

Reserve Tables Now for Table d'Hote \$1 Dinner—Saturday 5:30 to 8 P. M. in Our Beautiful 7th Floor Restaurant—Orchestra Music See Arrow the Magician in Alder Street Window—Ask About Special \$57.60 Talking Machine Offer—Easy Payments—Fourth Fl.

CHOOSE KODAKS FOR GIFTS from our extensive line of famous Eastman make. An expert from the factory to assist you at all times.

Government Weather Forecast: FAIR TODAY.

MEIER & FRANK'S

OUT-OF-TOWN PATRONS or those wishing to shop by mail or phone will find relief and helpfulness through the service of our Mail Order Department.

IN PURCHASING FURNITURE use our Household Club Plan and pay in easy installments. We are glad to extend this courtesy at either regular or sale prices.

Now for the Greatest Sale of Overcoats That Portland Has Ever Known!

Society Brand

Phenomenal Purchase of the Famous Society Brand Coats---Positive \$25 to \$40 Garments at \$17



Every Coat Is Shower Proof The Season's Smartest, Snappiest, Nobbiest Styles Every Size—from 33 to 44

MEN—here's a Coat Sale without parallel in all Portland. And we'd never be able to make an offering so phenomenal had it not been for this immense special purchase of our Clothing chief, who's now in the East.

Fully 350 of the famous Alfred Decker and Cohn SOCIETY BRAND Coats included in the lot. While others are offering you Coats of early Winter styles, we offer you your choice of the season's smartest, nobbiest, newest and snappiest styles at \$17. And there's not a Coat in the entire lot worth less than \$25, many of them \$30, \$35 and as high as \$40.



NOT a few—but many styles to choose from—full and three-quarter lengths—lined throughout and part lined. Convertible, military and shawl collars. Swagger models with full and back belt—as popular as the raglan. Styles include the new models known as the Mohawk, King George, The Scott, Lancaster, Stormfair. Even the short, fitted, belted English models are included.

Richest of Winter fabrics—handsomest of new shades. Every size 33 to 44. And every Coat shower-proof. Men—the greatest Coat offering Portland has ever known is here for you today. \$17 is our price for actual \$25, \$30, \$35 and \$40 Society Brand Coats.

The Men's Store, Third Floor

Seven Direct Elevators

Today Is the Last Day of Our Great Gotham Shirt Sale



It's Our Annual Holiday Sale, Actual to \$2 Grades 98c An Immense Shipment of Fresh, Crisp Garments



See the Morrison Street Window Display

WHAT an event this sale is! The anticipated response was spontaneous! Just the opportunity so many men, their wives and mothers have been awaiting. Our annual sale of the famous Gotham Shirts. Every year the New York manufacturer sends to us an immense shipment of Gotham Shirts to use in this event and makes possible the reduction you enjoy by price concessions to us. Thousands of Golf Shirts of excellent quality madras, percales and fancy mercerized fabrics. Smart new patterns and colors. All with extra collars. All coat style with cuffs attached. 'Twill pay you to purchase the Shirts for months to come at this sale today. It's the last day we offer \$1.50 and \$2 Gotham Shirts at only 98c.

Entire Aisle of Men's Underwear Section Given to the Event

Men's 50c Silk Tube Ties at 25c

They're all new, these grosgrain tube style Silk Four-in-Hand Ties, piped edges, 12 different shades. They're the new Tie creation and very fetching. Sold everywhere at 50c. Our price today, 25c.

Men's Silk-Web Suspenders, 50c

They're packed one in a box and suitable for gifts. These Silk-Web Suspenders we offer in this sale. They're of very fine quality, and regularly sell at 75c. Today only, 50c.

1.50 Comb'tion Sets for Men \$1.15

A most appropriate selection for any man are these Combination Sets. Packed together in neat boxes are one pair of men's Hose and Accordion Silk Tie in colors to match. Regular \$1.50 sets, today \$1.15.

Men's Silk Dress Protectors \$1.29

These cold Winter days find big demand for these large silk Dress Protectors for men. They're made of fine quality silk, in black, pearl and white. Special for today, \$1.29.

Men's to \$2.50 Silk Ties \$1.35

A beautiful gift for any man, the Knit Ties we include in this sale. Silk knit and accordion knit in Four-in-Hand style. All in the newest. Regular \$2 and \$2.50 Silk Knit Ties, today, \$1.35.

\$5 Ruff-Neck Sweater Coats \$3.39

Worn alike by men and women, these all-wool Ruff-neck Sweater Coats. Of fine quality, heavy weave, comfortable and warm. In red, oxford and white. Regular \$5 Sweater Coats, \$3.39.

Purchase of Boys' Coats

\$5, \$6, \$7.50, \$8.50 to \$10 Garments at \$3.85



AN immense special purchase of Boys' Overcoats that has just arrived in our stock. Undeniably the greatest opportunity of the year for mothers to purchase high-grade Coats for the boys at a price far below the wholesale cost. The popular military style predominates in this group of 300 Overcoats. All made from stylish and serviceable fabrics. In brown, gray, tan and blue. Styles with belts, velvet and self collars. Many lined in wool and fine quality sateen. Choose them today. Overcoats for boys 3 to 10 years. Regularly \$5, \$6, \$7.50, \$8.50, \$10, at \$3.85

Third Floor, New Building.—Mail Orders Filled

Meet Santa Today in "Toytown" FIFTH FLOOR

He's Here From 10 to 12 A. M. and From 2 to 5 P. M. Private Phone A-3122



Bing's Metal Trains

Bing's famous all-metal Trains, consisting of engine, with clockwork speed regulator and brake, on tender, three Pullman coaches, 26 inches long, 8 feet of track. Price \$1.50



Bing's Battle Ships

Bing's wonderful Battleships, reliable, clockwork, japanned correct naval gray, with conning tower and bridge, 15 3/4 inches long. \$2.73 Priced in Toytown at

Bing's Walking Dogs

They're famous the world over and an untiring novelty to every one. Dasehund as illustrated, 11 1/4 inches long, 7 inches high, Bull Dog, 8 1/2 inches long, 6 3/4 inches high. Each \$1.35

Bing's Freight Trains

Bing's realistic miniature Freight Train. Has heavy cast iron engine, 3 double truck freight cars, latest design. Train 34 inches long, including 12 feet of track and stop rail. Priced in Toytown at \$6.50



Bing's U. S. Fireboats

Modeled exactly after the U. S. Fireboats are these Toys we feature today. Have hose winder, Indian rubber hose that throws stream of water while boat moves. Prices \$1, \$1.50, \$2.50, \$3.50.



Bing's Metal Trains

Bing's all-metal Trains, consisting of engine, tender and one car, 16-inch length, 5 feet of track to 75c form circle. Priced at

Girls' \$6 Coats at \$4.85

All Full Length--For Girls of 6 to 14 Years

HUNDREDS of mothers will purchase today Coats for the girls from this group. They're of full length box style, in cheviot material. In blue, brown, red and gray. Some styles are lined throughout with flannel, others have sailor collars and belts, still another style made with high storm collar. For ages 6 to 14 years. Reg. \$4.85 \$6 Coats today at \$4.85 Children's Dresses—Of serge, challies and cassimere. In light blue, pink, white and tan. Some of figured challies, all one-piece style, pleated skirts. Some low necks and short sleeves. Sizes 8 to 14 years. Prices range 1/4 Off \$9.50 to \$20. Today



Children's Kimonos—Of Flannelette. In light blue, pink and tan. In kindergarten designs, with plain or sailor collars. Sizes 4 to 10 years. Good quality. They are priced, very special today 89c

10-Yr. Gold Watches, \$4.98

AN exceptional opportunity to purchase for gift or self, 10-year Guaranteed Gold-Filled Watches at a big reduction. Styles for men, women, boys and girls. Open-face or hunting (closed) cases. Plain polished, engine-turned or engraved designs. Thin models. Fitted with Swiss or American Knickerbocker and Trenton movements. Regular \$6.50 Watches, at \$4.98



Women's Felt Juliets Pair at \$1.19

COMFORT and convenience in every pair. Women's Felt Juliets, with fur trimming; have hand-turned soles, medium low heels. In Oxford, gray, wine, brown, green and red. Regularly \$1.50, today, the pair \$1.19

Sole Agents J. & T. Cousins' Shoes for Women.

\$4.50 Silver-Plated Baking Dishes \$3.17

A SERVICEABLE and acceptable gift, these Silver-Plated Baking Dishes as illustrated. Only 50 of them to be sold at this special price. Neat burnished silver finished, with enameled pan lining. Regular \$4.50 Baking Dishes, \$3.17 on sale today, at low price of



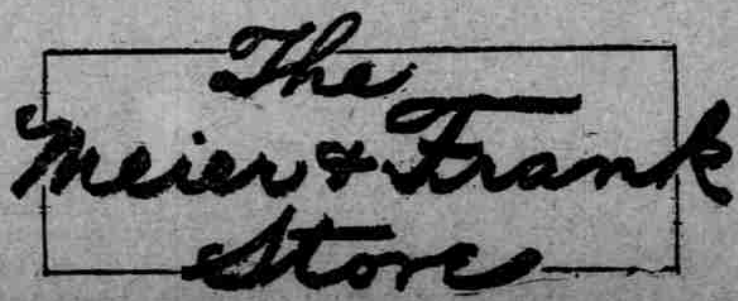
GROCERY SPECIALS

Boiled Ham, lb. 33c Home Baked Ham on sale at lb. 45c Stuffed Cucumbers—six for only 25c

Stuffed Bell Peppers, 6, 25c Pickled Lamb's Tongue, on sale at only, six for 25c Pickled Pig's Feet, 6 for 25c Sliced Beef, the pound 33c Fancy Mixed Nuts, 2-lb. 35c

Sauer Kraut, the quart, 10c Roquefort Cheese, lb. 50c Imported Swiss Cheese 34c Imp'd Macaroni, 2 for 25c Peaches, three cans for 50c Pears, three cans for 50c

DEMONSTRATION ON MONOPOLE CANNED GOODS, FRUITS OR VEGETABLES AND GLASS GOODS.



Perfume Atomisers—Of Devilis make, reliable and guaranteed, newest designs, both cut and pressed glass, 75c to \$8, at 1/4 Off. Collar and Cuff Boxes—In large variety, of newest designs. Regularly \$1.25 and \$1.50, today only 98c. Pipes—For men, of meerschaum, calabash and briarwood. With or without cases. 25c to \$12.

Hand Mirrors—In rosewood, natural or black ebony or imitation ebony, 50c to \$5, at 1/4 Off. Stand Mirrors—In heavily nickel-plated frames and stands, with or without shaving outfit attachment, \$1.50 to \$8, at 1/4 Off.

HOLIDAY SPECIALS

In the Drug Section