

SEE OUR WINDOWS

Extra Salespeople

SEE OUR WINDOWS

FOR MEN:
 THE GREAT ANNUAL CLOTHING CLASSIC
2500 Suits-Overcoats
\$ 32
 Regular \$40 to \$65 Values
 See Page 7-This Section



IT'S HERE

Today (Tuesday) We Launch Throughout
 the 100 Meier & Frank Departments

NOTICE:
 The store will open
 9:15 am. Tuesday
 Charge purchases
 Dated Feb. 1st
 Sale prices while
 Lots last
 See Our Windows!

A Great Money-Saving Event for Men, Women and Children

PUT FORWARD ONE WEEK—FOLLOWING OUR USUAL PRACTICE—FOR THE BENEFIT OF THE PUBLIC

January Clearance Sales

THE CHIEF characteristic of this sale is not the sweeping nature of the price leveling—although a hundred departments offer many lines of good wanted merchandise at greatly reduced prices—but rather, as a result of the greatly INTENSIFIED campaign carried out for this January Clearance, the fact that it offers

NEWER Goods at LOWER Prices

Each day there will be new evidences of the wonder-working efficacy of these January Clearance Sales—their ability to save patrons money on the things they need and want. For the first day—in addition to the splendid values in apparel listed on this page and the great men's clothing sale listed on page 7—there will be extraordinary price concessions in

- Furniture
- Rugs
- Curtains
- Chinaware
- Glassware
- Silverware
- Stoves
- Linens
- Bedding
- Household Utilities
- Linoleum

32
WINDOWS
TELL
THE
STORY

WE HAVE concentrated on certain lines of WANTED MERCHANDISE in every department, taking care that these particular stocks should be replenished and ready for this new kind of January Clearance and on these we have taken reductions of, in every case, EXCEPTIONAL and, in many cases, SENSATIONAL magnitude, so that we can broadcast this news of

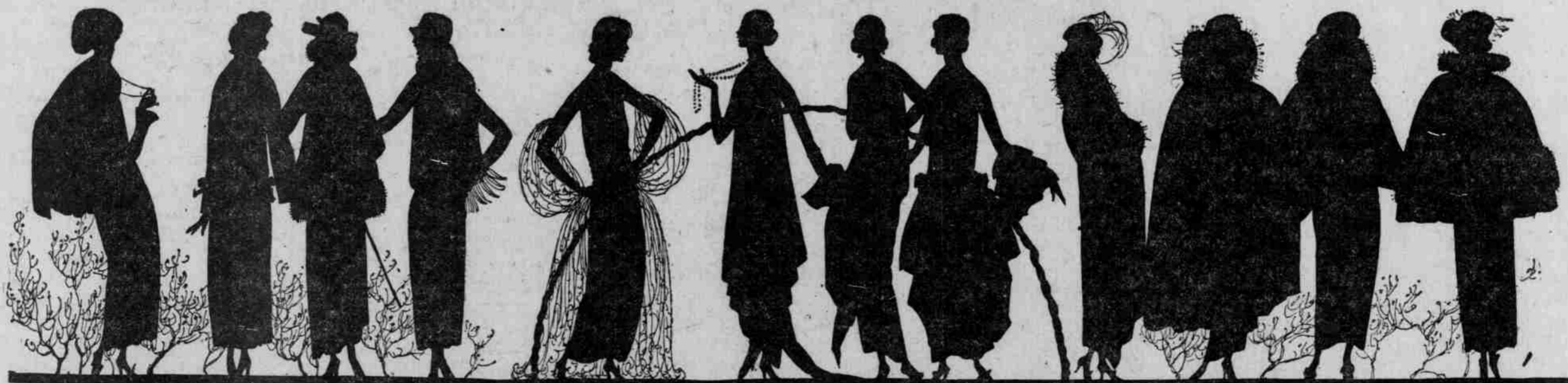
BARGAINS in QUALITY Goods

There will be many surprises for the opening day—surprises that we cannot tell about here but some of which you will get an idea of by looking in our windows and others you can find (while quantities last) by looking at the specials displayed under January Sales cards—numerous signs to economy in every department. Save on

- Silks
- Dress Goods
- Trimmings
- Wash Goods
- Knit, Silk and Hand-Made
- Underwear
- Hosiery
- Corsets
- Shoes
- Gloves
- Handkerchiefs
- Neckwear
- Needlework

Save on EVERYTHING for the Person—EVERYTHING for the Home

In addition to the women's apparel values listed below there are equally good values in women's new-fashion blouses and millinery, girls' and boys' apparel and accessories of all kinds.



The Meier & Frank Fashion Salons Place on Sale Today

2500 Women's Suits, Coats and Dresses at Reductions That Will Amaze

Women's and misses' fashion-favored garments of quality fabrics, in the most approved styles and colors—drastically reduced—for the January Clearance Sales

SUITS REDUCED

 \$25.00 to \$35.00 Suits

\$19.50

Plain and fur trimmed. For misses and women.

Good Winter Suits

\$29.50

Plain and fur trimmed. Regardless of former prices.

\$75.00 to \$79.50 Suits

\$49.50

Sizes for misses and women. Many fur trimmed.

\$85.00 to \$98.50 Suits

\$59.50

Richly fur trimmed. For misses and women.

—Meier & Frank's, Fourth Floor.

1250 Winter Coats Reduced

Clearaway of Coats

\$19.50

Plain and fur trimmed. Regardless of former prices.

Special Lot of Coats

\$29.50

Plain and fur trimmed. For misses and women.

Another Group of Coats

\$39.50

Fur trimmed and plain. For misses and women.

Unusual Values in Coats

\$49.50

Plain and fur trimmed. For misses and women.

High Grade Winter Coats

\$59.50

Plain and fur trimmed. For misses and women.

\$85.00 to \$98.50 Coats

\$69.50

Finer winter coats with rich fur trimming.

—Meier & Frank's, Fourth Floor.

DRESSES REDUCED

Clearaway of Dresses

\$15

Street and afternoon. Regardless of former prices.

\$39.50 to \$45.00 Dresses

\$25

Crepe and twill dresses for misses and women.

\$49.50 to \$55.00 Dresses

\$35

Crepe and twill dresses for misses and women.

Famous Model Gowns

\$55

Final clearaway of exquisite "models" from our famous maker.

—Meier & Frank's, Fourth Floor.