

Turn Page Over for Our Other Big Xmas Announcement This Morning



The Big Store's Pure Food Grocery Sale Xmas Delicacies Starts Today



Store Remains Open Every Night This Week Until 9:30--Shop Early

No section of The Big Store emphasized the spirit of Christmas more forcibly than our Pure Food Grocery. Even this big, full-page announcement can hardly do justice to the hundreds of savings ready this morning on good things. And all of the high quality which Portland housewives have learned to expect at Meier & Frank's. **TEAR OFF THIS PAGE NOW AND HANG IT IN THE KITCHEN FOR REFERENCE.** Check the items you need.

Phone Orders Any Time After 7 A.M. Private Exchange 4 or A 6101

Eastern Hams Delicious sugar-cured, mild flavored, hickory smoked, medium size; special, per lb. **16 1/2c**
Mince Meat Atwood's Mince Meat, in large wooden pails. Extra special 85c. 10c Morris' Mince Meat, 4 pkgs. **30c**
 Bulk Mince Meat, special per pound **14c**
TRYPHOSA, the Delicious Dessert—Choice of 6 wine and 11 fruit flavors. 3 packages for, special **25c**

Mixed Nuts at 17 1/2c
 New stock Fancy No. 1 Mixed Nuts. We secured immense lot for holiday selling. Ex. sp'l, lb. **17 1/2c**
 No. 1 soft shell Walnuts, pound, **18c**
 New crop Eastern Walnuts, lb., **11c**
 New crop East'n Hickory Nuts, lb., **15c**
 New crop East'n Chestnuts, lb., **17c**
 Shell Nuts, all kinds, lb., **25c to 75c**
 Puncchezy, for making punch, 40c, **75c**
Coffman's Xmas Candies
 Branch on first floor and also basement. Fancy Holiday Gift Boxes, \$2 to \$8. All sorts of Christmas candies.

Sugar, 17 lbs. \$1.00
FROM 8 TO 12 ONLY
 This sensational price from 8 to 12 o'clock today only on Dry Granulated Sugar, with grocery orders of \$1.00 and more (Sugar not included). No phone or C. O. D. orders. This is an extra special at 17 lbs., **\$1.00**
17c Lemon, Orange Citron Peel at 17c
 The kinds that sell all over town at 25c a pound. Extra special this week, pound, **17c**

Fancy Imp't Figs 22c
 We imported an immense lot of these delicious Fancy Layer Figs. Our regular price is 28c. Placed on sale at the very special price, pound **22c**
California Layer Raisins in packages, special at 25c, 45c, \$1.25 and **\$1.50**
Imported Figs in baskets, only 30c
Imported Figs, stuffed with nuts, 30c
Delicious Stuffed Fard Dates, lb., 30c
Monopole Stuffed Figs in glass, 40c
Mrs. C.'s Fig Pudding, special at 15c
Malaga Grapes, special, pound, 25c
Grape Fruit, very special, four for 25c

25c Catsup The famous Curtiss' Blue Label brand of ripe, unadulterated and uncolored tomatoes. Special, bottle **18c**
Lucca Oil Cross & Blackwell's brand, sold in most stores at \$1.00 for the large bottle. Extra special here today at **76c**
Franco-Amer. Plum Pudding Priced at, pound, 30c, 60c, 85c

Wadham's Diamond 'W' Coffee Is Steel Cut

By the steel cutting process every particle of dirt and chaff, so often found in the ordinary Coffee, is removed. "Diamond W" Coffee is shipped from Brazil, in its green state, is roasted, blended and packed by Wadham's & Co., of this city. For sale in our Pure Food Grocery at, lb., 45c; 2 lbs., 85c.

Edwards' Dependable Coffee Is a Favorite

And it deserves to be—for its superior quality and delicious flavor, backed by the name of Edwards, have made it a household necessity. It's all that its name implies. It's Dependable. On demonstration in our Pure Food Grocery. Comes in hermetically-sealed cans. per pound, 40c; 2 lbs., 75c; 3 lbs., \$1.10

Monopole Means Quality in Canned Goods

Only the very highest grade of each variety of Food Products is selected for packing under the MONOPOLE label. Go by the Brand—Buy Monopole. Delicious Monopole Fruits. Berries direct from the vines. Vegetables fresh from the gardens. Demonstration of Monopole Table Foods is an interesting feature of our Pure Food Grocery.

Our Famous 'Victor' Flour, 50 lbs. \$1.29

MADE BY PORTLAND FLOURING MILLS. It's our special—this full patent, unbleached flour of excellent, unvarying quality. Hundreds of Portland homes are satisfied users. Sale price, barrel, \$4.98; 50-pound sack, placed in this special sale at **\$1.29**
 Olympic Pancake Flour, per package, at 25c
 Olympic Flour, barrel, \$5.10; sack at \$1.35

25c Can of Walter Baker's Cocoa, 20c
 The name which every housewife knows. Full size 25c cans of Walter Baker's Cocoa; special for Christmas sale per can **20c**
 El Coro Ripe Olives at 8c and **20c**
 15c Royal Macaroni, pound, **11c**
 Quaker Corn Flakes, 3 pkgs., **25c**

Grizzly Bluff Butter Special, 2 Lbs. 68c
 The make so many economical housewives have learned to ask for. Delicious, freshly-made Grizzly Bluff Butter, 2 lbs. **68c**
 15c Olives, stuffed with celery, **11c**
 El Toro Ripe Olives, at 8c and **20c**
 California Limes, dozen, at **10c**

Our New Sanitary Delicatessen Dept.
 Calf's Foot Jelly, for your Xmas Dinner, placed on special sale at 35c and **65c**
 Russian Caviar, special, \$1 and **\$1.90**
 Hartley's Imported Preserves for **30c**
 Stuffed Olives, at, sp'l, 10c to **\$1.25**
 Large Queen Olives, in glass, on sale, special at low price of 10c to **\$1.25**
 Imported Swiss Cheese at, pound, **34c**
 French Camembert Cheese, box, **40c**
 German Camembert, per box, **50c**

Royal Bak'g Powder Pound Cans for 39c
 The old reliable Royal Baking Powder, the world's standard for over half a century! Extra special, in pound cans at **39c**
 Send a box of Fancy Apples to your Eastern friends for Christmas. Packed for expressage, **75c** and **\$1.35**.

10c Bars of Ivory Soap, Four for 30c
 A special no thrifty housewife will pass unnoticed! Full size 10c bars of Ivory Soap; for this great sale; 4 bars for only **30c**
 Swift's Pride Soap; 7 bars for **25c**
 Pearlina, 10c size; 4 for only **30c**
 10c Hand Sapolio; 4 for only **30c**

Morris' Supreme Brand Hams, Bacon and Fine Canned Meats
 And they are supreme—in quality, flavor and in method of packing.
THE HAMS AND BACON ARE SUGAR-CURED, WITH THAT SWEET FLAVOR WHICH TAKES YOU BACK TO THE GOOD OLD DAYS WHEN EVERY FAMILY CURED THEIR OWN MEATS
 Supreme Brand Products are for sale in our big Pure Food Grocery. Ask for them by name!

Closett & Devers' Golden West Coffee "The Quality Brand"
 If you have not yet tasted "Golden West" Coffee, you have missed a great treat, for its deliciousness and aroma are really invigorating.
 "Golden West" for years has been the standby in thousands of Portland homes. Try a can today—you'll never be disappointed in the quality.
 Whole roast, steel cut or vacuum packed; per pound, 40c; 2-lb., 75c; 3-lb., \$1.10

The Famous "Big Stump" Oranges and "Perfecto" Lemons
 We carry a fresh stock of the well-known "Big Stump" Oranges and "Perfecto" Lemons for Christmas. The kinds whose quality and freshness you can always rely on.
Navel Oranges, Dz. 26c
 Large, juicy Oranges, just the kind you want for Christmas. Why pay 35c around town for Oranges no better? Extra special, dozen, **26c**.
 Fancy Thin Skinned Lemons; special per dozen, **22c**

"Royal Banquet," the Famous Danish Process Butter, 2 lbs. 78c
 Made by the **Kloch Produce Co.**
 Royal Banquet Butter is made fresh daily from pure, pasteurized cream by the famous Danish process—the most sanitary and scientific achievement yet attained in creamery methods. Special during this sale **78c**
 2 pounds at the low price of only **78c**

Holly Milk, 4 Cans 28c

The next time you order Condensed Milk be sure that you mention the name "Holly." It's an Oregon product and not the ordinary sort by any means, but made from rich, pure milk, thoroughly sterilized, and condensed under the most sanitary and modern conditions.
Holly Milk "It Whips"
 Just place the can on ice for half an hour and you'll find it whips satisfactorily. For sale in our Pure Food Grocery at low price of **4 Cans 28c**

Home Made Plum Pudding 40c
 Delicious Plum Puddings for Christmas, made in our own modern, sanitary bake-shop on the 7th floor. Leave your order today in the Basement Pastry Department. You will delight in these excellent puddings at **40c**
 Fruit Cake; special, **50c**
 Special Xmas Cakes, German Pfeffer-nusse, per lb., **40c**
 And all other Home-Made Pastry and Bakery Goods. LEAVE ORDERS BEFORE THURSDAY for Roast Turkey, Chicken, Goose and Stuffed Pig, with chestnut and oyster dressing.

EST. 1857
MEIER & FRANK STORE
 TELEPHONES—PACIFIC, PRIVATE EXCHANGE 4; HOME, A 6101.

Try Otter Minced Clams

THEY ARE DELICIOUS
 How good they taste! They're delicious these cold evenings. And isn't it surprising the number of different ways in which they can be served? One seems to never tire of them. **OTTER CLAMS; EXCELLENT FOR SOUP, CHOWDER, CLAM TEA OR SCALLOPED**
 They're the choicest white meat of the famous Razor Clams, thoroughly cleaned and minced. For sale in Pure Food Grocery **2 Cans 25c**
Otter Brand Clams, Whole for Frying, Our Price, 2 Cans Only 25c