

"Santa Claus," the Original, Jolly, Old Soul Will Be Found "At Home" on the Third Floor Today

Bring the Children to See Him—His Headquarters Are Established in Portland's Largest and Best "Toyland" as Usual—Store Open Tonight Until 9:30

The Meier & Frank Store

Portland Agents for Butterick Patterns and Publications
Artistic Picture Framing to Your Order—Second Floor
Glove and Merchandise Orders Sold at the Glove Dept.

Our Big Book Store

Holiday Books for young and old—
Our big book store can supply all
your Book Wants in a most satisfac-
tory manner, and at the lowest prices



CHILDREN'S COMIC BOOKS
The Katzenjammer Kids, Mr. Jack, Happy Hooligan, Lulu and Leander, Alphonse and Gaston and many others, all at 39c.
"The Masqueraders," by Katherine Cecil Thurston, the popular copyrighted book of the day—copy \$1.08
1935 Calendars, in superb variety—every new idea. Prices range from 1c to \$1.50.
Christmas Cards in endless assortment—all prices.
Children's Books—all the popular titles and authors.
New sets, Dictionaries, Bibles, Poets, etc., etc., at lowest prices.
"Rob. Son of Battle," \$1.25 edition, for \$1.00.
"Lans," by O'Hara, \$1.00 value—75c.

"Beautiful Joe," story of a dog...30c
Red, Blue, Green, Yellow Fairy Books...special
Complete line of padded poets; special values at...5c
Gibson's Drawings, special...\$2.50
Including pictures of people, Mr. Pipp, sketches and cartoons, drawings, etc.
Pocket Testament, 2 1/2 x 3 1/2 inches...17c
All the latest copyrighted books on sale here at copy...\$1.00

The Meier & Frank Store

Remains Open Tonight Until 9:30

And gives positive assurance that everyone will be served promptly and satisfactorily—This mammoth Holiday Bazar is splendidly ready to supply at the lowest prices, suitable and appropriate merchandise of every description—Useful and ornamental things in immense assortments—Gifts for mother, father, sister, brother, grandparents, friends and relatives—We call particular attention to our great "Toyland," 3d Floor, where practical and instructive Toys are shown in magnificent array—Holiday merchandise purchased now will be stored free and delivered whenever you say—Remember store remains open tonight until 9:30—A convenience appreciated by thousands of workers—A few store "FACTS" that interest the public at this time

190 Employees—a small army of faithful and enthusiastic helpers.
17 Delivery Wagons—five more to be added this week—our own delivery system giving the best service to all parts of the city.
3997 packages being delivered on an average daily. Double the number next two weeks.
Double the stock of high-grade merchandise of any other Portland store for you to select your holiday gifts from, and this isn't imagination, either.
11 Cashiers being kept as busy as bees. 77 Wrappers and Packers.
Greatly increased service in all the holiday goods departments for today.

The Meier & Frank Store

PORTLAND'S GREATEST STORE
Main substation U. S. Postoffice Rear of the Main Floor—
Money Orders, Stamps and Registering
January Delineator on Sale at the Butterick Pattern Dept.

Women's Neckwear Specials

Women's High-Grade Neckwear suitable for Christmas
Gifts on sale today at saving prices—Beautiful neck pieces that we know will delight the recipient

New black Stole Boas in Liberty silk, ruching trimmed, handsome styles for evening wear; \$3.00 values \$2.39
Taffeta Silk Windsor Ties with English embroidered ends; all colors; great special value at—each 41c
Fancy Lace Stocks with chiffon jabot; light blue, pink and white; very attractive styles; 75c values—each 59c
Handsome Lace Cape Collars, very deep, assorted designs, white and ecru, regular \$5.00 values, on sale at \$3.39
Black Silk Bow Stocks with dainty white turnovers, regular \$1.25 values 96c
Ostrich Feather Boas in black, white and novelty shades; all lengths; beautiful variety.



\$1.25 Hat Drapes 29c Ea.

Great Special Sale today of 300 Chiffon Veils and Hat Drapes in a big variety of styles—Brown, white, black, green with self and colored dots and fancy borders, changeable effects, plain colors, etc.—Values from 75c to \$1.25 each—Your choice today at 29c each



35c Ribbons 25c
3000 yards of 5-inch Liberty Satin Ribbons, all the leading shades; white, black, pink, cardinal, brown, tans, maize, light blue, navy, etc. etc.; the best 35c quality on sale all day today at 25c—yard.

ALL-LINEN Handkerchiefs 8c
We place on sale for today 500 dozen all-linen laundered plain hemstitched Handkerchiefs; fine sheer quality; marvelous value at—ea. 8c

Women's hemstitched and initialed un-laundered Handkerchiefs, all initials, great special values for this sale, each 5c
Children's plain white initial Handkerchiefs, hemstitched, fancy box, great value, box 18c
Children's colored border Handkerchiefs in fancy boxes, great special values at, box 15c

Women's un-laundered all-linen hand-embroidered initialed Handkerchiefs, three different styles, best 25c values, at 3 for 50c
Women's hemstitched all-linen Handkerchiefs, 1/2, 3/4 and 1-inch hems, full sizes, value extraordinary, each 6c
Women's Swiss embroidered Handkerchiefs, hemstitched and embroidered, also scalloped edge and embroidered, 20c and 25c values, 2 for 25c

Men's Furnishing Goods Department

Sale extraordinary of things suitable for men folks—Stylish, furnishing goods of every description at remarkably low prices—Things men like in preference to anything in the fancy goods line

Men's Gloria Silk Umbrellas, handsome variety of handles Paragon frame, steel rod, 26 and 28-in.; regular \$2.00 values \$1.67
Men's 50c Fancy Suspenders in new shades and webs; great special values today 38c at pair
Japanet Silk Initial Handkerchiefs, extra value at 15c each; today's price is 10c each



50c Neckwear 35c
50 dozen Men's Four-in-Hands and Tecks, all new patterns and colorings; half-price stores call them 75c value; your choice today—each 35c
The new set for men—Suspenders, Garters and Arm Elastics to match; each set in an attractive box; useful, pleasing gift for any man—set \$1.50
Men's fancy Lisle Thread Hose, all the best patterns and colors; 50c and 75c values; today—pair 39c

Men's fine Merino Underwear, Shirts and Drawers—\$1.50 value, \$1.29 at
Men's natural wool Underwear, Winter weight, \$1 value, 87c
Men's camelhair Underwear, Shirts and Drawers, \$1 value, 85c
"Wright's" Health Underwear, wool fleeced, \$1 value, for 83c

Boys' lambwool Sweaters—navy, maroon and white, \$2.50 value, \$1.73 at
Boys' all-wool sweaters, navy, maroon and oxford gray, with fancy stripes; \$1 value, 87c
Special holiday sale of boys' Clothing, second floor.

Great Reductions in Children's Wear

January prices prevail on our entire stock of Children's Wear—Every coat, every suit, every dress marked at clearance prices—An opportunity to buy the best ready-to-wear apparel for misses and children at a saving economical parents will appreciate—Sale continues until further notice

Our entire stock of Children's Dresses—Russian styles, Buster Brown Sisters, Sailor and Fancy Dresses, made up of fine Serges and Cheviots; plain colors, fancy plaids and mixtures; all this season's very best styles; all ages. Note the great reductions:
\$8.00-\$9.00 Dresses \$6.55
\$11.50-\$13.00 Dresses \$8.45
\$14.00 and \$15.00 Dresses \$11.25
\$18.00 Dresses for \$14.45
Entire stock of Misses' and Children's Tourist and Box Coats, in Cheviots, Coverts and Mixtures; all this season's best styles, in all grades, ranging from \$3.47 to \$18; every garment in the stock at a decided reduction—all ages.
"Peter Thompson" Coats and Dresses at greatly reduced prices.
Children's high-class Novelty Coats in blue, red, tan, Kersey and Broadcloth and fancy mixtures; ages 4 to 14 years; this season's handsomest styles—
\$12.00-\$12.50 Coats \$9.45
\$15.00-\$16.00 Coats \$10.25
\$18.00-\$20.00 Coats \$13.85
\$22.00 Coats for \$14.45
\$25.00 Coats for \$18.45
All Cravenettes reduced.



Children's Eiderdown Bath Robes Reduced

Children's Long Crepe Eiderdown Long Kimonos, pink, blue and red, ages 2 to 8 years, \$2.69 value extraordinary at this low price
Boys' Eiderdown Bath Robes, pink and red striped, ages 2 to 14 years; great values at \$1.75 and \$2.00 each.
Misses' fine Crepe Eiderdown Long Kimonos, 12 to 16-year sizes, \$4.00 and \$4.50 each.
Children's Eiderdown Robes, plain and crepe eiderdown, pink, blue and red, ages 2 to 14 years; regular \$2.25 and \$2.50 values \$1.98 for the low price of
Children's Eiderdown Long Kimonos, sailor collar, ribbon trimming, blue, red and pink, ages 2 to 8 years; \$2.25 values, at the very low price of \$1.89

CHILDREN'S \$1.50 DRESSES AT 95c EACH

For today only we will offer a special purchase of 300 Children's Wool Dresses in plain colors and fancy plaids, browns, blues, reds, plaids, Russian styles, lined throughout; well made, neatly trimmed, desirable styles for school wear; ages 6 to 14 years; regular \$1.50 values, on sale today only—second floor—each 95c



Men's \$18.00 Suits, \$13.85 Each

A rare bargain in Men's Suits for today—An opportunity to buy this season's very best garments at a price below actual manufacturing cost—Choose from our entire line of 18 Suits in fancy tweeds, cassimeres and cheviots, single or double-breasted styles, all the most desirable patterns—These garments the manufacture of America's leading wholesale tailors, garments the exclusive clothing store asks you \$22.50 for. Your unrestricted choice from the entire \$18.00 line today at the remarkably low price of \$13.85

Just received by express complete new line of men's and young men's Raincoats, newest styles and shades. All sizes. Prices range from \$15.00 to \$25.00.

Young Men's Clothing

Young Men's Single-Breasted Suits, dark mixtures and overplaids, ages 16 to 20 years, regular \$15 and \$16.50 values; very best fashions \$13.95
Young Men's Fancy Worsteds and Tweed Suits, in ages 16 to 20 years; all this year's \$14.85 best \$18, for \$14.85
Young Men's Overcoats, in dark gray and dark brown overplaids, full length, belted back, 17 to 20 years; \$13.50 \$10.85 value, for \$10.85
Young Men's Belted-Back Overcoats in fancy mixtures and overplaids, 17 to 20 years, \$16.50 values, on sale for \$13.95

PENDLETON INDIAN ROBES \$5.00 EACH

Genuine Pendleton Indian Robes, in new and original designs; beautiful colorings, suitable for den, couch cover, steamer rug, etc.; make a pleasing gift to send to Eastern friends; largest variety in the city—each \$5.00
Wool Bath Robe Blankets in plain colors and fancy designs; great variety at \$4.50 and \$6.00 each.

\$1.50 Gloves 98c

Splendid chance for a saving on your Christmas Glove purchases—"Perrina's" real French Kid Gloves in all the leading shades—Best \$1.50 values for 98c pair, every pair guaranteed perfect and a complete range of sizes for you to choose from. Sale continues to day. Take advantage. 98c

\$1.25 Gloves 69c

\$1.00 and \$1.25 2-clasp Kid Gloves, in black, white and colors; perfect fitting, perfect quality, all sizes; great special value today, pair 69c

Floss Pillows

Every one needs Floss Pillows to fill the pillow tops you have been embroidering for holiday-giving. We always try to do the right thing at the right time, as the following illustrates:

18-inch Floss Pillows, each 36c
18-inch Floss Pillows, each 32c
20-inch Floss Pillows, each 35c
22-inch Floss Pillows, each 45c
24-inch Floss Pillows, each 55c
26-inch Floss Pillows, each 65c

Great special sale of three and four-fold Screens and India Stools. All the newest styles. All marked at exceptionally low prices.

Hosiery Sale

Women's black cotton fancy embroidered Hosiery in assorted patterns and colors, for 25c
Women's fancy embroidered Lisle Hosiery, assorted patterns and colors, all sizes, best 50c values 37c
Women's fancy embroidered Lisle Hosiery, also fancy-cloaked and chenille dot, 75c and 85c values 57c
Our entire stock women's fine Silk Hose at reduced price.
Silk Hose, our 1.50 value 1.05
Silk Hose, our 1.75 value 1.25
Silk Hose, our 2.00 value 1.50
Silk Hose, our 2.50 value 1.85
Silk Hose, our 3.00 value 2.15
Silk Hose, our 3.50 value 2.65
Silk Hose, our 4.00 value 3.15
Silk Hose, our 4.50 value 3.45

Holiday Sale of Shoes and Slippers

Boys' velvet and embroidered Slippers, sizes 12 to 16, pair 48c
Men's fancy Slippers, 8 to 11, great values, pair 58c
Little girls' vici and box calf Lace Shoes, 10 to 12 1/2, regular \$1.55 \$1.50 values, at, pair 1.15
Boys' Casco Calf Lace Shoes, 7 1/2 to 9 1/2, \$2 values, pair \$1.55
Misses' box calf and vici kid Lace Shoes, 12 to 14, \$2 value, \$1.55
Children's Shoes, same as above, 8 1/2 to 11, \$1.25 pair; 5 to 8, \$1.13 pair
MEN'S \$4.00 SHOES, \$2.75 PAIR
100 pairs of Men's fine Shoes, patent colt box calf, Esquimo calf, Blucher or lace styles, latest lasts, all sizes; regular \$1.50 and \$4.00 values; for today, at, pair \$2.75

Apron Sale

Women's White Lawn Aprons, with or without bibs, trimmed with fine embroidery, insertion, tucks and hemstitching—
9c values, 4c 50c values, 35c
75c values, 50c 55c values, 35c
5c values, 3c 10c values, 5c
\$1.25 values are all marked 85c
Fine fancy Lawn and Swiss Tea Aprons, round, square and pointed effects, beautiful styles, in big variety—35c, 50c, 75c, \$1.00, \$1.25 each.
50 dozen Outing Flannel Gowns, fancy stripes, plain pink, blue and white, handsomely made and trimmed—\$1.00 values, 70c \$1.25 values, 85c \$1.50 values, \$1.25.
Great special holiday bargains in Bat-tenburg, Cluny and Tennesse, Lace Belles, Centerpieces, Scarfs and Tea Cloths. Second floor.

"Toyland," on Third Floor, Is Santa Claus' Headquarters

Portland's Greatest Toy Store—Greatest in area, greatest in extent of stock, best in class and variety of Toys offered—We have collected toys from every civilized country the world over—A metropolitan display that will compare favorably with any New York, Philadelphia or Chicago showing—Practical and instructive Toys that will prove immensely pleasing to young and old—Particular attention is called to our matchless display of Mechanical, Electric and Steam Toys—Also to our magnificent Doll Department—250 feet of glass showcases—The handsomest Dolls in the world—Also complete Doll-Wardrobe Department—Third Floor

Two games for the price of one—six new ones to select from—each one in a handsome pasteboard box—"Duck On a Rock," "Baseball," "Steeplechase," "Yacht Race," "Messenger Boy" and "Tina-Cross," regular 75c value; remember 48c two games on each board.
Elegant Britannia Tea Set, 22 pieces, size of box 18 1/2 inches; regular 85c value, 34c
Elegant Dressed Doll, removable clothes, closing eyes, 20 inches long, best \$1.35 value, for this sale 95c
Hand-made "Old Hickory" Furniture Set, the toys that won't break; you'll buy a set after seeing them; \$1.50 value, set \$1.10
Mechanical Train, on elevated track, consists of locomotive, tender, baggage-car and vestibule passenger coach; eight pieces of track; regular \$1.50 value, \$1.17
Our "Florodora" Doll, with sewed curly wig, trimmed with ribbon on side, on in a box; regular 85c value, for 66c

"Humpty Dumpty's" Greatest Show on Earth—a practical, amusing set, 2 clowns, 2 ladders, one chair; regular \$1.25 value, for 87c
Hip-joined kid body Doll, 13 1/2 inches long, bisque head, flowing hair; sold everywhere at 25c; 15c
Conjuring Tricks—a box full of them—fun for young and old on a long Winter's evening; 50c value, for 59c
Handsome Dressed Doll, celluloid head, just the kind you want for baby; \$1.25 value, for 87c
Iron Fire Engine, with three galloping horses and gong; \$1.25 value, for 83c
Hook-and-Ladder to match, three horses and gong; \$1.25 value, for 83c
Steel Hansom, rubber-tired wheels, iron horse, 15 inches long, 90c value, 33c
Hip-joined kid-body Doll, bisque head, flowing hair, 15-inch; 90c value, 33c



Great Holiday Sale of Furs

Buy Furs here, and the saving to you is about one-half on what equal grades and styles cost you at the exclusive fur store. You'll find our assortments the largest and best in the city, and the prices unusually reasonable. These specials for today—Second floor:

Long Jap Mink Scarf, eight tails, cord and two tails, beautiful piece; regular \$5.50 value; on sale for \$3.95
Short Cluster Scarfs of mink, six tails; regular \$3.00 value, on sale for \$1.98
Black Coney Cluster Scarf, six tails, best \$2.50 Scarf money can buy; choice—each \$1.89
Brown Opossum Cluster Scarf with six tails, our best \$5.00 value; fur stores ask \$7.50; sale price, each \$3.72
Long Black Coney Scarf, six tails, \$5.00 value, each \$3.55
Sable and Isabella Fox Scarfs, two large, handsome tails; best \$12.50 value; your choice—each \$9.25

CHILDREN'S FURS LOW PRICED

Thibet Set, round muff and collar; great special value at—set \$3.00
White Lamb and Angora Flat Muff and Purse; special values at \$3.00 and \$4.00
Child's White Coney Set, collar, muff and purse; great bargain at—each \$1.75
White Angora Set, collar, flat muff and purse; matchless value at, set \$2.50

\$18.00 TOURIST COATS \$13.45

Second Floor
Women's Tan Covert Tourist Coats, this season's best models; the greatest \$18 Coat in the city; half-price stores mark them \$25; splendidly made in the very best fashion; a stylish, serviceable garment, with or without collar, strapped seams, belted back, today \$13.45

\$24.00 TOURIST COATS \$16.65

Portland's leading Cloak and Suit Store announces a sale extraordinary of Women's Tourist Coats, the season's most desirable styles and materials, 3/4 length, Coverts and Kerseys, strapped seams, belted back, yoke effects, roll collar or collarless, half-satin lined or full-lined; our best \$22.00 and \$24.00 values, in all sizes, to-day \$16.65