

WESTERN UNION OFFICE, BASEMENT BALCONY. MERRY CHRISTMAS NIGHT LETTERS AND PARCELS ACCEPTED NOW FOR DELIVERY CHRISTMAS DAY—UNIFORMED MESSENGERS.

# REMEMBER! The Store Is NOT Open Evenings!

—Give an M. & F. Glove or Merchandise Order—issued in any amount—good any time.

—Express Office and Postal Sub-Station, Basement Balcony—Packages wrapped free.



—Use the moving stairways—no waiting or crowding—safe as walking across the floor.

—Exhibit and sale of work from Ockley Green and Benson Polytechnic Schools—Sixth Floor.

Four More Days for Christmas Shopping at Portland's Greatest Store!

## Meier & Frank's--Home of Nationally Known Goods

—It's but a step from the advertising pages of your favorite magazine to this big, bustling Christmas Store! Most of the well-known goods you have seen advertised are here—lots of them exclusive with Meier & Frank Co. in Portland.



**Y**ES, little darling—Your confidence in Santa Claus is well placed. All the money in some big bank could not repay the world for loss of that confidence. Believe in him always. He is just as real as papa and mamma; just as real as electricity, and as the air we breathe. Without Santa Claus the world would be unbearably dreary; some who have doubted his existence have gladly died, to leave such a place. But they were mistaken. If there were no Santa Claus it would be as though God had forgot. And, if God forgot, there might be flowers with no sweetness and no color; there might be no flowers at all. Birds would not put on their brightest feathers in the Spring and would forget to sing. No Santa Claus! As soon think of there being no sun. Without Santa Claus we would have no pictures, no music, no laughter. And when, in these holiday times, we see funny old men playing the part—just as an actor pretends he is really George Washington, to make his play seem real—it gives us more proof that there really is a Santa Claus, because we grown folks know that the men who are playing Santa Claus are doing it to bring happiness to others; to melt hard hearts and make them, too, believe in Santa Claus. And Santa Claus always smiles. There never was a child so timid as to cry at the sight of this jolly old man. And he smiles because he just feels like smiling. His duty, his work, is to make others happy—and to make others happy is the surest way to make yourself happy. Write to Santa Claus; think of Santa Claus; love Santa Claus as you love the dearest thing in the world—and well you may, for—  
Santa Claus is Love.  
—Credit to Gimbel Brothers, New York.

### Christmas Specials in Toytown

—Remember!—Little ones who come today between 10 A. M. and 12 M. will be given a miniature of Santa Claus' house filled with candies. Santa can always be found on the sixth floor.



**\$5.50 "Monarch" Hand Car Today at \$4.23**  
—Just look at the picture! The Monarch is of all-steel construction, with strong rubber-tired wheels and spur drive.



**\$1.75 Wagon, \$1.19**  
—All-metal express wagons with reinforced wood bed and strong steel wheels.  
—Fifth Floor, Sixth Street—Order by Mail.

### A Gift Certain to Delight "Her" Ostrich Boas

**--Xmas Prices**  
—Beautiful ostrich boas, made of selected long feathers. Every size and color. —Each boa will be packed in a pretty Christmas box.

**95c for regular \$1.98 boas.**  
**\$1.45 for regular \$2.95 boas.**  
**\$1.98 for regular \$3.50 feather boas.**



**Evening Scarfs**  
—Another lovely gift thought. Each may be packed in a dainty Christmas box.  
—\$1.25 for \$2 silk scarfs.  
—\$2 for \$3.50 silk scarfs.

**Just In, 500 Corsage Bouquets, Today 50c!**  
—Here in time for Christmas selling! Rich combinations of gold and silver, with little touches of color in ribbon roses, etc. Exquisite little gifts.

**10,000 Christmas Fans Are Here**  
—Imported fans—Japanese fans, feather fans, gauze and spangled fans. All white, gold and silver, and lovely colors. 25c, 35c, 50c, 60c, 75c, \$1 to \$12.50.  
—Main Floor, Fifth Street.—Order by Mail.

### Xmas Books

"Mr. Bingle" (George Barr McCutcheon), \$1.35.  
"The Research Magnificent" (H. G. Wells), \$1.50.  
"Prudence of the Parsonage" (Hueston), \$1.25.  
"The Star Rover" (Jack London), \$1.35.  
"The Scarecrow of Oz" (Frank Baum), \$1.  
"Billy Whiskers at the Exposition," 80c.  
"Alice in Wonderland" (new edition), \$1.  
"The Boy Scouts' Year Book," \$1.50.  
—Basement Balcony.—Mail Orders Filled.

### Christmas Throngs Today Will Center on This Sale of Fine Gift Neckwear 65c

**Over 2000 More Scarfs Added to the Lot—\$1 Qualities**



**YOU** only need to see them—to feel of the elegant, lustrous quality of the silk to know they are regular \$1 neckties!

—And such a wonderful assortment of patterns and colorings—all of the most distinctive character, found only in the highest-grade neckwear.  
—The man will be glad to receive this kind of neckwear for Christmas.  
—Choose from thousands of these beautiful dollar scarfs today, 65c.  
—Just Inside Morrison Entrance—Order by Mail.

### Gifts in Leather Goods

—Famous "Mark Cross" leather goods in the most beautiful and widest variety for gift giving. Other pieces of leather goods—practical, useful and pretty, from 25c to \$25—all at lowest possible prices! Here are a few:

- "Mark Cross" Collar Bag, cane and silk, \$2.50.
- "Mark Cross" Sewing Basket, leather top and silk lined, fully fitted, \$12.00.
- "Mark Cross" Enameled Flower Vase, delicate shades, \$1.75.
- "Mark Cross" Enameled Match Holder and Ash Tray, \$5.
- Man's Seal Bill Wallet, \$4.50.
- Man's "Masterpiece" Seal Bill Fold, \$3.50.
- Triple Leather Photograph Frame, \$3.50.
- Leather-Bound Perpetual Diary, \$2.50.
- Man's Laundry List, leather bound, 35c.
- Leather-Bound Recipe Book, \$1.25.
- Leather-Bound Engagement Book, \$1.
- Limousine Bottle, leather case, cup top, \$4.
- Leather Sewing Cases, 25c to \$25.

—Main Floor, Sixth Street—Mail Orders Filled.

### Victrolas

—Choose your Xmas Victrola from the largest retail showing in the West!  
—Our Christmas Club delivers a machine and records to you for as little as \$1 down.  
—Investigate today. No gift will bring so much joy to the home as a Victrola.  
—Basement Balcony.

### Oriental Rugs

**Ideal Christmas Gifts**

—Wonderfully beautiful rugs that last a lifetime and grow more beautiful as they grow older!  
—In spite of the fact that importations of Oriental Rugs have practically ceased—and that importers are steadily increasing their prices, we are able to offer these rugs at prices lower than those asked in normal times! For example:

- Beloochistan Rugs at \$14.50**  
—One lot of beautiful Beloochistan, size 3 ft. by 4 ft. 6 in.
- Hamadan Rugs at \$19.50**  
—One lot of these handsome rugs, size 3 ft. 4 in. by 6 ft.
- Iran and Kurdistan Rugs, \$47.50**  
—One lot of silky Irans and Kurdistan, 4 ft. 3 in. by 6 ft. 6 in.
- Iran Rugs at \$59.50**  
—One lot of exquisite Iran Rugs that rival the finest Sarooks. Old rose and deep blue combinations—every one an Oriental masterpiece. Average size 5 ft. 3 in. by 6 ft. 9 in. Very special at \$59.50.  
—Seventh Floor, Fifth Street.

**Lowest Price Ever Quoted in Portland on Genuine "Waltham" Watches \$5.98**

**Men's 16 Size**  
**JUST 50 of them today for Christmas gift choosing!**  
—A genuine "Waltham" 16 size Watch in 20-year warranted gold-filled case. Open-face style.  
—In all our experience we have never known a Waltham Watch in a 20-year case at such a price!  
—A fine gift for father, son or brother.  
—The 50 of them will not last long today at \$5.98!  
—Main Floor, Sixth Street.—Order by Mail.



### A Practical Gift! Misses' and Children's Hats 1/2 Price

—Beautiful hats of every description, from a rough-and-ready Balmacaan to a handsome French hat of exquisite velvet. Hats for school and hats for dressy wear—all now at exactly 1/2!

**Knit Toques Reduced**  
—All knit toques and skating sets—white and new pretty colors—all reduced!

- 75c Toques and Sets at 50c
- \$1.25 Toques and Sets at 94c
- \$1.50 Toques and Sets \$1.12
- \$2.00 Toques and Sets \$1.50
- \$2.50 Toques and Sets \$1.88
- \$3.00 Toques and Sets \$2.25

—Fourth Floor, Sixth Street.—Mail Orders Filled.

### Wirthmor Blouses for Xmas

—A practical gift that any girl or woman would appreciate—inexpensive, yet good looking—Wirthmor Blouses!

**New Models Today Just as Illustrated**  
—Packed in attractive holly package, these blouses are most attractive, and acceptable for Christmas gifts. Every one has the finish and style of a much higher priced blouse. Come in today and see them. Just a limited quantity at \$1.  
—Fourth Floor, Central.



### Christmas Candies

—One and two-pound holly boxes filled with our fine hand-made chocolates, 50c and \$1.  
—A large assortment of fancy boxes filled with our delicious hand-made candies, 75c to \$5.

- Ribbon Mixed, the pound, 25c
- French Mixed, the pound, 20c
- Broken Mixed, the pound, 14c
- Cream Mixed, the pound, 15c
- Plain Mixed, the pound, 10c.

—Ninth Floor, Fifth Street.



EST. 1857  
THE QUALITY STORE OF PORTLAND  
THE STORE OF THE CHRISTMAS SPIRIT

### Victor Flour \$1.39

—Well-known brand of fancy patent flour.

- New Walnuts, No. 1 soft shells, lb., 20c.
- Brazil Nuts, fine eating quality, lb., 18c.
- Sliced Pineapple, Victor No. 2 1/2 cans, dozen \$1.65, can 15c.
- Boiled Cider, large bottles 29c, medium 18c
- Cluster Raisins, No. 1 packages 15c.
- Layer Figs, new California, lb. 18c.

Ninth Floor, Fifth Street.

**PHOENIX SILK HOSE**  
**PYREX GLASS DISHES**  
**Beautiful Neck and Arms**  
**Hinds—Cream**  
**Look for the NALISK**  
**Self-Basting Roaster**  
**MAZDA**  
**Shirley**  
**Bohème**  
**Colgate's Ribbon Dental Cream**  
**Black Cat**  
**Gift Boxes For Boys**  
**ERECTOR**

**Whittall Rugs**  
**Houbigant Perfumes**  
**Crane's Linen**  
**Thermos**  
**Waltham Watch**  
**Victrola**  
**Linens**  
**Universal**  
**Crepe Lady Mary**  
**Kodak**