

ALL CHARGE PURCHASES FRIDAY AND SATURDAY WILL GO ON THE OCTOBER STATEMENTS WHICH ARE DATED NOVEMBER 1

**Presenting the Practical and the Artistic**

Miss Edna Sampson's sojourn in the novel Meier & Frank apartment—the Unique—is attracting city-wide attention both for the artistic manner in which she displays the newest apparel modes and for the completeness with which she illustrates the service that Meier & Frank's extends to the modern home. See her in our Sixth-Street windows every day—for each day presents new features and more interesting displays.

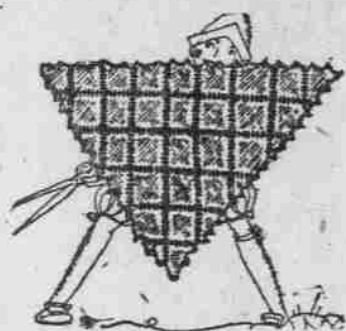


**The Great Month-End Sales  
Continue in All Departments Today  
Provided Quantities Last**

# 1703<sup>RD</sup> FRIDAY SURPRISE

**EXTRAORDINARY FRIDAY SURPRISE  
Sale!—2500 Yards of New Silks**  
Taffetas and Satin Striped Taffetas—\$2.50 to \$3.00 Grades

**\$1.29**



Lustrous taffetas—the finest to be had—36 inches wide—this is the value offered you for Friday Surprise—at \$1.29 yard. Round out your winter wardrobe with an afternoon frock of unusual distinction and charm—fashioned from these taffetas.

**Lots of navy—navy with narrow stripes forming big checked designs. Also open with white, red, green or gold satin stripes. White stripes on black grounds. Sand, sorrento, taupe and brown grounds with contrasting stripes. Brilliant Roman stripes.**

Sale will be held today on the Center Aisle Bargain Square, Main Floor, Fifth Street.

**Gloves \$1.50**

Regularly \$2.25 pair. Women's one-clasp cape-skin gloves, P. K. sewn, with self and contrasting embroidered backs. Tan, covert, beaver, gray and brown. Sizes 5 1/4 to 7.  
—Meier & Frank's: Main Floor

**Handkerchiefs 25c**

Regularly 35c each. Men's medium weave pure linen handkerchiefs, initialed in white block letters. Finished with 1/4-inch hemstitched hems.  
—Meier & Frank's: Main Floor

**Full-Fashioned Hose**

**\$1.95**



Imperfect \$3.50 grades. Women's medium weight FULL FASHIONED long-rain silk hose, silk and fiber stockings with lisle tops and feet. Embroidered clocks—white with black, black with white, also plain cordovan, gray, taupe, blonde, camel, castor, white.  
—Meier & Frank's: Main Floor

**Panne, Duvetyn and Silver Cloth Hats**

Many in the New Novelty Shapes—Others in Smaller Brimmed Styles

**\$8.55**

Hats that have been priced \$10 and \$12.50 in regular stock. Undeniably smart and artistic—hats that you will wear with pride.

**Included Are Hats From Tenne and Other Famous Designers**

Never have we offered such values so early in the season—in this group of 178 hats are reductions that are not likely to repeat themselves soon. Black and the leading fall shades.

**Afternoon and Street Hats \$5.55**

Regularly \$7.50. Hats developed of Lyons (U. S. A.) and Panne velvet, variously trimmed with metal ornaments, burnt plumage and fabric bows.



—Meier & Frank's: Fourth Floor

**Peanut Brittle 16c**

Special for Friday—4000 pounds of honey peanut and cocoanut brittle, a delicious candy that is made of the finest ingredients. No deliveries.  
—Meier & Frank's: Main and Ninth Floors, Basement Balcony

**Towels 19c**

Regularly 30c each. 17x35-inch huck towels of a good quality.  
—Meier & Frank's: Second Floor

**Stationery \$1.69**

Regularly \$2.25. Hurd's Lorraine fabric finish writing paper, 5 quires of paper and 4 quires of envelopes for \$1.69.  
—Meier & Frank's: Main Floor

**Bloomers 98c**

Regularly \$1.50 and \$1.65. Women's Munsingwear bloomers in medium weight mercerized lisle, reinforced and with elastic at waist and knee. Pink, white, navy, black. Imperfect.  
—Meier & Frank's: Main Floor

**Handkerchiefs 25c**

Regularly 35c and 50c each. Women's pure linen handkerchiefs in all white with hand-embroidered corner designs and in solid colors or with colored borders. Finished with 1/4-inch hemstitched hems.  
—Meier & Frank's: Main Floor

**Handkerchiefs 15c**

Regularly 25c each. Women's novelty colored crepe de chine handkerchiefs in brilliant figured designs. Finished with hemstitched hems.  
—Meier & Frank's: Main Floor

**Neckwear \$1.95**

Regularly \$2.50 to \$3.50. A good assortment of peggy guimpes, camisettes, vests with tuxedo collars and cuffs and cascade vests. Of net, lace trimmed, some are embroidered. White, cream and ecru.  
—Meier & Frank's: Main Floor

**Boudoir Caps 49c**

Regularly 75c. All-over shadow lace boudoir caps, trimmed with narrow frilled satin ribbons or lace and net ruffles. Orchid, rose, light blue and flesh.  
—Meier & Frank's: Third Floor

**Baby Blankets 98c**

Regularly \$1.50. Size 36x40-inch double crib blankets of soft, fleeced cotton in white with pink or blue borders.  
—Meier & Frank's: Second Floor

**Rompers 69c**

Regularly \$1.00 to \$2.00. Sturdy rompers of practical romper cloth, in light, dainty colors with contrasting trimming. For boys and girls from 2 to 5 years.  
—Meier & Frank's: Second Floor

**Petticoats**

**\$2.95**

All jersey petticoats in combinations of colors; taffeta petticoats in taupe, purple and green; tub silk petticoats in dark colors only; and petticoats with jersey tops and plain and flowered taffeta flounces.  
—Meier & Frank's: Third Floor

**Sale Silk Umbrellas**

**\$4.95**



There are 200 of these all silk umbrellas with 8-rib all-steel frames. New novelty and leather handles, also crook handles. Taupe, navy, brown, green, cardinal, maroon, black.  
—Meier & Frank's: Main Floor

**Heavy Mohair Plushes**

**\$3.18**

Half price and less for 350 yards of heavy mohair plushes in plain colors and figured effects, some frizettes in the lot. Mulberry, brown, red, green and taupe. 1 1/2 to 5 1/2-yard lengths. Enough of some kinds to cover a davenport or chair.



**Mohair Squares \$2.49**

Less than half regular. 150 mohair plush and frizette squares for covering dining chairs, chair backs, pillow tops, etc. Nearly all are 28x28 inches, some are 28x36 inches.  
—Meier & Frank's: Seventh Floor

**Women's High Shoes**

**\$7.85**

Save from \$2.00 to \$4.50 pair. In the lot are desirable black kid lace shoes with French or Cuban heels, brown calfskin lace shoes with military or Cuban heels, field mouse and dark grey, kid lace shoes. All sizes in the lot.  
—Meier & Frank's: Third Floor



**Dresses**

**\$1.98**

Regularly \$2.50 to \$3.75. Attractive house dresses and novelty home frocks of crepe, also crepe and cretonne combinations. Many are trimmed with organdie. Dix (seconds) dresses in percale and gingham. Sizes 36 to 46.  
—Meier & Frank's: Third Floor



**Pen, Pencil Set 98c**

Regular \$1.49 value. Set consists of \$1.00 fountain pen, midget size, and 49c pencil, both on one ribbon—for 98c.  
—Meier & Frank's: Main Floor

**Suiting 49c**

Regularly \$1.00 yard. 36-inch silk and cotton suiting in block checks and sports striped patterns. Good colorings.  
—Meier & Frank's: Second Floor

**Stationery 39c**

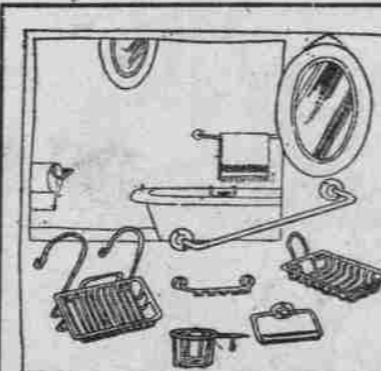
Regularly \$1.00. Initialed stationery, 18 sheets of paper, 6 correspondence cards and 24 envelopes to box.  
—Meier & Frank's: Main Floor

**Gloves 98c**

Women's Kayser imported chamoisette gloves in tab wrist gauntlet style. Spear-point and contrasting embroidered backs. White, sand, mastic, pongee, gray, covert, black. 5 1/2 to 7 1/2.  
—Meier & Frank's: Main Floor

**Bag Frames 25c**

Regularly 59c. Metal bag frames with stamped designs and long chain handles. Collapsible style.  
—Meier & Frank's: Main Floor



**Bath Room Needs 74c**

Another new shipment just received. Well-made bathroom fixtures nickel plated on brass. Excellent values at 74c each.

The assortment includes: 24 and 30-inch towel bars, combination tumbler and tooth brush holders, bathtub soap dishes, faucet soap dishes, 18 and 24-inch crystal glass towel bars, 5x18-inch glass shelves with brackets, etc.

Not more than two pieces of a kind to a customer  
—Meier & Frank's: Basement

**Ribbons 15c**

Regularly 25c to 50c yard. Month-End Cleanup of novelty ribbons in two-toned effects, picot edge and jacquard patterns. 1/2 to 3/4 inches wide. All the staple shades.  
—Meier & Frank's: Main Floor

**Think of It! These Fine All-Wool Suits**

Meier & Frank Standard

**\$19.50**

You'll have to put aside all preconceived ideas of what a \$19.50 suit looks like to get a true impression of these.

Think rather of suits for which you are in the habit of paying \$10.00 and more over and above this price. Add Meier & Frank safeguards—as to quality and tailoring—and come prepared to pick your new suit from among the fine worsteds, cassimeres and tweeds in this sale.

All styles. All sizes, 32 to 40 for young men; 37 to 48 for men (regulars and stout's).

—Nineteen dollars and fifty cents!  
—Meier & Frank's: Third Floor

AND—

**Don't Overlook the Furnishing Sale**

Too many items to enumerate here. Particularly fine values in the half-price sale of union suits—now \$1.25, were \$2.50. Other union suits, silk, cashmere and cotton Sox, silk ties, work shirts, night shirts, pajamas and cuff links reduced—save up to half.

—Meier & Frank's: Main Floor



**It Is Time to Buy When Such Values Are Possible  
Newest and Most Desirable Dresses**

For Street and Afternoon

**\$25**

A price that marks these dresses—since they are what they are (dresses that are illustrations of the newest fall modes developed in fabrics of real worth)—as one of those outstanding values in apparel that Meier & Frank's (and this store only) can procure for patrons.



Twill has been chosen to fashion the street frocks, while the softer hanging crepes make the gracefully draped afternoon dresses. The favored colors are navy, brown and black, though many of these dresses are banded and trimmed with brilliant embroideries.

—Meier & Frank's: Fourth Floor