairmen Bring Daily Inspiration to Officers in Charge of State Headquarters.

Enthusiasm that refuses to be less but begs for an opportunity to manifest itself in preparation for the third liberty loan drive in Oregon brings daily inspiration to state headquarters in the Northwestern Bank building.

"We have many calls from county chairmen, from volunteers, each day," says Blaine Hallock, assistant executive manager, "and the spirit of determination to put Oregon's quota across is marked in each instance. With such interest and zeal already manifested, the big drive seems less formidable. Such men are going to make the eagle scream in earnest when they go over the top.

In strong relief against preliminary plans stands the assertion that non-resident taxpayers and public service corporations will be solicited vigorously for the swelling of the liberty loan quota in which their interests are situated.

Fair Response Expected.

"It will be one design of the campaign," said Mr. Hallock yesterday, "to see that the past Oregon's quota across districts of their origin. Particularly will the non-resident taxpayers be solicited, either through the County Assessor, the county chairman, or other medium, or by direct appeal from the state executive committee."

Public service corporations, in computing their liberty loan investments, will be requested to apportion pro rata amounts among the various counties in which they operate, and the aid of the State Tax Commission will be enlisted to bring the proposal before the corporations.

Foreign corporations transacting business in Oregon will be strongly solicited to add the state in its liberty loan showing by crediting their investments to the districts which yield them business. A list of such concerns, totaling 166, will be furnished by the State Corporation Commissioner.

Non-Residents Must Give.

A. T. Hill, county chairman of Union, remained after the recent conference to confer with local liberty loan officials and to perfect his organization. Mr. Hill is emphatic in his endorsement of the non-resident taxpayer proposal, and cites the case of a Minneapolis company which owns vast timber tracts in Union, yet has hitherto been unqualified for liberty loan investment in Oregon.

"Coos County may be somewhat shy in population," declared L. J. Simpson, county chairman of Coos, in headquarters yesterday, "but you can count on us to put it over. I have not been home since the conference, but telegrams inform me that they already are organizing and that the Coos County Bankers' Association has voted a fund for initial expenses."

Klamath County will depart from the organization plan as outlined, and will perfect its drive machine after the military model, announces C. J. Ferguson, the county chairman. Captain Ferguson, as he will be styled through the campaign, has given headquarters a list of 115 names in nomination for lieutenants. The appointments will be made by the state chairman.

Harney Will Make Good.

J. J. Donagan, county chairman of Harney, assured headquarters that he will tour his district by auto in an organization campaign, personally appointing his leaders. With the organization he has in mind, Mr. Donagan predicts that Harney will be first in the blue.

J. R. Blarabny, chairman of Malheur, also confided in the death of banking centers, is working out an organization along his own lines, and already has appointed Duncan Melias as manager for Riverside. Among his problems is the Big Bend district, located in Oregon, but tributary to the town of Parma, in Idaho. By being "first on the ground," the Malheur leader expects to cinch the territory.

The services of the Washington County Patriotic League during the liberty loan campaign were offered yesterday at headquarters by C. E. Walls, vice-chairman, and William Madan, secretary, both of Hillsboro. The league's organization has been perfected to the smallest school district and is designed for patriotic service. The volunteers were referred to J. A. Thornburg, of Forest Grove, county liberty loan chairman.

"It is such instances as these, constantly occurring," declared Mr. Hallock, "that speak for the drive in which Oregon is to enter the big drive."

HUNDREDS ASK PERMITS

Effect of New Hotel Licensing Ordinance Already is Apparent.

Hundreds of applications for hotel licenses, brought forth as a result of the passage of an ordinance requiring all hotelkeepers to have licenses were piled on Chief of Police Johnson's desk yesterday afternoon and the chief was busily engaged in scrutinizing them.

Under the ordinance, which was passed at the request of Mayor Baker as a war measure, the police must pass upon the applications and furnish to the Commissioner of Public Safety (the Mayor in this case) the information necessary for him to recommend to the Council whether or not licenses are to be granted. The idea is to weed out all undesirable persons from the business as a part of the clean-up campaign inaugurated to make the city a proper place for soldiers.

NEW UNIT BEING FORMED

Registrants May Be Inducted Into Thirty-Third Engineers.

It was announced yesterday from the United States Army recruiting station, second floor Worcester building, that registrants have the opportunity to be inducted into the Thirty-third Engineers, a new contingent being formed for service in France. Men accepted for this branch will be sent to Camp Devens, in Massachusetts.

Registrants will also be accepted for service in one of the many bakery companies in process of formation. Experience as a cook or baker is not essential, but ordinarily wise for the applicant an advance in pay or promotion above the grade of private.

The Cat & Pet Stock Show

will be held in our Sixth Floor Auditorium February 14, 15 and 16. Cats, rabbits and canines may be entered. The show is given under the auspices of the Oregon Branch National Breeders and Fanciers Association. For premium list and all information write the secretary of the show, care Meier & Frank Co.

NEW BOOKS

"A Yankee in the Trenches," by Corporal R. Derby Holmes, \$1.35. "Private Peat," by Harold R. Peat, \$1.50. "Over the Top," by Arthur Guy Empey, \$1.50. —Book Shop, Fifth Floor.



Meier & Frank Co.
Established 1857
THE QUALITY STORE OF PORTLAND
7th, 8th, 9th, 10th, 11th, 12th Sts.

Last Day Nemo Corsets at "Old Prices"

Beginning next Monday (February 4th) prices will advance on certain models of our Nemo corsets. Nemo Wonderlift Nos. 553, 554, 555, 556, 557 and 558, now priced at \$5, will advance to \$6. Nemo Self-Reducing Nos. 402, 403 and 405, now \$4.50, will be \$5. Do not let today go by without buying at least two new Nemos—you save 50c or \$1.00 on every corset you buy. —Corset Shop, Third Floor.

SNOW!

We Have Men's, Women's and Children's Rubbers, Heavy Shoes, Warm Wool Gloves, Hosiery and Underwear, Knitted Wear, Sweaters, Mufflers, Scarfs and Toques, Furs, All-Winter Apparel and Accessories, Blankets, Heaters, Everything for the Person and the Home, Snow Shovels, Sleds for Boys and Girls, Etc., Etc.

Our Men's Furnishings Shop Is Ready Today With

Wonderful Values in Sweaters



At a time when sweaters are in greatest demand Meier & Frank's stocks are, characteristically enough, in utmost readiness to supply that demand. Sweaters of guaranteed quality and workmanship are here in ample assortments for every need. We mention a few particularly well liked numbers. See Morrison Street window display.

- MEN'S WOOL SWEATERS \$5.95**
Excellent quality wool sweaters, finely tailored garments. Ruffneck style with fancy knit collar and bottom. Two pockets. Brown, green, cardinal, navy, Oxford, maroon. Sizes 36 to 46. Unequaled values at \$5.95.
- MEN'S WOOL SWEATERS \$5.50**
Made of exceptionally fine yarn, particularly suitable for wear under the coat. V-neck style. Brown, maroon, Oxford, black. Sizes 38 to 46.
- WOOL-MIXED SWEATERS \$3.98**
Warm, durable garments. Ruff neck style with two pockets. Cardinal, Oxford and navy. Sizes 36 to 46.
- WOOL-MIXED SWEATERS \$3.50**
Strongly made garments for all around use. V neck style with two pockets. Navy, cardinal, maroon and Oxford. Sizes 38 to 46.
- BOYS' GOOD SWEATERS \$2.50**
Warmly serviceable sweaters in ruff neck style with two pockets. Oxford, maroon and cardinal. Sizes 26 to 34, 4 to 13 years.

Silk and Wool Scarfs 49c to \$15

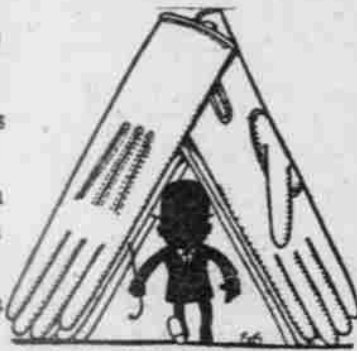
A splendid assortment of these fashionable neck scarfs.

Cape Gloves \$1.49

Standard makes of men's smart, serviceable gloves at this greatly reduced price.

Tan and gray washable capes that are unexcelled for warmth and wear. Gray Mocha, buckskin and chamois gloves. Broken lines but all sizes included in the lot.

Light, medium and heavy weight. Gloves for street and dress wear. You should buy at least two pairs today at \$1.49 pair.



—Men's Furnishings Shop, Main Floor.

Ready With Heaters

We have wood, coal, gas, oil, combination wood and coal heaters for every requirement. Our stocks are most complete. Our prices lowest for like reliable qualities.

Make Your Own Terms in Reason
—Sixth Floor, Fifth Street.

Keep Your Kodak Busy



Many of the boys in uniform say "an army lives on letters." And when these reach the boys and contain pictures of the home folks it makes them doubly desirable. Send pictures to the boys. We have all necessary supplies. Kodaks and cameras from \$1 to \$125. All films left before 6 P. M. any evening, to be developed and printed, finished by 11 A. M. next morning. Satisfaction guaranteed.

—Kodak Shop, Main Floor.

Good News for Stout Men! To \$35 Suits

\$23.85

And stout men who appreciate not merely a large saying but the feeling of security in their purchases as well will be all the more enthusiastic for knowing that

Every Suit Is All Wool

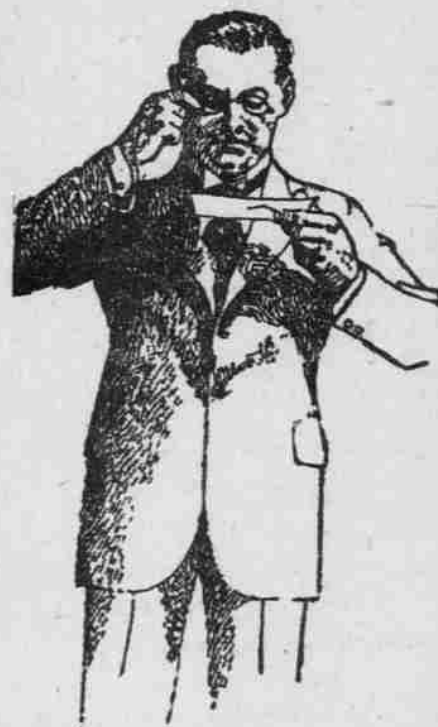
High-grade suits from the country's most reliable makers of ready-for-service clothing. Fabrics specially selected and tested for their wear-resisting properties —finished and unfinished worsteds, chevots, cassimeres and velours. Handsome designs and colorings.

Specially Hand Tailored

Made to retain their shape and good looks after a long period of service. Finest workmanship.

Exceptionally well designed, perfect-fitting suits for heavy-set men at extraordinary savings today. You'll want more than one of these suits that are such big values at \$23.85.

—Men's Clothing Shop, Third Floor.



Our "Sampeck" Clothes

Are Everywhere Recognized as Being the "Standard of America" in Boys' Clothing

The justly famed Sampeck clothes for boys are sold at just one good store in each city—in Portland they are sold exclusively at Meier & Frank's. We carry at all times a most complete and comprehensive assortment of Sampeck



SUITS
for boys between the ages of 6 and 18 years. These suits are fashioned from the best materials procurable and tailored in a shape-retaining way. Medium and heavy weight tweeds and homespuns in patterns and colors that are sure to please. Nearly all fancy Sampecks have

TWO PANTS
This is the feature that will appeal most strongly to mothers. The newest styles, the best colors and all sizes are sure to be found here at all times. Priced \$10 to \$22.50.

Complete Stocks Sampeck Overcoats for Boys
—Boys' Clothing Shop, Third Floor.

Something Entirely Out of the Ordinary—A Sale Children's Gloves

Regular \$1.00, \$1.25, \$1.50 Values, the Pair

39c

Values of the most remarkable kind are offered in this sale of children's \$1.00, \$1.25 and \$1.50 gloves today at pair 39c. There are about 300 pairs of gloves in the lot and when these are gone there will be no more obtainable at this price, which is

Less Than Present Cost

We could not buy these gloves on the market today at anywhere near this price. Included are Mocha, Cape and real French Kid gloves in black, white, tan and gray. One and two-clasp styles. Pique and overseas sewn. Gloves of quality at a price that is MUCH BELOW HALF THE REGULAR PRICES.

Another Good Special Today—WOMEN'S

Mismatched Gloves, Ea. 5c

—Glove Shop, Main Floor.

A Final Disposal of Women's and Misses' COATS

\$11.00 to \$16.50 Values

\$8.95

Today only we will sell women's and misses' \$11.00 to \$16.50 coats at the greatly reduced price of \$8.95.

Coats of such finely serviceable materials as wool velours and kersey cloth. Full-length coats with wide belts. Large plush or self-material collars.

Limited quantity only—they will go quickly at \$8.95—early selection is urged.

—Apparel Shop, Fourth Floor.



The Feature in Our Big Second Floor Children's Shop Today Is A Sale of Children's Sweaters

- TO \$2.75 VALUES \$1.25**
Broken assortment of styles, colors and sizes in sweaters, 1 to 5 years. Lynx and machine stitch. With or without belts and pockets. Cardinal, Copen, rose, tan, white and Oxford.
- \$3-\$3.95 VALUES \$2.75**
Warmly serviceable sweaters in heavy plain or fancy stitch. With belts and pockets. Many have sailor collars. Several desirable colors to choose from. Misses' sizes 30, 32 and 34.
- \$6.50-\$8.95 VALS. \$5.95**
Broken assortment of high-grade sweaters for misses and children in sizes 24 to 34. Heavy wool knit or brushed wool. High neck styles or with sailor collars, belts and sashes.

NEW! Famous "Paul Jones" Middies

We have just received a lot of new arrivals in the famous Paul Jones middies for women and children. In regulation slip-over style with detachable flannel collars. With pocket. Front-lace style with white braid. Women's sizes 36 to 46. Children's sizes 6 to 14 years. Moderately priced at \$1.75.

Children's COATS in Great Variety

- COATS \$4.95**
Regularly \$7.50 to \$10. Broken assortment of styles, sizes and colors, sizes 3 to 6 years. Coats of serges, velours and plushes. Many have velvet collars and belts.
- SAMPLE COATS**
Sample line high grade coats of velours, velvets, corduroys and broadcloths. Many have fur collars or large velvet collars. Broken line of sizes, 4 to 16 years. \$18.95 and \$27.50.
- COATS \$12.50**
Regularly \$15 to \$20. Children's heavy tailored coats of finely serviceable wool mixtures. These coats are ideal for school and outing wear. Sizes for girls 8 to 18 years.

DRESSES for Misses and Children

- DRESSES \$13.50-\$25.00**
Children's dresses of navy blue serge. Many desirable styles in sizes 6 to 16 years. Good values.
- DRESSES \$12.95-\$27.50**
Misses' and juniors' dresses in navy blue serge. Many styles, but in a broken assortment of sizes.

—Children's Shop, Second Floor.

Women's and Children's Hosiery at Low Prices

- SILK BOOT HOSE 90c**
Women's fine full fashioned silk boot hose in black, white and all the popular shoe shades. All sizes.
- WOMEN'S LISLE HOSE 75c**
Women's fine mercerized lisle hose in black, white, tan and colors. Full fashioned hose in all sizes. Three pairs \$2.
- "BURSON" HOSE 40c**
Women's seamless Burson hose in black and white. Split foot hose in all sizes.
- "BURSON" HOSE 40c**
Women's light weight mercerized cotton hose—the famous Burson make in black and white. All sizes. Two pairs 75c.
- WOMEN'S COTTON HOSE 25c**
Women's good medium weight seamless cotton hose in black and white. All sizes. Three pairs 70c.
- WOMEN'S COTTON HOSE 29c**
Women's lavender top seamless black cotton hose with reinforced feet. All sizes. Three pairs 85c.
- CHILD'S COTTON HOSE 20c**
Children's heavy ribbed cotton hose in black only. Reinforced knee, two thread heel and toe. Three pairs 50c.
- "CADET" HOSE 30c-35c**
Children's famous Cadet hosiery—good looking and serviceable stockings in black only. Medium weight Cadet hose pair 30c or three pairs 85c and 35c or three pairs \$1. Heavy weight Cadet hose pair 35c or three pairs \$1.
- CHILDREN'S COTTON HOSE 30c**
Children's fine gauge cotton hose in black only. All sizes. Three pairs 80c.
- CASHMERE HOSE 35c**
Infants' cashmere hose in black and white. Warm and durable hose—exceptional values at 35c pair or three pairs \$1.
- INFANTS' COTTON HOSE 20c**
Infants' mercerized cotton hose in black and white. All sizes. Three pairs for only 50c.



Warm Toques And Scarfs At Special Prices At 95c

\$1.50 to \$1.98 values. Angora toques and scarfs in all colors, half a dozen styles. Some of the scarfs have tied fringed ends.

At 59c \$1.00 to \$1.50 values. Scarfs, separate bands and sets. In rose, blue, canary, gray, red, green, etc. Some of the scarfs have tied fringed ends.

At \$2.50 \$3.50 to \$4.00 values. Angora and fiber silk in novelty stripes and plaid combinations. Tarn-o'-Shanter and toque style caps. Scarfs have tied fringed ends. Also 50c-59c caps and scarfs, each 25c.

—Neckwear Shop, Main Floor.