

ONLY 11 SHOPPING DAYS NOW

Former Salespeople Please Report at Employment Bureau, Sixth Floor, Ready to Go to Work

PLEASE CARRY SMALL PARCELS

Shop on  
a  
Transfer

# Meier & Frank's The Christmas Store

Please Use  
the  
Escalators

Santa Claus Is Here Every Day, 10-12 and 2-5

THE STORE OF SERVICE  
AND ACCOMMODATION

The West's Greatest Toytown Is on the Fifth Floor

ANNOUNCING AN IMPORTANT

## Christmas Sale of Small Rugs

Every kind of small rug—for bedrooms, dining rooms, living rooms, kitchens and bathrooms is reduced in this special Christmas sale. Rag rugs, Brussels rugs, velvet rugs, Axminster rugs and Wilton rugs—plain and with fringe. Eight lots of 27x54-inch rugs, two lots of 36x63-inch rugs and two lots of 36x72-inch rugs—all at special prices.



\$1.29

for 27x54-inch washable rag rugs in plain and mixed colors. Regularly \$2.

\$2.49

for 27x54-inch velvet rugs in a large assortment of patterns and colors. Regularly \$3.

\$1.69

for 27x54-inch Brussels rugs in oriental patterns, also small all-over designs. Regularly \$2.

\$4.65

for 27x54-inch velvet rugs in plain colors with fringe—taupe, blue, rose, gray. Regularly \$6.

\$3.25

for 27x54-inch Axminster rugs in an assortment of attractive patterns and colorings. Regularly \$4.

\$4.65

for 27x54-inch good quality Axminster rugs in attractive oriental patterns and colors. Regularly \$5.75.

\$2.95

for 36x72-inch washable rag rugs in a good assortment of plain and mixed colors. Regularly \$3.75.

\$3.65

for 27x54-inch Axminster rugs in the most desirable oriental and Chinese patterns. Regularly \$4.50.

\$7.95

for 36x72-inch heavy-grade Axminster rugs in a large assortment of oriental patterns. Regularly \$9.75.

\$6.95

for 27x54-inch Wilton rugs in plain colors and oriental effects. All with fringe. Regularly \$9.

\$7.25

for 36x63-inch Axminster rugs in a splendid assortment of patterns and many colors. Regularly \$9.

\$10.95

for 36x63-inch Wilton rugs in oriental patterns and plain colors. All with fringe. Regularly \$14.

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

## Gifts in Household Utilities

Eight special offerings in practical and acceptable Christmas gifts from the Household Utilities Section.



\$3.79

Metal smoking stands in nickel and dull brass finishes, with glass lining, match holder and cigar rest. 24 inch. Were \$4.50, \$5.



\$1.19

Genuine Thermos bottles, pint size. Were \$1.50. The \$2.50 quart size, \$1.89. The \$3.50 Thermos lunch kits, \$2.79.



\$2.49

Imported china chocolate sets in neat floral decorations. Sets consist of chocolate pot and six cups and saucers. Were \$3.50.



\$2.37

Panel shape five-piece aluminum combination cookers for use as a preserving kettle, roaster, pudding pan, steamer, etc.



69c

Baby plates of china in a number of pretty decorative patterns. Were 90c.



\$2.98

Light cut-glass grape-juice sets, covered pitcher and six small tumblers. Were \$4.50.



\$3.98

Imported Nippon china salad sets in fancy decorated designs. Were \$6 and \$6.50.



\$2.98

No. 8 "Lifetime" Aluminum tea kettles, made of heavy gauge metal. 5-quart size.

—Meier &amp; Frank's: Basement. (Mail Orders Filled.)

CHRISTMAS SALE OF

## Women's Party Slippers

\$7.35



Buy these high-grade slippers for all holiday functions. Good-looking silver cloth, white satin and black satin dancing slippers, some with straps. All sizes in the lot, but not in every kind. Priced in regular stock at a great deal more than \$7.35 pair.

—Meier &amp; Frank's: Third Floor. (Mail Orders Filled.)

## Real Laces 1-4 Off

Hand-made rose point, duchesse, Princess and Carrickmacross laces, 2 to 12 inches wide.

Regularly \$5-\$35 yard, now \$3.75 to \$26.25 yard.

—Meier &amp; Frank's: Main Floor. (Mail Orders Filled.)

## Cocoa Rolls Lb., 39c

2000 pounds of delicious cocoa rolls made of purest ingredients.

Red wood toy wagons, filled with hard candies, at 49c.

—Main and Ninth Floors, Basement Balcony.

## Gift Neckwear \$6.95

Dainty gift neckwear—vestees with collars, guimpes with roll and peggy collars. Made of net combined with embroidery and hand-made laces.

Special \$5.98, \$7.98, \$8.98

Practical wraps of Hudson seal (dyed muskrat), plush and kerami. Lined with silk. Fringe and ball trimming. Black and taupe.

—Meier &amp; Frank's: Main Floor. (Mail Orders Filled.)

## Boys' Hickok Belts \$1

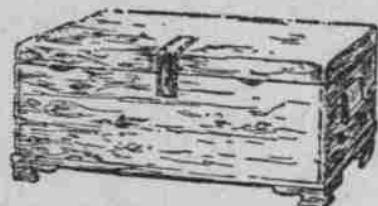
Among the many useful gifts the Store for Boys is featuring is a fine selection of famous Hickok belts and buckles. Solid leather belts in black or dark brown. Initial and fancy engraved buckles. In gift boxes. All sizes. Good values at \$1 (tax 3c).

—Meier &amp; Frank's: Third Floor. (Mail Orders Filled.)

## Gift Cedar Chests

We have an enticing variety of plain and copper-trimmed Tennessee red cedar chests in every size.

A splendid variety of chests ranging in price from \$9.75 to \$43.



Grenadines 52c

Fine quality dotted grenadines for attractive bedroom curtains. Yard special 52c.

Pillow Tops \$1

400 squares cut from damasks, velvets, brocades, etc. Many are half price.

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

Will Your Home Be Silent on Christmas Day or Will It Ring With the Music of One of the

## World's Best Phonographs

See the Big Four of the Phonograph World Here—Side by Side:

Victor  
Columbia

Vocalion  
Edison

It is not our function to decide which is best for you. That is for you to determine. We give every facility and attention to help you do so.

Join Our Christmas Club

There is no red tape. Simply make the initial payment and we will hold your phonograph to be delivered later as you may desire. On the balance, likewise, if desired.

Make Your Own Terms in Reason

—Meier &amp; Frank's: Sixth Floor. (Mail Orders Filled.)

Columbia

Edison



Victor

Vocalion

## Electrical Appliances for Gifts

The Electric Shop, Basement Balcony, is chock full of practical, long-lasting, moderately-priced Christmas gifts. A few of the things we have:

Irons

Every woman will appreciate the gift of an electric iron. Various styles and sizes—3, 5, 6 and 6½ pounds. Priced \$6.25 to \$8.50.

Hot Pads

The only satisfactory method of applying heat to the body. An even temperature is constantly maintained. Priced \$6.50 to \$12.

Washers

An electric washing machine is very easy to operate—saves clothes and washes for less. Best makes here. Priced \$119.75 to \$150.

Sweepers

Principal agents for famous Hoover suction sweepers. \$1 down sends the Hoover to your home any time before Christmas.

Percolators

A percolator makes delicious, full flavored coffee right on the table. 4, 5, 6, 7 and 9-cup sizes. Priced \$10 to \$25.

Waffle Irons

A waffle iron makes crisp waffles, cooked to a turn, served piping hot, in less than 2 minutes. No smoke, no odor. \$12.50 to \$20.

Toasters

One of these toasters will make golden brown toast in two minutes with the use of very little current. Priced \$6.75 to \$8.50.

Grills

You can cook an entire meal for two or three persons on an electric grill—it boils, fries or toasts. Priced \$11 to \$15.

—Meier &amp; Frank's: Basement, Sixth Street. (Mail Orders Filled.)

# Sale!

## 500 Men's Robes for Gifts . . . . .

# \$9.65

There Have Not Been Values to Equal These in Many Years

Great Good Luck. Here's How It Came About:

- (1) We were given first chance by the manufacturer at a lot of 300 Beacon blanket robes, so wonderful that we snapped them all up. Just arrived! Every one new. Value extraordinary.
- (2) Knowing what the demand would be for high-grade robes at such a price, added 200 robes—everything left from a previous shipment—reducing them so that

Some Are Half the Regular Price

Every robe is so remarkable at the price that those who want genuinely fine gifts for men are going to hail this sale as a Godsend.

Beacon Blanket  
Robes

Good heavy weight robes in the best qualities and patterns we've seen at the price in years. Robes of superior character in which the tailoring is notably fine.

Fine Lounging  
Robes

A man could not wish for anything better than these splendid robes of all-wool fabrics for everybody and, for early comers, silk materials. Admirable gifts!

All Sizes May Be Had in Both Groups

—Meier &amp; Frank's: Third Floor. (Mail Orders Filled.)