

Turn to the Second and Nineteenth Pages of This Section and Read There Our Big Double-Page Announcement of Holiday Sales!

Meier & Frank Co.
Fifth, Sixth, Morrison and Alder Sts.

OUR JEWELRY MANUFACTURING SHOP—A splendid convenience during this holiday time. Gold, Silver and Platinum Jewelry made to your order. Diamond setting by experts. See samples Gold Initial Fobs.

MILADY BEAUTIFUL—It's the thought of the experts here in our Balcony Beauty Parlors. They'll manure your nails, shampoo and dress your hair; give facial massage—quickly and carefully. Children's haircutting.

EVERY PATTERN of the Butterick Company here in first floor section. A wealth of helpfulness found in the Winter number of Butterick Fashions. 25 cents a copy—with any 10c or 15c Butterick pattern, free.

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A VERITABLE overflow of Holiday offerings, with every section fairly teeming with the Yuletide spirit—that's the atmosphere that's all-pervading—felt here, there, everywhere in The Big Christmas Store.

Even the Ready-to-Wear apparel which hundreds will be choosing here tomorrow seems to have taken on the glow of Christmas cheer, though it may be but a reflection of the thousands of bright

things shown everywhere and especially intended for gifts.

Come to The Big Store tomorrow—**JOIN THE HAPPY SHOP-EARLY THROUG**—and aside from the undisputed fact of not-to-be-equalled-offerings, scores of especially helpful features go to make this **The Brightest, the Best, the Most Convenient Christmas Store**. Every section of The Big Store has fairly outdone itself to make this the happiest Xmas for you.



For Gift Gloves Choose Perrin's

YOU need have no hesitancy as to the acceptability of your Glove gifts, if you choose the famous Perrin's make! Few men or women who do not appreciate the exclusive merits of these real French kid Gloves. They're a perfect combination of fit and wearing quality, and sold here exclusively in Portland.

At **\$1.50**—The one-clasp Arragon Cape Gloves, in all the assorted tan shades for street wear.

At **\$1.50**—The well-known Touraine quality of Perrin's Gloves. 2-clasp styles, with pique sewn seams. All shades.

At **\$1.50**—Glace Kid Gloves, known as the Lamure quality, overseam style, all new shades.

At **\$2.25**—Perrin's Cheverette Suede Gloves, 2-clasp style, in black, white, grays, tans, brown and mode.

At **\$2.00**—The Valdemar and Manhattan glace kid, pique sewn seams, two-clasp style, all new shades.

At **\$2.25**—Perrin's pique, glace kid Gloves, two-clasp styles, finished with fancy stitched backs.

At **\$2.00**—Perrin's extra quality glace kid Gloves, three pearl clasps, in overseam style.

At **\$3.50, \$4, \$4.50 and \$5.50**—All 12, 16, 20 and 24-button Mousquetaire Gloves. Real French glace kid.

'Piccadilly'-New English Cloaking

The Smartest of Smart New Fabrics

IT BREATHES of Londoners—swagger and smart—and even they find words inadequate to express the beauty and exclusiveness of this new, ultra-fashionable weave.

Rough and heavy appearing—yes! But wonderfully soft and pliable in texture and light in its weight. But warm—every thread of it all wool! See it, and you'll agree it's the crowning effort of the loom.

A mottled, raised weave of shades of tan, brown, taupe and ivory. Choose it for your coat tomorrow—a garment to attract, to be admired will be the result. Full 56 inches wide. Don't fail to see it tomorrow. A yard, only **\$3.50**

New Silk and Wool Faille We have just received a complete stock of the newest wool Faille. The season's most popular and fashionable fabric for the making of evening gowns. Has a soft and clinging effect of silk. Made in all wanted colors, 40 inches wide, the yard, **\$1.50**.

—First Floor, Main Building.—Mail Orders Filled

The Figure Perfect--Always If Corseted in a Mme. Irene!



HUNDREDS of Portland women now wearing the superb Madame Irene Corsets do so invariably because they find in these beautiful models a corset that meets every requirement. And what a corset service is this we offer women through our famous "Irenes"—giving to Portland's careful dressers the models as designed by one of the foremost fashion critics of the land. An expert who delves into the heart of fashion questions, who keeps in touch with every New York and Paris creation. The result—the latest models of the Madame Irene Corset are ready for fashionable Portland women quite as soon as they are for the women of New York.

And what grace of line, what perfection in the lithe, supple figure that's fitted in the model best suited to the individual needs. Come up to our second floor section tomorrow—ask to see some of the latest Madame Irene Corsets, including model 1977 at **\$13.50**, 1870 at **\$12.00**, 1751 at **\$10.00** and 1913 at **\$6.50**.

—Second Floor, New Building.—Mail Orders Filled

Good Books Are As Good Friends

Choose for Gifts From the Christmas Book Store

NO MORE thoughtful gift could be selected for man, woman or child than a good book. And here in our Book Store we offer the choice of every desirable gift book, fiction the newest, standard sets of all authors, devotional books, Bibles, etc. Truly a wonderful variety in thousands of titles. Choose tomorrow the gift books from the big Xmas Book Store, basement annex.

Liberty Bells, Christy, 5c.
Everyday Happenings, 65c.
Mrs. Budlong's Christmas Presents, 50c.
The Elected Mother, Davies, 50c.
Thoughts on Life's Highway, 75c.
The Bust of Lincoln, Dwyer, 50c.
The Twelfth Christmas, Cook, 50c.
Three Dreams, Block, 50c.
The Song of the White Swan, 75c.

My Robin, Burnett, 50c.
A Little Book of Christmas, \$1.
Arnold Bennett Calendar, \$1.
The Adventure of Kitty Cob, \$2.
Maidens Fair, Fisher, \$3.50.
A Young Man's Fancy, Coles Phillips, \$3.
American Types, Underwood, \$3.50.
The Lady of the Lake, Christy, \$2.38.
The Princess, Christy, \$2.38.

GIFT BOOKS AND BOOKLETS—Calendars & Novelties



Irreproachable—Our Tea Service

If you've been out for an afternoon motor, to a theater matinee, on a holiday shopping tour—finish the day by enjoying the refreshing quiet and refinement of our delightful Seventh Floor Tea Room.

Up away from the rush and turmoil of the streets. A spacious lobby where you may meet your friends. Easy chairs, desks, telephones for your convenience. Soft, pleasing music to listen to.

Everything about the service is dainty—from the pretty tiny rose-budded Haviland to the delicious foods you eat. Enjoy your afternoon tea here tomorrow. Particular attention given to special parties which are specially arranged for.

As for the Petticoat---The "Eppo" Fills All Requirements

IT will interest hundreds of Portland women to know that many new styles of the famous Eppo Petticoats are now here.

No other Petticoats lend themselves so admirably to the present narrow, clinging styles in women's apparel. The "Eppo" is a fitted Petticoat, made with darted hips, side front opener, invisible elastic waistband at back. Made in satin, messaline, chiffon taffeta. Of all plain and changeable colors. Also Kayser silk jersey, with jersey flounce and underlay.

The Eppo Petticoat is sold, and ranges in price, \$5 to \$7.50. Of cotton material, \$1.22 to \$3.50.

—Second Floor, Main Building.—Mail Orders Filled



Elegance in Fitted Leather Bags

Including the High-Grade Deitsch Bros. Make

FOR the woman who motors or travels there is no finer gift than a good quality Suitcase or Bag, fitted with the necessary toilet requisites. And we've specially purchased for this holiday trade a most comprehensive line of the newest in Leather Goods.

Suitcase—Of imported long-grain cowhide. Tan pigskin lined. Parisian ivory fittings, in limousine case. Consisting of women's hair and clothes brush, soap, brush, paste, powder box, mirror, comb, button-hook, nail file, scissors. **\$40.00**

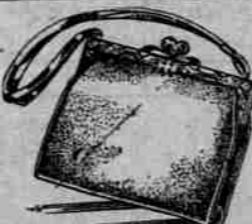
16-Inch Bags—For women. Of imported long-grain cowhide. Sewed in frame, two handles, grey leather-lined. Fitted with Parisian Ivory hair brush, nail file, button-hook, mirror, clock, scissors, sewing set, soap, brush and powder box. Special price during this sale **\$38.50**

Men's 18-Inch Bags—Of smooth cowhide, sewed in frame, leather-lined. Fitted with nine ebony toilet articles, on easel plaque. **\$35.00**



—First Floor, New Building.

Seldom Such Handbags, \$1.98



Made of Genuine Goat Seal Leather

THEY'RE on display today in the Sixth-street vestibule window! They're without doubt the greatest offer made this year in Hand-Bags at **\$1.98**.

As an introductory inducement on this line of Leather Goods a manufacturer has made it possible for us to make this phenomenal offer. Genuine Goat Seal Shopping Bags, 9-inch size, leather-lined, with inside coin purse. Frames of heavy German silver. Handsomely engine-turned and etched. These have double strap handle. They are placed on sale for tomorrow at the specially reduced price of only **\$1.98**

New Deitsch Bags

We've just received a new shipment of the famous Deitsch Leather Hand Bags. They're the highest grade hand-made leather goods possible to purchase. Many new purse shapes are here, and shopping styles. In the thin model strap effect. In pin seal, natural seal and the new crepe seal.

—First Floor, New Building.—Mail Orders Filled



"None Better"

says every woman who wears a pair of the famous "Silk-Maid" Hose.

Every pair made from all pure thread silk of extremely fine weave, giving it the greatest wear-resisting qualities. Fully reinforced and full-fashioned. Have 7-inch double welt tops. White, black and all colors. Made in all sizes for women and misses. Fancy holiday box given with each pair.

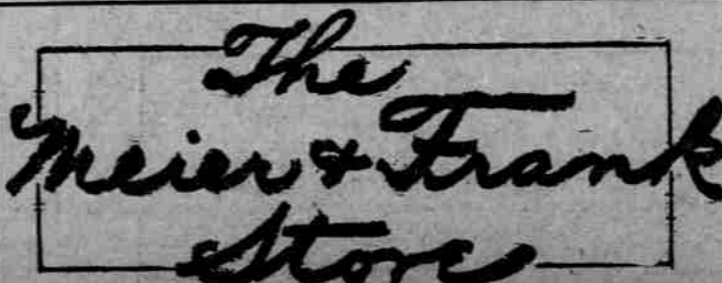
Silk-Maid Hose is absolutely the best grade of Silk Hose made to sell for, a pair, **\$1.00**

A Host of Gifts to Please Men Here in Our 1st Floor Haberdashery

Reefers—In the new imported silk and crocheted styles for street or evening wear. In all the latest two-tone combinations. Priced from **\$3.50 to \$12.50** each.

Combination Sets—Of beautiful silk Four-in-Hand Tie and 1 pair of Hose to match. A 3-piece combination set. Tie, Hose and Kerchief

These But a Hint of the Hundreds of Suitable Gifts for Father, Husband or Brother.



PORTLAND'S SHOPPING CENTER SINCE 1857

Ajax Hose—For men and boys, guaranteed to wear 6 months. Packed 6 pairs in a box, priced at **25c to 50c** per pair.

Handkerchiefs—For men. The largest stock and most varied in the city. Plain and initial styles. Our own importation from the largest European factories. Nicely boxed, 6 in holiday box, from **75c** the box and upwards.

Suspenders—Made of best quality webbing. Packed in gift boxes; have sterling and solid gold buckles. Our 50c Suspenders have no equal in the city for the price.

Four-in-Hand Ties—Made from all the exclusive imported silks. The best qualities in the city are sold here at **50c, \$1, \$1.50**



"Sac au Bras"

The new Parisian Arm Bag has taken the Paris women of fashion by storm! They're carrying them to every afternoon and evening occasion, festive and otherwise.

Made of black taffeta, with silk frilled edges, lined with brocaded silk, exclusive design of frames. In gilt, silver or gunmetal, plain or stone studded. Heavy silk cord handles. At prices **\$4.98, \$6, \$9, \$10, \$12.50**