

STORE OPENS 9:15—STORE CLOSES 5:45

### Buy Seals—Help Save A Life



The Christmas sale of Red Cross Seals is now being held on our Main Floor under the auspices of the Oregon Association for the Prevention of Tuberculosis.

### Jolly Old Santa Claus Is Here Every Day

between 10 A. M. and 12 M., and 2 and 5 P. M., to shake hands with the little folks and listen to their Christmas wishes. Santa has a souvenir for every child who visits him accompanied by adult. Santa, his house and mail-box are on our Sixth Floor.



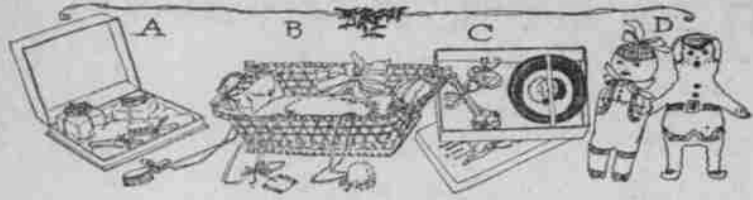
### A Merchandise Order

allowing the recipient to choose his or her own gifts is a safe solution of the Christmas problem. We issue orders in any amount—\$1 or more—redeemable for merchandise in any department at any time.—Booth, Main Floor.

### FREE Tickets to the Poultry Show

Show opens today at Municipal Auditorium. A limited number of tickets admitting to the show today (Tuesday) will be given free to persons calling for them at this store from 9:15 to 12 this morning while any remain.—Meier & Frank's, Sporting Goods Dept., Sixth Floor.

# Shop in the Morning—Only 8 Days 'Till Christmas



## Twenty Christmas Gifts For That Dearest Baby

Puzzled aunts, cousins, sisters and friends can have the most beautiful time in the world choosing Christmas presents if they will come to the Baby Shop, second floor. It is an easy place to find, quite close to the stairway. It is just aglow with everything that a modern baby needs. All the gifts are properly sanitary—mothers will be thankful for that, we know.

Celluloid rattles, 35c, 50c, 98c.  
Rag dolls, 50c to \$2.50.  
Toilet sets, \$1 to \$8.50.  
Feeding plates, 98c.  
Feeding trays, 98c.  
Dishes of colored glass, 50c.  
Oilcloth tray mats decorated with nursery pictures, 75c.  
Fancy ribbon coat hangers, \$1.25 to \$2.50.

Baby coats, \$6.95 to \$22.50.  
Baby blankets, 98c to \$12.  
Buggy robes, wool knitted, \$6.50 to \$15.  
Infants' jackets, \$1.75 to \$10.50.  
Infants' kimonos, \$3.98 to \$22.50.  
Bootees, 98c to \$4.50.  
Shoes, \$1 to \$2.  
Moccasins, \$1.25 to \$1.50.

### ILLUSTRATED ABOVE LEFT TO RIGHT

A—White celluloid toilet set with pink and blue decorations, \$4.95.

B—White wicker basket lined with hand-painted oilcloth, containing toilet set, \$8.50.

C—Cunning stocking and bath towel doll, 98c.

Novelty bath sets, \$2.25, \$3.98.  
Carriage clamps, \$1.25, \$2.50.  
Hot water bottles, \$1.50, \$2.50.  
Infants' fancy Turkish towel bath sets, hand embroidered, special \$1.95.



Warm white blanket baby bunting, \$6.50.

—Meier & Frank's, Second Floor. (Mail Orders Filled.)

## VIVAUDOU.

### Perfumes and Other Toiletries Created by a French Chemist in America— Fascinating Packages Reasonably Priced



French perfumes have always been famous. They date back hundreds of years. French parfumeurs early learned the recipes of extraordinarily sweet combinations of flowers. Some of their lore came to them from Persia and the far east.

In 1914, at the beginning of the war, Monsieur Vivaudou set up an immense establishment in America and put all the secrets of French parfumeurs into the distinctive fragrances called "Vivaudou." These fragrances are so delightfully original that they have already made a tremendous success in New York and other large cities in America. From the very beginning the MEIER & FRANK toilet goods store featured these perfumes and toiletries because of their particularly fine quality at the prices.

Some are arranged in gift sets, including extract, toilet water, talcum, rouge or face powder in various assortments.

### Sweet Vivaudou Gift-Fragrances

Mavis toilet sets, \$1.60, \$3.25, \$5.00.  
Lady Mary toilet sets, \$6 to \$2.50.  
La Boheme toilet sets, \$6.  
Violette Arly toilet sets, \$13.  
Rose Arly toilet sets, \$13.  
Lilas Arly toilet sets, \$10.  
Mavis toilet water, \$1.25, \$1.75.

Lady Mary toilet water, \$1.50 to \$2.50.  
Mavis extract in original packages, 50c, \$1.25, \$3.50.  
Lady Mary extract, \$1.50.  
La Boheme extract, \$3 and \$5.  
Vivaudou assorted talcum, 25c, 35c, 50c, 75c, \$1.

De Vilbiss perfume atomizers, \$1 to \$12.  
Plunger atomizers for spraying perfumes and toilet water, 65c.  
—Meier & Frank's, Main Floor. (Mail Orders Filled.)

## Taffeta Petticoats \$4.95

Santa Claus likes to give silk petticoats because they are always greeted with exclamations of pleasure. These petticoats at \$4.95, to which we direct his attention, are of soft taffeta or messaline and can be worn with straight or wide skirts. Changeable colors in plain taffeta, also striped taffeta and plaid messaline in attractive combinations. Mostly with deep flounces edged with narrow quilting.

Other silk petticoats, \$10 to \$15.  
Extra size taffeta petticoats, \$8.50.  
Jersey silk petticoats, extra sizes, \$12.50 to \$23.50.  
—Meier & Frank's, Third Floor. (Mail Orders Filled.)

## \$8 Copper Wash Boilers

### \$5.99



Heavy copper wash boilers that are 22 inches long, 12 inches wide and 13 inches high. Weight 8 1/2 pounds. With stationary wood handles. Limited number at \$5.99.  
—Meier & Frank's, Basement. (Mail Orders Filled.)

## Christmas Notes

### Better Order the Xmas Tree Lights Soon

So far the Electric Shop has a large supply, but as everybody knows electrical Christmas tree lighting outfits can almost never be found on the last days before Christmas. And in these days electric colored lights are one of Santa's mainstays for Christmas tree trimming.

8 lights \$3.50, 16 lights \$6.50, 32 lights \$9.50.

—Meier & Frank's, Basement Balcony. (Mail Orders Filled.)

### Kiser Oil Photographs in Special Frames

Beautiful views of the Columbia Highway framed in gilt and color to correspond with the picture. Each frame is different. Some are gilt, with a warm touch of the red sunset sky, others are colored with the deep blue of Crater Lake, many have a bit of the restful green forest. Interesting gifts, \$4 to \$35.

—Meier & Frank's, Fifth Floor. (Mail Orders Filled.)

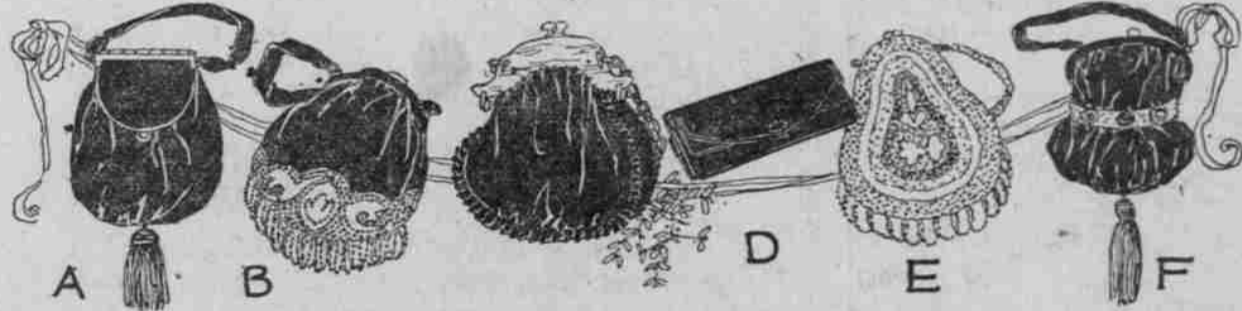
### Convalescent Shawls

Have you remembered your "shut-in" friends, whose Christmas joy must come from unwrapping surprise packages?

Triangle shaped woolen shawls have been especially knit for convalescents. They are hand-made in white, white and blue, white and pink, blue and white, lavender and gray or two tones of gray and have heavy warm woolen fringes. Some are forty inches square to be folded for added warmth. Either shape \$5.50.

—Meier & Frank's, Third Floor. (Mail Orders Filled.)

## Where Else Can Be Found Such Handbag Gifts at These Reasonable Prices?



A—A pretty bag of dark blue chiffon velvet with turn-over or "dropped" frame, contains an extra large mirror, \$6.

B—Unusual bag of black chiffon velvet bordered with elaborate beading and bead fringe; interestingly different, at \$18.

C—Bag of black chiffon velvet with imitation shell top and chain, trimmed with pleated quilting, at \$23.50.

D—Soft fine pin seal envelope having interior compartment fitted with mirror and purse is lined with moire silk, \$7.

E—Effective all beaded bag made in America, lined with blue moire and containing purse and mirror, \$18.

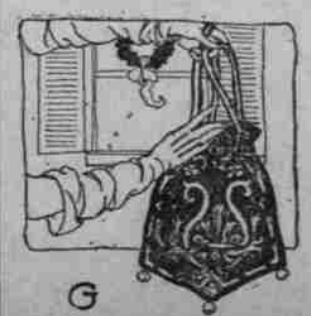
F—Taupe chiffon velvet bag with girle of taupe colored wool and bright colored chenille flowers, is priced at \$12.

Enchanting varieties of unusual bags at \$6, \$7, \$7.50, \$8.50, \$12 and to \$85. Beaded bags from Paris. Beaded "miser" bags. Finest American leather bags. American beaded bags. Surprisingly good leather envelopes and other bags at \$7.50 upwards. Fashionable velvet bags \$6 upwards. Double velvet bags, to be held by one person, \$26. Elaborate chiffon velvet bags with wide gilt metal tops carved with figures, \$25. Concealed in their brocaded and silken interiors are the vanity mirrors and coin purses so necessary to the peace of mind of the modern woman.

French Beaded Bags, \$37 to \$75  
Leather Bags, \$2 to \$75

Beaded Miser Bags, \$25 to \$85  
Velvet Bags, \$6 to \$60

Elegant Leather Bags with sterling silver tops, \$55 and \$65



G—A rich calling costume bag suitable for afternoon or evening, of black velvet exquisitely beaded with cut steel, lined with brocaded yellow and lavender silk. Notice the ribbons paved with steel beads and the bead-balls. Exclusive, unduplicated, \$60.

H—Illustrating the many inexpensive novelties is this charming bag of dark blue chiffon velvet with balloon sides held in place by engraved silver-plated bars on which there is room for monogram. Lined with plain taffeta, the velvet draw strings are finished by tiny tailor bows, \$8.50.

—Meier & Frank's, Main Floor. (Mail Orders Filled.)

## As Ever, Bath Robes Will Be Among the Most Popular Gifts for Men Here's a Fine Bath Robe Value at \$8.50



Of course, there is hardly any limit to the number of men's gifts one can get at this store and in bathrobes alone the assortment is broad enough to insure many times over the satisfaction of every preference, every expenditure, but we single out for special mention today these at \$8.50 as being especially entitled to consideration.

### Made of Good Warm Beacon Blankets

these robes will perform a most practical mission throughout the year, besides constituting a fine reminder of the donor.

A great variety of patterns and colors. Made with heavy rope girdle and can be buttoned at will. Large patch pockets. Cuff sleeves. Some have contrasting border and matching cuffs.

Other bathrobes \$4.85 to \$35.

—Meier & Frank's, Third Floor. (Mail Orders Filled.)

## Christmas Gift Books Nine Interesting Stories Just Off the Press

This is going to be a Christmas of new books. There are literally scores and scores of new novels. And there is nothing quite like the joy of a book!

"The Rain-Girl," by the author of "Patricia Brent, Spinster." A romance with a silver lining, a love story which takes one away from prosaic life and keeps one interested until the last sentence, \$1.60.

"Fugate," by Eleanor Gates. A fantastic parable in which human life is judged through the clear, natural eyes of a little pig. This is a typewritten book, one of the first we have seen; possibly it will be historical sometime for that very fact, \$1.75.

"New Wine," by Agnes and Egerton Castle. A story of Shane O'Connor and Maura Blake with more or less of Lord Kilmore and dear old Ireland, \$1.75.

"The World of Wonderful Reality," by E. Temple Thurston. A story of John and of Jill and another man that Jill's parents want her to marry and of the romance that is truer than fact, \$1.75.

"The Strong Hours," by Maud Diver. Mrs. Diver's brilliant and absorbing novels of life and of military life throughout the empire have taken a definite place in the standard fiction of the British Isles, \$1.50.



"Shops and Houses," by Frank Swinnerton. An absorbing story of modern life in an English suburban town, \$1.50.

"Rim of the World," by E. M. Bower. The most typical story of ranch life in the west that this popular author has written, \$1.50.

"Larkspur," by Jane D. Abbott. About a little girl who keeps a diary, who adopts a French girl, who does everything that every girl wants to do, \$1.35.

"The Forbidden Trail," by Honore Wiltse. Telling of the efforts of two young westerners to establish a desert experiment station and schemes of enemies to appropriate their discoveries, \$1.50.

—Meier & Frank's, Fifth Floor. (Mail Orders Filled.)

## "Let's Be More Careful"

"Haste is Waste." "Do it in Haste and Repent at Leisure" and other such maxims discouraging heedless haste are applicable now. The holiday rush is on. People are in greater haste than usual. It is difficult at times, walking or driving, to slow down, one may neglect to watch carefully before crossing thoroughfares.

But it is absolutely necessary for each one to do this if travel on Portland streets is to be made safe for everyone—and especially for mothers and children.

When you find yourself walking alone, with mind on your errand and the desire to accomplish it quickly, recall "Haste is Waste" and "Do it in Haste and Repent at Leisure." These axioms are unfortunately too often forgotten by those who are particularly apt to be careless right now during the busy days preceding Christmas.

If you would avoid accident for yourself—for mothers and the little ones who must come downtown before Christmas—for members of your family—and for your friends and acquaintances—take the ONLY way: JOIN the Campaign to Make Portland Streets Safe for all whose slogan is:

"Let's Be More Careful"



### Women's One and Two of a Kind

## Dresses \$38.45

Made of rich satins of the quality which often goes into dresses of twice this price. Also a few taffetas, lovely navy blue silk jerseys, and some fine serges and gabardines. Street and afternoon styles. A number with dainty collars of lace or net. Some are beaded. Practically all sizes. Recently these were \$45 to \$55.

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

## In Time for Christmas Comes This First Shipment of New "Mohawk" Silk Undergarments

Mohawk silk underwear has an enviable reputation for quality and workmanship. Those who are in quest of dainty intimate gifts will find this collection especially appropriate to their purpose. Silk underwear affords a combination of the practical and the fine that readily commends it to gift seekers. And these prices are special!

### Envelope Chemise

Bodice style with hemstitched top and ribbon shoulder straps. Flesh. Sizes 36 to 42. Special \$5.95.

### Vests

Heavy quality silk vests with plain bodice top and ribbon shoulder straps. Flesh. Sizes 36 to 42. Special \$4.95.

### Bloomers

Suggestive of excellent wearing qualities are these Mohawk silk bloomers, well reinforced. Sizes 5, 6, 7. Special \$5.95.

—Meier & Frank's, Main Floor. (Mail Orders Filled.)

## Girls' Dresses \$12.35

One-piece blue serge regulation dresses trimmed with red braid and red neckties or the new two-piece middies combining flannel and serge. Some have serge middie and flannel skirts, others blue serge middie and red flannel skirts. Any girl would feel well dressed in one for school. Sizes 8 to 14 years.

—Meier & Frank's, Second Floor. (Mail Orders Filled.)

\$16.50 and \$18.50 Silk

## Breakfast Coats \$12.45

Each one will make a gift that some woman will like very much.

A number are of bewitching changeable taffeta in plain effects with beguiling cordings and gray little sashes which end in silk balls. So pretty that we had our artist picture one so that you will be sure not to miss the opportunity.

Another style is of pongee printed with gay butterflies and having a deep printed border which is used very effectively as trimming; this style also is corded and has a sash.

—Meier & Frank's, Third Floor. (Mail Orders Filled.)

## Christmas Thoughts

This is to be a wonderful Christmas season—the merriest, happiest, most joyous Christmas imaginable—coming after more than a full year of peace.

The Christmas spirit is abroad in the land. Everyone is buying gifts. But the time that remains is short and much Christmas shopping is yet to be done.



## This Great Christmas Store With 11 Acres of Floor Space

with more than 70 great departments, stands ready to supply the people of Portland with not only the most bountiful stores of gift merchandise in the entire north-west but a Christmas service as well without a peer.

More than 2900 efficient willing salespeople.

Fourteen passenger elevators.

Eight escalators—the only Portland installation.

U. S. postal sub-station, express office and accommodation bureau, Basement Balcony. Money orders issued, packages wrapped for mailing and parcels checked free.

Shop early in the day—morning hours are best.

Shop on a transfer—the most convenient way.

Make sure that the salesperson repeats your name and address correctly.

Use the escalators to the Fifth Floor and when convenient, stairways going down.

Please carry small parcels when possible.

## Candy Special

### Ideal Jar of Assorted Christmas Candies at 59c a Very Special Price



A surprise indeed—such a fine big candy special as this at 59c. Each jar contains 20 ounces of satin pillows and Christmas candy mixtures.

Regularly 75c

Clove, peppermint, saffrafras, lemon, cinnamon flavors. Packed sanitarily in Ideal glass fruit jar. Yuletide label, seal, tied with ribbon. A delightful Christmas package.

No phone orders. No deliveries.

—Meier & Frank's, Ninth Floor and all Candy Sections.

## The Furniture Gift Shop

THIS marvelous place of ideas is away from the crowd, up on the ninth floor, near the restaurant. A man can come and easily find just what he wants and quickly get away. Almost always a woman can discover gifts for six or seven friends on her list in this one shop.

### Book Ends \$6.25

Gothic in design, Italian polychrome in color, these attractive book ends are substantial holders for the books that one always wants to leave on the library table. Many other styles.

### Candy Jars \$3.25

The candy jar pictured is in a lovely amethyst tone with engraved designs and the shape is especially decorative. To be quite perfect it should be tied with properly contrasting ribbon and, of course, filled with the very best Meier & Frank candy.

### Candlesticks \$1.25

No house, no room is quite complete without its candlestick. There is a fortunate assortment of one or two of a kind polychrome candlesticks, which are now specially priced \$1.25. All are nice for gifts.

Candles 40c, 50c, 60c.

### Door Knockers \$1.50

What so gay as a parrot to lodge upon your door, and gently but insistently knock, knock, knock, until you open to admit of your guest? On a white enamel base, these parrots are most brilliant in color and, being of iron, ought to last a lifetime.

—Meier & Frank's, Ninth Floor. (Mail Orders Filled.)