

There's a Merry Christmas Spirit Throughout This Store—Read, Also, the Back Page of This

**Meier & Frank Co.**  
 1857 1913  
 THE QUALITY STORE OF PORTLAND  
 312 S. 3rd, Morrison, Alder Sts.

**Branch Express Office**  
 —in the Basement Annex—saving you much time and trouble. Prompt attention given to packages.

**Free Auto Bus**  
 —from Meier & Frank's—to meet all incoming trains at the North Bank and Union Depots.

**Branch U.S. Parcel Post**  
 —in Basement Annex at Meier & Frank's. Parcels carefully wrapped and sent to any part of the world.

**Mail Orders Filled**  
 —by experienced shoppers—assuring you of the utmost satisfaction and freedom from worry.

**Luncheon**  
 —served in our Seventh Floor Tea room, between 11 A. M. and 2:30 P. M. It's a delightful place to meet your friends.

# The Mammoth Meier & Frank Stocks

Store Opens at 9 A. M. For Two Days Only, Today and Friday, These D



**312**  
**Men Will Participate**  
**In This Unusual Sale**  
**of Overcoats**  
 \$25 to \$40 Garments of Well-Known Make  
**\$17.00**

These Overcoats are the season's surplus of a leading tailoring establishment, turned over to us, that prohibits our using their name in under-pricing these Garments.  
 Your choice of any style, from the most extreme English model to the most conservative cut, and in all lengths from 42 to 54 inches. Shawl, reversible, military and regular collars.  
 The materials are Cheviots, Vicunas, Double and Single-weave English Tweeds, Chinchillas, Beavers, Cashmeres—in fact, nearly every material used in Overcoat manufacture.  
 The colors and combinations are many—plain browns, blues, grays, blacks and fancy mixtures of browns, grays, blues and blacks, in the most fashionable combinations.  
 Every Overcoat in this collection of 312 garments is a most wonderful bargain—for not a Coat in the assortment could be bought for less than \$25.00, while the majority sold originally to \$40.00.  
 Men of Portland—make an early selection if you wish the best possible Overcoat for the smallest possible cost—regular \$25.00 to \$40.00 Overcoats, specially priced for this great Overcoat Sale at **\$17.00**

Make Early Selection—Men's Store Third Floor



**Men's Watches at \$8.25**  
**Greatest Sale of the Holiday Season**  
 Men's Elgin and Waltham Watches, 12 and 16 size, in openface style, in 20-year guaranteed, gold-filled cases—only **\$8.25**.  
 The above plainly stated facts are all that is necessary to tell the people of Portland what a wonderful opportunity awaits them to purchase Men's Watches at the lowest possible price. Come in and inspect these Watches that will be on sale for this great two-day sale—just in time for gift-buying—**\$8.25**.

**Beautiful Ribbons For Christmas**  
 75c and \$1 Fancy Silk Ribbons 39c  
 A splendid assortment of the loveliest Ribbons, all pure silk, in widths 5 to 8 inches. Light and dark shadings, two-toned effects, stripes, plaids, tapestries, brocades and lovely Dresdens, all selling reg. from 75c to \$1.00, reduced to, yard **39c**  
 "Dorothy Dainty" Silk Ribbons the yard 65c.  
 A fine quality Ribbon, French taffeta ground with Jaquard effect, comes in white, pink and blue in 15 different patterns, and is 5 1/2 inches wide. Especially suitable for hair bows, etc. Priced for this sale, the yard, only **65c**  
 "Jaquard" Ribbons, the yard \$1  
 In white, pink blue and navy, in 15 different patterns. Beautiful Jaquard Ribbons, Beautiful priced at, the yard **\$1.00**

**Christmas Novelties Made of Lovely Ribbon**  
 \$1.25 Coat Hangers made of plain and fancy silk ribbons; practical and dainty gifts; reduced to, each, **98c**  
 25c Japanese Sandals, in all sizes, ready to be made up, trimmed with ribbons; reduced to, the pair, **15c**  
 Lavender Sticks festooned with gay ribbons; priced at **35c** and **50c**  
 Ribbon Sashes and Girdles, one-half off.  
 Including our entire stock of these beautiful made-up Silk Ribbon Sashes and Girdles, selling from \$1.25 to \$8.00—your choice at one-half off. Packed in Christmas boxes, making the loveliest possible gift. Reduced to one-half off original selling price.

**Parisian Ivory Meerschamur**  
**Triple Mirrors at 1/4 Off**  
 With bevel plate glass, ivory or rosewood frames. A splendid assortment, reduced for the great 2 Days' Sale, 1/4 Off.  
 \$6.00 Parisian Ivory Bonnet Mirrors ..... **\$4.20**  
 \$4.50 Parisian Ivory Bonnet Mirrors ..... **\$3.20**  
 \$1.25 Nickel Shaving Mirror with mug and brush attachment ..... **98c**  
 \$1.25 Parisian Ivory Puff Boxes and Hair Receivers ..... **89c**

## Wonderful Gift Opportunities

**In the Jewelry & Leather Goods Departments**

**Mesh Bags Are Underpriced**  
 German Silver Mesh Bags, in the Fish Scale, Reversible Mesh, Baby Chain and Unbreakable Mesh—all guaranteed. Some lined with white kid, others with silk in handsome designs. All sizes and shapes, and a great assortment of frames for your choice at the following radical reductions:  
 All \$1.50 Mesh Bags, specially reduced to **\$1.19**  
 All \$1.75 Mesh Bags, specially reduced to **\$1.29**  
 All \$2.50 Mesh Bags, specially reduced to **\$1.79**  
 All \$3.00 Fish Scale Mesh Bags reduced to **\$1.79**  
 All \$3.50 Mesh Bags, specially reduced to **\$2.29**  
 All \$3.95 Mesh Bags, specially reduced to **\$2.79**  
 All \$4.00 and \$4.50 Mesh Bags reduced to **\$2.79**  
 All \$5.00 and \$5.50 Mesh Bags reduced to **\$3.49**  
 All \$6.00 and \$6.50 Mesh Bags reduced to **\$4.09**  
 All \$7.50 and \$8.50 Mesh Bags reduced to **\$5.19**  
 All \$10.00 Mesh Bags reduced to only **\$6.29**

## German Silver Vanities Are Reduced

Our entire stocks of these dainty Vanities reduced for this special sale.  
 Our special 59c, 89c and 98c German Silver Vanities reduced to **49c, 69c and 89c**  
 Our special \$1.50 and \$1.98 German Silver Vanities reduced to **\$1.39 and \$1.59**  
 Regular \$3.75 German Silver Vanities; special **\$2.79**  
 Regular \$4.50 German Silver Vanities; special **\$3.19**  
 Regular \$5.00 German Silver Vanities; special **\$3.49**  
 Regular \$10.00 German Silver Vanities; special **\$7.49**  
 Regular \$12.00 German Silver Vanities; special **\$8.69**  
 Regular \$13.50 German Silver Vanities; special **\$9.39**

## Leather Hand Bags—Large Reduction

All our special 98c Leather Hand Bags, deeply reduced now to only **85c**  
 All our special \$1.98 Leather Hand Bags further reduced to, each, **\$1.59**  
 \$3.50 to \$4.00 Leather Hand Bags in many styles, **\$2.98**  
 \$4.50 to \$5.00 Leather Hand Bags in many styles, **\$3.98**  
 \$6.00 and \$6.50 Leather Hand Bags, many styles, **\$4.59**  
 \$7.50 Leather Hand Bags in many styles now at **\$5.39**  
 \$8.50 Leather Hand Bags in many styles now at **\$6.59**  
 \$9.50 and \$10 Leather Hand Bags in many styles **\$7.59**

## The Practical Gift for Men! Famous "NOFADE" Shirts

**Special—Thursday and Friday Only 95c**  
 The gift most appreciated by men is the practical gift—and for practicability and attractiveness combined, you'll find these splendid Nofade Shirts unexcelled.  
 There's a splendid assortment of lovely new patterns and colors—the materials are high-grade percales and madras—and they're made in coat style with plain or pleated bosoms and stiff cuffs. Fastened with pearl buttons. Guaranteed not to fade or we replace them with a new shirt free of charge.  
 Nowhere else in Portland can you purchase shirts of like quality for less than \$1.50—we've specially priced these durable "Nofade" Shirts for Thursday and Friday, each **95c**.



## Three Sweater Coats at Deeply Reduced Prices

**Garments for Men, Women and Children**  
 \$5 to \$7 Sweater Coats, for Men and Women—Excellent coat style Sweaters, in the heavy Shaker knit, with ruffneck and shawl collars. Mostly all wool, and in a large assortment of colors—but no white. These Sweaters are suitable for men or women and reduced from \$5 and \$7 to **\$2.98**  
 Men's and Women's \$3.50 Sweater Coats, \$2.19—These are wool and worsted plated Sweaters, in a medium weight. Ruffneck collars. In cardinal, maroon, navy, white and Oxford. Reg. \$3.50; for Pre-Holiday Sale, each **\$2.19**  
 Boys' and Girls' \$1.50 Sweaters, 79c—Cardinal, navy, maroon, Oxford and fancy trimmed fronts. Made with two pockets and large pearl buttons. Just the Sweater for school and play wear. Reduced for this Reg. \$1.50 to only **79c**



**Christmas Sale of Shoes!**  
 Formerly \$3.50—Special **\$2.89**  
 Most exceptional is this offer of excellent quality Shoes, ordinarily selling at \$3.50—specially priced for Thursday and Friday only at **\$2.89** the pair. And for a useful and practical Christmas Gift they're most appropriate. They're in a variety of Patent, with cloth top and plain toe top and tip toe—Patent, with cloth top and tip toe—and Gunmetal, with mat top and tip toe—all in button style, with Goodyear welt soles and medium Cuban heels. Two styles are illustrated. For smart appearance, style and durability they're unexcelled at the usual price of \$3.50—and at this special price they're simply wonderful. The pair, **\$2.89**.

## Purchase Your Furniture on Our Club Plan of Easy Installments

**Cedar Chests reduced—25 per cent off on all Chests—For this great two-day sale 25 per cent discount will be given on all Cedar Chests—as gifts they're unsurpassed. Our assortment is most comprehensive.**

**\$35.00 Morocco Rockers or Chairs, \$24.75—Note illustration. Genuine Morocco leather Rockers or Chairs, selling usually at \$35—two-day sale price, **\$24.75**.**

**\$10 Solid Oak Desk Table—Like the illustration. In solid oak, wax or fumed finish. Regularly \$10, for this sale, each ..... **\$6.69****

**\$27.50 Martha Washington Sewing Table, \$17.75—Solid mahogany Martha Washington Sewing Table, as illustrated. Selling regularly at \$27.50—special two-day sale price **\$17.75**.**