

JUST 32 SHOPPING DAYS TILL CHRISTMAS—NO MATTER WHERE YOU SHOP, SHOP EARLY

Expert Picture Framing

We are ready for Christmas selections with a large assortment of mouldings shown in all styles, finishes, widths and colors. New mouldings arrive constantly. Expert workmanship. Satisfaction guaranteed. —Meier & Frank's: Fifth Floor.

See Also Back Page

this section for additional MEIER & FRANK store news of great Apparel Sales

Classes in Lamp Shade Making

are being held daily in our Drapery Shop on the Seventh Floor. There is no charge if you buy your materials here. What more acceptable gift than a beautiful hand-made lamp shade. Begin tomorrow. —Meier & Frank's: Seventh Floor.



Sale of Quilted Cotton Batts

Warm durable quilted cotton batts in size 72x90 inches. The three-pound size regularly \$1.25 special at \$1. The four-pound size regularly \$1.50 special at \$1.25. Make up into warm comforters. —Meier & Frank's: Second Floor.

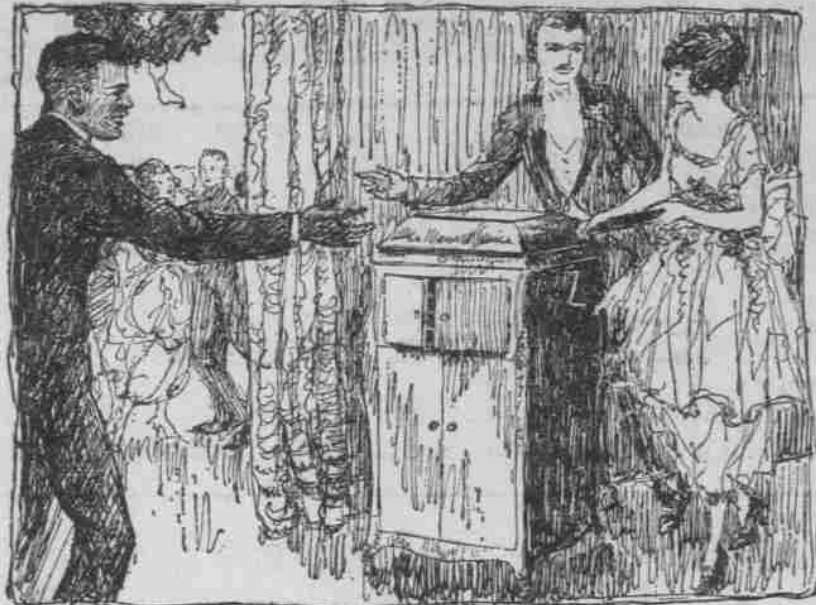
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this section for additional MEIER & FRANK store news of Pre-Holiday Sales

Pumpkin and Mince Pies

Delicious pumpkin and mince pies for Thanksgiving are priced at 50c. Fruit cakes and plum puddings can be ordered now for Thanksgiving and Christmas. The fruit cake is 75c pound. Order early. —Meier & Frank's: Ninth Floor.

Let Us Help Prepare Your Home for Thanksgiving



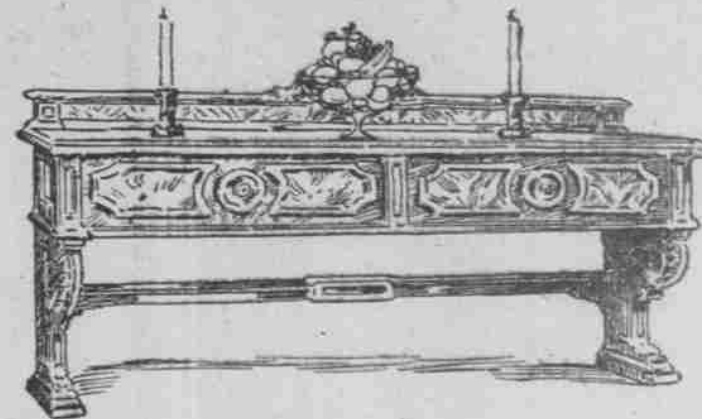
The Christmas Joy of a Phonograph Lasts All the Year

Nowadays the phonograph is a part of HOME. When we want music we summon the stars of the operatic world or the great pianists, cellists and violinists who have played records for our own instrument—and there before the fire, while the rain drips outside, we hear Gluck and Zimballist in the "Swedish Cradle Song," the Philadelphia Orchestra in "Festival at Bagdad," Mme. Alda and Mon. Martinelli in "La Boheme," Caruso in "Elisir d'Amore," Galli-Curci in "Traviata."

If neighbors come in we dance—to the latest Broadway tunes. If it's church music we want we call on the Tuskegee Singers to give us "Go Down Moses," "Old-Time Religion," "Swing Low, Sweet Chariot," Heaven Song, Inchin' Along," and perhaps we follow them with the Trinity Choir of New York singing "Angels From the Realms of Glory" or the Victor Chorus in Beethoven's "The Heavens Resound" or "Gloria Patri."

LINENS for Thanksgiving Dinner Tables

For big family re-unions there are extra-size all-linen cloths—part of our old stocks at less than today's WHOLE-SALE prices. Made of fine double damask. 2 1/2 x 2 1/2 yards, \$14; 2 1/2 x 3 yards, \$15, \$16, \$18; 2 1/2 x 4 yards, \$37.50. Particularly beautiful all-linen cloths (no matching napkins): 2x2 1/2 yards at \$18; 2x3 yards at \$20. Pure Irish linen cloths for "just the family" are of heavy quality which can be expected to wear well. 2x2 yards, \$9; 2x2 1/2 yards, \$12; 2x3 yards, \$15. Napkins to match, 22x22 inches, \$12. Extra good all-linen table damask from Ireland, 70 inches wide, comes in very attractive designs at \$3.50 yard. Napkins to match, 22x22 inches, \$10 dozen. Madeira Napkins \$9, \$10, \$11, \$12 Doz. Ready for Thanksgiving luncheons and afternoon teas are lovely bits of fine round-thread linen, exquisitely hand scalloped and with hand-embroidered corners. Mostly in half-dozen lots. Specially purchased and therefore priced a third less than usual. —Meier & Frank's: Second Floor. (Mail Orders Filled.)



Somehow Thanksgiving Day Does Mean—The Dining Room

The happy family gathered all at home—the joviality of the rich walnut or mahogany gleam with silver and glass and china—the red of the Spitzenburg—the yellow of the pumpkin—the cr-a-ack of the Franquette walnut—the amber after-dinner coffee—the blazing fire—

And who along the Pacific coast is better fitted to supply the dining room with anything missing than the Meier & Frank Furniture Gallery?

Look at this dainty Queen Anne round dining table with its cabriole leg and spoon foot—every bit of it solid mahogany—for \$70. Pretty good wedding present! Then there are separate chairs—some with the wanted blue leather seats, others with cane panels or tapestry upholstery at various prices to please any taste.

A Great Wealth of New Dining Room Suites

First a beautiful set, rich, dignified, substantial, probably destined to become an honored heirloom. Made by Berkeley & Gay, whose fame in the 21st century may be as great as that of Chippendale at present. Built of solid American black walnut, finest of all native trees for cabinet work. Hand carved after the style of the Italian Renaissance and with medallions seeming to invite the coat of arms of the fortunate owner. Priced \$1828. A Cromwellian suite harks back in style to the days of armor mounted in the shadows of great halls. In black walnut the set of ten pieces is \$362.

Ready to Serve You Thanksgiving Day Also

A graceful Heppelwhite ten-piece set in mahogany with inlay has oblong table, high-backed chairs with blue damask seats, long sideboard and attractive serving table at \$575. A Queen Anne suite of walnut with crotch panels in the sideboard and oblong table; nine pieces \$522. Elegant Chippendale pieces designed after those models made for lords and ladies of a century ago whose bouffant skirts, laces, brocades and diamonds are not far separated from the fashions of the moment. There are separate tables, sideboards of various lengths and different chairs to choose at attractive prices.

The exhibition of Thanksgiving dining-room furniture is being held in the Furniture Gallery, eighth floor, and the table laid for Thanksgiving dinner is in the dining room of the Burlington House, seventh floor.

A Sale of 6000 Yards Filetnets 37c

First showing Monday of a huge purchase direct from the mill. Ordered early last spring when prices were lower. Our last lot of this filetnet or filet marquisette, as some people call it, sold fast at 45c yard. It is strong, durable, good looking and hangs gracefully—as effective as many curtain materials at twice the price. 40 inches wide.

A Jobber's Stock of Couch Covers and Portieres Low Priced

On a recent trip East the drapery buyer stopped off in a middle western city, visited an important wholesale house and took every one of the portieres and couch covers in the place. Considering market conditions the prices were very low and to make the offering even more noteworthy we have shaved our own fair regular profits.

Portieres \$6.55, \$7.15, \$8.35 pair. Couch Covers \$2.35, \$3.65, \$4.85, \$6.85, \$7.95.

Dark green, dark brown and other wanted colors for living rooms, libraries, dining rooms. Figured effects.

Cedar Chest "Specials"

\$11.25 for a Standard \$17.50 Chest \$15.65 for a Standard \$22.50 Chest \$20.95 for a Standard \$26.75 Chest

Made of the genuine Tennessee red cedar with its aromatic pungent perfume sufficient to frighten away the very bravest Mr. Moth. The best chest has lock and key and is attractively trimmed with copper. The \$15.65 grade has lock and key and all three grades have casters so that they can be moved around easily.

—Meier & Frank's: Seventh Floor. (Mail Orders Filled.)

Pre-Thanksgiving Sale of

200 Small Wilton Rugs

\$7.65 to \$18.65 for the \$12.50 to \$26.75 Grades

In the face of rising costs and scarcity of rugs we are glad to announce special prices on some of the finest grades manufactured.

Some are our own discontinued patterns, others have been discontinued at the mill and the surplus already made up turned over to us at a special price.

- \$12.50 Rugs, \$7.65 Size 27x54 inches. \$17.00 Rugs, \$11.50 Size 27x54 inches. \$14.00 Rugs, \$9.35 Size 27x54 inches. \$20.00 Rugs, \$13.65 Size 36x65 inches. \$15.00 Rugs, \$10.75 Size 27x54 inches. \$26.75 Rugs, \$18.65 Size 26x65 inches.

New 9x12 ft. Wilton Rugs

A new shipment for which many of our customers have been waiting. \$100 upward. —Meier & Frank's: Seventh Floor. (Mail Orders Filled.)

Electric Boudoir Lamps Special \$4.85



A pleasant gift surprise in the Electric Shop. Limited number of cream-colored wood lamps with cunning glass shades in maize, pale blue or rose. Complete with six feet of white silk cord. First showing.

Other Electric Gifts

- Electric Waffle Irons —Electric Toasters —Electric Percolators —Electric Grills —Electric Irons —Electric Heating Pads —Electric Curling Irons —Electric Flashlights

—Meier & Frank's: Basement Balcony. (Mail Orders Filled.)

Columbia Grafonolas, \$20 to \$250 Edison Phonographs, \$95 to \$285 Victor Victrolas, from \$25 to \$300

Any terms in reason. Order now to be sure of getting the style you want. Delivery will be reserved until desired. —Meier & Frank's: Sixth Floor. (Mail Orders Filled.)

A Great Holiday Showing and

Sale of Gift Silverware

will begin at this store tomorrow. The opportunities offered by this event for the selection of splendidly serviceable gifts at favorable prices are so manifold and so evident that they cannot but appeal to our patrons. Plenty of capable salespeople in attendance.

Special Prices on the "Lincoln" Pattern

in silver-plated ware made by William Rogers & Son. Bright finish. Guaranteed to give satisfactory service. Very specially priced as follows:

- In Sets of Six: Tea Spoons \$1.26, Dessert Knives \$2.85, Table Spoons \$2.52, Dessert Forks \$2.38, Soup Spoons \$2.52, Butter Spreaders \$2.94, Med. Knives \$2.95, Ind. Salad Forks \$3.28, Med. Forks \$2.52, Oyster Forks \$2.18. Fancy Pieces, Each: Berry Spoon \$1.38, Butter Knife 49c, Cold Meat Fork \$5c, Baby Spoon 40c, Gravy Ladle \$1.05, Child's Set \$1.38, Cream Ladle 78c, 26 Pieces in Oak Chest \$12.48, Sugar Shell 49c.



Special Prices on the "Jewel" Design

as illustrated in silver-plated ware made by Rogers & Bros. Manufacturing Co. French gray finish. Guaranteed to give satisfactory service. Specially priced as follows:

- In Sets of Six: Tea Spoons \$1.05, Med. Knives \$2.18, Table Spoons \$2.10, Med. Forks \$2.10, Soup Spoons \$2.10, Butter Spreaders \$2.00. Fancy Pieces, Each: Sugar Shell 39c, Berry Spoon 98c, Butter Knife 39c, Child's Set 83c, Gravy Ladle 83c, Baby Spoon 39c.



Silver Plated Novelties 69c

A wonderful assortment of silver-plated novelties including marmalade jars, 3-bottle castor sets, horseradish jars, mustard pots, lemon dishes, flower vases, salt and pepper shakers, napkin rings. All at 69c.

Sale of Silver Plated Ware \$3.39, \$4.95, \$5.95

A special purchase of Sheffield reproduction and quadruple plated ware brings these excellent values. New and attractive designs. All are most unusual bargains. At \$3.39, crumb sets and bread trays. At \$4.95, sandwich trays, roll trays, cake baskets and pie dishes. At \$5.95, casseroles and meat platters. Select useful gifts at good savings in this sale.

Sale of Bon Bon Dishes \$2.69

Sheffield reproduction. Platinum or bright finish. Plain with pierced edges.

Silver-Plated Cups 85c

Children's cups in plain bright finish. Medium size. Very special values.

Silver-Plated Trays \$1

Silver-plated bread trays in plain design. Satin finish. Medium size. 100 only.

—Meier & Frank's: Main Floor. (Mail Orders Filled.)

Thanksgiving Dinnerware Sale

The great festive occasion of the year is less than two weeks away. You who are going to have guests want to make the best possible impression. If you have planned on having a new dinner set why not get it now and introduce it on your Thanksgiving table? "The House of Housewares" offers extensive selections in open-stock dinner ware from the foremost makers of England, America and Japan. Here are five attractive open-stock patterns at very special prices:



60-Piece Set \$18.59 100-Piece Set \$29.16

American semi-porcelain ware in neat border design of brown with blue roses.

60-Piece Set \$20.98 100-Piece Set \$32.49

American semi-porcelain ware in attractive floral design of pink and blue flowers.

60-Piece Set \$42.93 100-Piece Set \$67.50

English semi-porcelain ware in the pretty "Old Leeds" spray design.

60-Piece Set \$46.00 100-Piece Set \$67.73

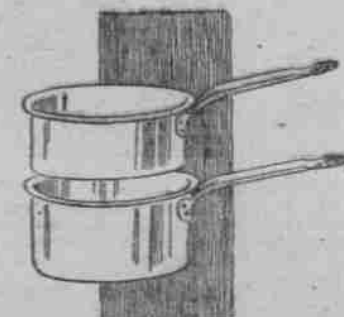
Nippon chinaware in white with gold band edge and gold hairline decoration.

60-Piece Set \$62.51 100-Piece Set \$96.80

Fine quality English semi-porcelain ware in the handsome bird design pictured.

Extra Special!

Set of Two "Lifetime" Aluminum Sauce Pans \$1.49



Extraordinary values. A great special purchase accounts for this remarkable sale. 600 sets of "Lifetime" highly polished aluminum saucepans in 2 and 3 1/2-quart sizes. Illustrated.

—Meier & Frank's: Basement. (Mail Orders Filled.)