

Hear New Victor and Columbia Records for January, on Fifth Floor—New Year's Cards and Calendars in Book Store's Basement Annex All Credit Purchases Today and Balance of the Month Go on Your January Account, Payable February 1—Visit the 7th-Floor Tea Room

Third Day of The Meier & Frank Store's Great Annual Clearance & Carnival of White--Every Article Reduced!

Clearance to \$10 Hats \$2.95



Many a woman took advantage yesterday of this phenomenal offering of hats! Truly smart, modish Winter Hats actually worth to \$10 and some of them more. Mostly tailored styles in velvets, felts and cloths, prettily trimmed. Choose them again today at the low price of **\$2.95**—for this sale only—

Entire Stock of Millinery Reduced
All Shapes, \$3.00 to \$8.00, Clearance 1-2 PRICE
All Shapes, \$6.00 to \$18.00, Clearance, 1-3 OFF
Children's Hats, \$3.00 to \$8.00, now at 1-3 OFF
Outing Hats, \$2.00 to \$3.00, Clearance at 75c
Imported Hats, \$25 to \$100, Clear'ce 1-2 PRICE

Second Floor, New Bldg. Order by Mail

The Linens and White Goods

at savings which have made this a Red Letter event with housewives, as well as hotel men, institutions, rooming-houses, etc. Entire stock reduced.

\$1.25 DAMASKS, \$1. Our best \$1.25 grades of 72-inch Irish and Austrian Damasks, pure white or silver bleached, yard, \$1. LINEN CLOTHS. \$2.50 Cloths, 8-4, \$1.98
\$3.00 Cloths, 8-10, \$2.48
\$3.50 Cloths, 8-10, \$2.98
\$4 Nap's m'h. dz., \$3.25
\$8 Lin'n Naps, dz. \$6.50
WHITE GOODS.
\$1.50 Bolts Longcloth—Original 12-yard pieces, fine soft finish, \$1.00.
\$2.50 Bolts Longcloth—12-yard bolts, chamois finished, \$1.98.
25c Embroidered Bastes — For waists and dresses, yard, 12 1/2c.
All Piquot Sheets, Sheeting, Cases Reduced
74x90 Piquot Sheets 60c
63x90 Piquot Sheets 65c
72x90 Piquot Sheets 70c
72x99 Piquot Sheets 80c
81x90 Piquot Sheets 80c
81x99 Piquot Sheets 85c
90x90 Piquot Sheets 85c
81x105 Piquot Sh'ts 95c
90x108 Piquot Sheets \$1

Great Undermuslin Event

MEIER & FRANK'S—SECOND FLOOR.
Hundreds of women have purchased the season's supply of Undermuslins the first two days of this great event.

Combinations

Even the famous La Greque Tailored Combination Corset Cover and Short Skirt included. Others in Covers and Drawers, \$4.50 to \$8.00. White Sale prices, \$2.75 to \$3.85

The Skirts

Dainty White Under-skirts, modeled for the coming season's styles; of fine cambrics and lawn with elaborate flounces. White Sale prices, \$1.27, \$1.67, \$1.93, to \$2.97

The Gowns

Made in all styles of fine materials, daintily trimmed in laces and embroideries. White Sale prices, 73c, 97c, \$1.22, \$1.47, \$1.63, \$1.89, \$2.19, \$2.47, \$2.73, \$2.98 up to, sp'l, \$18.00

Corset Covers

Of materials trimmed in Val and torchon laces. Regularly 35c to \$4. White Sale at 25c, 39c, 43c, 67c, 98c, \$1.43, \$1.95, \$2.19



Every Article Reduced.

1912 Cheney Silk Foulards Are Reduced

The famous Cheney Bros. "Showerproof" Foulards in scores of brand new Spring patterns. And they will be more popular than ever this season. Rich, firm lustrous qualities at Clearance Sale prices.

\$1.00 Cheney Foulards 89c
\$1.25 Cheney Foulards \$1.09

OTHER SILK SPECIALS.
75c plain and fancy silk at 37c
\$1.00 fancy Silks, per yard, 49c
\$1.25 fancy Silks, per yard, 57c
\$1.50 fancy Silks, per yard, 89c
NEW FANCY DRESS GOODS.
\$1.00 Dress Goods, per yard, 79c
\$1.25 Dress Goods, per yard, 89c
\$1.50 Dress Goods, per yard, 98c
\$2.00 Dress Goods, yard, \$1.23
\$2.50 Dress Goods, yard, \$1.



CLEARANCE of SUITS & CLOAKS

They're new—they're modish—they're the garments that women want! That's what distinguishes the offerings here from the general run of Clearance Sales. With over half of Winter ahead you should profit today.

Tailored Suits Radically Reduced for Clearance

\$15 to \$20 Suits at low price of \$9.85
\$22.50 to \$25.00 Tailored Suits \$14.85
\$28 to \$35 Tailored Suits only \$18.45
\$38.00 to \$40.00 Tailored Suits \$22.45
All \$45 to \$48 Tailored Suits, \$26.65
All \$50 to \$60 Tailored Suits \$32.45



Snowy, New Embroideries at Nearly Half

Thousands of yards of beautiful, new Embroideries in Spring and Summer patterns. The great group includes 2 to 6-inch Edges and Insertions; 18 to 45-inch Flouncings; 20-inch Allovers and 3 to 6-inch Galloons.
85c to \$1.00 Embroideries at 69c
\$1.25 to \$1.50 Embroideries 98c
\$1.75 to \$2.00 Embroideries \$1.39
\$2.25 to \$3.00 Embroideries \$1.69
\$3.50 to \$4.00 Embroideries \$1.98
\$4.50 to \$7.00 Embroideries \$2.19
1 to 9 - Inch Embroideries
Thousands of yards of Edges, Insertions and Flouncings of Swiss, cambric and nainsook; 40c to 75c grades, 25c; 15c to 25c grades, very special at only 10c
To \$1.50 Embroidery Strips — Samples in 4 1/2 and 5-yard lengths. Edges and Insertions, 1 to 9 inches wide. Of Swiss, cambric and nainsook; worth \$1.00 to \$1.50 the strip at, very special 50c

Clearance of \$22.50 Brussels Rugs, \$17.50

THIRD FLOOR, MAIN BUILDING. ORDER BY MAIL.
Extra heavy, long-wearing Roxbury Brussels Rugs, full 9x12-foot size in many handsome designs suitable for any room. Our best \$22.50 grade only **\$17.50**

All Other Rugs Reduced

\$18 Body Brussels Rugs, 6x9-foot size, for \$14.75
\$22.50 Seamless Velvet Rugs, 9x12-ft size, \$18.25
\$20 Extra Axminster Rugs, 9x12-foot size, \$16.20
\$27 Sanford Axminster Rugs, 9x12-foot, \$21.80
\$25 Heavy Wilton Rugs, 9x12-foot size, \$19.35
\$25 Body Brussels Rugs, 8:3x10:6-foot, \$19.85
\$2.25 Axminster Rugs, 27x54 size, special \$1.65
\$4.00 Wilton Rugs, 27x54-inch size, special \$3.25
\$6.00 Wilton Rugs, 36x63-inch size, special \$4.90

The Clearance of Carpets

90c Tapestry Carpet for Clearance, yard, at 67c
\$1.25 Axminster and Velvet Carpets at, yd., 98c
\$2.50 High Grade Wilton Carpets, the yard, \$1.85

Every Article Reduced

10c Best Spool Silk at 4 for 25c

FIRST FLOOR—NEW BUILDING. ORDER BY MAIL.
All Notions reduced for the Clearance sale. Today we feature the famous Carlson Currier's best 100-yard Spool Silk, all colors, regular 10c spools on sale for Thursday only at four for 25c
Carpet or Button Thread, per spool, 4c
15c Nainsook Shields, per pair, at 8c
90c Dressmaker's skirt-markers at 10c
5c English Wire Hair Pins, 2 papers 5c
Women's and Children's 25c and 35c Fancy Supporters, very special, the pair, 10c
10c Kid Curlers, assorted lengths, at 5c
25c Horn Hair Pins, half dozen box, 10c

Great Clearance of Furniture Reductions Range From 20 to 40 Per Cent

Entire Fourth Floor, New and Main Buildings

Only Globe-Wernicke Bookcases, Ostermoor Mattresses and Gustave Stickley's Original "Craftsman" Furniture are restricted from the sweeping Clearance! Just to give you a hint as to the reductions:

All Brass and Metal Beds for Clearance at this sale only, at 20% OFF
All Dining-Tables, Buffets and China Closets for this Clearance at 25% OFF
All Widdicomb High-Grade Period Bedroom Furniture at 25% OFF
All Upholstered and Over-stuffed Parlor Furniture for this sale at 25% OFF
All "Lifetime" Mission Furniture for dining-room, etc. 25% OFF
All Reed and Rattan Furniture, newest designs, at for this sale only 25% OFF

Big Sale Sample Dressers!

Part of them our own floor samples; others specially purchased. A wonderful opportunity to fill in with a pretty Dresser at savings of a third:

\$11.00 Solid Oak Dressers at only \$ 8.75
\$17.50 Golden Oak Dressers at only \$12.25
\$26.50 Golden Oak Dressers at only \$19.50
\$33.50 Mahogany Dressers at only \$24.25
\$39.00 Mahogany Dressers at only \$28.50
\$40.00 Birdseye Maple Dressers only \$27.75
\$42.00 Mahogany Dressers priced at \$24.75
\$47.50 Walnut Dressers priced only \$33.50
\$65.00 Birdseye Maple Dressers only \$46.50
\$72.00 Solid Mahogany Dresser, only \$54.00

Ladies' Desks—All styles and finishes. For clearance 25 PER CENT OFF
Office Furniture—Roll and flat top desks and chairs, about 40 PER CENT OFF
Library Tables—Also pedestals and tabourettes. Sale, 25 PER CENT OFF
Rockers—Of mahogany and oak, large, small and med. sizes, 25 PER CENT OFF

Clean-Up of Men's to 35c Handkerchiefs 10c

FIRST FLOOR—MAIN BUILDING. ORDER BY MAIL.
An accumulation of slightly soiled and mussed Handkerchiefs used in the holiday decorations.

Linen, silk and cotton, variously, 20c, 25c and 35c grades. Choice today at 10c
12 1/2c Handkerchiefs, slightly soiled, only 5c

Men's \$1.00 Shirts—odd lines, negligees and plaited fronts, in all sizes and sleeve lengths. Clearance Sale price only, ea. 50c

Men's \$1 Night Shirts—warmly-fleeced flannellette, well made and full cut. Clearance today 50c

Men's 50c Neckwear—choice of 5000 Silk Four-in-Hands, left from holiday selling. Clearance Sale today at only 25c

Boys' \$1.50 Sweater Coats—warm mixed wool yarn, V neck style, in reds, blues, browns, etc. 98c

All Men's 50c and 75c Neckwear, special, at 35c

Every Article Reduced

Pure Eastern Lard at, the Pail 65c

Telephone Clerks ready at 7 A. M. to take your order at the desk. High-grade Eastern Pure Leaf Lard in medium-sized pails, special today for the great Clearance Sale only 65c

New White or Black Figs, 3 pounds, 25c
Dry Peaches, 3 pounds, special, at 25c
Fancy Dry Onions, 10 pounds, only 25c
Crystal Rice Hearts, package at only 18c
Victor Soap, 7 bars, special at only 24c
Corn Starch, 10c packages at 5 for 25c
Log Cabin Syrup, pint cans at only 17c
Victor Catsup, in small size bottles, 10c
Sliced Bacon, in glass jars, 2 for 25c
Quaker Corn Flakes, 3 packages for 25c



TELEPHONES—PACIFIC, PRIVATE EXCHANGE 4; HOME, A 6101.