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ONLY 12 SHOPPING DAYS TILL CHRISTMAS—YOUR CHRISTMAS STORE IS READY WITH THE STOCKS AND SERVICE

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Meier & Frank's The Christmas Store

Christmas Sale of Dinner Sets



32-Piece Sets
\$4.99

Regularly \$7.75. The Blue Bird pattern in American semi-porcelain dinner sets. Open stock pattern.

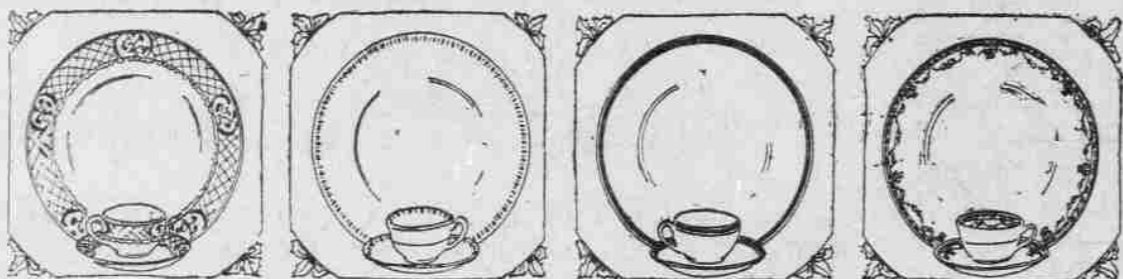
32-Piece Sets
\$4.95

Regularly \$6.50. American semi-porcelain dinner ware in pink rose decoration. Open stock pattern.

32-Piece Sets
\$7.95

Regularly \$11.20. American semi-porcelain dinnerware in black border design with pink roses. Open stock.

NOTE: The 32-piece sets illustrated above each consist of 4 seven-inch plates, 4 four-inch plates, 6 four-inch fruit saucers, 6 tea cups, 6 saucers, eight-inch platter, seven-inch open vegetable dish.



60-Piece Sets
\$38.60

The 100-piece sets, \$59.90. English semi-porcelain ware in green border design with blue violet medallion inserts. Open stock pattern.

60-Piece Sets
\$30.15

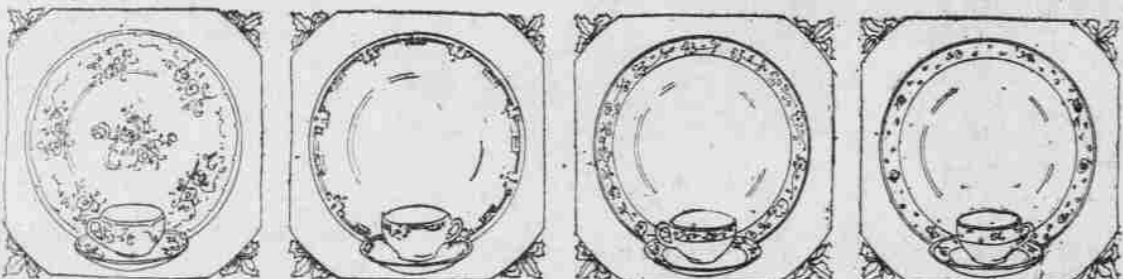
The 100-piece sets, \$47.70. English semi-porcelain ware in black border design with gilt edge. A very attractive pattern.

60-Piece Sets
\$31.60

The 100-piece sets are priced at \$49.90. English semi-porcelain ware in the ever popular white and gold design. Open stock pattern.

60-Piece Sets
\$26.85

The 100-piece sets \$42.30. English semi-porcelain ware in narrow blue border design with pink rose decoration. Open stock pattern.



60-Piece Sets
\$41.85

The 100-piece sets \$65.90. English semi-porcelain ware in light blue border design with floral spray decoration. Open stock pattern.

60-Piece Sets
\$26

The 100-piece sets, \$39.90. English semi-porcelain ware in good looking green border decoration. Open stock pattern.

60-Piece Sets
\$41.20

The 100-piece sets \$63.65. Japanese chinaware in neat pink border decorations. Open stock pattern—other pieces at moderate prices.

60-Piece Sets
\$59

The 100-piece sets \$99. French chinaware in dainty Dresden pink rose decoration. An attractive open stock pattern.

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



READY

for these last twelve days before Christmas with:

- 2750 Co-workers
- 19 Elevators
- 8 Escalators
- 40 Delivery Vehicles
- 22 Telephone Exchange Operators

YOU

can help us give the best Christmas service possible if you will

Shop in the Morning
Shop on a Transfer
Carry Small Parcels

Gift Suggestion Folder free on request—ask any floorman. A Meier & Frank Merchandise Order solves the gift problem. Issued in any amount—a dollar or more. Redeemable for merchandise in any department of the store at any time. (Booth Main Floor).

\$1 DOWN

Sends a
**Hoover or
Universal Electric
Cleaner**
to Your Home

—the balance in equal monthly payments of \$5 beginning January 1. Delivery will be made any time between now and Christmas.

\$5 DOWN

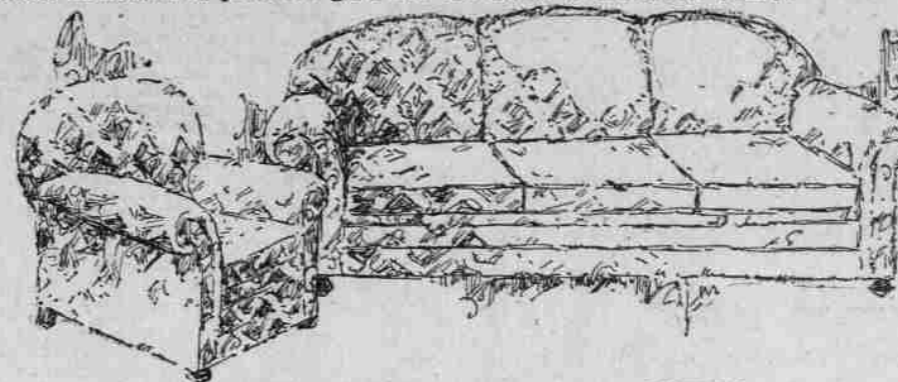
Sends a
**Universal Electric
Washing Machine**
to Your Home

—the balance in monthly payments beginning January 1.

—Meier & Frank's Basement, Sixth Street.

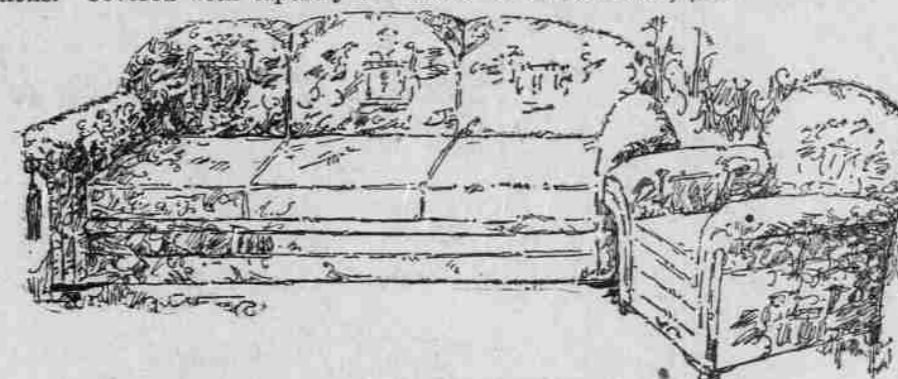
Overstuffed Furniture: Gifts

Three special values in Meier & Frank standard overstuffed davenports and chairs for those in search of practical gifts for the home at moderate outlay.



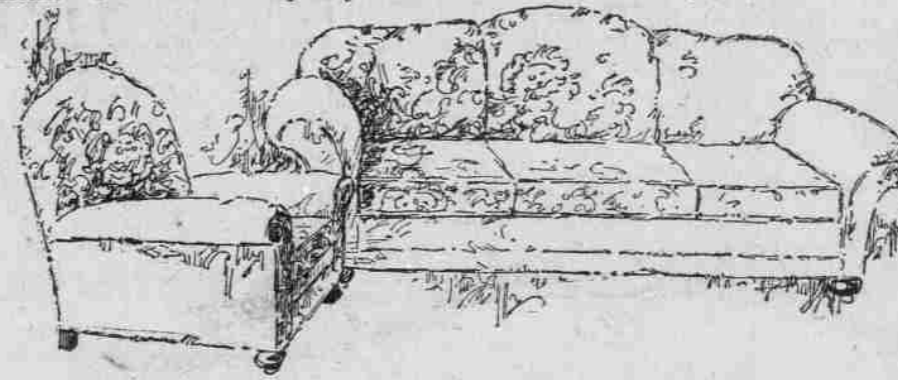
The "Hayden" Davenport \$87.50

A very low price for a good quality davenport. Made with full spring edge and loose cushions. Covered with tapestry or velour. Chair to match, \$49.



The "Kensington" Davenport \$119

A davenport that is built for comfort—with spring arms, full spring edge and loose cushions. Covered with tapestry or velour. Chair to match, \$69.



The "Hampton" Davenport \$169

The Hampton is a new style davenport, made with shaped back and flaring arms. Covered with the finest quality figured mohair in various colors. Chair to match, \$89.

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

The Universal Combination

is two complete ranges in the space ordinarily occupied by one range. It burns wood and coal or gas.

It is the range for all-year service. A simple twist of the wrist changes from one to another.

The Universal is attractive, economical, durable, compact, complete. It is the range for the modern kitchen.

TERMS IN REASON



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



Fireplace Accessories

We have a big assortment of fireplace accessories in the various designs and finishes.

Fire sets in black iron, Flemish iron and antique brass finishes. Andirons in black iron, Flemish iron, Colonial brass finish and solid brass. Folding fire screens in black, black with brass trimmings and all brass. Basket grates in black and Colonial brass finish. Prices are very moderate.

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

Gift Suggestions in Silver

A gift of individuality is the gift of fine silverware—and never were stocks more complete, more inviting and more moderately priced than those of this holiday season.

Community Plate

We have the popular Adam, Patrician, Sheraton and Grosvenor patterns in Community plate. Some of the prices:

- | | |
|------------------------------|----------------------------|
| In Sets of 6 | Fancy Pieces, Each |
| Tea Spoons, \$3.75. | Olive Spoon, \$1.75. |
| Table Spoons, \$7.50. | Pickle Fork, \$1.50. |
| Soup Spoons, \$7.50. | Gravy Ladle, \$2.50. |
| Salad Forks, \$7. | Cream Ladle, \$2. |
| Butter Spreaders, \$6. | Pie Server, \$4. |
| Oyster Forks, \$5. | Cold Meat Fork \$2.25. |
| Dinner Forks, \$7.50. | Tomato Server, \$3. |
| Luncheon Forks, \$7.25. | Cake Fork, \$2.75. |
| H.H. Dimer Knives, \$10.25. | 3-Piece Carving Set, \$16. |
| H. H. Luncheon Knives, \$10. | 3-Piece Child's Set, \$3. |



Silver Novelties

Silver-plated novelties that will make appropriate gifts.

- Bon Bon Dishes, 59c to \$3.50.
- Child's Cups, 85c to \$3.50.
- Child's Sets, \$1.50, \$2 and \$3.
- Card Trays, \$1.25.
- Tea Strainers, 85c and \$1.
- Napkin Rings, 69c, 98c and \$1.25.
- Salt and Pepper Sets, \$1 to \$5.
- Candle Sticks, 75c to \$8.

Sterling Silver

We give here only a hint of the many gifts to be chosen in Sterling silver.

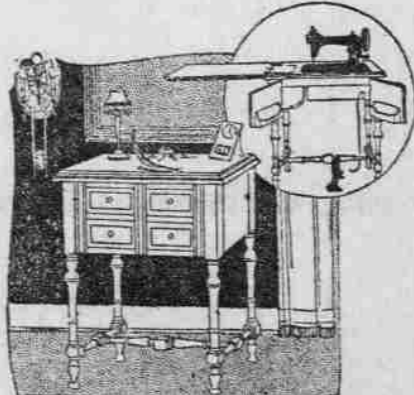
- Salt and Pepper Sets, \$1 to \$22.
- Dessert Sugars and Creamers, \$18 to \$32.
- Bon Bon Baskets, \$3 to \$11.
- Sugar Trays, \$4.50 and \$5.
- Compotes, \$10 to \$45.
- Candle Sticks, pair \$12 to \$24.
- Flower Vases, \$2 to \$21.
- Sandwich Trays, \$17 to \$58.

Special Three Days' Sale of Novelties

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|---------------------------------------|--|--|
| \$7.00 Fruit Baskets, special \$4.95. | \$15.00 Well and Tree Platters, \$12.95. | \$3 Bread Trays, \$2.29. |
| \$7.95 Vegetable Dishes, \$5.45. | \$6.50 Cheese Dishes, special \$4.95. | \$4.95 Pie Casseroles, special \$3.95. |
| \$11.00 Meat Platters, \$9.85. | \$5.00 Relish Dishes, \$3.98. | \$5.95 Casseroles, \$4.95. |
- Meier & Frank's Main Floor. (Mail Orders Filled.)

The Eldredge Two-Spool

The Eldredge sewing machine will greatly lighten the work of those who sew at home. The machine illustrated most effectively combines beauty with utility. Jacobean finish.



The Eldredge is easy to run, simple in construction. It may be chosen in rotary or two-spool styles—the latter eliminating the winding of bobbins.

\$20.00 Allowance for Your Old Machine

For one week only we make this special offer—we will accept your old sewing machine, regardless of its age, style or condition, and allow you \$20 towards the purchase of a new Eldredge electric Rotary or Two-Spool.

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

Christmas Sale of Oriental Rugs

The entire Meier & Frank stocks and newest purchases of genuine Persian, Turkish and Chinese rugs are offered in a Christmas selling at 25 per cent to 50 per cent reductions from the current prices. The gift of an Oriental rug is a gift of lasting beauty and value. Every rug guaranteed. A deposit will reserve any selection for later delivery.

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|--------------------------------|----------------------------------|---------------------------------|
| Mosul Rugs | Belouchistan | Dozar Rugs |
| Average size 3.4x 5.8, \$36.85 | Average size 3.0x 4.10, \$21.50 | Average size 4.2x 6.2, \$71.50 |
| Average size 3.7x 6.0, \$46.85 | Average size 3.0x 5.2, \$25.75 | Average size 4.4x 6.8, \$84 |
| Average size 3.8x 6.2, \$53.50 | Sarouk Rugs | Lilihan Rugs |
| Average size 3.6x 6.4, \$61.50 | Average Size, 3x5 feet, \$79.50. | Average size 4.9x 6.0, \$119.50 |

CHINESE RUGS

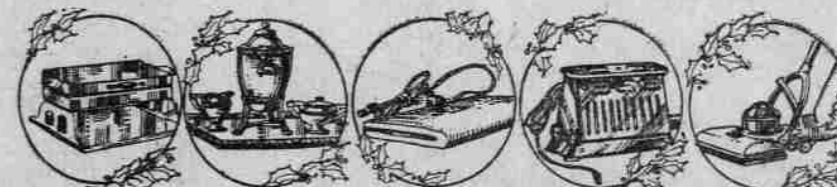
The prices at which you can buy these genuine hand-wrought Chinese rugs are so low that they should be eagerly availed of by discriminating buyers.

- | | |
|---------------------------|-----------------------------|
| Size 24x36 inches \$12.50 | Size 5.0x8.0 feet \$ 64.00 |
| Size 24x48 inches \$17.50 | Size 8.0x10.0 feet \$169.00 |
| Size 36x72 inches \$39.00 | Size 9.0x12.0 feet \$179.00 |
| Size 4.0x7.0 feet \$59.00 | Size 9.0x12.0 feet \$219.00 |

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

Electrical Appliances for Gifts

Anything chosen from these assortments will bring satisfaction every day of the year:



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|--|---|------------------------------------|-----------------------------------|-----------------------------------|--|---|--|---|---------------------------------------|--|----------------------------------|
| Electric Percolators, \$4.95 to \$67.50. | Electric Waffle Irons, \$12.00 to \$18. | Electric Hot Pads, \$6.50 to \$10. | Electric Toasters, \$3.50 to \$8. | Electric Grills, \$12.50 to \$15. | Electric Vacuum Cleaners, \$55 to \$145. | Electric Curling Irons, \$1.95 to \$7.25. | Electric Table Lamps, \$13.50 to \$70. | Electric Desk Lamps, \$3.25 to \$12.50. | Electric Floor Lamps, \$8 to \$22.50. | Electric Washing Machines, \$135 to \$165. | Electric Ranges, \$125 to \$190. |
|--|---|------------------------------------|-----------------------------------|-----------------------------------|--|---|--|---|---------------------------------------|--|----------------------------------|



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

ESTABLISHED 1857
Meier & Frank Co.
THE QUALITY STORE
OF PORTLAND