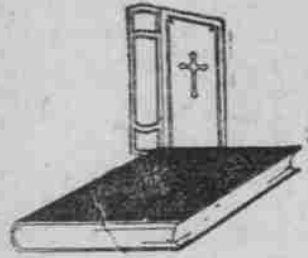


"AMERICA'S ANSWER," Second Official Government Picture at the Sunset for One Week Beginning Today

Join the Red Cross Today—All You Need Is a Heart and Dollar.

A Column of GIFTS Of Special Interest to Saturday Shoppers



Bibles and Testaments

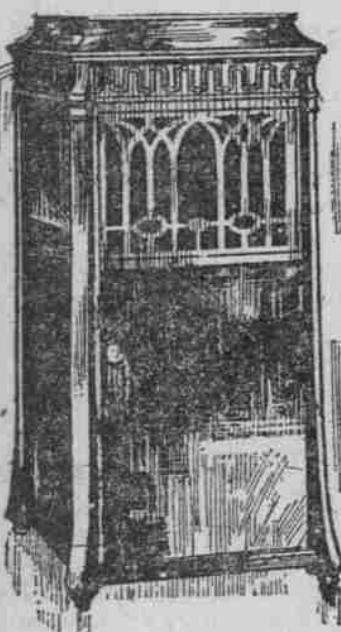
For Christmas are here in complete selection at a wide range of prices. We feature especially

At \$1.50

the Red Letter Edition of the Holy Bible. Limp leather cover. Large clear type. Beautifully printed on fine quality paper. Self-pronouncing. With references. Illustrated, with maps. Family register.

Just Received by Express a New Shipment of the Celebrated

Fleisher Yarns In the Wanted Shades of gray and khaki.



The New EDISON "The Phonograph With a Soul"

Let the NEW EDISON bring to your home this Christmas the joy of music—music exquisitely real and beautiful—so true a duplication of the original as to be a veritable "RE-CREATION." The Edison tone tests have proved this to more than 2,000,000 people.

This Store Is Headquarters

for THE NEW EDISON. Come in today—in the morning, if possible—and hear THE NEW EDISON. If satisfied (and you will be) that this wonderful instrument truly RE-CREATES the loveliness of a beautiful voice, the faultless playing of a great musician, you can select the model you prefer and have it delivered in time for Christmas.

You may purchase the NEW EDISON—the \$3,000,000 phonograph as it is called—for as little as

\$120

We also have the Sheraton at \$175, the Adam at \$220, the William and Mary and the Chipendale (illustrated) at \$285. If desired—

Make Your Own Terms in Reason

Still a Good Selection Left in Our Sale of Artwares 1/2 Price

A variety of lovely gift pieces at exactly half the original prices.

—Meier & Frank's: Fifth Floor.



Give Washable Cape Gloves \$1.49

Cape gloves in tan, gray and pearl with pearl-point stitching on backs. One-clasp style, out-seam sewn. Every pair expertly fitted. All sizes for women.

—Main Floor.

Women's Knit Spencers \$1.99

Attractive knit spencers with sleeves. Some IMPORTED spencers in this lot. Gray, black, Copen, rose and a few light shades. Ideal for gifts.

—Third Floor.

Christmas Aprons 39c, 59c, 98c

Fine lawn, Swiss and organdy aprons for nurses and maids' use. Some trimmed in lace, embroidery and ribbons; others in plain styles. Three groups at 39c, 59c and 98c.

—Third Floor.

Ribbon Hairbows 65c

Beautiful hairbows made of heavy, Rose City and fancy taffeta ribbons. Handsome shades. 2 1/2 inches wide. Each bow contains 1 1/2 yards of ribbon. Buy for gifts.

—Main Floor.

New Neckwear \$1.29

Forty styles in this lot of dainty neckwear for Christmas gifts. Georgette crepe, net and organdy models. Some finished with handwork, others with lace. A few washable organdy sets.

—Main Floor.

Picture Framing

An special Christmas service. Pictures framed in our ready-made frames the same day as received if order placed before 3 o'clock.

—Fifth Floor.

Xmas Groceries

Everything for the Christmas feast. Plum pudding, nuts, oranges, mince pies, cranberries, pumpkin pie, dates, beverages of all kinds, etc. Telephone orders taken from 8 A. M. to 6 P. M. ORDER EARLY.

—Ninth Floor.

Gift Certificates

For those who wish the recipients to choose their own gifts we issue Merchandise and Glove Orders at a Special Booth on the Main Floor for any amount, redeemable in merchandise at any time in any department of the store.



Christmas Candies Fresh pure candies of all kinds are here. We feature today (special prices on bucket lots): Plain Mixed Candies, lb. 40c Broken Mixed Candies, lb. 40c French Mixed Candies, lb. 40c —Ninth Floor and Basement Balcony.

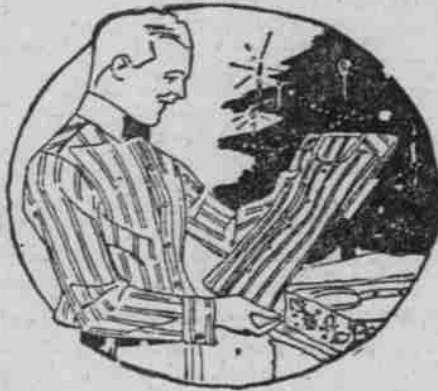


The Store With the Stocks and the Service Is the Store for Christmas Shoppers Meier & Frank's Is That Store

Xmas Gifts For Men

The thoughts uppermost in the minds of men buying holiday articles for themselves or Christmas gifts for their friends are: To find a store where they will be sure to get the things they have in mind at the price they wish to pay; where they will be sure to get the quality they want; where they will have sufficient variety to choose from; where they will have salespeople who know their business to wait on them promptly. We know of no other place that so perfectly fulfills these conditions at this time as our Men's Shops. Everything for a man is here—under one roof. Women buying for men will find a well-informed sales-service able and willing to advise them when desired on masculine preferences.

In addition to all of this, we have arranged special holiday events such as this great



Christmas Sale of Silk Shirts

Three groups that afford the most wonderful choosing for holiday shoppers. Every shirt in this sale a remarkable value.

Satin Striped Silk Shirts \$3.65

An exceptional lot of fine heavy tub silk shirts in the popular satin-striped effects—two-tone, tricolor, multicolor, plain wide and narrow stripes. Many desirable colors. All sizes 14 to 17 1/2 in this generously underpriced group at \$3.65.

Rare Value-Giving in Silk Shirts \$5

You'll be amazed to find such good quality silks in shirts at \$5 as distinguish this remarkable sale group. Broadcloths, Bengalines, China and Jap silks. A great variety of striking colors and patterns for young men and quiet effects for more conservative men. All sizes 14 to 17.

Famous SANDOR WEISZ Silk Shirts \$8.95

First time shirts of this celebrated make have been offered for less than \$10.00—and worth more than that price today. High grade silk shirts—Peau de Crepes and Broadcloths. In style, designing, workmanship, fit and finish equal to the finest custom-made shirts. Sizes 14 to 16.

—Meier & Frank's: Men's Furnishings Shop, Main Floor.

Bath Robes and House Coats

It is putting it mildly to state that there is a robe here for every man—there are any number of robes with which the most hard-to-please man or woman buying for a man is sure to be perfectly satisfied. Those who have in mind the purchase of a bath robe, lounging robe, house coat or smoking jacket for Christmas cannot do better than by coming direct to this store and choosing from our great new assortments. The variety is here. The price range is broad. Reasons for economy, too, should urge you to come to headquarters. A few suggestions:

At \$4.85

Beacon flannel bath robes in attractive patterns and colorings. With large patch pockets, military collar, cord tie at neck and waist cord with tassel. All sizes.

At \$5.85

Good heavy Beacon flannel bath robes in many patterns and colorings. Military and convertible collar. Large fancy pockets. Button front. Cord girdle with tassel. Trimmed with fancy cord.

At \$6.85

Beacon flannel bath robes in a wide range of handsome shades and designs. Button front style with convertible collars, silk cord bound edges. Fancy pockets. Heavy waist cord with tassel.

At \$7.50

Fine heavy-Beacon flannel robes in handsome designs and colorings. Suitable for bath or lounging use. Silk cord bound edges. All seams piped. Heavy waist cord with fancy tassel.

Other Robes

at \$8.50, \$10, \$12.50, \$15 and \$16.50. Excellent choosing in every one of these price groups. Bath robes and lounging robes in many patterns and colorings. All the garments finely designed, well made and trimmed.

Men's House Coats

and smoking jackets in a splendid selection range in price from \$5 to \$15. Silk and velvet house coats \$25. Silk lounging robes \$30.

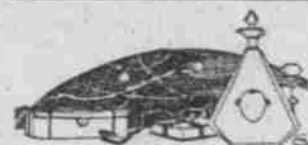
Again We Say—Come to Headquarters Today! —Meier & Frank's: Men's Clothing Shop, Third Floor.



The Wrapping Of Proclaims the Gift

Dress your Christmas packages up in proper fashion. We have the seals, stickers, tags, cords, linings, etc., to do it. Plenty of Christmas greeting cards.

—Second Floor.



Perfumes

The gift of sweet odors can be safely selected from these:

Houbigant's Ideal Extract, \$4.25-\$4.50; Houbigant's Ideal Toilet Water, \$7.50; Houbigant's Qu'elles Fleurs Toilet Water, \$5.00; Coty's L'Origen Extract, \$5.50-\$6.00; Mary Garden Extract, \$1.25, \$2.50, \$5.00; Mary Garden Sets, \$1.50; Roger & Gallet Fleur D'Amour, \$1.15; Roger & Gallet Toilet Water, \$4.00; Vivandou L'Alas Arly Extract, \$1.25-\$3.50.

—Main Floor.

Kodaks

Make someone happy with a Kodak this Christmas. We have Kodaks in all sizes and at all prices from \$7.50 to \$95.00. Brownie cameras for the children, \$2 to \$15.

Vest Pocket Special Kodaks, off the market recently, are here fitted with the 2 1/2" camera lens at \$12.50. All orders for enlargements received before 5 P. M. Monday will be finished by 5 P. M. Tuesday.

—Main Floor.

Toytown

awaits the kiddies today with its thousands of made-in-America toys, dolls and games. Meier & Frank's Toytown is recognized as the West's greatest. It is on the Fifth Floor.

Santa Claus

will be on the Sixth Floor from 10 to 12 only this morning. To children accompanied by a grown-up who come to see him between these hours he will give a plaything free.

Bully Gifts

Our Sporting Goods Shop suggests: Boxing gloves, striking bags, roller skates, pocket knives, flashlights, golf bags, clubs, balls, etc., fishing tackle, waders, baseball, football and basketball goods, tennis rackets, sporting shoes, gym equipment, chambré vests, leather coats, etc. Experts to help with your selections.

—Sixth Floor.

For the Girls' Christmas

Our big Second Floor Girls' Shop is making a splendid showing of articles in girls' wear that are especially desirable for Christmas gifts. Very special prices in effect today on children's dresses and coats. For instance:

Coats Reduced

All of these coats taken from our regular fine stocks and reduced for this sale. Velvets, velours, corduroys, zibelines and other materials. Regulation and high waisted styles. Mostly dark colors. Large and small collars of plush, imitation beaver; fur and self materials. Sizes 2 to 17 years.

\$17.50 to \$22.50 coats \$15.00 \$25.00 to \$35.00 coats \$19.95

Sale Dresses

Misses' and small women's dresses suitable for street, school and afternoon wear. Made of fine serge, some are combined with satin and messaline. Surplice, Russian blouse, straight line and high waisted effects. Mostly navy. Sizes 14 to 18 years. Regular \$25.00 to \$35.00 dresses on sale at \$20.

Other Dresses Greatly Reduced

A broken assortment of children's fine serge dresses in high waisted styles, some with separate guimpes, others in one-piece style. Sizes 6 to 14 years. \$18.50 to \$25.00 dresses, \$15. Children's navy and fancy plaid serge dresses in good styles for school wear. Sizes 6 to 14 years. \$5.00 to \$6.95 dresses, \$3.98.

—Meier & Frank's: Girls' Shop, Second Floor.



Just Received by Express in Time for This Great Christmas Sale—200 Stylish New

All-Silk Umbrellas For Women—Extra Special at Only \$5.65

Every one of these umbrellas is brand new—just received in time for this great Christmas sale. And what wonderful gifts these silk umbrellas will make! Exactly 200 all-silk umbrellas in fashionable colors—taupe, purple, green, black, navy, etc., with handsome combination striped borders. Paragon frames, ivory tips. Straight handles with colored tops. All have the smart silk loop carrying cords. Remarkable values at \$5.65.

—Meier & Frank's: Umbrella Shop, Main Floor.

Silk Petticoats \$5.95

Beautiful gift-worthy silk petticoats that will make any woman happy. Fine quality jersey-top petticoats with taffeta and messaline flounces, some all-taffeta petticoats. A great selection of desirable colors. Exceptionally good values at \$5.95.

Silk Envelope Chemise \$2.98

The regular prices of these silk envelope chemise range from \$3.50 to \$4.50. Fine quality wash satin and Crepe de Chine envelope chemise daintily trimmed with ribbon, lace edgings and insertions. Flesh and white. Buy for self and dainty gifts.

—Meier & Frank's: Third Floor, Sixth Street.



Christmas Gifts for Boys

Where's the boy—be he a little tot of three or an upstanding little man of fifteen—who will not appreciate something smart and desirable in the way of wearables for Christmas? Boys like to be well dressed—give yours something that will add to his comfort and appearance and he surely will be happy on Christmas Day.

Why Not a New Suit or Overcoat?

Here's a happy thought and a sensible one. To find a new suit or overcoat neatly tucked away in a Christmas box is going to make that boy of yours smile with joy. Today is the time to select it. We've got so many garments here of the kinds sure to please him that you really cannot afford to choose from smaller assortments or be satisfied with anything not so good elsewhere. The fabrics, the tailoring, the style, the wearing qualities of MEIER & FRANK suits and overcoats for boys insure you the best values. Sizes for boys of all ages from 2 to 18 years, \$5 to \$30.



Other Gift Suggestions

BOYS' SHIRTS AND BLOUSES made of fine quality materials in plain colors and beautiful striped effects. With detached or attached collars. All sizes, 5 to 16 years. \$1 to \$5. BOYS' HATS AND CAPS made of good materials in just the styles that will appeal to the boys. All colors and sizes. Caps 75c to \$2. Hats \$1 to \$7.50. MACKINAWS in striking plaids. Sizes 3 to 18 years. \$10 to \$15. BATHROBES in various designs. Sizes 3 to 18 years. \$3.50 and \$5. NECKWEAR in four-in-hand, Windsor and string tie styles. 25c to 50c. TOQUES of fine wool in fancy colors. 50c and 75c.

—Meier & Frank's: Boys' Clothing Shop, Third Floor.