

For Other Meier & Frank Advertisements See Back Page, This Section and Back Page of Section Five

Meier & Frank's The Christmas Store

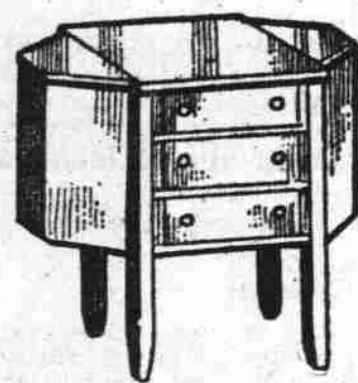
Christmas Gifts for the Home—Many at Special Prices

The Ninth Floor Furniture Gift Shop

offers its entire choice collection of gift-worthy articles at substantial reductions—many at

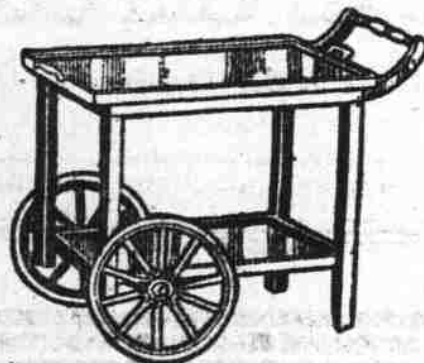
20% to 50%

lower than they have been. Just a hint of what you will find:



Regular \$24.25 Sewing Tables \$19.75

Imitation mahogany sewing table with two end pockets, legs and three drawers for holding the various sewing articles.



Regular \$29.00 Tea Wagon \$19.95

Imitation mahogany tea wagon with removable tray fitted with brass handles. Rubber tired wood wheels.



Regular \$9.75 Table Lamps \$6.75

Mahogany finish two-light table lamps that stand 27 inches high. Many other special values in floor and table lamps as well as shades.

—Meier & Frank's: Gift Shop, Ninth Floor.

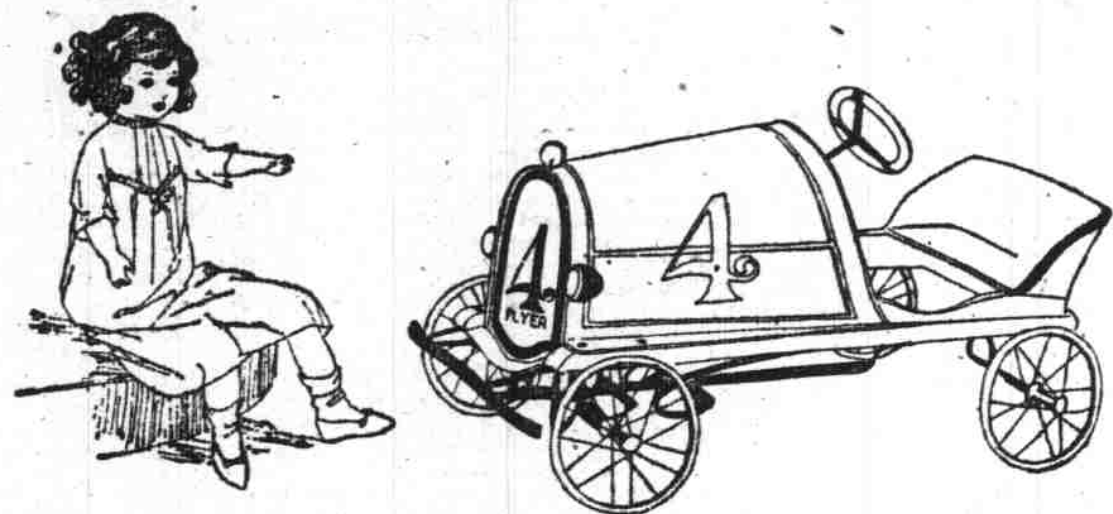
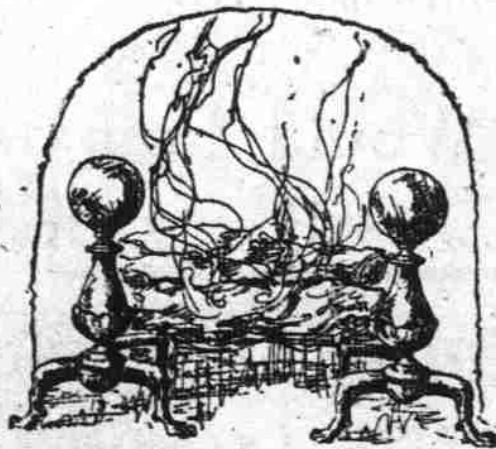
Out of the Ordinary Fireplace Accessories

Much is added to the enjoyment of the home fireside by the addition of carefully selected fireplace fittings. These accessories will make fine Christmas gifts:

Andirons of distinctive design and hammered wrought iron are of special interest, being different from the average andirons. Priced \$16.50 to \$75. Fire sets of the same material are priced \$12.50 to \$35.

Andirons in black iron and Colonial brass finish in a variety of sizes and styles range in price from—black at \$2.60 to \$8.50 and the Colonial brass finish at \$5.20 to \$12.50. Andirons in brushed finish brass are priced at \$10 to \$33. Fire Sets in plain black are priced at \$5.50 to \$10. Fire sets in Colonial brass finish are priced at \$5.50 to \$12.50. Spark guards made of heavy black wire with brass-plated handles and scroll in several sizes. Priced \$4.50 to \$8. Folding fire screens are priced at \$6.50 to \$41.50. Coal hods in hammered brass effect are priced at \$10.50 and \$16. Wood baskets of heavy metal in hammered brass finish are \$13.50 and \$19. Portable basket grates for burning coal or briquettes in fireplace are priced at \$7.50 to \$14.50.

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



2 Great Specials From TOYTOWN

Christmas is fast approaching. The kiddies must have toys. Toytown—the West's greatest—has the largest stocks of toys in its history. For tomorrow we feature the following extraordinary specials:

\$22.50 Automobiles \$14.95

These automobiles will delight the boys and girls alike. Easy running automobile with no dead center which makes them very easy to propel. You do not find this gearing in ordinary makes of toy autos. These are painted in attractive combinations of colors, have 12-inch rubber-tired wheels, nickel-plated hub caps, steel bumpers, 8-inch steering wheels with starter attached and imitation clocks and front lights.

Dolls \$5.98

There is nothing that will please a little girl quite as much as a doll. These at \$5.98 are full papier mache dolls with bisque heads, sleeping eyes, eyelashes and sewed mohair wigs. 24 inches high. Dressed with lace-trimmed slips, shoes and socks.

—Meier & Frank's: Toytown, Fifth Floor. (Mail Orders Filled.)

And a Sale of Bicycles, Too

A bicycle will not only prove of great delight to boys and girls, but will also be a great aid in the physical development of the young people. And what boy or girl would not be glad to receive a bicycle for Christmas? Profit by this special sale.

\$40.50 Bicycles \$34.40

Westminster bicycles with 18-inch frame, single bar, 26-inch tire wheels, steel rims, spring seat, Morrow brake. Dark red color.

\$44.50 Bicycles \$38.75

Star bicycles with 18-inch frame, single bar, 26-inch wheels, spring seat, Morrow brake, stand, rubber pedals and rubber handle holders. Enameled red.

\$42.50 Bicycles \$36.25

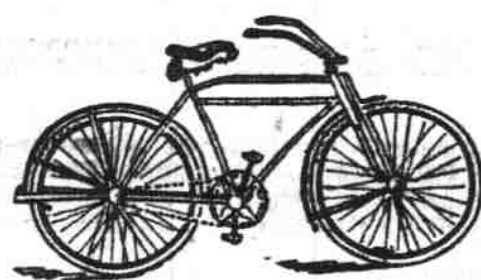
Same as above but with double bar and chain tires.

\$47.50 Bicycles \$40.35

Winner bicycles with 20-inch frame, single bar, spring seat, 28-inch chain tires, steel rims, Morrow brake, rubber pedals, rubber handles, shock breakers on front wheel and stand. Blue with white stripes.

\$52 Bicycles \$44.25

De Luxe bicycles with 20-inch frame, single bar, 28-inch wheels, cushion spring seat, Morrow brake, rubber pedals and shock breakers on front wheel. Light blue with white stripes.



\$58 Bicycles \$49.25

Same as De Luxe bicycles but with double bars and steel rims.

\$49.75 Bicycles \$42.25

Girls' Luna bicycles with 20-inch frame, 28-inch wheels, spring seat, New Departure brake, rubber tipped pedals, rear wheel with net and chain guard. Dark blue.

\$44.50 Bicycles \$38.75

Same as above but with 18-inch frames and 26-inch rims.

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

Armour's "Star" Hams Lb. 31c



The finest ham obtainable, mildly cured, freshly smoked whole hams, specially priced—pound 31c, half hams, pound 32c.

Flour \$2.59

Kerr's flour, the highest standard Portland-milled patent flour, of unvarying excellence that has given home bakers perfect satisfaction, 49-pound sacks \$2.59.

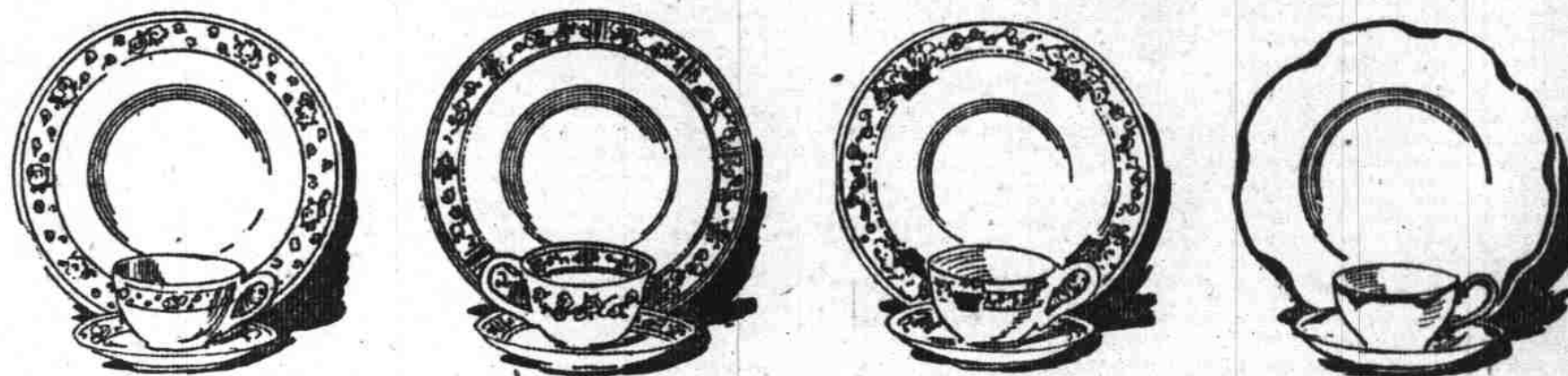
Rice, Blue Rose, long head, 5 lbs. 25c, California Jap. 5 lbs. 48c, lb.10c
Caroline, high-grade milk production with coconut fat, tall cans, case \$4.70, dozen cans \$1.18, can10c
Cottolene, original shortening, No. 8 cans \$1.85, the No. 4 cans95c
Baking Powder, Royal, No. 2 1/2 cans \$1.35, 12-oz. cans. 35c
Salad Oil, Mazola, gal. \$2.05, 1/2 gal. \$1.05, qt.59c
Baking Molasses, No. 10 cans 98c, No. 5 cans.50c

Laundry and Cleaning Helps

Naptha Soap, Easy Day contains the proper amount of Naphtholene to cleanse without injuring fabrics, 10 bars.65c
Clothes Bleach, efficient helper, Portland-made, bottle29c
Lux, for particular laundry work, 2 pkgs.25c
Castile Soap, high-grade domestic, No. 1 1/2, long bars, per cake39c
Kitchen Brooms, Gems, Portland made, 4 sewn, 69c.

The Bakery is busy preparing very fine Christmas puddings and fruit cakes for Christmas dinners. Choice of various sizes and styles. We suggest early ordering.

—Meier & Frank's: Ninth Floor.



Christmas Sale of Dinner Sets

We have taken for this Christmas sale of dinnerware eight of our most popular open-stock patterns and reduced them. One of these sets will make an acceptable and practical gift.

60-Piece Sets \$81

100-Piece Sets \$119.70

French china dinnerware in a pretty Dresden design of pink roses.

60-Piece Sets \$27.08

100-Piece Sets \$45.14

American semi-porcelain dinnerware in an attractive rose border pattern combined with yellow and black colors.

60-Piece Sets \$29.93

100-Piece Sets \$46.99

English semi-porcelain dinnerware in the Carmona pattern with pink border design.

60-Piece Sets \$16.15

100-Piece Sets \$27.45

American semi-porcelain dinnerware in the pretty Blue Bird pattern with pink floral design.

60-Piece Sets \$22.73

100-Piece Sets \$37.13

American semi-porcelain dinnerware in the popular Mayflower shape with pretty pink rose border design on ivory background.

60-Piece Sets \$34.47

100-Piece Sets \$55.67

American semi-porcelain dinnerware in the pretty Mayflower shape, with a beautiful key border design of black, brown and gold.

60-Piece Sets \$105.30

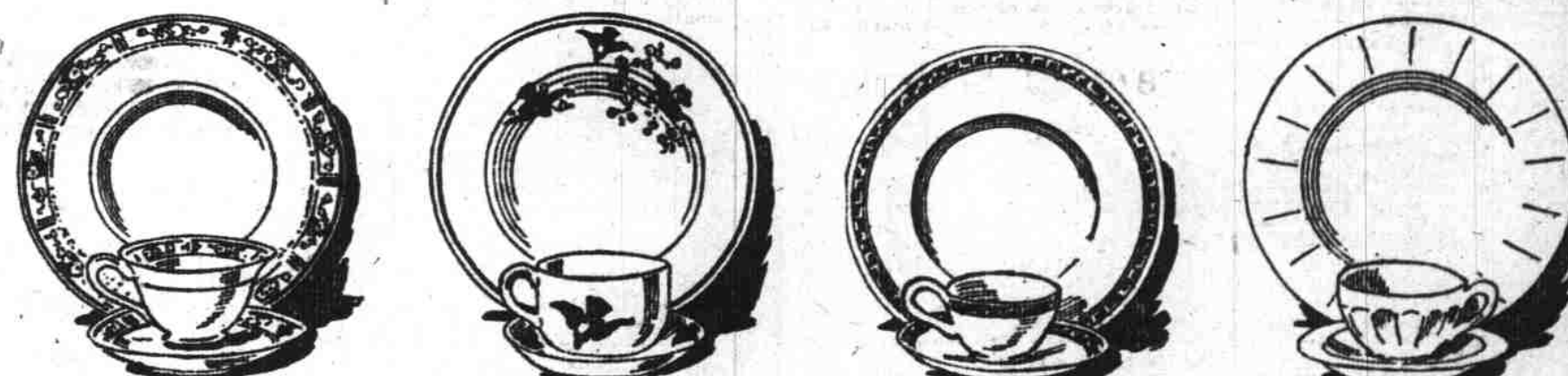
100-Piece Sets \$156.15

Haviland china dinnerware in the popular silver shape with gold edge.

32-Piece White Dinner Set \$4.98

100 sets. American semi-porcelain dinnerware in the Mayflower shape. Sets consist of six 4-inch plates, 8-inch plates, 4-inch fruit saucers, tea cups, saucers and one 8-inch platter, 6-inch open vegetable dish. Other pieces can be had at reasonable prices.

—Meier & Frank's: Household Utilities Section, Basement. (Mail Orders Filled.)



\$1 Down

any time between now and Christmas will send one of the famous

Hoover

electric suction sweepers to your home. The next payment will be \$5 due January 1st—balance in \$5 installments the first of each month thereafter. The Hoover is the only electric sweeper that "beats—as it sweeps—as it cleans." Every woman will enjoy receiving a Hoover at Christmas.

—Meier & Frank's: Basement Balcony and Seventh Floor.

Great Christmas Sale of

Electric Portable Lamps \$12.49

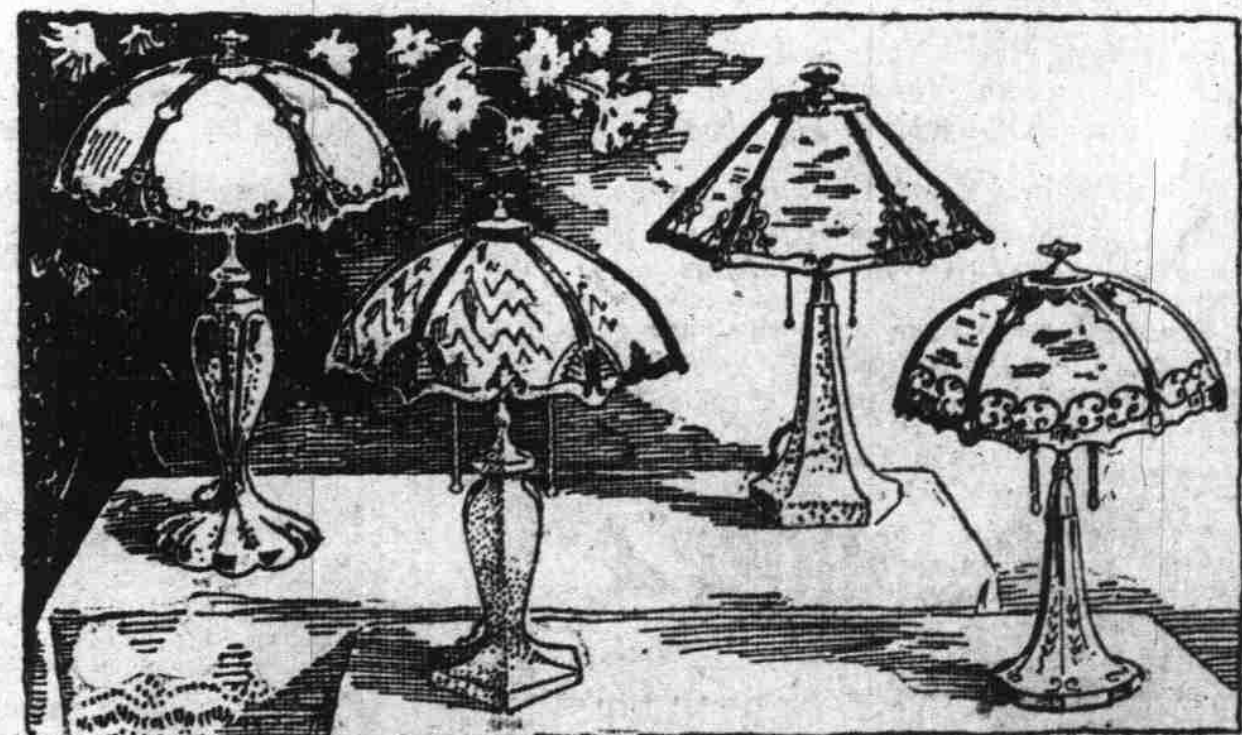
We were fortunate enough to secure in time for Christmas buyers 150 beautiful electric portable lamps at a most remarkable price concession. That is why we can offer such lamps as these at \$12.49.

The Values Would Range Up to \$25

if the lamps were bought and sold in the regular way. Several finishes—dark brown, green and gilt. Pottery bases in metal finish, shades have metal frames and colored art glass panels. Two-light lamps in several shapes. The lamps really must be seen to be appreciated. We illustrate a few to give you some idea of their attractiveness. All two-light lamps complete with cord and Mazda bulbs.

Choose handsome and practical gifts in this sale of lamps at \$12.49.

—Meier & Frank's: Electric Shop, Basement Balcony and Household Utilities Section, Basement.



All Wool Blankets

1/4 Off

An important event for practical gift buyers. Our entire stock of high grade wool blankets at 1/4 off.

\$22.50 white, gray or plaid blankets, \$16.85.
\$25.00 plaid blankets, pair \$18.75.
\$27.50 plaid blankets, pair \$20.65.
\$35.00 plaid blankets, pair \$26.25.

The white blankets have blue, pink or rose borders, the plaids are in assorted colors.

Comforts 1/4 Off

Choice of our entire stock of wool or down filled comforts regularly \$16.50 to \$65. 1/4 off.

—Meier & Frank's: Second Floor.