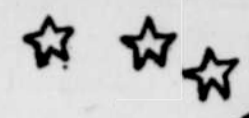


CHRISTMAS BARGAINS



Smart GIFTS Practical

CHRISTMAS BARGAINS



BELOW are listed stores and individuals having special Christmas services to offer to you. If you want to make your Christmas shopping easy, use this Gift Guide Directory and save yourself much time and many needless steps.

For Children

3 Blocks South of Sellwood Bridge right on Sellwood car line and no parking restrictions. Authorized agency for **New World Bicycles & REBUILT BICYCLES** \$2.50 to \$18. Accessories and repairing, 25 years Experience in Business. **Sellwood Cycle Co.** 8333 S. E. 13th SEI1wood 5190 Portland, Oregon

BICYCLES, WAGONS, SCOOTERS, Tricycles, Wheel Toys and Fishing Tackle. We install Tires on Bicycles Tricycles & Baby Carriages. Repair all makes Bicycles and Roller Skates. Low Prices. **THE BICYCLE SHOP** H. G. Kessler 923 S. W. Fourth Ave bet Taylor & Salmon Sts. ATwater 5438 Portland, Oregon

BICYCLES, TRICYCLES SCOOTER-BIKES New and Rebuilt. Liberal Trade in Allowance. Open Sundays. Easy-Time Payments. **APEX BIKE SHOP** 2201 N. Williams TR. 4919

The Original Doll Hospital at The Doll House—Refinishes old Dolls to look like new—Heads, Parts, Cry Voices, Eye-lashes, Sleeping eyes, Wigs, 50c up, dresses 15c up. **702 Swetland Bldg.** 5th Ave., nr Washington Portland

Dolls Repainted, Repaired and Restringed; like new. Parts and Wigs. Also Doll Dresses at the Doll Hospital. **Lerch's Button Shop** Cor Park & Morrison, Grace Bennett, Tabor 6927 Portland

THELMA LAYTON Dance Studio Tap, Ballet, Acrobatic, Ballroom 1113 SW Yamhill Street. CLASS LESSONS \$3 PER MONTH BE. 3309 Portland, Ore.

New Toy Section Come to our Basement Toy Section and view the fascinating displays of toys, books, games, dolls and thousands of other delightful gifts for boys and girls. All at Attractively Low Prices. **ROBERTS BROS.** Third and Morrison Streets Portland, Oregon

PUPPIES Little folks enjoy a pet. Puppies \$2 to \$15. All popular Brands of Dog Food, Supplies, Gold Fish, Parrots, Birds. **THE PET SHOP** New Portland Public Market

Gifts for Him Fine silk ties, 55c ea. 2 for \$1. Arrow shirts, new starchless collar \$2. Scotch wool scarfs \$1. **FATURUS & GREEN** SIXTH & YAMHILL PORTLAND

Hand Made Neckties Nonwrinkable, wool lined, guaranteed Not to Wrinkle. Make Neckties for Xmas—Individual Instructions & Patterns \$1.00. **HELEN WILHOIT** 2923 NE 54th Ave, GA 1643 Portland

IT'S A GIFT! ARROW SHIRTS Are now Mated with AROSET—The Starchless Collar that can't wilt or wrinkle. They come in white and a striking array of unusual patterns. They never shrink. **F R E E GIFT BOXES.** **Lowey & Co** MEN'S WEAR 414 S. W. Wash., St. bet 4th & 5th

Flowers TOMMY LUKE PHONE BE.7215 Portland, Oregon

Gifts for Her

Beautiful Sweaters Silk Blouses, Hosiery, Stunning 2- and 3-piece Knitted Suits, Fur-trimmed Coats, Outstanding Dresses. For All Occasions. UNUSUAL VALUES. **Palmer's Apparel Shop** 733 S. W. Morrison, near Park Portland, Oregon

● For Christmas ● **Preisler's Chocolates** Delicious Assorted Hand Dipped Chocolates—Made Fresh Daily ONLY 25c POUND. Also Specially Packed Boxes for XMAS GIFTS. **PREISLER'S** 4 Convenient Stores 433 S. W. Wash. 941 S. W. Broadway 509 S. W. 3rd 1322 S W Morrison Portland, Oregon

Why not Give Her a Permanent Wave for Christmas. **Holiday Specials \$1.50-\$3.50** **MARY MILLER DELPHEAN BEAUTY PARLOR** 3805 S. E. Liebe SE. 2585 Portland, Oregon

Why not Give Her a Permanent Wave for Christmas. **Holiday Specials \$1.50-\$3.50** **MARY MILLER DELPHEAN BEAUTY PARLOR** 3805 S. E. Liebe SE. 2585 Portland, Oregon

... Clever Hats Are Interesting to every smart woman... That's why smart woman are interested in the hats designed by Bernice Babcock... Re-fashioning, too... Modest prices With Jule McCurdy, Herman Apts... 10th and Salmon... BE. 4101, Portland.

Jule McCurdy Dressmaking School Will cut, fit and supervise the making of your Fall wardrobe. Three hours, 50c; 6 hours, \$1. Herman Apts., Cor. 10th and Salmon. BE. 4101. Also dressmaking and alterations done. Portland, Oregon.

Christmas Gifts At Nat's Jewel Box Up-to-date stock of watches, diamonds, jewelry, toilet sets, silverware, etc. Most reasonable prices. We also do expert watch and jewelry repairing. 373 S. W. Morrison, near Fourth, Portland, Oregon.

Give Her Flowers For XMAS **BURKHARDTS, FLORISTS, INC.** 2280 W. Burnside at 23rd Ave. BE. 6151 Portland, Oregon

Fur Coats Repaired and Remodeled Don't impose on your Fur Coat a day longer but bring it to those Expert Furriers at 509 Royal Bldg., Portland, Oregon. They'll give it a new lease on life and their charges will be Very Moderate. ALSO NEW FUR JACKETS & COATS AT MANUFACTURERS WHOLESALE PRICES. **MARTIN GASSNER** AT. 5421 Portland, Oregon

WEARING APPAREL AN EXCELLENT XMAS GIFT Apparel and Furnishings FOR MEN, WOMEN & CHILDREN. Easy Weekly or Monthly Payments. **Eastern Outfitting Co.** Washington at 10th Portland, Ore.

Lighten Her Work WITH A VACUUM CLEANER **STARK'S** 512 E. Burnside or New Public Market Portland, Oregon

Flowers TOMMY LUKE PHONE BE.7215 Portland, Oregon

For Everyone

● 2-pound Carton box assorted superior Chocolates 50c
● Famous Agar Agar Health Candy, 2 pounds for 25c Orange, Lemon, Grape, Lime
● Peanut Brittle Fresh and Crispy, per lb. 15c
All Candies made in our Kitchen at the **CANDY BOX** S. W. 2nd & Morrison Portland Next door to Dickey's Drug Store

XTRA CASH XMAS East Side Loan Service for Immediate Cash. **FEDERAL FINANCE CO.** 312 WEATHERLY BLDG. EA. 5577 (S-176) Portland, Ore.

'36 PHILCO RADIO Floor model. Foreign stations guaranteed. Including built-in-all-wave, noise-suppression aerial system, 7-tube performance, brilliant tone, only \$54.95 Complete, Easy terms. **VERN L. WENGER CO.** 312 S. W. Alder AT. 0429 Portland, Oregon

Enjoy Good Health and a Slim Figure by having massages, sweat baths, and colonic irrigations... only \$1.00 for reg. \$3.00 treatment... Nature's Health Studio... East 7539.

SINUS If you have Sinus Trouble and Want Lasting Results, See **DRS. DOWNING** Chiropractors 1004 Broadway Bldg. BE. 6091 Cor. Broadway and Morrison Portland, Oregon

R. Kohara & Co. Oriental Gifts Entirely Different. Priced Very Reasonable 1-1027 SW Wash. 2-411 SW Alder

GIVE YOUR FAMILY A LASTING XMAS GIFT Your Photograph Wide Selection of Frames **LLOYD'S STUDIO** 1010 S. W. 6th AVE. AT. 0323 Portland, Oregon

XMAS SPECIAL Jewelry & Watch Repairing, Cleaning. All work guaranteed to be satisfactory. See Us for Jewelry Gifts at REASONABLE PRICES. **Special \$2.50 Sterling Initial-ed Ring \$1.50** **L. R. MILLER** 208 Stock Exchange Bldg. 3 & Yamhill Portland, Oregon

Rent a Piano or Radio FOR THE HOLIDAYS. Rent to apply on Purchase. **DAY MUSIC CO.** "It Always Pays to Trade at Days" 4th & Taylor Open till 8 p. m AT. 3454

ANDIRONS—PLAIN OR BRASS FIRE PLACE SCREENS Made to order at reasonable prices. Also Iron-work of all Kinds & Screen Repairing. Call SELLWOOD 2539 for Free Estimates or 1436 SE BOISE STREET, Portland

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For Everyone

The Ideal Christmas Gift will be used constantly but will never be worn out, impaired or exhausted during the lifetime of the recipient. **A Monthly Income for Life** meets these specifications perfectly. Important tax savings are possible, too. Oregon Mutual Life's conservative underwriting and investment management results in unusual financial strength, assures highest returns. For details of plans and figures without obligation call.

Wm. J. SHEEHY AT. 4331 Portland 22 Years in Life Underwriting

Shoes — House Slippers W. L. DOUGLAS SHOES For every Member of the Family \$1.45 to \$7.50 a Pair YOUR BEST XMAS GIFT. **BARON SHOE STORE** 609 S. W. FOURTH, Near Alder

We are Offering **Excellent Used Cars** on liberal time payments. Trade the old car now on a later model. 39 TO CHOOSE FROM—\$100 to \$1500 **Clark Cadillac Co.** W. Burnside at 21st—BEacon 7158 Portland, Oregon

Give a Course in Piano Instruction THIS XMAS. Learn to Play Popular Music at the **Jerry Stone School of Modern Piano Jazz** Tune in for program on KXL Mon.-Wed. 6:45—Fri. 7 p. m. Fine Arts Bldg 1017 SW Morrison BEacon 9595 Portland

Candy Special low prices on Christmas Candies to Churches, Schools, Lodges, etc. **Rose City Candy Shop** NE cr. 2d & YAMHILL AT. 3428 Portland, Oregon

For Christmas Give Your Photograph to your friends and family. Xmas cards, with your photo, would also be very smart and original. Identification and passports also made. **PORTLAND STUDIO** 418 Washington St. AT. 3044

Say Your "Merry Christmas" with EXPRESSIVE GREETING CARDS Open Evenings. **BOOK LOVERS** 721 S. W. 10th Ave. Portland

A Personal Gift !!! Now is the time for CHRISTMAS PICTURES. **D. PERRY EVANS PHOTOGRAPHER** 934 S. W. Morrison St. ATwater 9887 Portland, Oregon

Give a Unique and Lasting Gift this Christmas. A Course of Instruction in Ballroom Dancing, either private or class, for children, high school students, or adults, is such a gift.

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... "Will Rogers" By P. J. O'Brien with an appreciation by Lowell Thomas... an authentic biography of this famous American humorist... a book that will be read and treasured... reg price \$2.50... now... only \$1.25... including postage... Send your order with 50c to G. W. Bruer... 4224 S. E. 54 Ave... and the book will be delivered about three weeks later... Order now for Christmas. An ideal Xmas gift for anyone.

Diamond Rings, we have several at less than auction Prices. Also new and reconditioned watches, all makes and sizes. Guaranteed Time Pieces. **Frederick Miller & Co.** JEWELERS and OPTOMETRISTS 306 Oregonian Bldg., Portland

High School Prices Prevail \$5.00 for 12—4x6 & 1-8x10 Choice of Mountings. Give your Photograph at Xmas Where all the Family are Photographed. **Gladys Gilbert Studio** 515 Swetland Bldg., 5th & Wash. AT. 5965 Portland, Oregon

Leather GLADSTONES OVERNIGHT CASES & OTHER NOVELTIES Quitting Business Sale. **Oregon Trunk Mfg. Co.** 727 S. W. Morrison Portland

Lets see what the Paramount has to offer **FEATURE OREGON WOOD** Myrtle, Juniper Glassware, New Pottery Xmas Cards that are Different. **Paramount Gift & Book Shop** 726 S. W. Salmon, op. Heathman hotel Just off Broadway, Portland

Send Your Friends in the East 10 lb Whole Fresh Salmon East of the Miss. \$4.50 West of the Miss. \$4.00. **PLANCICH FISH CO.** FRESH DELIVERY GUARANTEED 84 S W. Front. BR. 6416 Portland

STAMPS See our complete line of postage stamps and supplies for collectors. Many New Xmas items. Mention ad and receive free gift. **THE STAMP SHOP** Portland's Largest Exclusive Stamp Dealer 1134 S. W. Morrison, Mayer Bldg.

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For the Home

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The Glass that Cheers WINE IS THE GIFT OF TASTE Choose from Our Large Stock of Vintage WINES and CHAMPAGNES. **COLISTRO'S** Broadway at Salmon Portland

ELECTRICAL GIFTS of all Descriptions. Something New in Tree Lights, CRYSTAL XMAS TREE LIGHTS. **Bressie Electric** 909 S. W. 5th Ave. Portland, Ore.

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Radios \$19.95 and up Zenith, Atwater Kent, Philco General Electric, Grunow Electric Refrigerators. Washing Machines, Electric Ranges. Liberal Trades—Easy Terms. Open Evenings. **H. A. WEST CO.** Washington at 10th, Sandy at 41 Court Portland, Oregon

Charles I. Nagel TREE SURGEON Walnut & Tree Grafting. Specializing in Tree Pruning, Repairing, Removing. 5122 N. E. 17th Ave. GARfield 8881 Portland, Oregon

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