

Bring the Children to See a Real, Live Santa Claus in "Toy Town" Today—Greatest Toy Store in the West—Hundreds of Specials Women Take Advantage of the Special "Nemo" Xmas Offer—\$4 Advance 1912 Model Corset at \$2—In Fancy Box—A Splendid Gift

THE MEIER & FRANK COMPANY, ESTABLISHED 1857

MEIER & FRANK'S

MEIER & FRANK'S

MEIER & FRANK CO., 5th, 6th, Morrison and Alder Sts.

Xmas Jewelry Store, Resplendent With Gift Suggestions

An Array of Matchless Specials Today and Balance of Week

Never before at Christmas-time have shown such an immense selection of beautiful jewelry! Thousands of pieces in solid gold, gold filled, sterling silver and plated novelties which are at once quaint, original, artistic.

great manufacturing and importing centers of New York, Attleboro, Providence, Boston. He secured lot after lot of new and wanted conceits for Christmas, to sell at prices astonishingly low. WE HAVE ILLUSTRATED AND DESCRIBED MANY OF THESE SPECIALS, WHICH GO ON SALE TODAY.

Our Jewelry chief has made two trips to the East since August, visiting the

\$2.50 Gold-Filled Necklaces—one design as illustrated; 14 to 20 inches long, with solid gold heart pendant. Price today **\$1.49**

Oriental Pearl Necklaces—exactly as illustrated, all the same. Evenly matched, unbreakable strands, 18 inches long, with torpedo clasp. We've seen them priced elsewhere as high as \$5. Special here at **\$2.00**

\$1 Gold-Filled Rosaries—exactly as illustrated, an appropriate gift. Gold-filled, set with amethyst, topaz and other beads. Guaranteed accurate. Special at the low price of **69c**

Powder Boxes and Hair Receivers—glass with handsome German silver covers in engraved and filigree designs. Priced here only **\$1.25**

\$2 Adjustable Bracelets—pretty "Francesca" rolled gold bracelets, as illustrated, to fit any arm. Each one guaranteed to stand acid test. In gift box, and priced at only **98c**

\$3 Gold-Filled Bracelets—as illustrated, high-grade bracelets for misses and children, with secret catch and joint. Hand-engraved designs. Specially priced at only **\$1.75**

\$1.50 Cuff Links—as illustrated, a gift the man always appreciates. Choose from many pretty designs, pair **\$1.00**

\$2.50 to \$3 Solid Gold Links—large assortment of beautiful designs, one as illustrated. Extra special **\$1.49**

\$4 Hand-Made Belt Pins or Buckles—as illustrated, in solid gold. Product of famous E. A. Bliss factory, in wide variety designs, **\$2.50**

Etruscan Drop Earrings—as shown in illustration. Gold-filled drop earrings from period of the French Louis. The fad of the hour. Special price, pr. **\$2.00**

Sterling Silver Picture Frames—either round or oval shapes. Plain or engraved styles. Special today **65c**

\$3.50 to \$5.00 Solid Gold Br'ches—one design of many as illustrated. Also Watch Pins. Settings of amethysts, pearls, etc. Special **\$2.48**

They're just as neat and attractive as can be. Buy them for your own use or for gifts. Popular size for photo heads.

Solid Gold Signet Rings—as illustrated, infants and children up to 4 years of age. Wide variety of designs. Bargained at only **75c**

Women's Solid Gold Rings—Solitaire Rings, as illustrated, set with amethysts, rubies, emeralds, etc. Specially priced at **\$2.00**

\$3 to \$4 Scarf Pins—a splendid gift for men. Wide assortment of pretty designs (see cut), set with amethysts, pearls, etc., priced only **\$1.49**

\$25 Sterling Silver Mesh Bags—exactly as illustrated, every link soldered. Mesh has a spread of 7 inches; will wear a lifetime. Price, **\$17.50**

\$2 German Silver Mesh Bags—4-inch embossed frames; kid lined. Price for this sale **\$1.38**

\$1.25 German Silver Mesh Coin Purse—Special at **89c**

German Silver Vanity and Card Cases—as illustrated, with space for powder puff, mirror, convenient coin receiver, etc. Popular engineering turned design. Priced **\$3.98**

\$6.50 Comb, Brsh. and Mirror Sets—German silver, in handsome French gray floral design or engine-turned. Special at low price **\$4.48**

Ormolu Gold Jewel Cases—as illustrated, with blue or pink silk lining. A dainty dresser piece special only **\$1.50**

\$3 Shell Back Combs—as illustrated, very newest design with narrow band of 22-carat gold, set with single row of rhinestones, only **\$2.00**

Back Comb and Barrette Sets—as illustrated. Shell or amber color, in dozens of pretty designs to match. Each set in a holly box, for **\$1.00**

Sterling Silver Manicure Pieces—as illustrated. Files, shoe horns, tooth brushes, button hooks, etc., in pretty oak design. Extra special price **35c**

Coat Chains for Men—fine gold-filled styles in a variety of neat link patterns. Specially priced for today's selling at **98c**

Men's \$8.50 Watches—as illustrated, in hunting (closed) or open face styles. Guaranteed 10-year gold-filled cases, American or Swiss movements **\$5.98**

Women's Solid Silver Watches—as illustrated, the smallest Watch made in America to sell at this price. Either plain engine turned or engraved cases. Price **\$5.00**

\$2.50 Silk Watch Fobs—as illustrated, with gold-filled mounting and charm for engraving; patent safety attachment. Priced at **\$1.25**

\$1 Kramer Patent Lighters—the guaranteed Lighter, which every man will be glad to receive as a gift. Specially priced for this sale **89c**

Lorgnette and Opera Chains—a wonderful variety of imported styles in gold filled and platinum, set with pearls, coral, etc. Specially priced today at **\$1.50**

German Silver Cigarette Cases—as illustrated, in handsome engraved pattern. Specially Priced at only **\$1.69**

Just 11 Shopping Days Left

Day by day the time for gift selection is growing shorter. It's to your advantage to SHOP EARLY IN THE DAY, EARLY IN THE WEEK—TODAY!

If convenient, carry small parcels with you. The men on the wagons will appreciate it. In crowds, please keep to the right. Shop on a transfer. Parcels may be wrapped, weighed and mailed at the Special Christmas Service Bureau, fourth floor. Branch Wells-Fargo Express Office, 4th floor, in connection with Christmas Service Bureau. Packages accepted for any part of the world. Express money orders issued. Ask for folder of 550 gift suggestions—of help. Solve the gift problem with a Merchandise or Glove Bond. Issued at special booth, first floor. Good at any time.

"RED CROSS STAMPS"

In the Red Cross booth this morning, Mrs. Leslie Smith and Gladys Ross, in the afternoon Misses Kate Felling and Ruth Church.

Dresser Clocks

\$2 Parisian Ivory Dresser Clocks—as illustrated, with guaranteed movements. A dainty gift. Special price **\$1.25**

A World of Snowy Handkerchiefs for Men, Women and Children!

Fully a half million Handkerchiefs bought just for Christmas selling this year! Our orders for Irish Linen Handkerchiefs alone kept several Belfast makers working at top speed for months. Thousands of dainty bits of Swiss from St. Gall, exquisite Armenian, real lace and Madeira embroidered Handkerchiefs fit for queens. Read the specials for today.

For Women—
Women's 35c Handkerchiefs—Over 100 different designs. Hand-embroidered linen, with 1/4 and 3/4-inch hems. Also daintiest swiss and novelty colored Handkerchiefs, offered special at **25c**
Embroidered 'Kerchiefs' for women, in neat wreath and initial patterns; 6 in a box at **59c**

Women's 65c Handkerchiefs—Lovely hand-embroidered, hemstitched initial, Armenian lace, Madeira and Appenzelle de signs, offered special, only **50c**
\$5 to \$40 Handkerchiefs—Real Appenzelle and Madeira, hand-embroidered, hemstitched, scalloped and real lace—**1/4 LESS**
Women's Keiser Handkerchiefs—Embroidered initial, enclosed in wreath; 6 in box **47c**

Women's Initial Handkerchiefs—Embroidered wreath, with 3/4-inch hemstitched hem; six in box, special price, only **63c**
Women's Swiss Kerchiefs—Embroidered corners, with 3/4-inch hem. Six in box, only **79c**
Women's Linen Kerchiefs, hand-embroid' initials and corners. Three in box, only **87c**
Women's Linen Kerchiefs, hand-embroidered and initial, of real Irish linen. 3 in box **98c**

10c Colored 'Kerchiefs'—Used for the making of kimonos, aprons, etc. Wide assortment of pretty floral designs. Special at **7c**
12 1/2c and 16c 'Kerchiefs'—Soft finish linen, in corner and initial embroidered designs. Also swiss scalloped and hemstitched designs. Special at only, ea. **10c**
20c and 25c Linen 'Kerchiefs'—For women. Lace edged and scalloped styles. Also corner and initial designs. Special, **15c**

For Children—
Children's Handkerchiefs, 10c—three in fancy holly box, at **10c**
Children's Handkerchiefs, with white or colored initials; also fancy trunks, grips and valises. **21c** Special price, the box, only **21c**
Children's Embroidered Corner Handkerchiefs—white and colors. Each, 15c, 20c, **25c**

For Men—
Men's 12 1/2c Handkerchiefs—White hemstitched cambrie, the famous Keiser make, at **5c**
Men's 25c Handkerchiefs—Pure linen hemstitched. Special, **17c** three for 50c; each, only **17c**
Men's 50c Gift Kerchiefs—Beautiful silk-and-linen in many color combinations. From Paris. **25c** Offered special, each, only **25c**

Men's Japonette Kerchiefs—Large silk initials. Each, **69c** 12 1/2c; box of six for only **69c**
Men's Kerchief Combination—6 pure linen plain or initial Handkerchiefs with leather **\$1.50** traveling case, complete
Men's Pure Linen 'Kerchiefs'—In neat initial patterns. A gift any man would appreciate. Placed in fancy Christmas box—**75c** Specialized at 6 for only **75c**

Christmas Book Store

Give Books and it immediately tokens friendship! Our big newly-enlarged Christmas Book Store is filled with gifts for all ages and tastes. Just a hint:

FOR MOTHER—"The Harvester," Porter, \$1.35; "Making People Happy," Buchanan, \$1.25.
FOR FATHER—"Money Moon," Farrol, \$1.35; "A Person of Some Importance," Osborne, \$1.25.
FOR SISTER—"Elinor's Junior Hop," Cody, \$1.18; "Girls of Dudley School," Deiland, \$1.18.
FOR BROTHER—"Excuse Me," Hughes; "Four in a Family," Summerwell, \$1.
FOR SWEETHEART—Illustrations by Henry Hutt, Gibson, Christy, Harrison Fisher, etc. She Loves Me; Lovely Women; The Princess; Bachelor Bells; American Beauties; Fair Americans; Girls of Today.
SOFT LEATHER BOOKS—Byron, Tennyson, Longfellow, Browning and other favored poets. Prices 35c to \$5.

Riley, Phillips and Life Art Calendars, \$2

FOR THE SCHOOLBOY—"Baum's Sea Fairies," \$1; "Chatterbox," new, 95c.
FOR AUNTIE—"Life Everlasting," Corelli; "Travelers Five," Johnson, \$1.
FOR UNCLE—"The Untamed," Patullo, \$1.20; "Find the Woman," Burgess, \$1.25.

\$6.50 Reading Lamps \$4.19

Fifty regular \$6.50 Electric Lamps, as illustrated above, in the popular Romanesque green finish with art glass shade. Fitted complete with cord and socket. Onsale at the low price **\$4.19**

\$ 5.00 Reading Lamps, only \$ 3.99	\$17.50 Reading Lamps, only \$13.99
\$ 7.50 Reading Lamps, only \$ 5.99	\$20.00 Reading Lamps, only \$15.99
\$ 8.50 Reading Lamps, only \$ 6.79	\$22.50 Reading Lamps, only \$17.99
\$ 9.00 Reading Lamps, only \$ 7.19	\$27.50 Reading Lamps, only \$21.99
\$10.00 Reading Lamps, only \$ 7.99	\$32.50 Reading Lamps, only \$25.99
\$12.00 Reading Lamps, only \$ 9.59	\$38.00 Reading Lamps, only \$30.39
\$15.00 Reading Lamps, only \$11.99	\$40.00 Reading Lamps, only \$31.99

"Ajax" Silk Socks for Gifts

6 Pr. Guaranteed \$3

Of heaviest, pure thread silk with extra high spliced lisle heel, double sole and tops. Black, navy, tan and gray. For each of the six pairs you receive a numbered, dated guarantee coupon. If any come to holes within six months, bring them back to the department for a new pair. The only Silk Socks in America guaranteed for 6 months, here for the first time today, six pairs of "Ajax" guaranteed Silk Socks in a box, special today at **\$3.00**

Ajax Guaranteed Socks at \$1.50—6 pairs in a box, guaranteed 6 months. Splendid mercerized cotton, in black and wanted shades.

Ajax Guaranteed Socks at \$2.00—6 pairs in a box, guaranteed 6 months. Extra quality, long-fiber, mercerized Egyptian cotton.

Knives and Forks, \$1.79

MEIER & FRANK'S—FIRST FLOOR. ORDER BY MAIL.

Every set of these splendid Knives and Forks we had on hand went out in a day the last time advertised! A new lot for today, heavily plated—excellent for every day; 6 Knives, 6 forks, **\$1.79**

WM. ROGERS' SILVER-PLATED SPOONS—triple-plated, pretty daisy pattern; set, sp' **59c**

EST. 1857 THE MEIER & FRANK STORE

TELEPHONES—PACIFIC, PRIVATE EX. 4—HOME PHONE, A 6101

1000 Eastern Hams, Lb. 15 1/2c

A special that every housewife should profit by today! Delicious Eastern sugar-cured Hams, in medium size. 5000 of them to sell at, lb., **15 1/2c**

Eastern Sugar-cured Bacon, 4 to 5-lb. pieces, 20c	Searchlight Matches, 5c a box, or three boxes for 10c
Eastern Pure Lard, medium palls, low price at 65c	Large Navel Oranges, on sale the dozen, at only 28c