

**VALUE OF EFFICIENCY BUREAU IS EXPLAINED TO LOCAL CHAMBER**

Definite Saving of Cash and Energy Claimed for System by J. D. Burks.

**BUDGET MAKING FEATURE**

Idea of Control of Bureau by Official City Administration Is Approved by Speaker.

Do you desire for Portland—more certain efficiency in the city hall—clearer knowledge on the part of the public as to what their officials are doing—keener analysis in budget making and in expenditures—definite savings of cash and energy?

If you do, you should see to it that Portland is provided with a bureau of public efficiency and economy, testified Jesse D. Burks, director of the efficiency department of Los Angeles, in an address last night before the Chamber of Commerce.

"A citizens' agent," Burks defined the bureau of his ideal. He opposed the idea of an efficiency and economy bureau under control of the official administration.

To Avoid Whitewashing. "It can hardly be merely a whitewashing institution if the money for it is raised by taxation and the bureau is subject to control of officials whose work and departments it analyzes," he asserted.

From his Los Angeles experience with a bureau as a part of the municipal administration he told of the pressure from the official circle to prevent the frankest expression concerning conditions or the most energetic effort toward improvement after showing of analyzed facts of waste or inefficiency.

He advocated an efficiency bureau maintained by the comparatively small group of public spirited citizens who are willing to give to the extent of their ability and their good citizenship.

Most citizenship now, he said, is concerned with the superficial and the external in municipal government, whereas good citizenship, the best test of it, is the showing of what it accomplishes.

Presented by Mr. Hardy.

He predicted that public officials would become such an agency as a cooperative means of increasing the value of the public of the administration.

It is lack of information rather than of inclination that contributes to inefficiency, he said.

Burks was presented by George E. Hardy, executive secretary of the Portland Chamber of Commerce, who has renewed the proposal for a bureau of public efficiency and economy in Portland.

Hardy took advantage of the opportunity to explain that when he said recently that the Dayton, Ohio, bureau is financed largely by John H. Patterson, and asked if Portland has any John H. Pattersons, he did not mean to advocate that one man finance the work here. He believes that a number should contribute and said two citizens had already offered \$100 each a year for three years to help finance a Portland bureau.

**Firm to Purchase Millinery Business**

Rothchild Brothers, Liquor Dealers, Solve Question of What to Do When the State Goes Dry.

The question of what to do after the prohibition law goes into effect has been settled by Fred H. Rothchild and his associates in the wholesale liquor firm of Rothchild Brothers by entering into a contract to purchase the wholesale millinery business of Lowenart & Co. The deal is expected to be consummated soon after the first of the year.

Associated with Fred H. Rothchild in the new venture will be his son, J. M. Rothchild, and his son-in-law, A. L. Blitt. The firm of Rothchild Brothers, located at First and Burnside streets, has been established since 1880.

The wholesale millinery business was established by Ignatz Lowenart, president of the company, 18 years ago. Mr. Lowenart, who has been active in business for more than 40 years, is going to retire.

**Plucky Fight Made Against Flames**

Mrs. Mary McAllister of 468 East Ninety-first street, North, Saves Bureau and Chairs From Flames.

Mrs. Mary McAllister, 468 East Ninety-first street north, saved a best-kept, a bureau, rocking chairs and furniture in a plucky fight against fire which burst into the ground her home yesterday afternoon. The loss was about \$1100, covered by \$500 insurance.

Mrs. McAllister filled her kitchen stove with wood, starting a brisk fire, then started out to picket her cow. When she returned the house was in flames. She saved her bedstead first, and neighbors helped her with other articles.

The crew of Engine Company 27 made a fast run over heavy roads, but could do little with the fire, which had practically destroyed the house when they arrived.

**Larch Mountain to Be Mazamas' Goal**

The most pretentious trip of the winter-schedule of the Mazamas will be taken Sunday when the ascent of Larch Mountain over the snow fields will be made.

The hikers will leave town at midnight Saturday evening on O-W. R. & N. train No. 6 and go to Multnomah Falls. From there the Larch Mountain trail will be followed to the summit. The climbers will reach the summit in time to view the wonderful sunrise over Mount Hood.

Persons planning to make the trip are requested to register at Mazama headquarters, in the Northwestern Bank building, not later than Thursday night, W. W. Evans is the leader.

—Meier & Frank Glove or Merchandise Bonds solve the problem—issued in any amount—Main Floor.

—Shop on a transfer—Your parcels will be wrapped and ready for you at the Transfer Desk.

—Joint Express and Post-Sub-Station, Basement Balcony—Xmas parcels wrapped free.

—Use the moving stairways—always running—always room. Take them to upper and lower floors.

—For a delightful luncheon, try the Priscilla Tea Room or Dutch Room for men—Ninth Floor.

—Soda Fountain Special—Hot Chocolate with whipped cream, choice of sandwich, pie or cake, 10c.

**A Treasure House of Gifts—The Store of the Christmas Spirit!**

—How the hours are flying along—Christmas is drawing nearer and nearer!  
—Just 8 shopping days left—who will delay any longer?  
—Plan to do your shopping during the earlier hours of the day. Less crowding—less hurrying.  
**Lower-Price Gift Floor—Many Suggestions at Small Prices—Nothing Over \$1—Fourth Floor, Sixth Street**



**Mary Ann's Gift Hints for Brother**

- Pair Skates and Shoes
- Electric Flashlight
- Leather Medicine Case
- Fishing Outfit
- Sweater
- Steamer Rug
- Subscription to Magazine
- Military Brushes
- Thermos Bottle
- Flannel Shirt
- Fitted Traveling Bag
- Silk Shirt
- Bathrobe
- Bath Slippers
- Riding Crop
- Books
- Camera
- Suitcase or Handbag

*Mary Ann*

**Keep a Kodak Record of Xmas**

—The children will enjoy it years from now—and so will you!  
—Kodaks, \$6 to \$23;  
—Brownie Cameras, \$1.25 to \$12  
—Main Floor, Sixth Street

**25c for 35c Handkerchiefs**

—A special lot of dainty Xmas Kerchiefs. Some dainty chiffons, with corded borders—yellow, blue, white, pink. Others scalloped and with fine Swiss embroidery all round. Unusual Xmas Kerchiefs at an unusually moderate price.

**New Chin Chin Sets, \$5.**

—Handsome new sets of soft elephant ear, silk lined. Violet, brown, green and leopard spots. Very chic!

**Corsage Bouquets, 25c**

—Dainty little single roses or tiny rosebuds, satin and tinsel covered, 25c. Other silk or velvet roses, 50c, 75c and 85c.  
—Main Floor, Fifth Street

- New Fiction for Gifts**
- "Buck Parvin and the Movies" (Van Loan), \$1.25.
  - "The Ragged Messenger" (Maxwell), \$1.35.
  - "The Sword of Youth" (James Lane Allen), \$1.25.
  - "Molly and I" (Frank R. Adams), \$1.25.
  - "Michael O'Halloran" (Gene Stratton Porter), \$1.35.
  - "Then I'll Come Back to You" (Larry Evans), \$1.35.
  - "The House of the Misty Star" (Frances Little), \$1.25.
  - "Mr. Bingle" (George Barr McCutcheon), \$1.25.
  - "A Far Country" (Winston Churchill), \$1.50.
  - "The Foolish Virgin" (Thomas Dixon), \$1.50.
- Basement Balcony

**An Event Rich in Gift Suggestions!**

**Christmas Sale of Cut Glass**

**Our Entire Immense Stocks of the Finest American Cut Glass at Special Prices.**

See the Fifth St. Window!



**NOTHING is so sure to delight "her" as a gift of beautiful, sparkling Cut Glass. Choose here from hundreds of pieces—the finest made—at the most extraordinary savings! Make your selections tomorrow and have them laid aside.**

- \$1.00 6-inch Handled Nappies, 80c.
- \$1.50 6-inch Handled Nappies, \$1.20.
- \$1.75 6-inch Handled Nappies, \$1.40.
- \$1.75 Cut Glass Spoon Trays, \$1.40.
- \$2.75 Cut Glass Oil Bottles, \$2.20.
- \$1.50 Cut Glass Salt and Pepper, pair, \$1.20.
- \$3.00 Sugar and Creamer, pair, \$2.40.
- \$2.75 6-inch Butter Plate, \$2.20.
- \$2.75 Mayonnaise Bowl and Plate, \$2.20.
- \$3.00 Cut Glass Celery Trays, \$2.40.
- \$2.00 6-inch Cut Glass Compots, \$1.60.
- \$1.50 6-inch Cut Glass Vases, \$1.20.
- \$2.50 8-inch Cut Glass Vases, \$2.00.
- \$3.50 10-inch Cut Glass Vases, \$2.80.
- \$6.00 Cut Glass Ice Cream Trays, \$4.80.
- \$3.50 8-inch Cut Glass Fern Dishes, \$2.80.
- \$2.50 Cut Glass Cologne Bottles, \$2.00.
- \$3.75 Cut Glass Powder Jars, \$3.00.
- \$2.50 Cut Glass Bonbon Baskets, \$2.00.
- \$3.50 Cut Glass Bonbon Baskets, \$2.80.
- \$4.00 Cut Glass Bowls, 8-inch, \$3.20.
- \$5.00 Cut Glass Bowls, 8-inch, \$4.00.
- \$7.50 Cut Glass Bowls, 9-inch, \$6.00.
- \$7.00 a dozen Water Tumblers, \$5.60.

—Basement—Order by Mail.

**Evening Scarfs—1/3 Off!**

—A beautiful assortment of dainty gift scarfs—delicate chiffons with touches of color, Crepe, Brocaded Chiffons, Silks and Mercerized materials. Regularly 50c, 75c, \$1 to \$6—at 1-3 off!

**\$2.00 Kid Gloves, \$1.69**

—Women's finest real French kid gloves, black or white, with fancy embroidered backs. Overseam sewn.


**\$2.25 Kid Gloves, \$1.89**

—Women's French kid gloves in 2-clasp style. Black or white with heavily embroidered backs.

**Ribbon Coat Hangers, \$1.19**

—Dainty hangers of fancy Dresden and plain ribbons, sweetly scented and made dainty with bows.

—Dainty covered hangers at 98c.  
—Main Floor, Fifth Street



**Mary Ann's Gift Hints for Sister**

- Chiffon Scarf
- Gloves
- Furs
- Gold Brooch
- Lavaliere
- Parisian Ivory Toilet Articles
- Perfume
- Engagement Book
- Corsage Bouquet
- Veil
- Silk Stockings
- Silk Underwear
- Visiting Cards and Plate
- Material for New Evening Dress
- Silver Purse
- Silver Bon Bon Dish
- Sewing Basket or Bag

*Mary Ann*

**Eyeglasses \$3.50**

—A practical gift—Eyeglasses—fitted with deep curve lenses, eliminating all side reflections and giving enlarged field of vision. Special, \$3.50.  
—Balcony, Sixth Street.

**Silk Boxes, Baskets for Xmas Gifts**

**Fancy Baskets**

—Wicker, enameled in blue or ivory, with wreaths of rose buds. To be lined in silk for work or button baskets. Priced at 25c, 50c to \$1.98.

**Tapestry Boxes**

—Dainty blue or rose silk tapestry boxes, with touches of gilt braid. Sizes for handkerchiefs, gloves, pins, etc., \$1.98.

—Tapestry Pin Cushions to match priced at 98c.

—Tapestry Trays, with enameled rims, \$1.39.

—Tapestry covered cedar Hair Pin Boxes, \$1.98.

—Tapestry covered Work Baskets, with gold lace, \$2.25.  
—Second Floor, Sixth Street

**At the Store of Men's Gifts—**

**3000 Beautiful Xmas Ties 65c**

—You cannot help but please him with the pattern and quality of these handsome Four-in-Hands!

—Rich, heavy, imported and domestic silks—hundreds of patterns in the most distinctive colorings.

—Over 3000 ties in a great purchase. Not one of them could be sold in a regular way for less than a dollar. Buy them for Christmas tomorrow, 65c.

**\$1.15 for Men's \$1.50 Perrin Gloves**

—Genuine Perrin's Capeskin Gloves, assorted shades.

**75c for Men's Finest \$1.00 Kerchiefs**

—Yes, 75c each, but you should see the quality! Finest Irish linen, with real hand-embroidered initial. 75c instead of \$1, tomorrow.

**Men's Christmas Shirts 95c**

—Practical gifts—thousands of crisp shirts, soft and stiff cuffs, distinctive patterns. \$1.00 and some \$2 shirts, 95c.  
—Just inside Morrison St. Entrance—Order by Mail.

**We're Off for Toytown**



—The youngsters are fascinated by all the new mechanical toys this year. They seem more real and more varied than ever before.

—Little girls and little boys find the most interesting things on the fifth and sixth floors. We've the largest assortment of toys in the entire West—in a range of prices from 10c to \$25.

- Dolls, 10c to \$25.
- "Fairy" Velocipedes, \$10.50 to \$15.
- "Fairy" Tricycles, \$11.00 to \$17.50.
- "Fairy" Auto Coasters, \$18 to \$20.
- Imported Novelty Animal Tents at \$6 to \$7.
- Wooden Tents, 25c to \$1.75.
- Steam Traction Engines, \$5-\$7.99.
- Trains on tracks, 50c to \$20.
- Stationary Steam Engines, 50c-\$15.
- Soldier Sets, officers, etc., 25c to \$10.

—**Santa Claus will have a souvenir of his house, filled with candy, for every child accompanied by adult, between 10 and 12 o'clock only.**  
—Fifth Floor, Sixth Street

**The Gay Holiday Season Will Mean New Silk Hose for Christmas**

—Every new design—drop-stitch, stripes, checks, plaids, embroidered—and all the rest are here in large assortments.

**McCallum Silk Hose Special \$1.15 Pair**

—Black with emerald green striped tops and tipping. Pure-thread silk, extra weight. Special, \$1.15.

**Silk Hose \$1.39**

—Women's black and white silk hose, with daintily embroidered boots, in self-colors and combinations.

**Thread Silk Hose, \$1**

—Pure-thread silk, made with button-hole welts for supporters—will not tear or run. "Radmoor" hose—black only.

**Gauze Silk Lisle Hose 50c Pair**

—Soft and fine, with double elastic garter welts and soles. Both regular and extra sizes. Pair, 50c, or 6 pairs, \$2.75.

**Children's Fiber Silk Hose at 35c**

—Good quality, with reinforced seamless feet. Sizes 6 to 10. In black and white. 35c pair, or 3 pairs for \$1.

**Children's Lisle and Cotton Hose 25c**

—Medium and heavy-weights for boys and girls. Black, white and tan. All sizes. 25c pair, 6 pairs for \$1.35.  
—Main Floor, Sixth Street

**Gift Slippers for All**



- Women's Satin Quilted Boudoir Slippers, turned soles and low heel; pink, blue and lavender, \$2.25.
- Felt Booties for children, with comfy soles. Sizes 5 to 11, \$1.25; sizes 1 1/2 to 2, \$1.50.
- Daniel Green's "Comfy" De Luxe, with the new art design collar, felt padded sole, \$2.
- Men's Romeo Slippers in tan or black kid, with turned soles, \$1.50, \$2, \$2.50.
- Men's Cavalier Boots of fine tan or black kid, with soft hand-turned soles, \$3.  
—Third Floor, Fifth Street  
—Order by Mail.

**Extraordinary Christmas Sale**

**Women's Handsome Bathrobes \$4.98**

**Exceptionally Fine \$6.50 Robes**

—A welcome gift for wife, mother or sister cozy bathrobes, made of splendid blanket materials!

—Dozens of patterns, in prettiest shades of blue, rose, gray, wistaria, brown and red. Beautifully satin-trimmed collar and cuffs, with cord fastenings.

—100 of these fine \$6.50 robes tomorrow at \$4.98.

**\$7.50 New Golfing Robes \$5.98**

—The soft, lovely colorings make these golfing bath and lounging robes doubly attractive! Rose, Copenhagen, wistaria, brown, empire style, silk lined. All sizes. 36 to 44. Christmas Sale price, \$5.98.

**All Fine Jap Kimonos 20% Off**

—A reduction on the most exquisite hand-embroidered negligees, from \$18 to \$50, at 20 per cent off.

**\$18 Embroidered and Quilted Robes \$9.95**

—Lovely hand embroidered silk negligees and the handsome Japanese satin quilted robes, in many colors. Elegant Christmas gifts. Sale price, \$9.95.  
—Third Floor.

**\$9.00 to \$14.00 Quilted Silk Robes \$5.95**

—Beautiful long quilted robes in two styles, one as illustrated. Colors are blue, red, pink, brown and black. Sizes 36 to 46, \$5.95.  
—Third Floor.

**Handbags for Xmas at \$5**



- Almost every new style is here at \$5. The new bag with the celluloid monogram plate. Little envelope purses, large roomy bags, gathered to the frame, some with novel folds and many in the popular plain style, with jeweled clasp. Real Morocco and pin and goat seal. Special at \$5!
- Pin Seal Bag, \$6.00**
- Melon-shaped bag. Silk lined, fitted with mirror and purse. Genuine seal. At \$6.
- New Novelty at \$6.50**
- Style illustrated, with leather folded and envelope flap, and pocket at back. Genuine seal in soft, dull finish.
- Unique Bag at \$7.50**
- Real pin seal, with front gathered to central monogram plate. Large ivory clasp.
- Handsome Bag at \$12.50**
- The folds across the ends make this quite unique. Genuine pin seal, dull finish, with striped silk lining and jeweled clasp.

**4 Cans Milk 25c**

—"Yeloban," well-known Oregon make. Case of four dozen, \$2.89. **No phone orders taken for milk at this price tomorrow.**

**Whole Wheat Flour, freshly milled, No. 10 sacks 35c.**

**Pure Buckwheat, Albers' pack, No. 9 sacks 45c.**

**Log Cabin Syrup, well-known brand, gallon can \$1.29.**

**Jersey Butter, established brand, roll 63c.**

**Victor Hams, Special cure, lb. 18 1/2c.**

**Large Oranges, 96 size, regularly 55c, dozen 35c.**  
—Ninth Floor  
—Fifth Street

**A Magnificent Christmas Gift—**

**Hudson Seal Coats at Big Reductions**

*All Have the Fashionable Skunk Trimming*

—"O—Oh—OH! Isn't it beautiful? My, how did you think of it?"

—Imagine the delight with which any woman will greet a Christmas gift of a handsome Hudson Seal Coat.

—A sumptuous quality, designed in the most stunning models. Long and belted styles, 40 to 45 inches. Some loose—others with nipped-in waistline. A swinging fullness to the skirts, some of which have a band of skunk. Others plain.

—Here's the way they are reduced—

- \$350.00 Coat for \$297.50.
- \$250.00 Coat for \$212.50.
- \$198.50 Coat for \$168.73.
- \$185.00 Coat for \$158.25.
- \$148.50 Coat for \$126.23.
- \$145.00 Coat for \$123.25.
- \$98.50 Coat for \$83.73.

—Several good styles in near-seal and Russian Pony Coats at half price.

**Christmas Suit Sale**

—A practical gift. All the season's best models—velvets, serges, whipcords, broadcloths, etc., including the latest fur-trimmed effects. —\$9.85, \$11.89, \$14.45, \$16.45, \$19.65, \$22.45, \$24.50, \$25.50.  
—Fourth Floor, Fifth Street—Order by Mail.

**Meier & Frank Co.**

EST. 1857

THE QUALITY STORE OF PORTLAND

THE STORE OF THE CHRISTMAS SPIRIT

Agents Mark Cross Leather Goods

—Main Floor, Sixth Street  
—Order by Mail