

HAVE YOU VISITED THE NEWLY ENLARGED PHONOGRAPH SALONS—12 LARGE SOUND-PROOF RECORD ROOMS—COMPLETE STOCK OF FOREIGN RECORDS—SIXTH FLOOR

**Come!**  
**Home Sewing Week**

—the annual Fall event of utmost importance to home sewers and dress-makers—continues in the various departments.

**Today**

- Special emphasis is placed on these Opportunity values in the Notion Shop:
- Cotton Elastic, white and black, 1/4 and 3/8-inch, yard ..... **5c**
  - Bias Tape, white, widths 2 to 7, 6-yard bolts, 2 for **15c**, bolt ..... **8c**
  - Brass Pins, all sizes, 160 count paper ..... **6c**
  - Rickrack Braid, Maid of America, white, assorted sizes, 3-yard pieces, 2 for **15c**, 8c bolt ..... **8c**
  - Rock-a-Bye Safety Pins, rust-proof, sizes 0 to 3, card ..... **7c**
  - Cotton Sanitary Pads, 6 in box, 2 boxes **45c**, box ..... **25c**
- Meier & Frank's: Main Floor.

**Candy Special 22c**

Regularly 50c pound. Two popular Meier & Frank confections—walnut fudge and chocolate and vanilla creams—offered for Wednesday, 2500 pounds in all. No deliveries.

—Main and Ninth Floors, Basement Balcony.

**Casseroles \$3.98**

Regularly \$5.95. Silver-plated casseroles in Butler finish, pierced designs, fitted with Pyrex glass lining. Round shape—8-inch size.

—Meier & Frank's: Main Floor.

**Boys' Corduroy Suits**



**\$6.95**

Boys' all weather corduroy Norfolk suits in dark brown. Coat and knickers have alpaca lining. Sizes 6 to 18 years.

—Meier & Frank's: Third Floor.

**Kaynee Shirts 69c**

Boys' madras and sateen Kaynee shirts in stripes, checks and plain colors. Attached polo collar. Sizes 13 to 14 1/2.

—Meier & Frank's: Third Floor.

**Imitation Ivoryware**

**1/2**



\$3.50 dresser trays **\$1.75**. The \$3.75 Du Barry puff boxes or hair receivers **\$1.88**. The \$4.00 mirrors and hair brushes **\$1.98**. Other items at half price.

—Meier & Frank's: Main Floor.

**Vases \$4.95**

Regularly \$7.00. Silver-plated flower vases, Butler finish, 8 inches high, pierced, flare top design.

—Meier & Frank's: Main Floor.

**Electric Curling Iron**



**\$3.15**

Regularly priced at \$4.00. Heats to just the right degree in one minute—will never injure the hair. By removing the clamp you have a waver rod. Guaranteed.

—Meier & Frank's: Basement, Sixth Street.

**Batts \$1.49**

Regularly \$2.00. Size 72x90-inch comforter batts, of fine long staple cotton.

—Meier & Frank's: Second Floor.

**Buy!**  
**Great Handkerchief Sale**

60,000 handkerchiefs for men, women and children—offered in a special pre-holiday selling at one-third to one-half less than regular.

**Today**

- We list here only a few of the items featured in this typically great Meier & Frank disposal:
- Women's Lawn Handkerchiefs, novelty blocked, printed sports styles, solid color lawn handkerchiefs, special ..... **5c**
  - Men's Lawn Handkerchiefs, plain white, full size, special ..... **5c**
  - Women's and Misses' Sheer Lawn Handkerchiefs, fancy colored effects, some pongee and printed crepe de chine handkerchiefs, special ..... **10c**
  - Men's Sheer Lawn Initial Handkerchiefs, white and colors, special ..... **15c**
- Meier & Frank's: Main Floor.

**Sale of Fox Scarfs Continues**

—Meier & Frank's: Fourth Floor.



**FREE Corset Talks By Mrs. A. L. Craig**

—Meier & Frank's: Third Floor.

**"Opportunity Day"**

**Linen Crash 25c**

Regularly 35c yard. 16-inch all-linen crash, a good heavy quality in white with red and blue borders.

—Meier & Frank's: Second Floor.

**Novelty Wool Hose**



**\$3.45**

Regularly \$3.95 and \$4.95 pair. Women's sports hose in many fancy weaves and color combinations. Some solid colors, some open-work clock and boot effects.

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

**Pillow Cases 25c**

Regularly 35c each. 42x36-inch pillow cases, free from dressing. Good values.

—Meier & Frank's: Second Floor.

**Union Suits \$2.95**

Regularly \$3.75. Women's heavy weight, Swiss ribbed Swan brand union suits in tight knee style with band finish top. Medium sizes, 5 and 6.

—Meier & Frank's: Main Floor.

**A Sale of Curtains**

**\$1.57, \$2.05, \$2.95**

Regularly priced at \$2.10, \$3.00 and \$4.00 respectively. 187 pairs of mercerized marquisette curtains hemstitched with imitation silk thread. White, cream, ecru. 2 1/2 yards long.

—Meier & Frank's: Seventh Floor.

**Grenadines 39c**

Regularly 60c yard. 1200 yards of good quality white dotted grenadine curtaining.

—Meier & Frank's: Seventh Floor.


**Curtain Voile 29c**

Regularly 35c yard. 980 yards of fine quality mercerized cream voile curtaining, appropriate for any room in the home.

—Meier & Frank's: Seventh Floor.

**Dainty New Bracelets**

**\$1**



An extra special value for Opportunity Day. A wide variety of new bracelets set with rhinestones and others in combinations of colors.

—Meier & Frank's: Main Floor.

**Underwaists 25c**

Regularly 35c. Children's taped underwaists with reinforced shoulder straps and hose supporter attachments. 6 to 12 years.

—Meier & Frank's: Second Floor.

**Bloomer Cloth 53c**

Regularly 65c yard. 36-inch bloomer cloth in striped patterns—rose, navy, green, henna, yellow, peach, sky, pink and lavender.

—Meier & Frank's: Second Floor.



**An Opportunity in Distinctive Dresses**

**\$25**

Opportunity Day brings this exceptional offer—a disposal of 100 unusually smart will and tricotine dresses—at \$25.

*Pleated panels, brilliant touches of embroidery, cut leather work and metal buttons form ornamentations.*

Draped lines mark some of these dresses while others are noted for their graceful circular skirts or their straight hanging slenderness. Navy, black and brown. Sizes 16 to 44.

—Meier & Frank's: Fourth Floor.

**Glove Sale**

Four exceptionally good values are featured for Opportunity Day. Choose Fall and Winter gloves from these:

- Famous Kayser Gauntlets**  
Kayser chamoisette tab-wrist gauntlets with Paris point and contrasting embroidered backs. Mastic, pongee, sand, covert, gray, black and white. Sizes 5 1/2 to 7 1/2. **98c**
  - Bacmo Capeskin Gloves**  
Regularly \$2.50 pair. Women's one-clasp capeskin gloves with embroidered backs. Pique and P. X. M. sewn. Brown, beaver, covert, tan, gray and black. All sizes in the lot. **\$1.50**
  - Double Silk Gloves**  
Regularly \$1.75 and \$2.00. Women's two-clasp double silk gloves with Paris point and embroidered backs. Gray, brown, beaver, mode and black. Sizes 5 1/2 to 8 1/2. **\$1.50**
  - Strap Wrist Gauntlets**  
Regularly \$2.25 and \$2.50. Women's double silk strap wrist gauntlets with Paris point and contrasting embroidered backs. Mode, gray, brown and black. Sizes 5 1/2 to 8. **\$1.65**
- Meier & Frank's: Main Floor.

**Remnants 10c**

Ribbon remnants—each or by the bunch, 10c. Chosen short lengths from our regular stocks of satin, moire, fancy and brocaded wash ribbons. 1/2 to 3-yard lengths. All colors.

—Meier & Frank's: Main Floor.

**Novelty Wool Scarfs**



**\$3.95**

Regularly priced at \$4.95 to \$5.95. Novelty wool and homespun scarfs for street, motor and golf wear. A big assortment of desirable color combinations.

—Meier & Frank's: Third Floor.

**Luncheon Sets \$1.39**

Regularly \$2.50. Stamped lunch sets of white art cloth showing applique designs. Sets consist of a 54-inch cloth and 4 napkins to match.

—Meier & Frank's: Second Floor.

**Stamped Doilies 19c**

Regularly 35c each. Dainty white doilies stamped for colored embroidery work. 18-inch size.

—Meier & Frank's: Second Floor.

**Stamped Needlework Half Price**

Regularly \$1.00 to \$2.50—now 50c to \$1.25. An assortment of stamped needlework that includes scarfs, pillows, centers and squares. Pieces for dining room and living room use.

—Meier & Frank's: Second Floor.

**Needlework 98c**

Regularly \$1.25. Limited number—odds and ends of stamped needlework including white and orchid gowns, Indian Head lunch cloths, cooking sets, dresser scarfs, etc.

—Meier & Frank's: Second Floor.

**Stamped Cases 95c**

Regularly \$1.35. Pillow cases of good quality linen finish tubing, stamped for embroidery in attractive designs.

—Meier & Frank's: Second Floor.

**New Beaded Bags**



**\$8.50**

An extraordinarily low price for genuine HAND-MADE beaded bags. Many color combinations. Draw-string top. Finished with fringe. Neatly lined.

—Meier & Frank's: Main Floor.

**Daisy Outing 20c**

Regularly 25c yard. First quality white Daisy outing cloth, in short lengths from 2 1/2 to 7 yards each.

—Meier & Frank's: Second Floor.

**Now!**  
**The Sale of New Fall Silks**

In connection with Home Sewing Week the Second Floor Daylight Silk Shop offers 5 extraordinary values:

**Today**

- We direct special attention to these exceptional Opportunities in Fall Silks (the other values also continue).
- \$2.50 Satin Radiant Charmeuse, 40 inches wide, navy and midnight blues, medium and dark browns and black, lots of light colors, yard ..... **\$1.89**
  - \$2.50-\$3.00 Novelty Chiffon Taffetas, 36 inches wide, navy, sorrento, open, brown and black, with combination stripes and plaids, yard ..... **\$1.29**
  - \$3.50 Silk Canton Crepe, 40 inches wide, offered in a complete assortment of wanted colors, yard ..... **\$2.89**
- Meier & Frank's: Second Floor.

**Books 25c**

Regularly 75c to \$1.75 original editions. A splendid assortment of books—popular fiction and classics.

—Meier & Frank's: Fifth Floor.

**Picture Books 15c**

Regularly 25c to 40c. Children's cut-out picture and Fairy books.

—Meier & Frank's: Fifth Floor.

**Women's High Shoes**

**\$5**



Exactly half price for Opportunity Day only. Three styles of women's soft black kid lace shoes with Cuban or French leather heels. All sizes in the lot.

—Meier & Frank's: Third Floor.

**Dresses \$1.49**

Regularly \$1.95 to \$3.50. Little girls' wash dresses of checked gingham, chambray and crepe. Sizes 2 to 6 years. Some have matching bloomers. All colors.

—Meier & Frank's: Second Floor.

**Smart New Neckwear**



**\$1.95**

Regularly priced at \$2.50 to \$3.50. Vests, cascade vests, camisettes and tuxedo vests with cuffs to match. Various trims. An excellent value at \$1.95.

—Meier & Frank's: Main Floor.

**New Neckwear 59c**

Two pieces \$1. Regularly 75c to 95c each. Camisettes, tuxedo vests, bronley collars with cuffs to match and tuxedo collars.

—Meier & Frank's: Main Floor.

**Full Fashioned Hose**

**\$2.45**



Women's full fashioned stockings—some are all silk with fancy lace clocks, others have lisle tops and feet and have embroidered clocks. A few pairs are imperfect.

—Meier & Frank's: Main Floor.

**Kimonos \$2.79**

Specialty priced for Opportunity Day are these warm elderdown kimonos in pretty figured designs. For little girls 6 to 14 years.

—Meier & Frank's: Second Floor.

**Crib Blankets 98c**

Regularly \$1.50 each. Soft fleecy crib blankets, double size, with border at each end. Size 30x40 inches.

—Meier & Frank's: Second Floor.

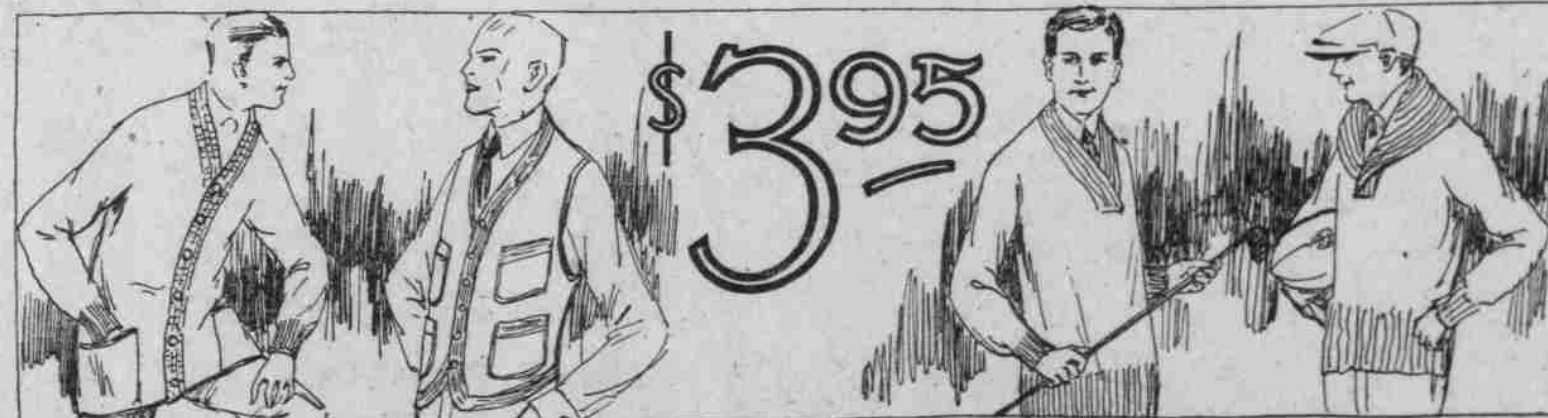
**Save!**

**October Sale of Laces**

Laces for lingerie, house dresses, aprons, children's and infants' wear, curtains, art work, etc., reduced for the October sale.

**Today**

- In addition to the 7 special offerings advertised yesterday, these new values are brought forward for the second day:
- 25c Wash Laces, plait val and imitation elny edges and insertions, 2 to 4 inches wide, yard special ..... **15c**
  - \$3.75 Russian Fllet Hand-Tied Laces, for library scarfs, door panels, bedspreads and dresser scarfs, 12 to 18 inches wide, yard special ..... **\$2.98**
- Meier & Frank's: Main Floor.



Clearaway of Men's, Young Men's and Boys'

**Knitted Coats and Vests** **\$3.95**

Regular Meier & Frank \$4.50-\$10.00 Qualities

THE biggest value in years—to put it mildly! Garments for every occasion for which a sweater is worn. For work and play—for golf, hunting, motoring, hiking, fishing, for every outdoor occasion, for around the house and everyday wear. Worn by women and girls as well as men and boys.

- 154 were \$4.50
- 213 were \$ 6.00
- 152 were \$5.00
- 162 were \$10.00

—Meier & Frank's: Main Floor.

PURE wool khaki slip-over cardigan jackets with V-neck—fine knitted coats in black and oxford—roll collar slip-overs in high school combinations—fancy pure wool vests in heather mixtures.

Regularly \$4.50 to \$10.00—on sale today, while the quantity lasts, at \$3.95.