

Buy Some Gifts Each Day—Shop in the Morning—Shop on a Transfer—Use the Escalators—Carry Small Packages

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.



The Joy of Getting A Kodak

for Christmas—and then the fun of using it that day and all the days to come!



A Merchandise Order

allowing the recipient to choose his or her own gifts for the amount stated is a safe solution of the Christmas problem.

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Christmas Gift Dressings

To add the final touch—seals, tags, stickers, cards, ribbon, tissue paper and every other sort of "fixin'".

HURRY! HURRY! Christmas Shopping Should Be Done Right Away

Christmas Riches in The Jewelry Store

DIAMONDS and lacy platinum work—dinner rings, slender barpins, tiny watches on black ribbons—gold bracelets, cameo brooches, baby pins—silver vanity cases, mesh bags, cigarette cases, thimbles—genuine Whitby jet, indestructible pearl beads, novelty necklaces—men's and women's watches—traveling clocks in leather cases—men's and boys' scarf pins, cuff links, tie clasps—sterling silver flatware, chests of silver, sterling silver tea sets, after-dinner coffee sets, cake plates, sandwich plates, cheese dishes, vases, candlesticks—Sheffield plate reproductions in tea sets and separate pieces—the best silver-plated flatware in convincingly sterling patterns.

WATCHES of Waltham and Elgin makes for men and women—a man's 25-year-case Waltham at \$37.50—a woman's little Swiss watch on flexible gold-filled bracelet at \$15—a woman's 14-karat engraved gold tonneau watch at \$45—a tiny white gold watch, engraved, with 15-year movement, on black ribbon, \$56—a man's Waltham watch in 20-year case with 7 jewels, \$20.25—a man's 7-jewel, 20-year-case Elgin, \$16.25—a railroad watch, 17 or 21-jewel movement, \$50 to \$65—finer Walthams up to the Riverside at \$150 for 19-jewel movement.

A COMPLETE JEWELRY STORE of gifts personally chosen on their individual merits, priced at the uniformly fair rates customary in the entire Meier & Frank Store. Please feel perfectly free to come, to see, to make your own judgments and comparisons, without any obligation to purchase.

FREE Tickets to the Poultry Show

The Great Western Winter show of poultry, eggs and rabbits opens Tuesday at the Municipal Auditorium and continues all week.

A Limited Number of tickets admitting to the show Tuesday will be given free to persons calling for them at this store from 9:15 to 12 tomorrow while any remain.

Order Your Xmas Tree Now



MEIER & FRANK CO. have made arrangements to supply patrons with Christmas trees of Oregon fir, luxuriant, symmetrical, evenly balanced trees that will grace any home, at \$1.25 each.

FREE DELIVERY anywhere within city limits. No C. O. D. orders will be accepted.



300 Gift Blouses \$5

Sub-standard—If Perfect Would Be \$10.00 to \$15.00

Nearly twenty different styles in fashionable georgette and crepe de chine blouses. Practically all fresh from the workrooms. Cut over standard patterns and in late autumn styles.

This is the first sale of sub-standard blouses offered in the Blouse Shop, and we make the innovation only because the blouses are so nearly perfect that the flaws are of trifling importance—and the values wonderful!

Clever color combinations, interestingly trimmed in yarn and silk embroidery, with beadings, fine tucking, hand-made filet lace, embroidered ruffles and other attractive features.

Beautiful Fur Trimmed Coats Special \$71.25

Particularly elegant coats of such rich materials as velour, peach bloom, silvertone, crystal cord and other novelties. Majority are luxuriously trimmed with natural racoon, Hudson seal (dyed muskrat), nutria and wolf.



Extra Sizes in Women's Suits At \$35.45

Radical price revisions made on finely tailored, extra size winter suits excellent for every month in the year. Majority of the \$65 grade. For instance, a fine oxford gray chevrona suit, extra size 49, formerly \$65, is now \$35.45.

All plainly tailored and designed by specialists for large figures. Cheviot, chevrona and gabardine in navy, taupe, brown, plum or green.



These Furs are Perfect Gifts

And all the prices are "special"—an extraordinary happening before Christmas. In the second picture is shown a large, deep Jap kolinsky wrap trimmed with tails and paws, specially priced \$157.50.

- A beautiful skunk throw, specially priced \$130.50
A glossy black lynx throw, specially priced \$166.50
Natural Siberian gray squirrel cape coat, specially priced \$292.50
Mole coatee, collar and cuffs of ermine, specially priced \$318.75
Nutria coat, long and very full, specially priced \$497.25
Hudson seal coat (dyed muskrat) with collar and cuffs of taupe squirrel, 30 inches long, specially priced \$327.25
Natural marmot, plain, 30 inches long, specially priced \$127.50
Japanese mink cape coatee, specially priced \$191.25
Animal scarfs of wolf, specially priced \$24.55 to \$70.65
Animal scarfs of fox, specially priced \$70.65 to \$135
Animal scarfs of lynx, specially priced \$54.00 to \$135



Christmas Sale of Silk Hosiery "BUY THE BOX"

Silk hosiery has been called "the ideal Christmas gift" and it is hard to think of any better gift for a woman, combining so well the attributes of beauty and utility, not to speak of those hardly less essential ones of comfort, fashion and—shall we say it—luxury.

NOTE: Silk Maids are NOT included.

3 Pairs Silk Boot Hose \$5

4000 pairs. Fine silk boot hose with mercerized lisle tops and soles. Full fashioned and mock seam stockings in all colors and sizes. Pair \$1.75.

3 Pairs Silk Hose \$5.25

3400 pairs. Pure dye silk hose with lisle tops, heels and toes and mock seams. Black, white, brown, castor, Cordovan, etc. All sizes. Pair \$2.

3 Pairs Silk Hose \$6.50

4200 pairs. Pure dye thread silk hose with durable mercerized lisle tops and soles. Full fashioned stockings in a good assortment of staple shades. Pair \$2.50.

3 Pairs Silk Hose \$7.50

2000 pairs. Full fashioned all-silk stockings with double garter welts and lisle soles, lisle lined. All the leading shades. Pair \$3.

3 Pairs Silk Hose \$9

3000 pairs. Pure thread silk hose, including such makes as Wayne, McCallum, Gunther, Merrill and others. Full fashioned hose in all colors and sizes. Pair \$3.50.

3 Pairs Fiber Silk Hose \$2.65

1000 pairs. Seamless fiber silk stockings with lisle tops, heels and toes—the "Ipswich" brand in black, white, gray, etc. Pair \$1.

3 Pairs Fiber Silk Hose \$3.75

900 pairs. Fiber silk hose with lisle tops, double heels and toes. Mock seams. Black, white, brown, navy, etc. Pair \$1.50.

B-O-O-K-S

Solve Every Christmas Problem

What a fascinating place the Meier & Frank Book Shop is. Busy all day long, but never too busy to serve courteously.

Books are a universal gift—there isn't anyone too young or too old for a book; there isn't anyone too sad or too gay to read.

Good Fiction for Christmas Giving

The Passionate Pilgrim by Samuel Merwin. A story which almost anyone would like, introducing newspaper life, a love story and a fascinating end. \$1.75.

Sisters by Kathleen Norris. A story of the California redwoods and the world outside. The best love story that Mrs. Norris has written. \$1.60.

Mrs. Marden by Robert Hichens. Robert Hichens has a fame of his own and any new novel by the author of "The Garden of Allah" makes thousands of friends immediately. \$1.75.

A Woman's Woman by Nalbro Bartley. A story of Denise Plummer, who as the mother of a family was old at 37 and most self-sacrificing. Then the tables are turned, Denise becomes the power of the community. \$1.75.

Dangerous Days by Mary Roberts Rinehart. An interesting story of American life and its reaction towards the war. \$1.60.

Jeremy, by Hugh Walpole. Everyone will want to read about this newest boy called "Jeremy," who is so likable. \$1.75.

In Secret by Robert W. Chambers. A story of mystery and adventure by this popular author. \$1.50.

Mare Nostrum by V. Blasco Ibanez. The epic of the Mediterranean from the dawn of legend to the days of lurking German submarines. It tells not only of the surface of the sea, but the life and wenders of its depths. \$1.90.

Alex the Great by H. C. Witwer. "You can do it" is the slogan of this compelling hero of the romance of business. \$1.75.

John McCormack, His Own Life Story. What is a singer like when he is a boy? As he grows into manhood is he any different from other men? This book tells about it in the singer's own words. \$3.

Rudyard Kipling's Verse. An exclusive edition 1885-1918, containing more than 400 poems of this master of verse. It is a unique gift for a lover of Kipling. Boxed \$5.

John Martin's Big Book for Little Folk, Number Three. Stories, pictures, rhymes, poetry, something about animals, music, stars, mythology. All done in delightful fashion for any boy or girl under 8. \$2.50.

The Boyd Smith Mother Goose. Beautifully illustrated, with large type. \$3.

Mother Goose. The Volland Edition. Illustrated by Frederic Richardson. An elaborate gift for any fortunate little girl. \$2.

Heidi, by Johanna Spyri. A story of little Heidi, 8 years old, in her home in the high Alps, where she helps Peter take care of the goats. Charming illustration by Elizabeth P. Stork. \$2.50.

The Magic of Oz by L. Frank Baum. A faithful record of the marvelous adventures of Dorothy and Trot and the Wizard of Oz, together with the Cowardly Lion, the Hungry Tiger and Cap'n Bill. \$1.50.



To Patrons Living in Outlying Districts

Sensible of the inconvenience to which you have been put by the snow and its effect on delivery schedules, we are desirous of extending the regular MEIER & FRANK delivery service to you as far as humanly possible.

- Beaumont 10 o'clock (East of Beaumont carline)
Kenton 10 o'clock (East of Mississippi carline)
Lents Junction 11 o'clock (Via Foster Road)
Montaukie 10 o'clock
Montavilla 10 o'clock (2nd and Stark)
St. Johns 12 o'clock

Carline routes have been selected, as these alone permit of proper action and access. Patrons living in the vicinity of the above mentioned points are asked to assemble at the place indicated for distribution of their packages.

"Let's Be More Careful"

PEDESTRIANS: Try and cross the street according to semaphore signals. Do not step into the street without looking in both directions. Do not cross the street with an umbrella, such a position as to obstruct your view in any direction.

VEHICLES: Observe the semaphore. Keep brakes in perfect condition. Keep car under perfect control. Give right of way to vehicle crossing from the right.

Christmas Umbrella Land

They're all here. They're all new. The smart umbrellas of the season for gifts. No one wants an old-style umbrella these days any more than they would care for a last-season's hat.



A Few Gift Suggestions

Colored umbrellas for women have ivory-finished handles and rings to match the color of the silks; also dark wood handles with rings or cords—\$7.35. Shepherd crook handled umbrellas for women come in purple, green, red or blue; often with the smart white tips—\$8.35.