

ADDITIONAL ESCALATOR NOW IN OPERATION TO TOYTOWN, FIFTH FLOOR

**Framed Pictures 75c**

A wide variety of beautifully colored pictures comprising a large number of subjects. Pictures are 8x10 inches and are artistically framed in 3/4-inch antique gold moulding. These framed pictures will make suitable gifts. One sketched.

—Meier & Frank's: Fifth Floor.

**Mocha Cake 50c-\$1**

Only the best materials are used in these mocha cakes—fresh eggs, creamery butter, sugar and flour, the filling is of butter and cream flavored with strong coffee, sugar chocolate, vanilla or pineapple. Two sizes at 50c and \$1.

—Meier & Frank's: Ninth Floor.



See Also  
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**5 Grocery Specials**

Flour, Crown or Royal Banquet, 49-lb. sack \$3.15.  
White Beans, small California, new crop, 10 lbs. \$1, lb. 11¢.  
Karo Syrup, Red Label, No. 10 pails \$1.10, No. 5 pails 60¢.  
Raisins, seeded or seedless, new pack No. 1 pkgs., doz. \$2.60, pkg. 22¢.  
Karo Syrup, Blue Label, No. 10 pails \$1, No. 5 pails 55¢.

—Meier & Frank's: Ninth Floor.

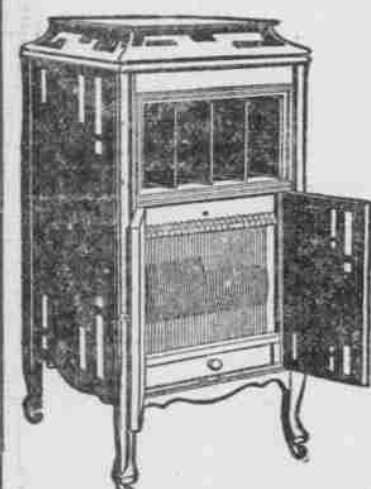
**CLEAR THE TRACKS! Christmas Shopping Has the Right of Way**

**Join Our Christmas Phonograph Club**

Through our Christmas Phonograph Club patrons can select any phonograph in our stock and on payment of a small deposit can enjoy the use of the instrument while paying for it—the initial payment is applied to the purchase price of the machine. We particularly wish to emphasize here our complete stocks of

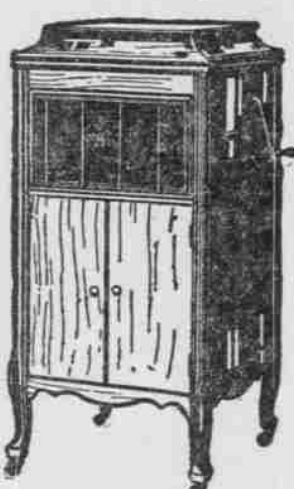
**Columbia Grafonolas**

In the strength of its assortments, the quality of its instruments and the class of service it renders the Meier & Frank Phonograph Shop is a foremost factor in the musical life of this community. This applies particularly to our stocks of Grafonolas, of which we have a wide variety, ranging in price from \$20 to \$250. Tomorrow we feature four special outfits as follows:



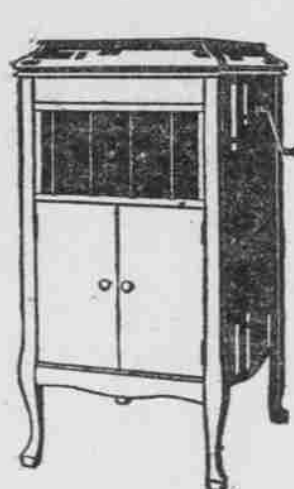
**Outfit \$145.95**

This Columbia outfit consists of the grafonola, as illustrated, in a variety of finishes, seven records (14 selections) of your own choosing and 300 needles. With patented record ejector.



**Outfit \$130.95**

This Columbia outfit consists of the grafonola, as illustrated, in a variety of finishes, seven records (14 selections) of your own choosing and 300 assorted needles.



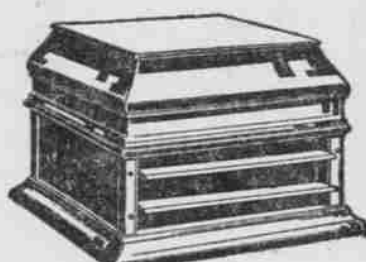
**Outfit \$110.20**

This Columbia outfit consists of the grafonola, as illustrated, in mahogany or oak finishes, 12 records (24 selections) of your own choosing and 300 assorted needles.

**Outfit \$60.20**

This Columbia outfit consists of the grafonola, as illustrated, in mahogany or oak finishes, 12 records (24 selections) of your own choosing and 300 needles.

Many Other Outfits to Select From



**Your Own Terms—in Reason**

This liberal credit policy applies to any Columbia Grafonola, Victor Victrola or Edison Diamond Disc Phonograph in our stocks.

**Hear Your Favorite Records in our Sound Proof Parlors**

We endeavor to have at all times all of the wanted records and we shall be pleased to play any or all records you desire in our soundproof parlors on the Sixth Floor. Come in tomorrow.

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

**Table Runners, Pillow Tops Doilies—Many Other Gifts**

Gift-land is only another name for the Upholstery Store these Christmas days. Stroll through its many aisles and ideas accost you from every table.

Here's a collection of tapestry table runners, pillow scarfs, pillow tops, pillow covers. Many with metal embroidery.

French filet lace is a thoughtful gift for anyone who owns a home. Antimacassars, or chair backs, table scarfs, davenport backs, table squares and round cloths, all made by hand, \$7.50 upwards.

Kimono silks have Chinese, futurist and batik designs and are very soft and attractive for the purpose. 32 inches wide. \$1.75 to \$2.90 a yard.

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

Hand-made Cluny lace forms another fascinating collection. Doilies for as little as 35c, large scarfs \$9.50 and up to tea cloths at \$22.

Then there are taffeta pillows in soft colors which blend with the furnishings of beautiful rooms. Round styles are priced at \$5.95 and \$7.50.

**Just Unpacked!—Christmas Collection of Real "Navajo" Rugs**

Ordered months ago, but delayed in transit. Historic styles woven in just the same way for which the Navajos have been celebrated so many years. Made of pure wool which the Indians raised themselves, dyed with berry colors which only the Indians know, woven on hand looms. Some of red, some of black and white, others with gray and red, etc. Average sizes are 2 1/2 by 5 feet and 2 by 7 feet.

As there are so many imitations of Navajo rugs it is pleasant to know that these genuine Navajos were ordered personally at the reservation and received direct therefrom. Priced \$19 to \$35.

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

**Gift Blankets and Fine Silk Comforters**

Hard to find anything quite so seasonable for this cold weather as a gift of a beautiful silk comforter filled with lamb's wool at \$16 to \$45.

Every color to match her room and some of the comforters are masses of flowers.

Comforters covered with fine sateen, filled with down, at \$15 are often printed all over with thousands of roses.

**Pendleton Blankets**

are more attractive than most kinds. For instance, the "Glacier Park" with broad stripes of black, yellow, red and green, pure wool, heavy weight, \$16 each.

All-wool Indian bed robes in attractive color combinations, \$20 each.

Pure wool blankets in delicately colored plaids, \$14, \$15, \$18, \$25 a pair.

Beautiful Pendleton fleece wool blankets which took first prize at

the San Francisco Fair come with pink, blue or yellow plaids, satin-bound, \$22.50 a pair.

Effective Serapi striped shawls \$15, couch covers \$22.

Small Indian blankets for baby's carriage in bright colors, \$5.

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

Gift Problems Quickly Solved in the

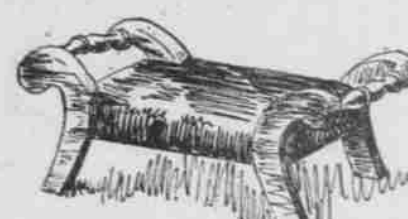
**Furniture Gift Shop**

Only a short time before Christmas now. If a gift for Uncle Henry is bothering you or something suitable for Aunt Mary or if you wish to find a particularly modish article for a friend of your own age—you do not need to worry—put your things on and just come to this Gift Shop early Monday morning. Marvelous varieties of carefully chosen articles. We can not enumerate a hundredth part of them here.



**A Black Bowl**

is one of the most firmly entrenched ideas of interior decorators at the present moment. The bowl sketched is beautiful clear glass in deep, rich black, 10 inches in diameter. An effective holder for real or artificial fruit. The bowl is \$2. Antique gold finished base, \$1.15.



**A Nice Footstool**

Just the right height and width is this footstool of mahogany upholstered in velour or tapestry. Such a stool helps considerably in the restful evening at home sitting by the fire reading. \$8.75.



**A Boudoir Lamp**

Any one who has been used to the hard light of a ceiling or wall fixture will enjoy receiving such a lamp as this pictured. It is of solid mahogany and all sorts of shades can be used with it. The lamp without shade \$2.75. Silk shades \$2.50 to \$5.

**A Little Mirror**

Just a quaint rather frivolous affair with gilt frame in French style introducing a pretty lattice work design, together with wreath and gilded fringe. It measures 4 inches wide by 14 inches long. Priced at \$2.75.

**A Waste Paper Basket**

Sufficiently masculine for a man and yet so practical and simple that many women will like it. Made entirely of solid mahogany and screwed together in craftsmanship style. It is very useful. \$5.



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

**Practical Anti-Sweeping Gifts**

Mr. Man, For Your Wife—

- "Bissells" Carpet Sweepers, \$3.75 to \$6.25
- "Bissells" Vacuum Cleaners, \$7.50 to \$13.50
- "Hoover" Electric Cleaners, \$60.00 and \$74



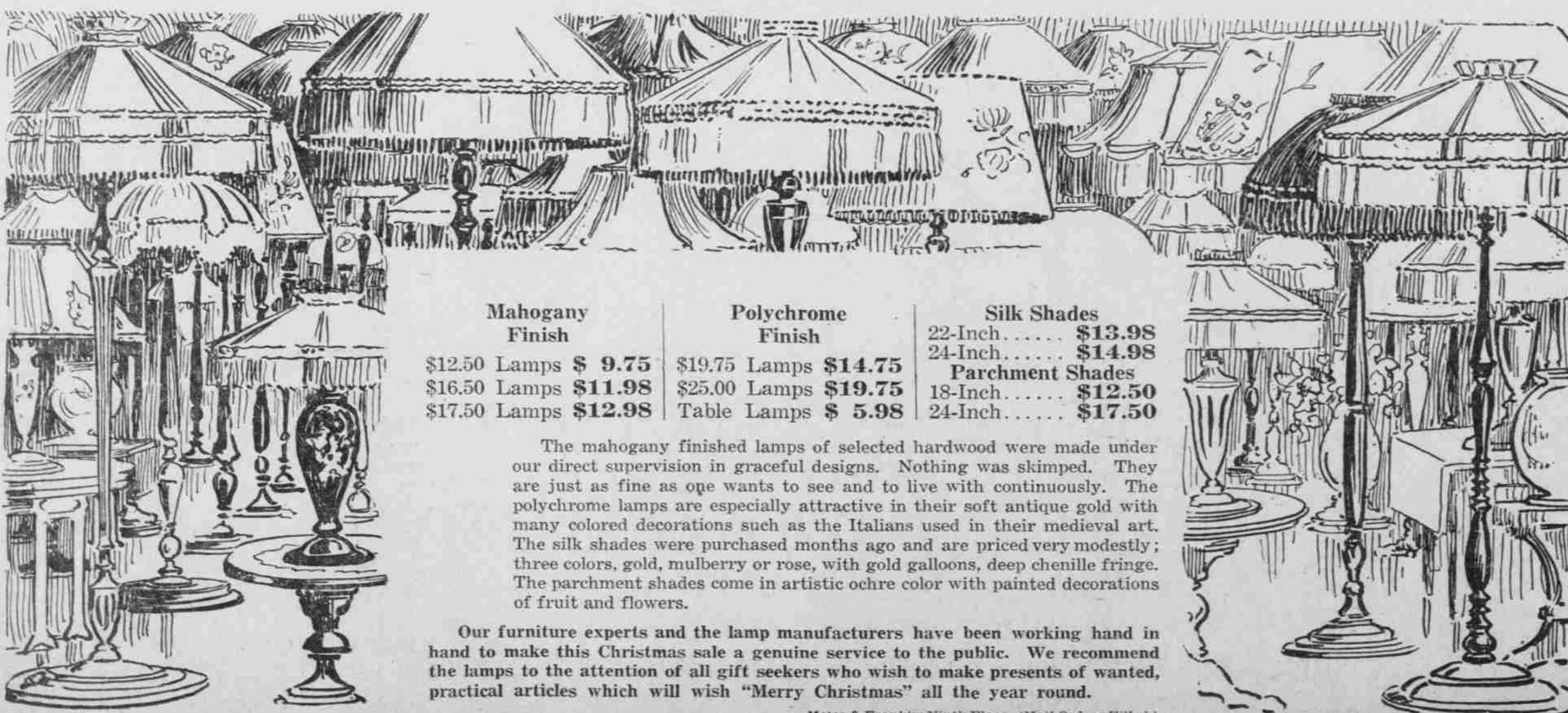
Of course, you hate to see your wife use so much energy in sweeping heavy carpets and rugs. It is the old-fashioned way of doing things. The west stands for progress. Housekeeping progress means an automatic sweeper of some kind. Bissells carpet sweepers are the least expensive good automatic sweeping devices we know. They must be pushed by human effort, but they are ten times easier than broom sweeping.

"Bissells" hand vacuum cleaners do the work better than the carpet sweeper at about double the price.

"Hoover" electric cleaners thoroughly clean all floor coverings; attachments can be had for cleaning walls, furniture, mattresses, etc.

—Meier & Frank's: Seventh Floor; "Hoover" Cleaners also in Electric Shop, Basement Balcony.

**200 Handsome Floor Lamps—A Christmas Sale!**



Mahogany Finish		Polychrome Finish		Silk Shades	
\$12.50 Lamps	\$ 9.75	\$19.75 Lamps	\$14.75	22-Inch.....	\$13.98
\$16.50 Lamps	\$11.98	\$25.00 Lamps	\$19.75	24-Inch.....	\$14.98
\$17.50 Lamps	\$12.98	\$25.00 Table Lamps	\$ 5.98	Parchment Shades	
				18-Inch.....	\$12.50
				24-Inch.....	\$17.50

The mahogany finished lamps of selected hardwood were made under our direct supervision in graceful designs. Nothing was skimmed. They are just as fine as one wants to see and to live with continuously. The polychrome lamps are especially attractive in their soft antique gold with many colored decorations such as the Italians used in their medieval art. The silk shades were purchased months ago and are priced very modestly; three colors, gold, mulberry or rose, with gold galleons, deep chenille fringe. The parchment shades come in artistic ochre color with painted decorations of fruit and flowers.

Our furniture experts and the lamp manufacturers have been working hand in hand to make this Christmas sale a genuine service to the public. We recommend the lamps to the attention of all gift seekers who wish to make presents of wanted, practical articles which will wish "Merry Christmas" all the year round.

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

**Christmas Sale of Rich American Cut Glass**

This special selling of rich, sparkling, American cut glass comes at an opportune moment—just when one is seeking suitable gifts for mother, wife, married sister or relative. And what nicer gift for a woman? During this sale you can secure the following cut glass pieces at sharp reductions:

- Fern Dishes \$3.89**  
8-inch cut glass fern dishes with nickel lining. Fern and floral cuttings. Were \$5.50.
- Nappies \$2.29**  
6-inch handled nappies in floral cuttings. Were \$3.
- Spoon Trays \$1.44**  
6-inch spoon trays in netting cut design. Were \$1.50.
- Nappies \$1.69**  
6-inch handled nappies in the popular "Buzz" design. Were \$2.50.
- Dishes \$1.29**  
6-inch 2-handled relish or jelly dishes. Were \$1.75.
- Nappies \$1.34**  
6-inch handled nappies in the "Hob Star" cutting. Were \$1.75.
- Celery Trays \$2.59**  
10-inch cut glass celery trays in "Hob Star" and floral cutting. Were \$3.50.
- Bowls \$2.98**  
8-inch cut glass berry or fruit bowls in "Hob Star" and floral cutting. Were \$4.
- Bowls \$3.98**  
Oblong cut glass orange or fruit bowls in a pretty design. Were \$5.50.
- Nappies \$4.29**  
8-inch cut glass nappies in "Hob Star" and floral cutting. Have 3 feet. Were \$5.
- Comports \$1.29**  
5-inch footed cut glass comports. Were \$1.75.
- Comports \$3.88**  
6-inch cut glass high-footed comports in pretty design. Were \$5.
- Vases \$3.49**  
10-inch cut glass vases in floral cutting. Were \$4.50.
- Bowls \$5.98**  
8-inch cut glass centerpiece or rose bowls with three feet. Were \$8.
- Sets \$5.19**  
Cut glass sugar and creamer sets in combination floral and miter cutting. Were \$4.



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