Faults of Efficiency Plan Told by Witnesses．

Women＇s and Misses＇$\$ 15$ to $\$ 20$ Coats at 7.65
Notice！
All Charge
Purchases
made today and bal－
ance of month go on
February accounts，
payable March 1.
1915．

| MECEER SE NTGANNTS 1304TIK FTRIDAT SURPRINE SAKEK， |
| :---: |
| 59c Coverall |
| Aprons |
| at 39c |
| Good quality $p$ e |
| Aprona 67 inchea |
| pockot bound with |
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| $\rightarrow$ second prioor sth－st． |
|  |

MAIL ORDERS F－I－L－L－E－D From This Ad If Received Within 3 Days of Date of This Paper
It＇s a Case of Living Better for Less Money if You Shop at Meier \＆Frank＇s－－－Eor Instance，This Ad of Our 1304th Friday Surprise Sales

Today Ought to Be An Unusually Big Day

## Last Days of the January Clearances

Last Days of the White Sales
Last Days of the Pre－Inventory Sales
There Are Hundreds of Other Good Things in Lots Too Small to Advertise For these it will be necessary to come early in the day－－for they are bargains of a character that is simply
irresistible，and therefore are picked up in a jiffy by the first comers．


Women＇s 15 c to 25 c Handkerchiefs 10c

Women＇s 3.50 and
\＄4 Shoes，Pair 1.89
mern man mas
Children＇s 2.95 to 4.75 Dresses 1.98

Stationery Surprises


 $\$ 5$ Sheep Coats， 6.50 Leather Coats，Choice at 2.98
 Men＇s 2.50 to $\$ 3$ Pants 1.35
$\qquad$
$\xrightarrow[\substack{\text { yo } \\ \text { yid } \\ \text { un }}]{ }$

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Drapery Remnants and Trimmings，Yard 5c
$\qquad$
10
Art Needlework
 $25 \mathrm{c}, 35 \mathrm{c}$ and 50 c Wash Materials，Yard 5c


Women＇s 1.50 to 1.95 House Dresses 75c

 Coats $\$ 5$
$\qquad$

Children＇s 2.50 Knit Sweaters 1.29
 Children＇s $\$ 1$ and 1.25 Dresses 59c


Seond Floor，ath－s，
Uporn to \＄1 Nets，Laces， Chiffons，Yard 25c
 Challies，Yard 29c


 Closing Out 100 Wool Art Squares


\＄2 to $\$ 3$ Odd Curtains
Friday，Pair 79c



\＄1 Japanese Fruit Baskets 49c II 11 $\qquad$ ［舊 $\square$
$\square$ DI


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\begin{aligned}
& \text { Women's } \$ 1 \text { to } 1.25 \\
& \text { Lingerie Waists } 50 \text { en }
\end{aligned}
$$

$\square$
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