

OUT-OF-TOWN MAIL ORDERS FILLED FROM THIS AD

IF RECEIVED WITHIN THREE DAYS OF DATE OF THIS PAPER.

Ours is not exactly a mail-order "system"; it is, rather, a systematized shopping service, which gives the personal attention of a trained shopper to every order.



Women's 12.75 to \$25 New Dresses for 8.45

Seventy-five Dresses in the group—hardly any two alike. Suitable for street, evening or afternoon wear.

Today Is the 1301st Friday Surprise Sale Day at the Great Meier & Frank Stores

The HAMMERING We Are Giving PRICES Right Through the Store During This January Clearance Sale Really Makes Every Day a Bargain Day, But

FRIDAY IS THE DAY OF ALL DAYS

for the reason that all lots that have begun to dwindle—all assortments that are not as complete as they should be, will receive a parting price-clip to hurry them along double quick.

On account of the limited quantities of some of these goods they are not advertised—but you'll find them displayed in the various departments to which they belong.

There's Plenty of Each in This Great Page Array of Specials

Otherwise they would not be advertised, or else the exact quantity would be stipulated, for Meier & Frank announcements—Bargain Friday or any other day tell you

Just the Plain Statement of Facts---That's All

The goods are here—as good or better than we say they are—all you want of them—all day—but you must come Friday. PLEASE BEAR IN MIND that these bargains are for Friday only.

WOMEN'S WINTER UNDERWEAR AT PRICES YOU'LL NEVER FORGET

To say that the values are extraordinary is not strong enough; they are sensational, positively unparalleled. Come and see. You'll find it is impossible for us to make this value-giving statement strong enough.

1.50 Natural All-Wool Underwear Low Price of 25c Stuttgart's 1.75 to \$3 Pure Wool Underwear 69c

All heavy weight, colors of red, gray or white. Pants have hand tops and vests are with high necks and long sleeves.

Boys' All-Wool Coats Broken Lot—Special 1.50

Men's \$15-\$20 "College" Brand Overcoats, \$5

Men's 1.25 Shirts and Drawers, Each '65c

Boys' 50c Fleece Cotton Union Suits 39c

Women's \$2 and 2.25 Dent's Gloves, Pair 1.65

Women's \$5 Colored Silk Umbrellas, 2.75

Women's 65c to 1.25 Fine Handkerchiefs 45c

Women's \$3 to \$6 Neckwear for 75c

50c to 75c Tuxedo and Mesh Veilings, Yard 35c

Children's 3.50 to \$5 Serge Dresses 2.19

Women's 3.50 and 3.75 Bathrobes at 1.85

3.50 to 6.50 Low Bust Tricot Corsets, Pair 1.59

Best Quality Cotton Bed Sheets, Less 1/3

Hemmed Sheets, 2x2 3/4 yards, each... 80c

\$3 and 3.50 Brocades and Crepe de Chine, Yard 1.47

\$1 to 1.50 Crepe and Voile Flouncing, Yard 69c

2.50 to 4.50 Lace Flouncings, Yard 1.49

For Dresses and Waists—25c Figured Voiles 10c

10c Huck Towels 6 1/2c

Women's \$2 to 4.50 Untrimmed Hats 75c

Women's \$7 and 7.50 Dress Shoes, Pair 3.95

4.50 Genuine Leather Suitcases at 2.95

1.75 Emmerich Feather Bed Pillows, Each 1.21

\$5 Grey Wool Blankets, Each 3.35

90c Camera Wooden Tripods 49c

10c and 15c Pressed Glassware at 5c

1.25 to 2.25 Hats for Girls and Boys 50c

Grocery Surprises

3 Cans Condensed Milk... 20c

All-Wool Steamer or Auto Rugs 3.95

3.50 Oak Plate Racks at 98c

Infants' 1.25 Nainsook Dresses at 59c

\$2 Aluminum Rice Boilers at 1.19

25c Pressed Glassware at 10c

1.75 Well-Woven Rag Rugs for 1.15

\$10 Kiser Hand-Colored Photographs 2.50

Famous Alaskan series. Average size of print 11x18 inches.

17c Fine Underwear Crepe 6 1/4c

75c to 1.25 Fancy Silk Ribbon, Yard 25c

Women's Up to 4.50 Handbags for 1.98

1.35 Cheney Bros' Kimono Silks, Yard 75c

50c to 1.35 Pillow Fringes, Yard 38c

Women's \$1 "Harvard Mills" Merino Pants 45c

Misses' 1.75 "Munsing" Union Suits at 78c

Women's 25c and 35c Winter Hosiery, Pair 18c

Women's 50c Tan Hose 25c

Misses' and Children's 98c-1.25 Princess Slips 49c

Women's 1.50 to 2.98 Princess Slips 89c

Children's 59c and 75c White Dresses 39c

10c and 15c Gift Booklets, Children's Toy Books 5c

45.00 "Indestructo" Wardrobe Trunks 29.75