

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

**A Kodak Makes an Ideal Gift**

We have a full assortment of genuine Eastman Kodaks and cameras ranging from \$2.86 to \$158. SPECIAL—\$3.50 genuine leather loose-leaf photo album, 7x10 size, containing 50 black leaves, \$2.69.  
—Meier & Frank's, Main Floor.

*See Also Page 12*  
this section for additional MEIER & FRANK Store news of great Home Interest

**A Sale of White Outing 29c**

Full 86 inches wide. Serviceable quality fine soft finished medium weight white outing that is very easy to wash. Suitable for night wear, diapers, etc. Very specially priced tomorrow at yard 29c.  
—Meier & Frank's, Second Floor.



**\$1.50 Stamped Pillow Cases, Pr. \$1.19**

The Art Needlework Shop offers a limited number of these pillow cases stamped for embroidery on good quality 42-inch tubing at \$1.19 pair instead of \$1.50. Buy for holiday gifts.  
—Meier & Frank's, Second Floor.

*See Also Back Page*  
this section for additional MEIER & FRANK Store news of great Apparel Sales

**Sale Celluloid Bag Frames \$1.49**

Half price, figuring present worth. Celluloid bag frames reinforced with metal trimmings. Several styles. Light and dark gray, shell and dark brown are the colors. Just 144.  
—Meier & Frank's, Main Floor.

# A Page of Broad Appeal with Emphasis on Savings

**1500 Yards of All Silk Georgette Crepes**

Was \$2.25, \$2.50 and \$2.75 Yd. **\$1.69** All Are First Quality and 40-in. Wide

\$1.69 yard for excellent quality all-silk Georgette Crepe that would be good value at \$2.25, \$2.50, \$2.75 AND MORE! Need anything more be said to urge on women the altogether exceptional importance of this buying opportunity?

The assortment comprises many sample pieces ranging from 1 to 4 yards and a goodly number of full lengths.

Such shades as flesh, white, coral, navy, French blue, turquoise, beige, brown, old rose, taupe, maize, black—a score or more of fashionable colors.

A woman need not be told of the advantageous uses that can be made of this 40-inch Georgette Crepe for neckwear, blouses, dresses, etc.  
—Meier & Frank's, Main Floor. (Mail Orders Filled.)

**\$6.00 Plush Coating \$3.98**

A wonderful offering for so early in the season. 500 yards of 50-inch plush coatings from the famous Shelton Looms. Among the colors are blue, brown, reindeer, grape, gray and taupe.

For women's and children's coats, coats, stoles, etc. While any remains, \$3.98 instead of \$6.00 yard for these splendid 50-inch plush coatings.  
—Meier & Frank's, Second Floor. (Mail Orders Filled.)

**Pretty Underclothes and Boudoir Caps \$1.98**

All fresh from our large assortments of \$2.59 models—nightgowns, bloomers, Marcella drawers and boudoir caps.

The nighties are of pink nainsook embroidered in pink or blue or of white nainsook with elaborate lace fronts—all sleeveless in the approved new fashion.

Bloomers are of pink batiste edged with washable satin ribbon, properly reinforced and with elastic at knee and waist.

The Marcella drawers are almost as wide as a short petticoat but fitted at the hips, trimmed effectively with wide laces and embroidered squares.

Bewitching boudoir caps of pale blue satin, creamy lace and tiny rosebuds; or net with pink moire ribbons and rosebuds or with many tiny frills of pink satin; others of georgette or crepe de chine in yellow, pink, blue, lavender and old rose.

They will make charming gifts.  
—Meier & Frank's, Third Floor. (Mail Orders Filled.)



*You Are Invited to Inspect Our Christmas Showings*

*Expert Sales-Service to Assist With Your Selections*

We Take Pleasure in Announcing That

## Advance Christmas Showings

of a Most Noteworthy Character Are Now Ready in the Following Sections

**JEWELRY**

A surpassing assemblage of staple and fancy jewelry, including:

**Men's and Women's Watches**

Ladies' wrist watches of the most famous American and Swiss makes in gold-filled, 14-karat, sterling silver, platinum or platinum and diamond cases, and men's Waltham, Howard, Elgin and Illinois watches in nickel, gold-filled and solid gold cases. All styles and sizes.

**Pearl Necklaces**

A complete assortment of graduated and uniform strands of large and small beads in neck, matinee and opera lengths, including indestructible beads—perfect reproductions.

Other beautiful necklaces in jet, genuine amber, white coral, jade and the newest French novelty necklaces.

**Besides These**

every other conceivable kind of jewelry: Rings in endless array, brooches, pins, pendants and La Vallieres of all kinds, sterling silver and silver-plated toilet sets, cigarette cases, match boxes, card cases, fancy hair ornaments. But why enumerate further?

We especially wish to call attention, however, to our superb showing of genuine

**Diamond and Platinum Jewelry**

of unimpeachable quality and style here in glittering splendor for Christmas gift choosing.

**Diamonds—Solitaires**

Every stone selected with great discernment so that we can recommend this collection as much for its quality and character as for the fine variety it exhibits at moderate prices.

**LEATHER GOODS**

A stock unexcelled for extensiveness in these parts and judiciously chosen from amongst the best offerings of the foremost makers. Authentic style goes hand in hand with intrinsic worth. Prices—these considered—are most moderate.

**Hand Bags**

specifically are here in infinite variety but special mention must be made of our assemblage of bonded bags, which comprises the largest as well as the best selections of imported and domestic kinds in the city.

**SILVERWARE**

Whether it be sterling silver or plated ware we can satisfy every preference and every expenditure in countless ways with silverware of the best quality and finest makes.

Main Floor.

**Sale \$45.00 Japanese Silk**

**Kimonos \$22.50**

Limited number of these far eastern negligees in crepe de chine with elaborate hand-embroidered silken roses and other flowers. There are pink, blue, pale green, gray, red and orange which shades into light yellow.

All are silk lined and interlined and have wadded hems.

They will make very pleasant Christmas gifts.

**\$10—\$12 Japanese Bedjackets \$8.50**

Silk or satin carefully hand quilted so they are warm enough for early morning. Alice blue, rose, pink, light blue, black, purple, dark blue and red.

—Meier & Frank's, Third Floor. (Mail Orders Filled.)

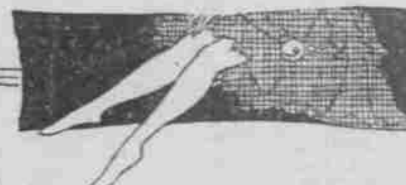


**Outing Flannel Garments**

98c for \$1.59 and \$1.79 short petticoats in light and dark colors.

\$2.95 for \$3.50 nightgowns with V necks, yokes, round necks, frog fastenings, long sleeves. Narrow or wide stripes of blue, pink, lavender on white.

—Meier & Frank's, Third Floor. (Mail Orders Filled.)



**The Greatest Silk Hosiery Value in America—Our Silk Maid Hose**

By this time the name "Silk Maid" has become so emblematic of silk hosiery perfection that it is almost superfluous to say that these hose are the embodiment of every desirable feature—in quality, style, workmanship and wear. Thousands of discriminating women will wear no other silk stockings. And, in addition to their other excellent features, Silk Maids represent the greatest economy in silk hosiery.

Thousands of pairs of new Silk Maid stockings are ready for personal choosing and holiday gift selection in black, white and a score of fashionable shades. All 12-strand, pure dye silk. Full fashioned. Double quarter welt of mercerized lisle and reinforced lisle split soles. \$3 pair.

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

**Do Christmas Shopping Early**

**THE** woman who feels that as in her outer apparel so in underwear perfection should be striven after is the woman to whom we address this message about

**"Sterling" Knit Underwear**

—underwear that has EVERY good feature—quality, style, comfort, highest grade workmanship, marked superiority in fit and finish, durability and—these considered—economy as well to recommend it.

For three days we feature this famous make of full-fashioned knit underwear at the following prices which are based on purchases made almost a year ago and therefore appreciably below the present market.

**Wool Mixed**

union suits in high neck, long sleeves and ankle length. Heavy weight. Fashioned ribbed waist, band wrist and ankle. White and natural. Regular sizes \$7. Extra sizes, No. 7, 7½; No. 8, \$8.

**Silk and Wool**

light weight union suits in white. Fashioned. Low neck, sleeveless, ankle length. \$6 and \$6.50.

**Mercerized Lisle**

medium weight union suits in flesh and white. Sleeveless and knee length. \$5 and \$5.50.

**Plain Lisle**

light weight union suits in flesh and white. Fashioned. Low neck, sleeveless, knee and ankle length. \$4.50 to \$5.50.

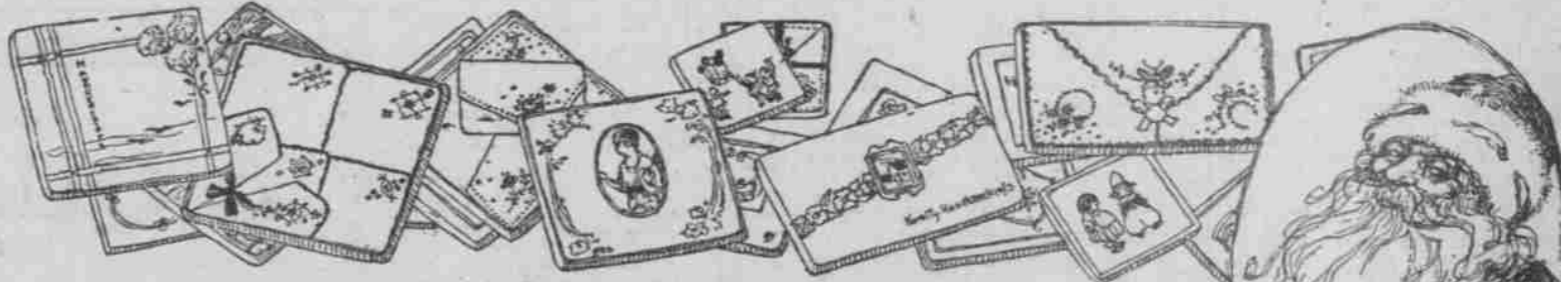
**All Wool**

vests and tights in high neck, long sleeves and ankle length. Heavy weight. Soft finish. White and natural. Regular sizes \$4.50, out sizes \$5. Black tights \$6.50 and \$7.

**All Silk**

union suits in flesh and white. Light weight. Perfectly tailored garments. Low neck, no sleeves, knee and ankle length. \$10 to \$12.

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



**The Christmas Box HANDKERCHIEF SALE**

For Men, Women and Children Begins at This Store Tomorrow

—Thousands of Handkerchiefs

—Hundreds of Styles

—Wonderful Savings

**FOR WOMEN**

The greatest array of handkerchief values we have ever offered in this annual sale of Christmas handkerchiefs by the box. There are more than 30 distinct sale groups and in each of these from 3 to a dozen or more styles—3, 4 and 8 handkerchiefs in a box. The merchandise is new, carefully selected. The assortments are extremely broad, embracing large selections of handkerchiefs of every description in fine lawns and linens—domestic and imported. Prices in every instance are less than worth—in some cases LESS THAN PRESENT WHOLESALE.

**BUY THE BOX**

**FOR MEN**

A selection that enables every man and every woman buying for a man to satisfy every handkerchief need for personal use and for holiday gifts. All of standard quality and workmanship. All very specially priced by the box.

**FOR CHILDREN**

No kiddy will want for handkerchiefs if advantage be taken of this sale which brings a splendid assortment of children's handkerchiefs at big savings.  
—Meier & Frank's, Main Floor. (Mail Orders Filled.)