

Just 17 Shopping Days Till Christmas—No Matter Where You Shop, Shop Early

"NEVER ALONE"

The internationally famous war painting by the immortal Herbert De Mareau, Jr., is now on exhibition on our Seventh Floor. The public at large, the clergy, art students and art lovers are invited to view this great art treasure. Admission without charge, of course.

1556TH FRIDAY SURPRISE.

Our 50c Home Made Burnt Peanuts, lb. 39c

For Friday surprise. Virginia peanuts covered with pure sugar. Made in our own Daylight Candy Factory. Packed in pound folding boxes. On sale in the Candy Shop, Ninth Floor and all the candy sections in the store.



1556TH FRIDAY SURPRISE.

300 Yards of "Read's" \$2.50 Lansdowne \$1.25

Exactly half price for this fine silk and wool lansdowne in green, navy, open, champagne, helio, brown, rose, pink and ciel. 40 inches wide. For dresses, waists, kimono, etc. No mail or phone orders. Come early.—Second Floor.

Santa Says:

"Shop Early in the Day"



Because They Solve the Problem in Many Practical, Acceptable, Thrifty Ways—

Buy for Gifts in Our 1556th Friday Surprise Sales

"Let's Be More Careful"

From every quarter, every class, comes favorable response to the appeal appearing daily in these columns and elsewhere to be more careful. But the only way to make the campaign effective is for every man, woman and child to join in the movement to help make travel on Portland streets safe, especially during this holiday time, when the crowd on the streets will be abnormally large.

Don't dismiss the thought with the subconscious assurance that YOU are always careful and put it up to "the other fellow." That is exactly why the campaign for Safety First has not resulted in a notable lessening of accidents—so many people THINK they are careful. But they are not careful enough, as the constantly increasing number of accidents shows. To make it universally applicable the new slogan is

"Let's Be More Careful"

All it requires is to slow down when crossing the street, and take one little second to look, look, LOOK, a little more carefully than usual. People who take this seriously home to themselves and observe the slogan will not only aid in a campaign for the general good, but greatly lessen the chances of accident to themselves. The heedless ones who continue their usual methods of headlong haste will have a terrible responsibility on themselves. Resolve now to join the great campaign whose slogan is

"Let's Be More Careful"



"Br-r-r! It's Cold"

It is cold and the Weather Man says it will continue. Have you all the warm clothing and underwear you need to pursue your daily avocation efficiently and plenty of warm blankets to insure restful nights?

This Store is Headquarters for All Cold-Weather Needs

We have them all in ample assortment—the most dependable qualities at most moderate prices. We have them in instant readiness.

As for Heaters—This Store's Stocks Are Second to None

1556TH FRIDAY SURPRISE.

\$7.00 Velvet Bags \$5.95

Beautiful velvet hand bags in pouch shape. Fitted with inside coin pocket and mirror. Taupe, blue, brown and black. Limited number. Fine for gifts. —Meier & Frank's: Main Floor, Sixth Street.

1556TH FRIDAY SURPRISE.

75c Dresser Scarfs 50c

Size 16x50 inches. Good-looking dresser scarfs with lace edge and insertion. Ecru lace with white center. Limited number. Special Friday at 50c. —Meier & Frank's: Linen Shop, Second Floor.

1556TH FRIDAY SURPRISE.

Sale of Alarm Clocks \$2.19

The well-known 'New Haven' alarm clocks with good loud intermittent alarms. Reliable time-keepers. Regularly priced at \$3.00; special Friday, \$2.19. —Meier & Frank's: Jewelry Shop, Main Floor.

1556TH FRIDAY SURPRISE.

Remnants of Ribbons 10c

Thousands of loom-end ribbon remnants—satin taffetas, broadened wash ribbons, etc. To 1 1/2 yard lengths, others 6 to 8 pieces in bunch. —Meier & Frank's: Ribbon Shop, Main Floor.

MEIER & FRANK'S 1556TH FRIDAY SURPRISE SALES.

"AH—"

A sigh of contentment as he opens a gift package to discover GLOVES. Insure his happiness now—share in this sale

Famous DENT'S Gloves \$1.95



To know that it is Dent's is all one needs to know about a man's glove. The purchaser in this sale has the further knowledge, no less reassuring, that Dent's quality and style have been bought at a big saving.

Worth \$3.00

on today's market, we offer 600 pairs of genuine Dent's FIRST QUALITY cape tan gloves, with spear-point stitching, today at \$1.95 pair. Sizes 7 1/2 to 8 1/2—both regular and cadet.

Gray Suede and Cape Tan Gloves To \$2.50 Values \$1.45

First and second qualities. Plain and embroidered backs. Sizes 7 1/2 to 8 1/2. Another excellent gift suggestion.

Sox That Shout "SERVICE"—15c

Sox, too, that at the price proclaim "ECONOMY" with equal emphasis. Popular shades. Double toes and heels. —Meier & Frank's: The Store for Men, Main Floor.

"Watchful Waiting"

so finely illustrated in the case of the young man shown at the right is fully warranted—he expects, rightly, to be able to purchase a pair of new "knicks" for himself at MEIER & FRANK'S with what dad has saved on his own trousers.

Men's Pants \$3.69

If you have an odd coat that you'd like to put into active service, here's your chance for the assortment of patterns and colorings in this sale is quite broad. Good, substantial worsteds, well tailored, two side pockets, two hip pockets and watch pocket. Belt loops.



Boys' Knickers \$1.49

150 pairs of wool mixed knickers for boys 10 to 18 years. Good-looking gray mixtures. Fully lined. —Meier & Frank's: Third Floor, Fifth Street.

400 Women's Warm Union Suits \$1.25

Regular Sizes \$1.25 Extra Sizes \$1.50 On top of the warmth and comfort-giving qualities of these garments the saving comes as a very pleasant surprise. Medium heavy fleece-lined union suits in high neck, long sleeves and Dutch neck, elbow sleeves style. Ankle length. All PERFECT garments. —Meier & Frank's: Knit Underwear Shop, Main Floor.



MEIER & FRANK'S 1556TH FRIDAY SURPRISE SALES.

What Finer Gift for a Woman? What Better Time to Buy?

Thread Silk Hose \$1.49

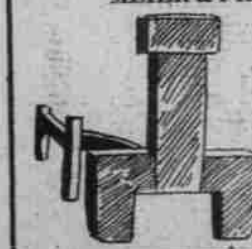
The price speaks for itself. First and second qualities thread silk hose with lace tops, heels and toes—all are reinforced for additional wear. Seamless and mock-seam legs.



All sizes and good colors, including—Black, white, cordovan, navy, etc. A real surprise at \$1.49. —Meier & Frank's: Hosiery Shop, Main Floor.

Black Andirons \$2.45

Plain design as illustrated. 11 inches high. Limited number at this surprise price. —Meier & Frank's: Sixth Floor, Fifth Street.



MEIER & FRANK'S 1556TH FRIDAY SURPRISE SALES.



\$1.59

About 1/2 Price for

2500 Pairs of Curtains

Just Received in a Special Purchase

Our buyer, when recently in the Eastern market, secured this fine lot of 2500 pairs good quality scrim curtains at an extraordinary price concession. The curtains have just been received and go on sale today at about half their real worth.

Six attractive patterns—illustrated. Finished with hemstitched hems and narrow edges. White, cream and ecru. All perfect. Wonderfully good values at, pair \$1.59. —Meier & Frank's: Curtain Shop, Seventh Floor.

1556TH FRIDAY SURPRISE.

Friday Sale of Laces 49c

Edges, bands and flouncings. Venice, filet, shadow and net top designs for camisoles, negligees, etc. White and ecru. 3 to 18 inches. —Meier & Frank's: Lace Shop, Main Floor.

1556TH FRIDAY SURPRISE.

Our 45c Striped Outing 31c

1200 yards—just received. Well fleeced outing in pretty stripes of pink and blue. For all night-wear purposes. 36 inches wide. Yard Friday 31c. —Meier & Frank's: Second Floor, Fifth Street.

1556TH FRIDAY SURPRISE.

Sale of Children's Books 19c

A good assortment of children's picture and story books at this special price for Friday surprise—animal books, bird books, fairy tales, etc. —Meier & Frank's: Book Shop, Fifth Floor.

1556TH FRIDAY SURPRISE.

Sale of Toilet Paper 9c

Pure white crepe toilet paper, the well-known "Snow White" brand. Very special for Friday surprise at roll 9c or dozen rolls for 89c. —Meier & Frank's: Drug Shop, Main Floor.

MEIER & FRANK'S 1556TH FRIDAY SURPRISE SALES.

Carpet Samples \$4.50

We have just received a large quantity of carpet and rug samples direct from the mill. The lot includes pieces of rugs from 27x50 to 27x72 inches. All are of high grade WILTON qualities and are finished on both ends. Attractive patterns and colors. Great values at \$4.50.

Other Samples at \$1 to \$2.50. Smaller samples ranging from 1/2 to 1 1/4 yards in length. Very special values at \$1 to \$2.50. —Meier & Frank's: Rug Shop, Seventh Floor.

MEIER & FRANK'S 1556TH FRIDAY SURPRISE SALES.

6 Handkerchiefs \$1.25

Men's white lawn handkerchiefs with fine hand loom embroidered initials—small block effects surrounded by a square frame. Finished with colored, striped and corded borders. Also handkerchiefs with long fancy block letters in gray. Three styles in Christmas box at \$1.25.

20c Handkerchiefs at 11c

Women's new lawn handkerchiefs in small hand-loom embroidered corner designs. Well made and finished with narrow hemstitched hems. —Meier & Frank's: Handkerchief Shop, Main Floor.

MEIER & FRANK'S 1556TH FRIDAY SURPRISE SALES.

Eiderdown Bathrobes \$11.50

One of these fine quality eiderdown bathrobes will make a splendidly acceptable gift for a woman. Regularly \$15.00

These are all NEW bathrobes with good quality satin trimming. The color assortment includes light pink, light blue, Alice blue, purple, rose, American beauty and gray. Practically all sizes.

One sketched. Limited number on sale today at \$11.50. —Meier & Frank's: Bath Robe Shop, Third Floor.

MEIER & FRANK'S 1556TH FRIDAY SURPRISE SALES.

Women's \$2.59 Aprons \$1.59

We've taken these fine gingham and percale aprons from regular stock and reduced them for Friday surprise to \$1.59—a dollar saving on every one.

Good looking stripes, plaids and figured effects, as well as plain colored aprons in light and dark shades. Regular sizes 36 to 42 and outsizes 48 to 52. Three illustrated. Unusual surprise values at \$1.59. —Meier & Frank's: Apron Shop, Third Floor.



1556TH FRIDAY SURPRISE.

200 Stamped Aprons 69c

Women's good looking bungalow aprons stamped in attractive designs on serviceable cream colored crash. While any remain, special 69c.

Pure Linen Hand Towels \$1.98

These fine pure linen hand towels are stamped for embroidery in several designs. When finished these towels will make very acceptable Christmas gifts. Limited number at \$1.98. —Meier & Frank's: Needlework Shop, Second Floor.

1556TH FRIDAY SURPRISE.

Regular to \$5.95 Smocks \$1.95

Broken lot of 'misses' and women's smocks of beach cloth, crepe, voile, etc. White and fancy shades. Some have machine embroidery.

Rompers \$1.95

Striped and plain colored gingham rompers in light and dark colors. Sizes 2 and 3 years.

Bloomers 85c

Misses' and plain colored bloomers in light and dark colored striped effects. Elastic top and knee. —Meier & Frank's: Girls' Shop, Second Floor.

MEIER & FRANK'S 1556TH FRIDAY SURPRISE SALES.



\$14.45

Is the Surprise Price for 50 Women's and Misses' Winter Coats

Winter Coats

Sizes 15 to 44 in these warm, heavy coats of kersey with plain and large plush collars. Mostly blue, some in brown and still others with dark overplads. All belted.

Ideal gifts for Santa Claus to give to someone you know.

They were originally \$19.50.

—Meier & Frank's: Apparel Shop, Fourth Floor.

MEIER & FRANK'S 1556TH FRIDAY SURPRISE SALES.

Georgette, Crepe de Chine and Taffeta Silk Waists \$2.98

Limited number. The georgette and crepe de chine waists are in white, flesh, gray, peach and blue. The taffetas are in plaids and stripes.

Beaded, embroidered, tucked and lace-trimmed models. Round and square neck styles also V shape and tailored high neck waists. Broken sizes 36 to 44. Limited number. None sold on approval. —Meier & Frank's: Waist Shop, Fourth Floor.

MEIER & FRANK'S 1556TH FRIDAY SURPRISE SALES.

Sale Bathrobe Blankets

\$6.00 Bathrobe Blankets, with cords and frogs to match, 72x90 inches \$5.40

\$7.00 Bathrobe Blankets, with cords and frogs to match, 72x90 inches \$6.30

We have just received a large assortment of wool filled comforters covered with silk and satin, \$20 to \$45. Buy for practical gifts. —Meier & Frank's: Blanket Shop, Second Floor.

MEIER & FRANK'S 1556TH FRIDAY SURPRISE SALES.



A Large Assortment of Fine Silk Camisoles \$1.95

These fine crepe de chine and satin camisoles have been regularly priced in our stocks at \$2.59, \$2.98 and \$3.59—for Friday surprise we've reduced them to \$1.95.

Many dainty styles to select from. Effectively trimmed with laces, tucks and ribbon rosettes, some plain tailored styles. Three are sketched. Select Christmas gifts in this sale and save. —Meier & Frank's: Third Floor, Sixth Street.