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The Meier & Frank Store Announces a Big Distribution of New Fall and Winter Merchandise Without a Parallel in All America

Established 1857

The Tremendous Reductions Begin at Eight o'Clock Tomorrow Morning!



Every Department in This Great Acres-Wide Store Represented!

FORCED to make room for Holiday merchandise! That's the story in a nutshell of this unprecedented Distribution of New Fall and Winter Goods, coming right in the heart of the season.

"Give us more space, if we're going to make ready for the Christmas season," has been the cry of department managers. The only way to do it is to reduce our tremendous stocks, and this we're going to do tomorrow with offerings in every department that'll amaze you.

IT WOULD TAKE TEN PAGES IN THIS MORNING'S PAPER TO TELL THE FULL DETAILS. So we've decided to let you come and see the unparalleled bargains for yourself.

We don't believe in all America, an event of such tremendous scope and timeliness has ever been attempted. Come tomorrow expecting to find table after table of the marvelous offerings right down the main aisle from 5th to 6th streets and all over the store.

Great Offerings on New Millinery
Offerings on Women's Fall Suits
Offerings on Women's Fall Coats
Offerings on the Men's Furnishings

Great Offerings Now in Men's Clothing
Great Offerings on Women's Gloves
Great Offerings on Knit Underwear

Great Offerings on New Hosiery
Great Offerings on the Dress Goods
Great Offerings on the New Silks
Great Offers on Blankets, Comforts

Great Offerings on Carpets and Rugs
Great Offerings on Fine Lace Curtains
Great Offerings on All House Needs

Wanted---250 Extra Sales-people for This Gigantic Event. Apply Supt's Office at 8 A. M.



If You Can't Come in Person, Order by Mail or by Telephone

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