

New Shipment of "DARDANELLA"—the Fox Trot of the Hour—10-Inch D. D. Columbia Record, 85¢—Sixth Floor



24 DAYS

1920	FEBRUARY	1920				
Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

OF SALES

Today at 9:15 on the Third Floor We Launch an Unprecedented

February Shoe Sale

17,500 Pairs of Shoes for Everybody
At Average Present Wholesale Cost!

THINK OF IT!

Seventeen thousand five hundred pairs of shoes in one sale!

And at average present wholesale cost!

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Shoes for women, shoes for men, shoes for children, shoes for every member of the family at RETAIL prices which are the same on the average as we would have to pay in the WHOLESALE market today.

Every Pair of Shoes in the Sale Was Bought for Our Regular Stock

You know what that means.

It means that good qualities and only good qualities are in the sale—that styles are correct and

approved—that workmanship, fit, EVERYTHING that enters into the concept of GOOD SHOES will be found present in full measure.

And good shoes were never more valuable than they are today.

As to the Styles

—specifically—one would naturally and properly infer from the number of pairs involved and from the fact that the sale-groups are representative of such a broad diversity of lines that EVERY STYLE indorsed by fashion and good taste is included.

This Sale Is "DIFFERENT"

in that it is not only a clearaway of a multitude of odd lots but a broad-gauged reduction of shoes affecting in some way nearly every part of the vast MEIER & FRANK stock—by far the largest in these parts.

In a Word—

You can make preparations to attend this sale with every confidence of finding the sort of shoes you want in quality, style, size and the rest at lower prices than you would pay if present costs were taken into consideration.

* * *

It is the shoe-buying opportunity of 1920 and every man, woman and child with footwear needs to supply now or reasonable likelihood of having to do so in the near future should benefit by it.

Sale begins at 9:15 A. M. today on the Third Floor. We have provided extra selling space and extra sales-people for this occasion. By coming early you will help us give better service to you as well as to those who may be COMPELLED to come later in the day.

WOMEN'S AND CHILDREN'S SHOES

\$7.45

Women's:— \$8.65

Black, brown, gray and maple kid shoes, some with cloth tops. Broken sizes but all sizes in the lot.

Women's:— \$11.85

Black, brown and maple kid shoes in the most wanted styles. Practically all sizes in every style.

Women's:— \$15.85

This underpriced group embraces the newest footwear modes. Patent and plain shoes with colored kid and cloth tops. Tan shoes. Maple kid and brown kid shoes.

Children's:— \$1.19 to \$2.89

Sizes 2 to 5 pair \$1.19; sizes 5 1/2 to 8 pair \$1.49; sizes 8 1/2 to 11 pair \$2.19; sizes 11 1/2 to 2 pair \$2.89. Short and discontinued lines arranged on table so that you can select the pair you like best. Black kid and calfskin leathers, smoked horse, tan and patent leathers—some with cloth tops.

Women's:— \$4.45

Black kid shoes, some with black or gray cloth tops. Tan English walking shoes with washable pearl elk tops. Other short lines. Also short lines of pumps and oxfords.

Women's:— \$7.45

Pumps and oxfords in plain and patent, brown kid and tan calfskin leather. Broken sizes. Also included at this price are growing girls' high shoes in all sizes.

Women's:— \$2.35

This lot contains phenomenally good values in good shoes—many are J. & T. COUSINS make in the smaller sizes. Short lines grouped for clearaway. Broken sizes. A table of these bargain plums for your own picking.

Children's:— \$2.09 to \$3.98

Sizes 2 to 5 pair \$2.09; sizes 5 1/2 to 8 pair \$2.69; sizes 8 1/2 to 11 pair \$3.48; sizes 11 1/2 to 2 pair \$3.98. Tan, black kid and calfskin, washable pearl elkskin and patent leathers.

MEN'S AND BOYS' SHOES

Men's:— \$3.95

High shoes and oxfords—short and discontinued lines repriced downwards for quick let-go. Black shoes with leather and fiber soles, English and medium toe lasts. Also a limited number of black and smoked work shoes at this price.

Men's:— \$5.95

Black and tan shoes, some with colored tops—men who want narrower widths will find an exceptionally good selection. Also patent leather dress shoes.

Men's:— \$8.45

15-inch high cut boots in tan and black. Full double soles and bellows tongue.

Men's:— \$8.95

Black and tan calfskin shoes, some with Neolin soles. Medium and English lasts. Practically all sizes.

Men's:— \$9.95

Tan and black shoes, some with colored tops. Medium last. Some have full double soles. Nearly all sizes in the lot.

Boys':— \$2.35--\$3.35

Sizes 9 to 13 1/2 pair \$2.35; sizes 1 to 6 pair \$3.35. Good serviceable black leather shoes radically underpriced for quick disposal to close out lines.

Boys':— \$4.15--\$4.85

Sizes 10 to 13 pair \$4.15; sizes 1 to 6 pair \$4.85. 10-inch two-buckle high cuts with heavy grain uppers, two full soles and bellows tongue.

Boys':— \$4.85--\$5.65

Sizes 11 to 13 1/2 pair \$4.85; sizes 1 to 6 pair \$5.65. Fine shoes for dress and school wear. Calfskin uppers and good durable leather soles. Medium and English lasts.

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

Sale of Sleeping Garments

Besides comprising weights that most men favor for all-the-year-round night wear, these sale assortments offer especially fine choosing in pajamas and night shirts for spring and summer—all at substantially lowered prices.

Night Shirts \$1.29

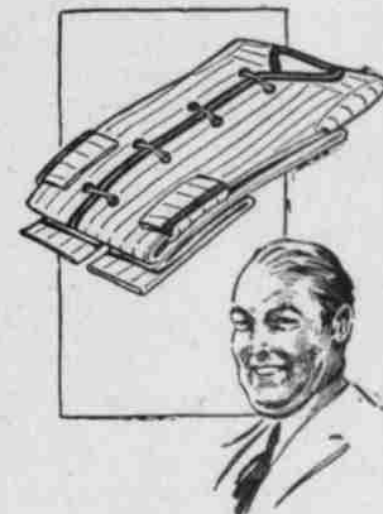
2 for \$2.50. Regular \$1.50 quality good heavy muslin night shirts in plain and fancy trimmed styles. Full cut garments in all sizes 15 to 20.

Night Shirts \$1.65

2 for \$3. Extraordinary values these, that would be \$2.50, \$3.00 and \$3.50 regularly. The fact that they are mainly SAMPLES makes this offering especially advantageous. Some soiled. Fine quality genuine soisettes and mulls. Plain and fancy trimmed. All finished with high quality pearl buttons. Finely serviceable garments in all sizes 15 to 20. Limited number.

Pajamas \$2.49

2 for \$4.75. Regular \$3.50 to \$4.50 two-piece pajamas of fine madras, soisette and figured prints. The workmanship in these is quite exceptional. Low and roll collar styles finished with silk frogs and pearl buttons. Sizes 15 to 18.



Pajamas \$3.95

Regular \$6.00 heavy satin striped madras pajamas with silk frogs. All sizes.

Pajamas \$4.95

Regular \$7.50-\$8.00 fiber silk pajamas in all sizes. Just 50 pairs.

—and That Silk Shirt Sale \$7.85

Second day of the spirited selling of regular \$10.00, \$12.50 and \$13.50 heavy jacquard, crepe de chine and broadcloth silk shirts—FIRST QUALITY, mind you, and all from regular stock—at \$7.85. It's a big value, men—take our word for it. Two for \$15.

—Meier & Frank's: The Store for Men, Main Floor.

Exactly 50 Serge and Tricotine Suits for Women \$45

WERE \$65, \$75 AND \$85

Splendidly-tailored suits of superior materials in the conservative styles which can be worn any season without regard to fashion. These are part of our winter collections revised in price because there are only a few of a kind remaining.

Black Navy Brown
Especially good for spring.

—Meier & Frank's: Apparel Shop, Fourth Floor.

Last Day of the Sale Cedar Chests

\$30 Chests now	\$20.00
\$35 Chests now	\$23.33
\$45 Chests now	\$30.00
\$55 Chests now	\$36.66
\$60 Chests now	\$40.00

Well built massive Tennessee cedar chests. Because we took over a factory agent's entire surplus stock we are able to offer them at the low prices quoted.

Sizes 18x17x28 inches to 22x21x54 inches. Many have ornamental copper bands. All have locks, keys and casters. Some have trays.

If you are planning to get such a chest in the spring, why not do it now and save a third of the price?

Meier & Frank's: Seventh Floor. (Mail Orders Filled.)

EXTRA!

"Harvard Mills" Undergarments 69c

385 garments at about HALF regular.

Famous "Harvard Mills" medium weight ribbed cotton undergarments. Vests in low neck, sleeveless, high neck, elbow sleeves and Dutch neck, elbow sleeves style. Knee and ankle length pants.

\$1.25 regular sizes 69c. The \$1.50 extra sizes 79c.

Vests \$1.19

125 women's fine merino and silk and wool vests in a good assortment of styles. Also tights in ankle length. Regular and extra sizes.

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

Women's Hose 59c

400 pairs of women's fine quality lisle stockings in plain black, white and other colors also drop stitch hose in black, white, gray and brown. All sizes.

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

Silverware

25c

Knives, forks, butter knives, butter spreaders, sugar shells, pickle forks, table spoons and other odd pieces.

39c

Mustard pots, lemon dishes, bud vases, picture frames and sets of six nut pickers.

69c

Condiment sets, bud vases, cream ladies and picture frames.

98c

Berry spoons, butter dishes, mustard pots, condiment sets, bonbon dishes, individual salt and pepper shakers, etc.

—Meier & Frank's: Center Aisle, Main Floor.



Well-Dressed Misses Will Be Delighted

Distinguished Frocks Are a Third Less

THEY WERE \$35 TO \$125
NOW \$23.33 TO \$83.33

Copies and adaptations of Paris models. Velvet, wool jersey and duvetyne. Dresses unlike any others in the city. Full of a pretty air of originality. Sizes 14 to 18 years in the collection so that small women will probably be able to find what they want.

The dress with short sleeves, illustrated, is of scarlet duvetyne with gray squirrel at the round neck, pockets and sleeves; formerly \$100, now \$66.66.

The dress with the bow of ribbon is of wool jersey; its floating panels at the sides with large pockets are lined with henna-colored silk and the round neck is bound with the same material; formerly \$55, now \$23.33.

The dress with sash at the side is of dark-blue velvet with georgette collar and cuffs stitched in rose and with white and rose-colored buttons; formerly \$45, now \$30.

Many others in equally individual styles. Usually only one of a kind.

—Meier & Frank's: Second Floor. (Mail Orders Filled.)

