

Shoppers and Entertainers Will Find Delightful Refreshment in Our Special Afternoon Tea Service—Orchestra Music, 3 to 5 P. M. Visit the Demonstration of "Silver-Clean-Pan," for the Cleaning of Silver, in Basement Store—Books on Sale in the Basement Annex

A MEIER & FRANK MERCHANDISE BOND—best solves your gift problem. Issued in any amount—the recipient selects his or her own gift.

Government Weather Forecast: OCCASIONAL RAIN.

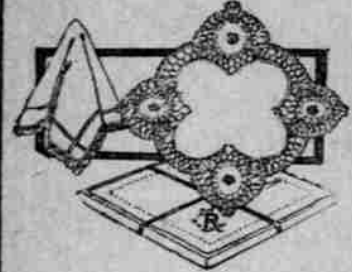
MEIER & FRANK'S

FURS TO YOUR ORDER—here in our own thoroughly equipped Fur Manufacturing Shop. Everything in Furs made to your order.

A GIFT FOR THE ENTIRE FAMILY—one of the splendid \$57.60 Columbia Grafonola Outfits we special. Purchase on easy installment plan.

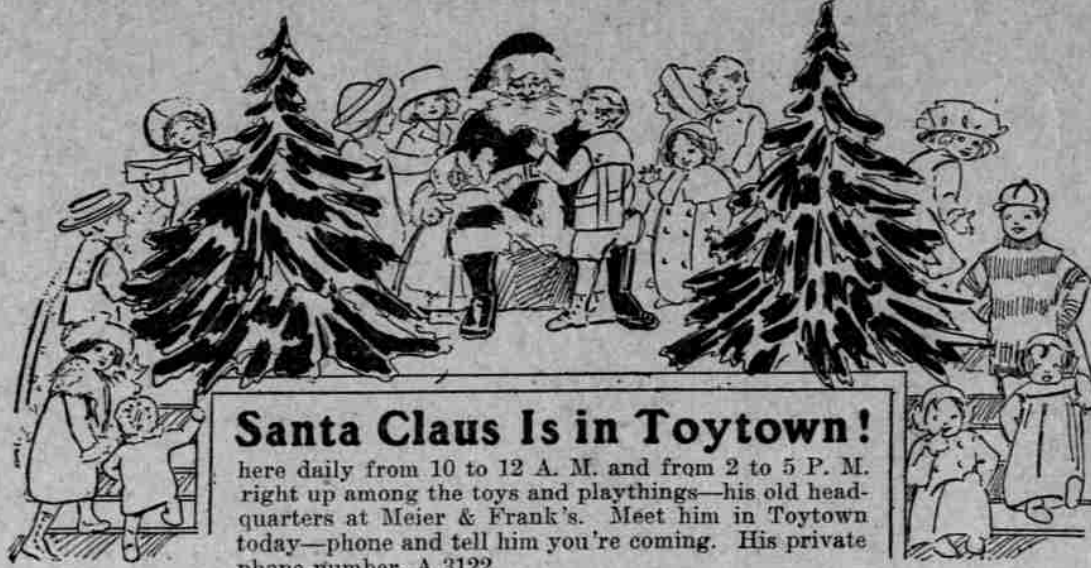
Christmas Shopping Days Go a-Whirling--Shop Now--Shop Early

Handkerchief Offerings for Women



IN gala array you'll find this wonderful display of snowy whiteness throughout the first floor of the main building! Some idea of the immensity and completeness of our Kerchief stock for women may be gained from this display. The intensity of demand for these dainty Kerchiefs at the noticeable reductions in force is daily more evident. And we note here a few of the savings possible for you. Choose the gift Kerchiefs as well as those of self needs during this tremendous sale.

Kerchiefs—for women, embroidered corners, packed three in fancy box. During this sale a box of 3 Kerchiefs priced at only, box, 25c. Kerchiefs—with embroidered initials. For women; six Kerchiefs in a fancy box. Priced for this sale at the very low price of, box, 30c. Kerchiefs—of sheer lawn. For women. Initial style. Six Kerchiefs in a box at this sale for 37c. Kerchiefs—for women, hand-embroidered corners, and initials. Of all linen. Also colored novelties. Kerchiefs of Irish makes, such as "Donegal," "Donluc," "Ambray," "Bretonne" and "Amrysyl." Each Kerchief 25c. Six in a holly box. Priced special for \$1.40.



Santa Claus Is in Toytown!

here daily from 10 to 12 A. M. and from 2 to 5 P. M. right up among the toys and playthings—his old headquarters at Meier & Frank's. Meet him in Toytown today—phone and tell him you're coming. His private phone number, A 3122.

Books for Little Tots--Choose Here Now

OUR stock of Juvenile Books was never more complete than now. And especially suited for gifts is each one we mention. Sky Island, special at \$1.00. A Christmas Party for Santa Claus, 75c. Once Upon a Time Tales, at \$1.25. Christmas Tales and Christmas Verse, \$1.50. Five Dolls in Wonderland, at \$1.25. Princess Rags and Tatters, 75c. The Wonderful Bed, \$1.00. The Turkey Doll, price, 75c. Sam Loyd's Puzzle Book for \$1.25. The Peekaboos at Play, \$2.50. The Arabian Knights, \$3.50. Fables of Aesop, for \$2.00. Chicken World, price, \$1.50. Big Book of Fables, \$2.00. Big Book of Fairy Tales, \$2.00. The True Mother Goose, 65c.

Handkerchief Offerings for the Men



AND the Great Handkerchief Sale continues! The all-comprehending showing—the vastness of the stock and the sterling reliability of the great reductions has met with its merited response. New stock daily replenishes the great inroads this sale is making. Again today the following price reductions are in force:

Men's Kerchiefs—of pure Irish linen, 1/2 and 1/4-inch hemstitched hem. Regularly 25c. During this sale they are priced at 3 for 50c. Men's Handkerchiefs—of fine quality pure linen, with beautiful block or open-work initials. During this sale, each at 25 cents, a \$1.35 box of six, special at only \$1.35. Men's Kerchiefs—of fine quality pure linen, Crossbar style. A regular 35c grade; today at 25c. Initial Handkerchiefs—of pure linen. For men, new style, long initials. Packed 6 in a Christmas box, \$1.35; each, special, 25c. Linen Kerchiefs—for men. Plain and initial style. Of extra fine quality imported linen. 1/2 and 1/4-inch hemstitched borders. Block, script or long initials. Six handkerchiefs in a Christmas box for \$1.75; \$2 each, special for this sale at 35c. 15c Handkerchiefs—for men. Of pure linen, plain white, have 1/4-inch hemstitched borders. Special 10c for today's selling at, each. Handkerchiefs—for men. Of silk, Japanese and mercerized materials. Very neat and popular. Box of six Handkerchiefs for 69c; 12 1/2c each, special for today. 50c Silk Handkerchiefs—in endless variety. Beautiful colors and patterns of imported French silk. Every one fancy style. Regular 50c Kerchiefs. Special today, 25c. Men's Kerchiefs—of white cambric, with 1/4-inch hemstitched hems. Regularly 12 1/2c. Special today, 50c each Handkerchief 5c; dozen \$5.00. Men's Kerchiefs—of superfine quality linen, hemstitched, beautiful long initials, 3-inch style. Regular 75c Handkerchiefs. To-day, each, 69c; box of 6, \$4.00.

Kayser Silk Vests and Tights \$1.69



WOMEN who prefer silk lingerie will find exceptional reductions made for today, in the famous Kayser make of silk Undergarments. Grouped together in one lot are Kayser's silk Vests and Tights. Vests have dainty embroidered designs. All sizes, in pink, light blue and white. Tights in black or pink, closed or open style. \$3.50 and \$4.00 garments. Each only \$1.69.

\$2.50 Kayser Vests \$1.22. Kayser Vests—of silk in white only. Crocheted or plain tops. Regularly \$2.50 Vests. For \$1.22 today only at \$1.22. \$1.50 Corset Covers \$1.22. Corset Covers—of the French make. Hand-embroidered in several dainty and artistic designs. Sizes 36, 38, 40 and 42. Regularly \$1.50. Today, each, \$1.22.

Join Christmas Sewing Machine Club. \$2 on Purchase; \$1 a Week—4th Floor.

\$35 to \$38 Couldn't Buy Any Handsomer Suits Than These at Only \$22.45

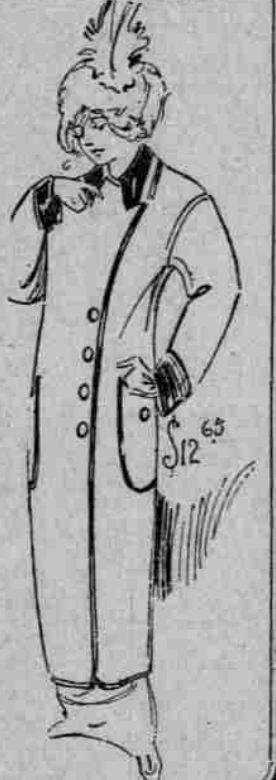


EVERY one in this group a modish and tailored Suit. In fetching novelty and semi-dress models, and all of the newest style. You'd pay anywhere from \$35 to \$38 for such Suits as these we price today at \$22.45.

Of serges, zibelines and tweeds. plain blue, black, brown, gray and smart new fancy mixtures, stripes, broken checks. Staple and novelty shades. Jackets, straight and cut-away styles, with straight lines and Empire backs. Becomingly finished in velvet and flat silk braids, or plain. They're general service Suits of actual \$35 to \$38 grade, today at only \$22.45.

—Second Floor, Main Building—Mail Orders Filled

Great Many Will Purchase More Than One of These Coats at Only \$12.65

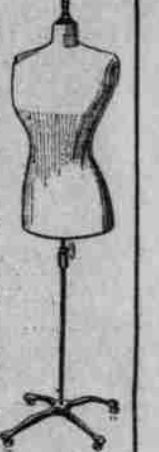


EVERY Coat included in this remarkable offer will cause you wonderment when you consider that you may purchase them at \$12.65.

We illustrate here one of the smart, new styles, and you'll find full-length and the popular Johnnie Coats. Some with close-fitting collars. Others large shawl collars, and many velvet-trimmed sailor collars.

Of modish double-textured fabrics, chinchillas with silk boucle, zibelines, serges and worsteds. In tan, gray, mode, navy, black, fancy mixtures and diagonals. All sizes. For women and misses. Choose from this great group of Winter Coats, only \$12.65.

Fit Your Clothing on These Forms



IN every home where sewing is done there should be one or another of the well-known and popular Hall & Borchert Forms.

Dressmaking at home is made easy through the use of these Forms. They are the newest models—for bust and hips. Long waisted, large waist and small at hips to conform to the latest corset and dress mode. Hall & Borchert Forms, as illustrated, priced here at, each \$3.00.

Stands to fit form, as illustrated, \$2 extra.

Adjustable Figures—of the Hall & Borchert make. Full length. Can be adjusted to any style of figure. Adjustable, on sale here at this price, each only \$16.50.

Pneumatic Forms—made of rubber. Can be used to fit dresses, skirts and waists for any figure desired. Pneumatic Forms on sale here, priced at only, each \$15.00.

Join Our Christmas Phonograph Club. Victor or Columbia on Easy Payments.

A Holiday Sale of Silk Hosiery



Every Christmas Time finds thousands of dozens of Silk Hosiery purchased for gift purposes! An appropriate and thoughtful gift is easily made in this manner. Every woman takes pride in the wearing of good quality Silk Hosiery, and assuredly we have included for this sale a most comprehensive line from reputable makers.

Women's \$1.50 Silk Hose—Made in outsize, with wide lisle tops and split soles. In black only. Special price, \$1.29 the pair, at \$1.29. Kayser's \$1.50 Silk Hose—Of pure thread, with lisle feet. In black only. Special price, \$1.35 at, the pair, \$1.35. Women's \$3 and \$4 Silk Hose Boots—Embroidered in self and combination colors. Of black, white and colors. McCallum and other famous makes. Regular \$3 and \$4. Silk Hose, pr. \$1.95. Women's \$2.50 Silk Hose—In changeable colors. Black, white, purple, red, gold and gray. This Silk Hose at \$1.90 low price, pr. \$1.90. Women's \$1 Silk Hose—Of pure thread. In black only, with purple banded tops. Special at the low price, a pair, 79c. McCallum's Silk Hose—Of pure thread, with gold banded tops. Also Kayser's Silk Hose, with lisle tops. Both makes in black only. Priced special at, the pair, 95c. First Floor, Main Building.



1/2 OFF Hand-Embroid'd Art Pieces 1/2 OFF 2000 Samples to Choose From

Once each year we hold this phenomenal sale of beautiful Hand-Embroidered Art Pieces. Fully 2000 samples included in the great offering that continues for four days.

Wonderful is the array of styles, patterns and colors. Beautiful conventional and floral patterns. Think of it—in all the hundreds of pieces shown no two are alike. Included are:

- Hand-Embroidered Linen Scarfs, Centers, Oblong and Square Pillows, Towels, Corset Covers, Chemise, Shirtwaists, Drawers, Night Dresses, Infants' Caps, Infants' Sacques

A splendid opportunity to secure at savings of 1/2 beautiful pieces of hand-embroidery work for holiday gift use. Regular prices range from 25c to \$25—choose today at 1/2 off.

Men's 50c Silk Ties at 25c



AN opportunity that will not go unheeded is the offer we make today on Men's 50c Silk Ties! And hundreds of dozens of them will be sold for gifts. They're Four-in-Hand styles, French Folds, Reversibles and Open Ends. And such a variety of light, medium and dark patterns. They're all new. And every one of a pattern that is being much worn today. Choose Ties from this sale for Christmas gift needs today while you get 2 for 1.

25c Men's 50c Silk Ties 25c

Charter Oak Thread, 6 Spools 25c

High-grade Charter Oak Thread. 200-yard, 6-cord, for today—Notion day—one spool free with each 25c purchase of Notions. 6 spools Charter Oak Thread, 25c. Wax, in fancy shapes and colors, for holiday novelty, each, 10c. Strawberry Emeries, assorted, priced special, each, 10c. Pin Books, for fancy ribbon work, each, special at 10c. Fancy Glove Darners, of wood, priced special, ea. 10c. Fancy Glove Darners, of colored celluloid, each at 25c. Colored enamel Tape Measures, priced special, ea. 15c. Silk Ribbon Runners, assorted, 3 shades, box, 25c. Infants' Silk Filled Elastic Supporters, one pair in box for 25c. —First Floor, New Building.

\$12.00 Solid Oak Rockers \$6.75. Close to half price for the durable, splendid-appearing, comfortable Rockers of solid oak and we special them for today. Some 50 of them bought in early English, fumed or waxed golden finish. Just as illustrated—stand and chair complete. Purchase them for immediate use or for gifts. Regular \$7 Solid Oak Stand, today, special at only \$4.29. \$4.29 for Solid Oak Phone Stands. There isn't a home or apartment that can't find use for one of these convenient, artistic Telephone Stands. Of solid oak in early English, fumed or waxed golden finish. Just as illustrated—stand and chair complete. Purchase them for immediate use or for gifts. Regular \$7 Solid Oak Stand, today, special at only \$4.29.

EST. 1857 MEIER & FRANK STORE. PRIVATE PHONE EXCHANGE—MARSHALL 4600, A 6101.

Pure Food Grocery Specials

Phone Orders Taken After 7 A. M. MAKE our Pure Food Grocery a source of supply for your foodstuffs and table necessities. You'll find it a great economy. Log Cabin Syrup, gal. can for \$1.10. Eastern Lard, medium pails, 75c. Rolled Oats, large packages, 25c. White Flyer Soap, 6 bars at 25c. Raisins, 3 pkgs. at 23c. Canned Pumpkin, 2 cans at 25c. Jap style Rice, 4 lbs. 25c. Codfish, per brick, 18c. Best Corn Starch, 5 pkgs. for 25c. Fancy Prunes, 2 1/2 lbs. at 25c. Soups, spec'l, 3 cans 25c. Maine Corn, new pack, 6 cans, 70c. Jersey Butter, special, 2 lbs. 65c. Oyster Cocktail Sauce, the bottle, 23c.