

A Meier & Frank Merchandise Bond, for Any Amount, Best Solves Your Gift Problem—Special Booth, First Floor, Main Building
Holiday Shoppers Will Enjoy a Refreshing "Afternoon Tea" In the Quiet, of Our Delightful 7th Floor Tea Room 2 to 5:30 P. M.

PICTURE FRAMING—For the holiday time done here artistically and carefully. Have gift pictures and photos framed now. New mouldings. 5th Floor.

GOVT. WEATHER FORECAST
Occasional rain tonight and probably tomorrow; southerly winds.

MEIER & FRANK'S

FURS TO YOUR ORDER—Here in our own Fur Manufacturing shop. Everything in Furs made to your order from the smallest neckpieces to Alaska Seal Coats.

A GIFT FOR THE ENTIRE FAMILY—One of the splendid \$57.60 Columbia Grafonola Outfits we now special. Easy installment plan. Fourth Floor.

'Tis Here--The Busy, Bustling Holiday-Time--And the Big Christmas Store Is Ready

SHOP NOW—Avoid the Inevitable Hurry and Scurry of the Last Few Days—No Matter Where You Shop—SHOP EARLY

Holiday Books for Girls!

- "The Poor Little Rich Girl"—\$1.25.
 - "A Dixie Rose in Bloom"—\$1.25.
 - "The Heart of an Orphan"—\$1.00.
 - "The Robin's Nest Ranch"—\$1.25.
 - "Martha of the Play," at \$1.00.
 - "Peggy Steward at Home"—\$1.25.
 - "Sue Jane," Davies at \$1.25.
 - "Betty Bide at Home," Dix, at \$1.25.
 - "Helen Brushy," Moses, Ormsby, \$1.18.
 - "Ayalea," Peattie, at 95¢
 - "Blue Bonnets Ranch Party," at \$1.18.
 - "Nancy Porter's Opportunity," at \$1.18.
 - "The Girl's Book About Herself"—\$1.25.
 - "A Bunch of Cousins," Mead—\$1.25.
- The Christmas Book Store, Basement Annex.



Furs --- A Serviceable and Lasting Gift Beautiful Fur Sets & Coats Now Reduced

EVERY woman appreciates the richness, elegance and style added to the personal adornment by the wearing of Furs! Not a woman, miss or child that does not take unusual pride in the possession of a set of Furs or Fur Coat. Assuredly no more acceptable, serviceable and lasting gift could be bestowed than these Furs and Fur Coats we specially price for this sale. Reliability is the keynote to everything you find here in Furs. Every style of Furs for children reduced.

- \$55 Fur Coats \$34**
The popular Astrakhan Coats in 38-inch length. Made with shawl collar and cuffs, black satin lining. Regular \$55.00 Astrakhan Coats reduced for this great sale tomorrow, at only **\$34.00**
- \$75 Fur Coats \$48**
Rich and stylish are these near-seal Fur Coats, in the 38-inch length, with shawl collar and cuffs, black satin lining. They are the regular \$75 near-seal Coats and are reduced to only **\$48.00**
- \$135 Fur Coats \$97.50**
Near-seal Coats, in the 54-inch length. Rich in quality and modish in appearance, has selected beaver shawl collar and deep cuffs. Beautiful pattern silk lining of finest quality, silk frog fastening. Reg. \$135 Coats, only **\$97.50**

CHILDREN'S A most pertinent FURS LESS gift selection for children is a set of Furs, and for this sale our entire stock of Furs for children is offered at decisive reductions.

- \$10 and \$12.50 Furs \$7.45**
A great group of popular Furs in natural raccoon, skunk raccoon, marmot and brown opossum have been greatly reduced for this sale. In shaped style and animal fitting around the neck. Large pillow muffs. These Furs in gray, black and brown. Regular \$10 and \$12.50 Furs for tomorrow at only **\$7.45**
- \$35 Red Fox Sets \$26.25**
Red Fox Sets, in the popular snake style Stole, with 2-animal effect. Muffs made from two entire skins upon a large, roomy silk bed. These are regular \$35.00 Sets, specially reduced for this sale. For tomorrow they will be on sale at **\$26.25**
- \$50 Fur Sets \$37.50**
Beautiful Fur Sets, black fox or skunk raccoon. Have large fitted collars or one-piece animal effect. Also large pillow Muffs with bed of down, and lined with heavy satin. Regular \$50 Sets, Special, **\$37.50**

Muff or Collar Separate \$18.75

Japanese Mink and Squirrel Sets

Included in this sale at noticeable reductions are Japanese mink, sable squirrel, natural raccoon, dyed raccoon, black fox, sable fox, natural opossum, sable opossum and marmot Furs. We mention here seven styles of the various Furs as mentioned.

- \$ 7.50 Furs Special at \$ 5.65
- \$10.00 Furs Special at \$ 7.50
- \$15.00 Furs Special at \$11.25
- \$20.00 Furs Special at \$15.00
- \$25.00 Furs Special at \$18.75
- \$30.00 Furs Special at \$22.50
- \$35.00 Furs Special at \$26.25

\$15 and \$16.50 French Coney Fur Sets \$11.85
They're wonderfully neat and attractive, these black and brown French Coney Fur Sets. Made in square and round shawl collar styles with large pillow muffs to match. Nicely lined in Skinner's satin. Suitable for the young woman and miss. \$15 and \$16.50 Sets priced for tomorrow at only **\$11.85**



Holiday Books for Boys!

- "The Land We Live In," at \$1.50.
 - "Quarterback Reckless"—\$1.00.
 - "Crofton Climes," Barbon, at \$1.25.
 - "Change Signals," Barbon, at \$1.18.
 - "Just Boys," West at \$1.20.
 - "The Boy With the United States Fisheries"—\$1.18.
 - "An Army Boy in Peking"—\$1.20.
 - "The Boy Scouts," at \$1.25.
 - "The Bees," Thonger, at \$1.35.
 - "This Year's Book for Boys"—\$1.50.
 - "Every Boy's Book of Hobbies"—\$1.50.
 - "Four Boys at Pike's Peak"—\$1.18.
 - "Partners for Fair," at \$1.25.
 - "With Carlson and Fremont," at \$1.25.
 - "1912 Chatterbox," at 95¢.
- The Christmas Book Store, Basement Annex.

A "Make-Room" Event in Fine Underwear!



MORE space for the holiday showing of Handkerchiefs—that's the pressing need and the reason of the grouping for quick selling the splendid Underwear offerings as given below:

And such prices as these are sure to mean a rapid clearing of the tables here in our first floor section—sale continues for three days, but come tomorrow lest the quantities are exhausted even sooner than we anticipated.

75c to \$1 Union Suits at Only 43c

It's an offering worth coming early for—this of women's fleeced Union Suits at 43c. And they're grades that sell regularly at 75c and \$1. In all styles—high and low neck, long sleeves, half sleeves, quarter sleeves and sleeveless. Knee and ankle lengths—75c to \$1 Union Suits tomorrow—regular and extra sizes, at 43¢.

- 50c Underwear—Fleece-lined Vests and Pants for women. Made high neck, long sleeved and ankle length. Sale for **29c** tomorrow at low price of **29c**
- \$1.25 Union Suits—Fleece-lined styles for women. Neatly made, in high neck, long sleeved and ankle length style. Regu- **79c** lar and extra sizes, only **79c**
- Women's \$2 Union Suits—of all-wool and silk and wool. High neck, long sleeved and ankle length style. Unusual offering for this sale, at **98c**
- Children's 75c Underwear—Fleece-lined Vests and Pants and Nazareth Union Suits. High neck, long sleeve and ankle length style. Sale at only **39c**

Santa's Private Telephone—No. A-3122



Santa Claus in Toytown—Fifth Floor—Daily

Santa Claus At Home In His Little House 19 More Days

WHAT a glorious time old Santa and the little boys and girls are having daily in Toytown, Fifth Floor. Every day the Jolly Old Saint Nick is in his little house ready to meet the little Portlanders who have been waiting for a full year to see him.

And think of it—he'll be here only 19 more days—Santa Claus says to young and old—"Make the Best of Every Day that's left for Christmas Shopping."

Come up to Toytown—Santa Claus Headquarters tomorrow—and enjoy to the fullest a visit to the Best All-the-Year-Round Toy Store in the West. See the wonderful exhibits—the toys such as you've never seen before. Gigantic stocks gathered from far and near—everything that's new and wonderful—it's here in Toytown—come tomorrow. Santa Claus "At Home" from 10 to 12 a. m., 2 to 5 p. m.

Big Holiday Offerings in Umbrellas

Styles for Men, Women and Children Reduced—Complete in a Holly Box

ALL that could be desired is our wide and varied assortment of High-Grade Umbrellas for men, women and children. And hundreds of Portland people know that even at regularly our prices are less than usually found. So all the more important is this offering tomorrow, when every imaginable style for men, women and children is offered at a reduced price.

These of handles for men include turned, ebony, buck horn, polished horn, burnt ivory, plain and sterling trimmed and gold plate. All handles are detachable. Best capable and Fox Larus frames. Choose tomorrow at these savings—for personal and gift use.

- Men's and Women's Umbrellas**
 - \$3.50-\$4 Umbrellas at \$2.98
 - \$4.50-\$5 Umbrellas at \$3.98
 - \$5-\$5.50 Umbrellas at \$4.39
 - \$6-\$6.50 Umbrellas at \$5.00
 - \$7 to \$8.50 Umbrellas \$6.00
 - \$9 to \$12.50 Umbrellas \$8
 - \$13.50 to \$17.50 Umbrellas \$10
 - \$18 to \$25 Umbrellas at \$12
- Children's Umbrellas For Christmas**
 - \$1.50 Black Umbrellas \$1.35
 - \$1.75 Black Umbrellas \$1.59
 - \$2 Colored and Black Umbrellas, \$1.79
 - \$2.50 Colored and Black Umbrellas, \$1.98
 - \$3 Colored and Black Umbrellas, \$2.67



ENGRAVING FREE ON \$8, \$10 AND \$12 UMBRELLAS. A SMALL DEPOSIT AND WELL HOLD ANY UMBRELLA FOR FUTURE DELIVERY

Join Our Christmas Sewing Machine Club

EVER thought of the daily comfort and satisfaction you'd bring to mother or daughter through the sending to the home one of our splendid and not-to-be-equalled Willamette Rotary Sewing Machines? Truly this is a gift that would be appreciated in any home. A useful gift for mother and daughters—a gift that's a comfort daily!



And this we'll say—no matter what the price—no matter what the name—a better Sewing Machine can't be purchased than our high-grade Willamette Rotary at \$32.50, \$35 and \$40. Simply to the difference on finish of cases do the three prices apply. At \$32.50 you purchase the Colonial style—at \$35, the Mission style, and at \$40 the desk-like cabinet style.

In all three the head of the Willamette Rotary is the same—and the most scientifically perfect Sewing Machine made. In these you'll find the wonderful automatic tension which permits the sewing of finest chiffon to the heaviest of broadcloth without touching a screw. This feature found only in the Willamette Rotaries. Ask about them tomorrow—

Join Our Christmas Club—Pay \$2 on Purchase and \$1 a Week—No interest or Extra Charges
Every Willamette accompanied with a binding Ten-Year Guarantee
Fourth Floor—Main Building—Mail Orders Filled

Special Showing of Ribbons and Kerchiefs

TODAY our usual Holiday Section for Ribbons and Kerchiefs was opened with a flourish in the Second Floor Annex. Arranged for your easy choice are table after table of Kerchiefs and Ribbons. Here will be found all Kerchiefs that sell up to 25c each. Other styles in the regular first floor section. Note the offerings as detailed below—and they hint of the savings possible for those who choose here. Visit the sections tomorrow—TWILL CONVINCING YOU THAT NOWHERE ARE KERCHIEFS OF LIKE QUALITY OFFERED AT SUCH LOW PRICES AS THESE.

- Kerchiefs—For women, plain hemstitched lawn, dozen only 25c**
- Kerchiefs—For women plain white and colored borders, 3¢ each, the dozen at only 33c**
- Kerchiefs—For women, embroidered corners and initials. Also all around embroidered patterns, 15c and 20c grades for this sale only, each \$1.35 12¢, a dozen \$1.35**
- Kerchiefs—For women, embroidered corners and initials. Plain and embroidered wreaths; 10c grades, each 7¢; per doz. for this sale only, priced as low as 80c**
- Kerchiefs—For women, all linen, hand embroidered, corner designs and initials, also colored novelties, 20c grades, priced at only, ea. 15c**
- 35c to 50c Ribbons—Of heavy all silk fancy jacquard prints, stripes and plaids, also plain and moire taffetas, all colors, 5, 6-in., yard 25c**
- 20c and 25c Ribbons—In fancy warp prints, moires, and taffetas, all silk, all colors, 4 to 5-in. On sale, yard 15c**
- 25c and 35c Ribbons—In fancy warp prints, stripes and checks. Also plain and moire taffetas, all colors, 4 1/2 to 6-inch, special at 19c**
- Baby Ribbons—With unlimited usage, all colors, 10-yd pieces 6c**
- Specials on First Floor**
 - Kerchiefs—For women, of sheer lawn, embroidered corners, 6 in holly box, priced for this sale as low as 57c**
 - Kerchiefs—For women, of sheer lawn, embroidered corners, 6 in fancy gift box, on sale, the box at only 69c**
 - Kerchiefs—For women, of all linen hand embroidered, initial and wreath, 3 in box for this sale at low price 79c**
 - Kerchiefs—For women, have embroidered corners. In Japanese straw basket, 6 kerchiefs 98c**

Madame --- A Becoming Coiffure



means everything! And there's no denying that, even though milady be blest with an abundance of hair, the use of a well matched switch adds that much more to the attractiveness of the coiffure.

Visit our balcony Beauty Parlors tomorrow—courteous, attentive service you'll enjoy and experts to help you select a switch or cluster of puffs in a shade that matches perfectly your own hair. These specials for tomorrow:

- \$10 Switches \$7.49**
They're of beautiful, soft quality German wavy hair. Made in three separate stems. Full 30 inches long. Our regular \$10 Switches at only **\$7.49**
- \$7 Switches at \$4.19**
They're popular, these German wavy hair Switches that sell regularly at \$7! Full 28 inches long—made in three separate stems. Tomorrow **\$4.19**
- Doll Wigs to Your Order — Made From Combing**
- \$5 Switches at \$2.98**
Only \$2.98 for Switches made in three separate stems and that sell regularly at \$5! Of German wavy hair—24 inches long. Sale tomorrow at only **\$2.98**
- \$3.50 Puffs at \$2.29**
So youthful and becoming—these clusters of Puffs. Made of German wavy hair. All shades, \$3.50 regularly. At only **\$2.29**

Dry Granulated Sugar 18 Pounds for \$1

- With Every \$1 Order of Other Groceries, 18 Pounds of Sugar at \$1
 - 10c Ivory Soap, four cakes only 30¢
 - Popcorn, three pounds at only 21¢
 - Eagle Milk, special the can, at 15¢
 - Royal Banquet Olive Oil, bottle 75¢
 - Special Baking Powder, pound 17¢
 - Table Peaches, three cans at 50¢
 - Table Apricots, three cans at 50¢
 - Shredded Coconut, pound only 17¢
 - Fancy Dry Peas, 2 pounds at 25¢
 - Carnation Solid Tomatoes, 2 cans 25¢
 - Victor Lye, four cans at only 25¢
 - Walter Baker's Chocolate pound 33¢
 - Standard Soap, 10 bars at only 25¢
 - Graham or Whole Wheat Flour, 30¢
- Pure Food Grocery Basement Store



TELEPHONES—PAFIC, MARSHALL 4800; HOME A-8101.

The Best of Parisian Ivory at 1/4 Off

NOT just a thin outer coating of the Parisian Ivory Ware here for your choice in our First Floor Section, but the genuine, solid, all-the-way-through Parisian Ivory Ware—that's what distinguishes the Toilet articles here from those as offered elsewhere. And we're safe to say, that nowhere is there a more elaborate showing of this popular ware than here at The Big Store. Timely indeed at this Christmas time is our special holiday offering at 1/4 off. Every imaginable style is here—staple and novelty pieces at prices that range regular from 50c to \$15, tomorrow

First Floor—New Building—Mail Orders Filled.