

Many Splendid Offerings Tomorrow in Bed Linens, Blankets and Comforters, Floor Coverings, Curtains and Draperies. Visit each of these sections when in store. Hundreds of savings for thrifty shoppers.

SEE ALSO BACK PAGE

This section for other important Meier & Frank store news.



All Charge Purchases

Tomorrow and balance of the month go on March accounts, payable April 1.

VISIT OUR GIFT SHOP

Patrons who come to enjoy the savings in our Semi-Annual Sale of Beds and Bedding tomorrow and this week will do well to take a few minutes for inspection of the many charming pieces of Gift Furniture to be found in our Furniture Gift Shop on the Ninth Floor. Take any elevator. —Ninth Floor, Sixth St.

# Our Semi-Annual Sale Beds & Bedding Begins Tomorrow

Many Equally Good Unadvertised Specials in Bedding

ONE of the biggest events on our store calendar! Twice a year we hold this great disposal and each sale's record eclipses the previous one. A more than usual significance attaches to this clearaway beginning tomorrow because of market conditions which render good merchandise infinitely harder to secure than heretofore, even at considerably higher prices. Thanks to our tremendous purchasing power and foresightedness, we are in a position again to offer you such values as are nowhere else obtainable. EVERY BED—EVERY MATTRESS—EVERY SPRING (except a few contract lines) IN OUR GREAT STOCKS REDUCED! Prudent people will anticipate a year's needs while these substantial reductions are in effect. Sale begins tomorrow at 9 A. M. and continues this week only. COME!

Many Equally Good Unadvertised Specials in Bedding

One-Third of Your Life Is Spent in Bed—Enjoy Greater Comfort and Profit by Buying in This Sale

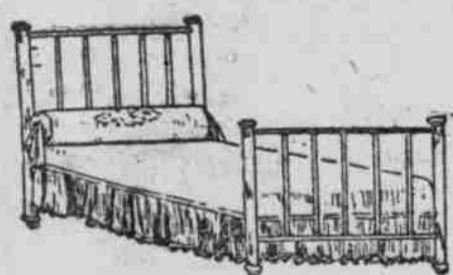
This statement is as indisputable as it is meaning-full. It seems hardly necessary to emphasize the wisdom of devoting a little time and thought to the providing of adequate means for getting the most out of a time so long and fraught with such grave importance to one's life and health as this. The difference in cost between the ordinary variety and bedding of quality is small. The qualities and prices we offer in this sale are such as will enable everyone to enjoy the maximum comfort during the period of rest and effect this at the expenditure of the very least money—you benefit in health and pocket both by taking advantage of this sale.

## Every Bed, Spring and Mattress in Our Stocks Reduced Contract Goods Alone Excepted

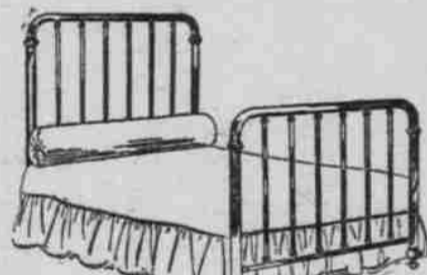
Think of reducing an entire stock at such a time as this! This announcement will be the signal for thousands to make thorough inventory of their bed and bedding preparedness and supply every need—big and little—this week at Meier & Frank's. Although in most instances we have quantities enough to withstand the heaviest selling, it will be wise policy for patrons to purchase such articles as they want while the sale is still young. For lack of space here many equally good offerings have been omitted. If you don't see exactly what you want advertised on this page you will find that we have it, nevertheless, and at a price much lower than you would expect.

### ALL OUR BRASS BEDS REDUCED

—To make room for rapidly incoming shipments of Spring goods we have determined on the drastic plan of affixing a new lower price tag to every brass bed in our stocks—all samples and regular pieces included at astonishing underprices. We have 37 entirely different and distinct patterns in brass beds for your selection—every one desirable. Many of these patterns are supported by warehouse stocks, in some cases we have samples only. The accompanying illustrations and price quotations merely indicate the unusual offerings in this section—all other patterns of brass beds go at equally compelling discounts.



\$16.75 BRASS BED AS PICTURED  
**\$8.98**



\$26.75 BRASS BED AS PICTURED  
**\$14.85**

\$49.00 BRASS BED  
**\$27.20**

\$32.75 BRASS BED  
**\$18.25**

\$30.00 BRASS BED  
**\$15.00**

\$28.00 BRASS BED  
**\$14.10**

\$26.75 BRASS BED  
**\$14.85**

\$26.00 BRASS BED  
**\$14.50**

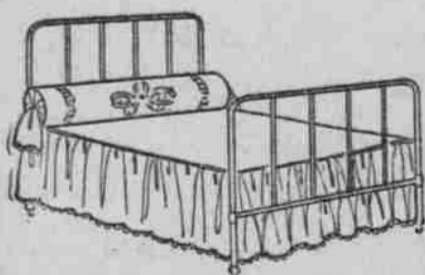
\$24.75 BRASS BED  
**\$13.20**

\$24.50 BRASS BED  
**\$13.60**

\$21.50 BRASS BED  
**\$11.95**

### ALL OUR IRON BEDS REDUCED

—Our entire stocks of good, dependable iron beds are sale-marked! We have them in all sizes, in all styles, at all prices. A substantial saving awaits every purchaser of an iron bed in this semi-annual sale.

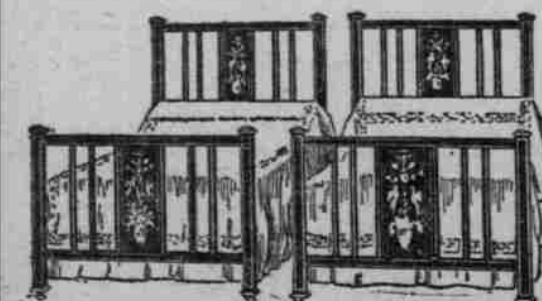


\$10.00 IRON BED, AS ILLUSTRATED, PRICED **\$4.95**  
—This especially good bargain is made possible by the fact that we purchased a large quantity of this particular pattern before the pronounced increase in price which has taken effect on merchandise of this kind during the last year. Bed as illustrated in Vernis Martin finish, full size only, \$4.95.

### DECORATED BEDS REDUCED

—The illustration below at left gives you an idea of the beauty of these decorated metal beds. All are hand decorated in the most artistic designs. They combine the beauty of the best wooden beds with the desirable sanitary qualities of the enamel bed.

—One is old ivory in "Satsuma" finish, with the most artistic Japanese decorated design. Flowers, birds, fishermen and butterflies are combined in charming effect.



—Another is in Chinese red lacquer, with design of gold and black and touches of soft color. It would be wonderfully artistic in a room furnished in white or ivory enameled furniture with the proper cretonne hangings.

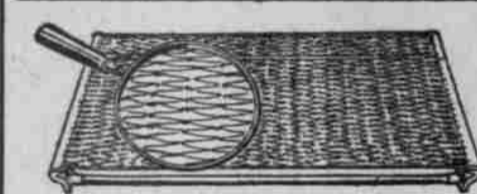
—Other beds are in black, with the most effective Vogue and Chinese designs in gold and soft shades of green and blue. No more decorative piece of furniture could be desired than one of these beds.

—Fascinating little nursery beds show decorations of "Kewpies," Wooden Soldiers and Noah's Ark. See these delightful beds for little folk.

EVERY DECORATED METAL BED IN THE HOUSE AT SPLENDID REDUCTIONS—SEE THEM TOMORROW

—Furniture Shop, Eighth Floor.

### ALL BED SPRINGS REDUCED

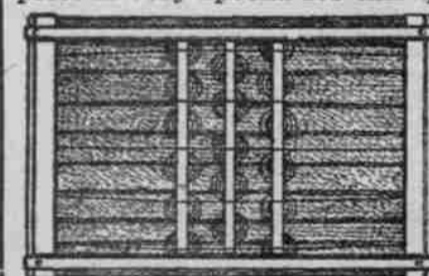


SPRING, LIKE ILLUSTRATION **\$4.19**

—This spring is constructed of the famous Garvy wishbone fabric, which is edged with 5/8-inch steel straps and connected at the ends by 54 oil-tempered helical springs. Each of these springs bears a 20-year guarantee label.

SPRING, LIKE ILLUSTRATION **\$5.75**

—The 100 spirals employed in the construction of this spring are made from the best high carbon steel wire, oil tempered and japanned. It has patented model steel constructed bottom with continuous angle-iron hangers. Fitted with patented interlocking cross crimped top, which is thoroughly braced. Absolutely guaranteed by the maker and ourselves. The price is very special for this quality.



THIS YUM YUM SPRING NOW AT **\$2.39**

—Has been known to thousands of our patrons for many years as a very dependable spring at little cost. This sale brings you these celebrated springs at the exceptionally low price of \$2.39.

—We are exclusive agents for the "Good Night Spring." It is the most comfortable spring made. Be sure and see it.

### ALL MATTRESSES REDUCED

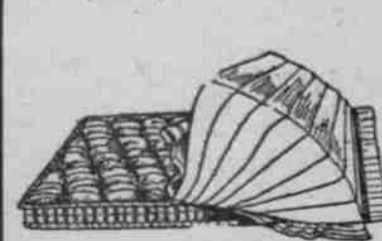
—Every mattress in our entire fine stocks at good reductions. Supply all your mattress needs in this great semi-annual sale.

#### OSTERMOOR MATTRESSES

—The filling is 100 per cent cotton of selected fabric. Various processes, both chemical and mechanical, form it into lofty, springy, fibrous "Ostermoor Sheets." These are hand made and built sheet upon sheet, layerwise, within the tick. By this method they are "built, not stuffed." Ostermoor mattresses will never mat or pack or become hard, uneven or lumpy. Absolutely guaranteed.

\$30.00 OSTERMOOR MATTRESS, 60-LB. SIZE, **\$19.50**  
—In either one or two parts. Made with French edges and covered with German linen ticking.

50-LB. 2-PIECE OSTERMOOR MATTRESSES AT **\$15.50**  
—We have not increased the "old" price of \$15.50 for the 50-lb. Ostermoor mattress. The Nationally advertised price on this mattress is now \$18.50.



GOOD COTTON FELT MATTRESS AT LEFT **\$8.45**

—A good cotton felt mattress made with full roll-edge, round corners, art ticking, special in this sale at \$8.45.

M. & F. SOLID COMFORT MATTRESS PRICED AT **\$10.50**

—Made from layers of pure felted cotton. Full roll-edge, round corners, good grade of art ticking. This mattress is made to our own exacting specifications and bears our absolute guarantee label.

M. & F. SPECIAL MATTRESS (SAME AS ABOVE) **\$11.50**  
M. & F. HYGIENIC MATTRESS (SAME AS ABOVE) **\$13.25**

#### Special This Week Only

ANY BOX OR HAIR MATTRESS LESS **10%**

—The box and hair mattress combination is positively the best thing known in the way of bedding. It is extremely comfortable as well as durable. These mattresses are not particularly expensive—almost everybody can afford to own one. Consider the pleasure and many other advantages in enjoying a luxury such as this for a little extra charge. All box or hair mattresses hand made in our own shops. Every one bears our absolute guarantee. Special this week only, less 10 per cent.

### Easy Payments if Desired

—All we require is one-tenth amount of purchase down, balance in proportionately small monthly or weekly sums.

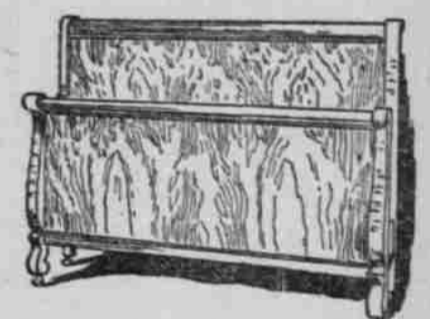
### ALL WOODEN BEDS REDUCED

—We show 146 entirely separate and distinct patterns of wooden beds. Every style and period of design in all woods, finishes and sizes. Complete suites to match every wooden bed. The items illustrated are merely examples of the values offered.



BED AS ILLUSTRATED  
**\$13.65**

—Constructed throughout of quartered oak. First-class in every particular. In either full or twin sizes. Also in mahogany, **\$13.85**.

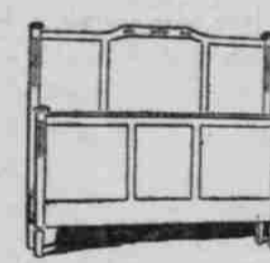


BED AS ILLUSTRATED  
**\$19.90**

—It is made of Circassian walnut. Best of workmanship and materials. Comes in either full or twin bed sizes. In quartered oak, **\$17.50**.



BED AS PICTURED  
**\$13.90**



BED AS PICTURED  
**\$13.90**



BED AS PICTURED  
**\$24.85**

—Each of the above three beds in either full or twin sizes. Ivory enamel, high-lighted with antique ivory.



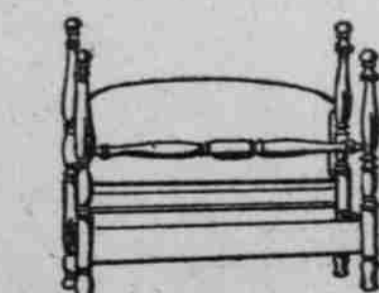
Twin or full size.

BED AT LEFT SAME AS ABOVE  
**\$28.50**

BED AT RIGHT WHITE ENAMEL  
**\$9.65**

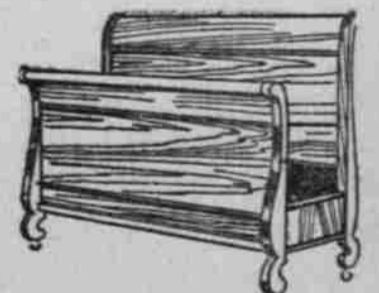


Full size bed only.



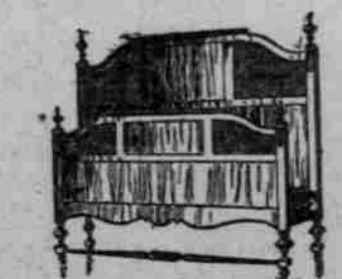
MAHOGANY BED AS ILLUSTRATED  
**\$39.50**

—This mahogany poster bed is a product of the famous shops of W. K. Cowan. Twin size only.



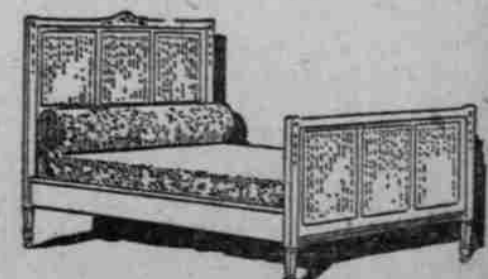
MAHOGANY BED AS ILLUSTRATED  
**\$29.50**

—This Napoleon bed is made of mahogany and is first-class throughout. Either full or twin sizes.



MAHOGANY BED AS ILLUSTRATED  
**\$27.50**

—William and Mary design, made of mahogany in full bed size.



MAHOGANY BED AS ILLUSTRATED  
**\$29.50**

—Made in mahogany or antique ivory enamel in full or twin sizes. —Furniture Shop, Eighth Floor