

MOTHERS OF SCHOOL CHILDREN WHOSE EYES NEED ATTENTION FIND MEIER & FRANK OPTICAL SERVICE PARTICULARLY HELPFUL—MEZZANINE



Men
are insuring themselves a lot of underwear comfort and satisfaction for this Fall and Winter by taking advantage of our sale of Munsing, Wright's Health, Chalmers, Medicott and other famous makes of union suits and separate garments.
—Meier & Frank's: Main Floor.

Men
and young men who want the best thing in a new fall suit or overcoat that a moderate price will buy are pretty sure to find exactly what they are looking for in the sale of all-wool suits and overcoats now here at the greatly reduced price of \$29.50.
—Meier & Frank's: Third Floor.

Fine Silk Vests
\$1.98
Regularly \$3.50 to \$5.95. Lace-trimmed and tailored trossseau silk vests in flesh tints.
Some with scalloped bottoms, others embroidered with hand-made polka dots. Sizes 36 to 44. Special for Friday Surprise \$1.98.
—Meier & Frank's: Third Floor.

Juvenile Suits
\$1.95
Regularly priced at \$4.00. Oliver Twist juvenile suits with black and brown velvet pants and medium gray or tan wash waists. Sizes 2½ to 8.
Sleepers 95c
Boys' warm outing flannel sleepers with-out feet. Sizes 4 to 12 years.
—Meier & Frank's: Third Floor.

1704th Friday Surprise

Towels 49c
Regularly 60c each. Turkish bath towels, 21x44 inches, a good heavy quality.
—Meier & Frank's: Second Floor.

Pinoche 29c
Regularly 50c pound. Genuine Mexican pinoche, made with California walnuts and pecan halves—one of Meier & Frank's most popular confections. No deliveries, at pound box 29c.
—Main and Ninth Floors, Basement Balcony.

Moire Pouch Bags
\$1.89
The colors are navy and black—to harmonize with your street costume. Metal frame and tasseled cord handles. Attractively lined and outfitted with coin purse and good sized mirror.
—Meier & Frank's: Main Floor.

Bed Spreads \$2.49
Regularly \$3.00 each. Colored crochet bed spreads in navy and light blue. Size 80x90.
—Meier & Frank's: Second Floor.



Venetian 79c
Regularly 89c yard. 200 yards of good white Venetian in 36-inch widths.
—Meier & Frank's: Second Floor.

Knit Capes \$1.98
Regularly \$3.50 to \$5.00. Children's knitted capes in plain colors and two-tone effects. Some with brushed wool collars. 2 to 6.
—Meier & Frank's: Second Floor.

Blankets \$5.95
Regularly \$7.00 each. Olive drab army blankets, 60x80 inches in size, four-pound weight and in firm, close weave.
—Meier & Frank's: Second Floor.

Fruit Baskets \$3.98
Regularly \$5.95 and \$6.95. Also \$5.95 cracker and cheese dishes, special \$3.45. Silver-plated pieces in bright finish. Cracker and cheese dishes are fitted with glass insert.
—Meier & Frank's: Main Floor.

Jersey Silk Vests
\$1.55
These medium weight flesh-tinted jersey silk vests are regularly \$2.25. They are hemstitched at top and are made in bodice style with narrow shoulder straps. Sizes 36 to 42.
Knickers \$2.95
Jersey silk knickers, regularly \$3.50 to \$4.25. Made with elastic at waist and knee, reinforced. Flesh and orchid. Some slightly imperfect.
—Meier & Frank's: Main Floor.

Chamoisette Gloves 50c
800 pairs of Kayser two-clasp chamoisette gloves with spear-point and contrasting embroidered backs.
Mastic, sand, beaver, gray, beige, chamois, black and white. Sizes 5½ to 8½.
Gauntlets \$1.95
Regular \$3.00 values. Women's strap wrist cape-skin gauntlet gloves, P. K. sewn with embroidery stitched and spear-point backs. Tan, covert, beaver, brown and black. Sizes 5½ to 7.
—Meier & Frank's: Main Floor.

House Aprons \$1
175 good quality gingham and percale aprons at \$1.
In checks and stripes trimmed with contrasting patterns and colors. Also some plain color aprons trimmed with crotone. Convenient pockets.
—Meier & Frank's: Third Floor.

Stationery 49c
Regularly 60c pound. Whiting's Polo paper, 78 sheets to the pound, special 49c.
Envelopes to match, special, package 23c.
—Meier & Frank's: Main Floor.

Tussah Pongee 49c
Regularly 75c yard. 36-inch Tussah silk and cotton pongee in natural color. New shipment just received.
—Meier & Frank's: Second Floor.

A Sale of Coats
\$39.50
Coats of bolivia, normandie and fashona. Coats in sorrento, navy, black and brown. Coats collared with caracul, nutria, squirrel and wolf.
The styles are bloused, belted or straight hanging and the sizes offer a complete range for women and misses.
The coats number 150 in all and they represent a most worthy Friday Surprise offering.
—Meier & Frank's: Fourth Floor.

Pillow Tops 89c
A price that is less than half their regular worth. Pillow tops cut from good quality velour, damask and tapestry.
—Meier & Frank's: Seventh Floor.

Sale Indian Robes
\$7.85
These Mattawa and Osceola Indian robes are priced regularly at \$9.50 each. Their designs are strikingly attractive and every robe is finished with felt bindings. Large sizes at this special price.
—Meier & Frank's: Center Aisle, Main Floor.

Handkerchiefs 11c
Regularly 20c each. Women's fine Irish lawn handkerchiefs in white with embroidered floral and figured designs. Finished with ¼-inch hemstitched hems.
—Meier & Frank's: Main Floor.

3 Pieces Needlework \$1
Regularly 50c to 75c each. A collection of odds and ends of stamped needlework including centers, scarfs, pillows, aprons and rompers.
—Meier & Frank's: Second Floor.

Autumn Suit Blouses
\$4.85
Of georgette and crepe de chine, combinations and plain crepe de chine in over-blouse and tuck-in models. Many are braid trimmed or banded with fancy stitching and embroidery. Good colors. Sizes 36 to 44.
—Meier & Frank's: Fourth Floor.

Fountain Pens \$1
Regularly \$2.00 and \$2.50. "Twentieth Century" fountain pens, guaranteed self-filling.
—Meier & Frank's: Main Floor.

Satin de Chine Yard \$1.29
The reduction for Friday on this yard-wide silk satin de chine is well worth while.
The assortment includes copen, plum, purple, green, sky, turquoise, gray, red, garnet, sapphire and brown shades.
—Meier & Frank's: Second Floor.



Stamped Aprons 55c
Regularly \$1.00. Stamped aprons of unbleached art cloth—Lazy Dazy, applique and French knot designs.
—Meier & Frank's: Second Floor.

Remnants, Yd. 10c
Remnants of serims priced regularly 30c to 45c yard. In lengths up to 5 yards at 10c the yard.
—Meier & Frank's: Seventh Floor.

Tooth Brushes 23c
Regularly 40c. Prophylactic tooth brushes, unboxed. Each 23c or 6 for \$1.25.
—Meier & Frank's: Main Floor.

Kerchief Squares 20c
Regularly 25c each. Women's plain white Shamrock lawn handkerchief squares, to be trimmed with lace edges, tatting and crocheted borders; ¼ and ½-inch hemstitched hems.
—Meier & Frank's: Main Floor.

All-Wool Suitings Yard \$1.89
54-inch all-wool tweed suitings that sell regularly for \$2.50 to \$3.00 the yard.
The assortment comprises fancy stripes and plaids and homespuns in two-toned effects. Exceptionally good coatings at a good saving.
—Meier & Frank's: Second Floor.

Scarfs \$1.95
Regular \$2.95 values. New shipment of wool sports scarfs in browns, buff, peacock blue, Alice blue and jade, some with contrasting colors. 10 inches wide, 72 inches long, finished with a 3-inch tied fringe end.
—Meier & Frank's: Main Floor.

Sale of Book Ends
\$1.98
Regularly priced at \$4.00 pair. Massively good-looking book ends in bronze, old gold and polychrome finish—of exceptional charm and distinction.
—Meier & Frank's: Center Aisle, Main Floor.

2 Handkerchiefs 25c
Regularly 20c each. Men's and boys' fine lawn handkerchiefs with woven, corded and taped borders. ¼-inch hemstitched hems.
—Meier & Frank's: Main Floor.

Needlework \$1.39
Regularly \$1.75 to \$2.50. Stamped needlework in an assortment that includes lace-trimmed scarfs, gowns, 36-inch lunch cloths with napkins to match and seven-piece luncheon sets.
—Meier & Frank's: Second Floor.

Window Shades 89c
Regularly \$1.25 each. Cream and two shades of green oil opaque window shades, 36x72 in.
—Meier & Frank's: Seventh Floor.

Combination \$1
\$1.00 Mavis face powder and 65c Vivadou soap (three cakes)—\$1.65 combination for \$1.
—Meier & Frank's: Main Floor.

Cretonne Remnants Yard 23c
Cretonnes that have been priced regularly at 50c to \$1.00 yard.
An assortment of 500 yards (1 to 5-yard lengths) offering good selections of colorings and patterns.
—Meier & Frank's: Seventh Floor.

2 Dining Room Sets 95c
Regularly 75c each. Sets consisting of a 36-inch center and a buffet scarf stamped for embroidery on white needle weave materials.
—Meier & Frank's: Second Floor.

Full-Fashioned Hose \$1.39
Women's pure thread silk stockings with reinforced double lisle garter tops and lisle soles. Some all-silk ingrain hose; Black, white and colors. Slightly imperfect \$2.25 to \$3.00 grades.
—Meier & Frank's: Main Floor.

Camisole Laces 69c
Regularly 89c yard. Venise camisole laces with scalloped edges and beading top. Cream.
—Meier & Frank's: Main Floor.

Daisy Cloth 24c
36-inch white Daisy cloth, suitable for night gowns, etc. Seconds.
—Meier & Frank's: Second Floor.

100 Patterns in This Sale of Men's Fine Cut Silk Ties 98c
Our \$1.35 to \$2.50 Grades
A sale proving that, not only do Meier & Frank values excel but this Man's Store gives men the smart things they'd buy anyhow.
For cut silk cravats—the kinds in this sale—are "bigger" than ever and these are made of silks from famous Swiss, French, Italian and American looms.
Half a dozen . . . great stuff!
—Meier & Frank's: Main Floor.

Ribbon Remnants Each 25c
Remnants of grosgrain, taffeta, satin, velvet, brocade, wash and novelty ribbons, odd lengths from our regular stocks. All widths, colors and patterns. EACH 25c.
—Meier & Frank's: Main Floor.

Neckwear 10c
Regularly 25c to \$1.00 each. Vests in Bromley and tuxedo styles, also collar and cuff sets. Colors. 3 pieces 25c.
—Meier & Frank's: Main Floor.

Heaters \$11.95
Regular \$16.00 heaters at \$11.95. Regular \$18.50 heaters at \$13.95. Body is of blued sheet steel. Mica window in front. Swing top. Cast-iron basket grate especially desirable for briquettes or coal. Nickel trimmings. Limited number.
—Meier & Frank's: Seventh Floor.

Sale! 10 Karat Solid Gold Rings \$1.49
Regular values range from \$2.50 to \$4.50. Special Friday and Saturday sale of misses' and children's 10-karat solid gold rings set with synthetic birthstones.
Plain and engraved mountings. Tiffany and fancy settings.
—Meier & Frank's: Main Floor.

On Center Aisle Bargain Square Main Floor, Fifth Street Sale New Tricolettes \$1.29
Some are slightly imperfect. 4000 yards of tricolettes, 36 inches wide.
Tubular and flat fold materials including fancy drop-stitch effects. Colors include:
Flesh Copen Jade Gray Salmon Apricot Silver Poppy Purple Orchid Gold Buff Black White, Etc.
—Meier & Frank's: Center Aisle, Main Floor.

Blankets \$3.65
Regularly \$5.00 each. Heavy single size blankets, 66x84 inches, in plaids with hemmed edges. Limited number at this special price.
—Meier & Frank's: Second Floor.



Sale! Framed Pictures Half Price
Regularly Priced at 65c to \$30 Special Now at 33c to \$15
Friday and Saturday sale of a sample line of high-grade framed pictures.
The assortment comprises pastels, marines, woodland scenes, fruit, game and nursery pictures, etc. Panel, upright and oval shapes. Artistically framed with carved, burnished, toned polychrome and plain moulding. Sizes range from 6x8 to 21x40 inches.
—Meier & Frank's: Fifth Floor.

Rag Rugs \$1.09
Regularly \$1.75. Size 24x48-inch rag rugs. The regular \$2.00 rag rugs in size 27x54 inches special \$1.10. Plain blue, tan, yellow and black with white borders.
—Meier & Frank's: Seventh Floor.

Camisole Tops 49c
Regularly 65c and 75c each. Camisole tops of imitation cluny and plat val laces.
—Meier & Frank's: Main Floor.

Ironing Boards \$2.98
Very special for Friday Surprise. The new "Firm-Set" folding ironing boards complete with sleeve board. Substantial, well-made ironing boards, 18 inches wide and 54 inches long.
—Meier & Frank's: Basement

Women's High Shoes \$6.85
Savings range from \$3.00 to \$5.00 pair. Black kid, brown calf and patent lace shoes including some of the famous J. & T. COUSINS make. Nearly all sizes in each style.
—Meier & Frank's: Third Floor.