

ONLY 15 SHOPPING DAYS TILL CHRISTMAS—NO MATTER WHERE YOU SHOP, SHOP EARLY—MORNING HOURS ARE BEST

**Send a Box of Oregon Apples to Your Eastern Friends**

Meier & Frank's special apple service not only enables you to have your Eastern friends enjoy this treat but enables you also to SAVE MONEY on the finest Oregon eating apples—and we relieve you of all trouble. Please note carefully these lower-than-elsewhere prices which include delivery in Greater New York (express cost of \$2.95 per box is saved you in this way).  
Delicious box \$5—Winter Bananas \$5—Spitzenbergs \$4.75—Winesaps \$4.50.  
Simply give orders to our Grocery Department, Ninth Floor.



**See Other Meier & Frank Ads on Page 20 and Back Page**

*They, too, exhibit excellent reasons why "It Always Pays to Shop at Meier & Frank's"—the Store of Quality, the Store of Value, the Store of Service.*

# Speaking of "COMPARISONS" This Page Tells a Story

**Which Will Impress Every Impartial Investigator as Being All in Favor of MEIER & FRANK'S**

**"IT ALWAYS PAYS TO SHOP AT MEIER & FRANK'S"**

Exceptional

**Brushed Wool Scarfs \$3.95 and \$4.95**

Comparison here will disclose the fact that we are selling women's and misses' soft warm comfy scarfs of brushed wool at lower than elsewhere prices. Sizes 18x72 and 20x78. Wonderful color combinations. Lower-than-elsewhere at \$3.95 and \$4.95.

—Meier & Frank's: Main Floor.

**W**E hear a good deal about comparisons these days . . . and, rightly used, they are an excellent thing, as every one knows and practices many times daily—by consciously or unconsciously drawing distinctions, appraising, referring to a standard and gauging by it. This store thrives on comparisons. We propose to show here as far as space will permit that on merchandise for gifts and everyday utility Meier & Frank Prices are today, quality for quality, lowest in the city. Here is the proof in part:



*"It Always Pays to Shop at Meier & Frank's"*

## Hundreds of NEW Blouses

Regular Values are \$7.00 to \$15.00

**\$5.55**

Compare . . . and You Will Choose From These

This price—\$5.55—is less than the regular wholesale cost of many, and is, of course, lower than blouses of this character can be bought for outside of Meier & Frank's.

**Crepes de Chine Satins**

**Georgettes Taffetas**

Newest light and dark shades. Many stunning overblouses in this sale. Long and short sleeves. All sizes in the lot, but not all sizes in every style. (See illustration).

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

**Further Comparisons**

that prove "It Always Pays to Shop at Meier & Frank's."

**Women's Mercerized Lisle Stockings . . . . } 45c**

A lower-than-elsewhere price for these fine light weight mercerized lisle hose from regular stock. Made with seamed legs, seamless feet and with reinforced tops, heels and toes. Black in all sizes; white in 9/4 only.

—Meier & Frank's: Main Floor.

**Children's Mercerized Lisle Stockings . . . . } 49c**

Substandards of regular \$1 quality—at HALF the price. Three-quarter length stockings in dark heather effects, also in plain black and mahogany. Made with roll cuff tops. Sizes 7 to 9 1/4.

—Meier & Frank's: Main Floor.

**3 to 9-Inch Laces Specially Priced } 15c**

Included in these laces suitable for making up gifts are Colonial, Valenciennes, shadow, eluny and yet top edges and bands. We offer large assortments of these laces at the lower-than-elsewhere price of 15c yard. Women will appreciate this exceptional value-giving.

—Meier & Frank's: Main Floor.

**APRONS**

**Fancy Aprons 79c**

**Maids' Aprons \$1.98**

**Band Aprons 98c**

**Gift Aprons 98c, \$1.59**

\$1.25 and \$2-\$2.25 Values Respectively.

—Meier & Frank's: Third Floor.

**For Baby**

These at lower-than-elsewhere prices. Dainty and useful gifts.



- RIBBON ROSETTES, pink and blue, pair. 33c
- TURKISH FEEDING BIBS, plain border in pink or blue. 33c
- PIQUE BIBS, hand-embroidered, scalloped edges. 50c
- BOOTEES, all wool crocheted, short and knee length. 60c
- BLANKETS in pink, white or blue nursery designs. 69c
- MITTENS, hand-knitted, all wool white only. 49c
- RATTLES in pink, blue or white plain or painted animal designs. 39c
- DRAWER LEGGINGS, white only. 98c
- BEACON BLANKETS, special. \$1

—Meier & Frank's: Second Floor.

**Little Ones' Baking Sets Special . . . . } 59c**

Little housewives' baking sets that look just like mother's. Sack of flour, shaker salt, package of baking soda, rolling pin and baking board, shiny pans and other necessities. Also recipe books full of useful hints for little bakers.

—Meier & Frank's: Fifth Floor.

**MEN**

**Gifts for Men**

**The Biggest Values in Town**

is more than a phrase at Meier & Frank's—it is a day-in-and-day-out policy as our patrons know. Here are offerings further evidencing the truth that "It Always Pays to Shop at Meier & Frank's." Buy for gifts!



**Sale of Pajamas**

Values that cannot be equalled, as comparisons will show. Best makes. Re-filled stock.

**\$6.50 Values for \$3.75**

Fine soisette pajamas of a make famous for careful tailoring and liberal size. These have double silk frog trimming and are to be had in white, pink, heliotrope, blue, tan. All sizes—at the lower-than-elsewhere price of \$3.75.

**\$7.50 Values for \$4.75**

The very finest of woven madras pajamas, many imported cloths, at the lower-than-elsewhere price of \$4.75.

**Fiber Silk Pajamas \$6.50**

Some are half the former value. Pajamas of standard excellence made of finely serviceable fiber silk in striped and jacquarded patterns—a wide assortment. All sizes at the lower-than-elsewhere price of \$6.50.

**Silk Mixed Pajamas \$6.75**

Were \$10. Plain silk-mixed pajamas in pink, helio, light and dark tan. Sizes 15 to 18. Lower-than-elsewhere at \$6.75.

**Silk Pajamas \$8.50**

Half the former value for a limited number of men's fine imported white habutai silk pajamas in sizes 17 and 18 only. Self-frog trimmed. Lower-than-elsewhere at \$8.50.

**6000 Splendid Shirts**

**\$2.75**

**3 Shirts for \$8**

A lower-than-elsewhere price for better-than-elsewhere shirts in wider-than-elsewhere assortments. The lot includes:

Fine madras—silk-striped madras—imported madras—Russian cord—silk-striped pebble cloth—mercerized poplin and oxford cloth. Shirts from America's finest makers. Former prices were \$4.50, \$4.75, \$5, \$5.50 and \$6.50, the great majority being \$5 to \$6.50 values. Sizes 14 to 17 1/2 inclusive, and sleeve lengths 33 to 35 inclusive.



**Knit Ties \$2.75**

**3 Ties for \$8**

Formerly \$4, \$4.50 and \$5. We offer 1200 of these fine hand frame fashioned knit ties at this lower-than-elsewhere price. Excellent for Christmas gifts—especially in threes at \$8.

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

**2000 Fine Silk and Silk Mixed Shirts**

**\$6.00**

Tax 30c

Formerly \$10, \$12.50, \$13.50 and \$15—now offered at the lower-than-elsewhere price of \$6. Excellent wearing clothes. Tasteful patterns. Fast colors. Sizes 14, 14 1/2, 15, 16 and to 17 1/2.