

"Eureka!" Gifts for Everybody in Meier & Frank's GIFT \$5 DAY--See Big Double Page Gift-Bulletin Center This Paper

Meier & Frank's The Christmas Store

Where Everything Is Planned to Make Christmas Shopping Move Swiftly and Smoothly and Surely and Where Lower Prices Give Added Zest to the Pleasures of Choosing From the Northwest's Finest Stocks of Gift Merchandise.

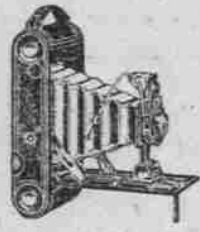
A Kodak—

A Splendid Gift for Anyone and—Fine Choosing Here

THIS gives only a hint of the Kodak and Brownie line ready at Meier & Frank's for gift buyers. There are Brownies for pictures of every size that Kodaks make, and there are Kodaks with high-speed shutters and rapid lenses—there are folding Brownies as well as box Brownies—all with one common characteristic—they make good pictures. All Kodaks (except Stereo and Panoram) and all folding Brownies have something else in common—they are Autographic, and when used with Autographic film provide for the instant titling of every negative at the time it is made. And the Autographic costs no more than other film.

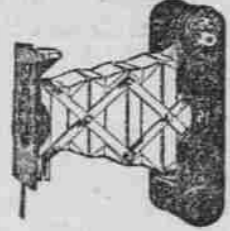
For the Grown-Ups

or nearly grown-ups, a kodak for pictures of the post card size, 3 1/4 x 5 1/2 inches—the "3-A." The 3-A will really go into the side pocket of almost any coat but is more conveniently carried in an overcoat pocket—or slung over the shoulder in a case. War tax and all, the Junior model, with a fine Rapid Rectilinear lens, sells at \$24.64—and with the Kodak Anastigmat f. 7.7 lens, at \$30.62.



For the One Who

already has a larger kodak there is the Vest Pocket Kodak. You don't carry a vest pocket kodak—you wear it, like a watch. It is always ready to picture the unexpected and the unusual. The price, including war tax, is \$9.49.



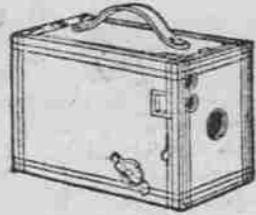
For the Boy or Girl

in high school—the No. 1 Kodak Junior. There's always room for it in the pocket, and the kodak story of the school days is one that not only gives fun in the making but in its album form becomes a permanent delight to the whole family. The price of the No. 1 Autographic Kodak Junior is \$16.67, including war tax.



For the Little Kids

A No. 2 Brownie. These cameras have good lenses and shutters and finders, and use the same film and make the same size pictures as the No. 1 Kodak Junior. You will be astonished at the good work they do; you will be even more astonished at the intelligent way in which a youngster of seven or eight will go about picture-making with a No. 2 Brownie. The price, including war tax, is \$3.33. Others \$2.86 to \$19.95.



For Every Member of the Family A Christmas Kodak Here

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

Make This an

Electrical Christmas



More than a catchword this—a thoroughly good suggestion that if acted on will be productive of splendid results in the home for a long time to come. The Meier & Frank Electric Shop is ready to supply everything electrical of the very best kind to be had.

Large Stocks of Universal, Hotpoint, Westinghouse and American Electrical Devices

Electric vacuum cleaners will sweep for you—at an initial cost only of \$45 to \$74. Electric washing machines will do your laundry for years—\$105 to \$275. Electric ironing machines will do your ironing practically forever—\$100 to \$229. Electric grills will broil, toast, boil, fry and even bake on the table most conveniently

—\$14 to \$17.50. Electric heaters will warm the cold parts of your home with cozy electric glow—\$11 to \$30. Electric toasters, coffee percolators, waffle irons, ovens, portable lamps, curling irons and many other electric conveniences are in the Electric Shop ready to be chosen for practical Christmas gifts.

—and There Is

The "HOOVER"

without which no electrical converse is quite complete. Incidentally this is "Hoover Day" all over the world. The Hoover store of Portland—Meier & Frank's—Hoover headquarters—joins in the observance of Hoover Day by providing the largest stocks of electric suction sweepers in Portland and by selling them on these remarkable terms—

Pay Only \$1 Down

The next installment to be \$5 payable January 1st—the balance to be paid in \$5 installments the first of every month thereafter until the Hoover is paid for in full. No interest.

We will hold and deliver the Hoover securely wrapped and packed on Christmas Eve if desired, or we will deliver at once as you prefer.

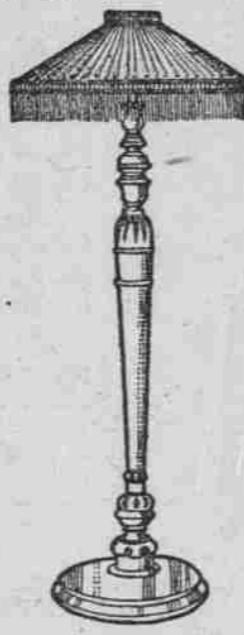
The Baby Hoover is \$60, the Hoover Special \$75.

—Meier & Frank's: Electric Shop, Basement Balcony.

Ninth Floor

Furniture Gift Shop

is attracting scores of discriminating people in quest of delightful gifts for the home. Low prices—many of them newly reduced—are an additional attraction.



Lamp and Shade

Attractive mahogany finish floor lamp as illustrated, 70 in. high. Two lights. Good heavy stick. Well finished. Special at \$14.50.

Silk shade as illustrated with gold galleon trimming and 3-inch fringe is to be had in rose, gold or blue, regularly \$17.50, specially priced \$11.49.



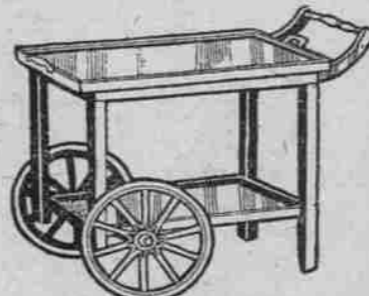
Solid Mahogany Stool

Regular \$13 mahogany stool in Colonial design may be had in a choice of various upholstery—tapestry, damasks and velours—at \$9.75.



Regular \$9.75 Table Lamps \$6.75

Mahogany finish two-light table lamps that stand 27 inches high. Many other special values in floor and table lamps as well as shades.



This Tea Wagon

of imitation mahogany with removable tray and rubber-tired artillery wheels is reduced from \$29 to \$19.95.

Christmas Gifts

of other interesting sorts to be had in this section are: Mirrors \$3.95 up. Book blocks \$3.85 up. Tea wagons \$19.75 up. Smoking stands \$2.98 up. Gate leg tables \$39.50 up. Artificial fruits 50c up. Brass candle sticks \$1.99 up. Door knockers (decorated) \$2.75 up.

Other interesting gift articles at equally moderate prices.

—Meier & Frank's: Furniture Gift Shop, Ninth Floor.

Only 9 Days Remain Before Christmas

The precious moments are flying. Christmas shopping or that part of it which has not been accomplished should begin right away. There are many advantages in favor of this store. Advantages in the form of quality merchandise. Advantages in the form of larger selections than elsewhere. Advantages above all in the form of lower prices. Christmas shopping may well begin and end here—under one roof.

As to Christmas Service

this store is in the position to give the best. Here are 2500 efficient willing salespeople to wait on Christmas throngs. Here are 14 passenger elevators and 8 escalators—the only Portland installation—to transport shoppers quickly from floor to floor. Here are other conveniences for Christmas shoppers, including United States postal sub-station and Accommodation Bureau on Basement Balcony—money orders issued, parcels checked free, packages wrapped for mailing, etc.

And if in Doubt—

as to what to give—that doubt can instantly be solved by giving a Meier & Frank Merchandise Order which allows the recipient the privilege of personal selection. We issue these orders in any amount—one dollar or more—redeemable for merchandise in any department of the store at any time. (Main Floor).

Santa Claus

Is Here Every Day 10-12; 2-5

Santa, his house and mail box (where kiddies can deposit letters to Santa telling him what they want for Christmas) are on the sixth floor.

The West's Greatest Toytown and Dollville

are on the Fifth Floor. Bigger and better this year than ever. Chock-full of toys—Portland's largest stocks of American-made toys. Prices on all of these uniformly low—generally lower than elsewhere on like qualities.

—Meier & Frank's: Fifth Floor.



Center Aisle Bargain Square Main Floor Sale

"Oregon City" Robes

Were \$11.50, \$12.50 and \$12.75

\$8.85

This will be good news to those who were unable to share in our recent sale of Oregon City robes when we sold 500 in less than a day. People appreciate the excellence of such robes for gift-giving—with the results as stated. This time the number is smaller, so that it will be well to shop early.

"Oregon City" Automobile and Indian Robes

are in this new sale at the reduced price of \$8.85. All first quality robes taken from regular stock. The Navajo Art Craft Indian robes are typically fine and colorful examples of the authentic Indian patterns and the automobile robes are also in most desirable patterns (with fringe).

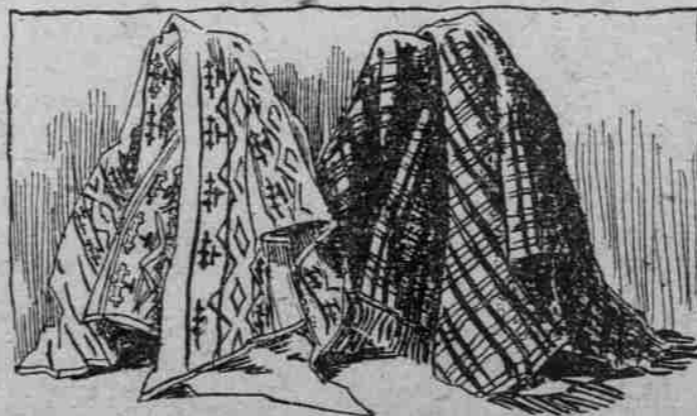
Choice while any remain at \$8.85.

On the Sixth Floor

All Wool Robes

Regularly \$12.75 to \$27.50 Now Reduced..... 25%

Buy for gifts.



50

"Aquascutum" Coats...

For Women and Misses

Were \$85 to \$98.50

\$67.50

Save \$17.50 to \$31

An Aquascutum coat . . . what finer or more practical gift?

We offer 50 genuine imported Aquascutum London coats at a large reduction—coats that are quite as good as though the full regular price were paid.

Of finely serviceable gray and brown tweeds with set-in or raglan sleeves, lined yokes and sleeves.

The fact that there are only 50 makes the occasion one of greater exclusiveness and is an additional reason why selection should be made early.



40 Short Plush Coats

With Self Belts and Collars

Formerly Priced \$39.50.....

\$25

The limited number—and the price—should stimulate early shopping.

—Meier & Frank's: Fashion Salons, Fourth Floor.

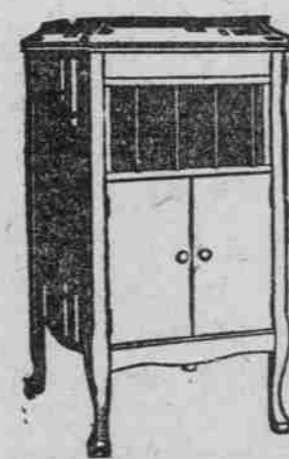
Have Music in Your Home This Christmas Join Meier & Frank's

Christmas Grafonola Club

Can anyone suggest a better gift for the home without music than one of these Columbia Grafonolas—a source of musical enjoyment at Christmas and all the year round? That homes hitherto without this almost-necessity are going to be deprived of it no longer is evidenced by the number of people joining our Christmas Phonograph Club. In which fact, too, lies a warning for those who would put off insuring their Christmas music until too late. Join now and be sure.

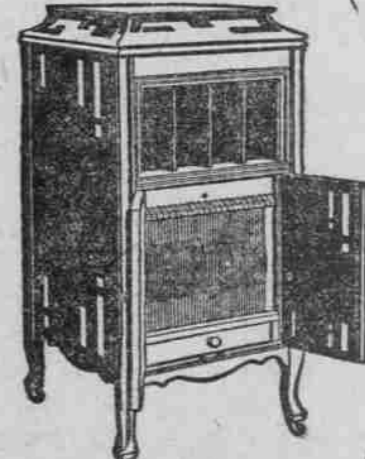
Special Columbia Outfits

have been made up as follows in response to the demand for complete outfits consisting of the instrument and sufficient records to make its use thoroughly enjoyable. These three are especially popular:



Outfit \$130

Outfit consists of grafonola, as illustrated, with 20 selections (ten 10-inch D. D. records) of your own choosing.



Outfit \$150

Outfit consists of grafonola, as illustrated, with 20 selections (ten 10-inch D. D. records) of your own choosing.



Outfit \$160

Outfit consists of grafonola, as illustrated, with 20 selections (ten 10-inch D. D. records) of your own choosing.

Our Stock of Columbia and Other Standard Records Is Complete

It is now, although here again shortage may develop before Christmas. Records are always appreciated by those who already have a phonograph. Widest selection at Meier & Frank's.

Vocalion

Victrola

Edison

famous reproducing instruments—are here side by side with the Columbia Grafonola—the other member of the Big Four. See them side by side at this store. Hear and leisurely compare the merits of each. When you decide on just which one you want a small first payment will hold the machine and it will be delivered at any time you desire. Our stocks include all of the different styles and sizes in the various finishes. Expert phonograph salespeople in attendance.

YOUR OWN TERMS IN REASON

on any of these phonographs purchased at Meier & Frank's.

—Meier & Frank's: Phonograph Shop, Sixth Floor. (Mail Orders Filled.)