



"It Always Pays to Shop at Meier & Frank's"

See Also Big Double Center Spread and Back Page This Section

The Ribbon Shop Offers a Multitude of Lovely

RIBBONS HALF PRICE

Two Values That Prove the Advantages of Shopping in This Section

Metal Embroidered and Jacquard Ribbons 1/2

Our entire stock of heavy metal and Jacquard embroidered ribbons now reduced to half the regular prices. A wonderful opportunity to purchase for holiday requirements besides supplying one's more immediate needs.

Now \$1.88 to \$17.50

Words cannot do justice to the beauty and diversity of this collection which embraces a myriad of designs and colors.

For bags, sashes, hat trimmings, vests, camisoles and novelties.

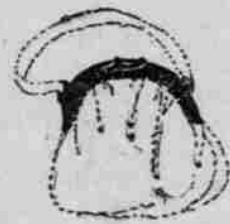
Brocaded Wash Ribbons 1/2 and Less

Ribbons needed all year long. Especially good for running through underclothes and for children's narrow sashes. Majority are beautiful double-faced reversible satin ribbons with brocaded patterns in pink, blue, lavender and white. Widths from 1/4 to 3 inches. Broken color assortments.

- No. 1, regularly 12 1/2c, now yard 5c.
- No. 1 1/2, regularly 17 1/2c, now yard 8c.
- No. 2, regularly 20c, now yard 10c.
- No. 3, regularly 30c, now yard 15c.
- No. 5, regularly 40c, now yard 18c.
- No. 7, regularly 45c, now yard 20c.
- No. 9, regularly 55c, now yard 25c.
- No. 16, regularly \$1, now yard 35c.

Bag Frames 69c, \$1.39

The 69c frames are \$1.19 values and \$1.39 frames are \$1.75 to \$2 values. Heavy bone and celluloid bag frames that make the nucleus of individual bags. Some have metal reinforcements, extra strong clasps, with pierced frames so it is a simple task to complete the bag. And tomorrow prices are special.



—Meier & Frank's: Ribbon Shop, Main Floor.

White and Colored Wash Goods

Women who realize that our regular prices in this section are invariably the lowest will appreciate the special prices quoted for this sale.

Aeroplane Linen \$1

Limited quantity of this 36-inch natural colored aeroplane linen, suitable for women's and children's beach dresses and a multitude of other practical purposes. Rip, tear and practically wear-proof.

36-Inch Percale 39c

Regular 50c quality but with slight imperfections in the print which are not noticeable. Pretty stripes and small figures.

27-Inch Gingham 25c

Limited quantity of this good quality 27-inch gingham in plaids, checks, stripes and plain colors—light and dark shades.

WHITE GOODS

Four excellent values.

White Tricot 50c

Regular 75c plain white cotton tricot, 36 inches wide.

White Batiste 60c

Regular \$1 plain white mercerized batiste, 45 inches wide.

White Voile 50c

Regular 75c plain white cotton voile, 36 inches wide.

White Batiste 39c

Regular 60c plain white mercerized batiste, 27 inches wide.

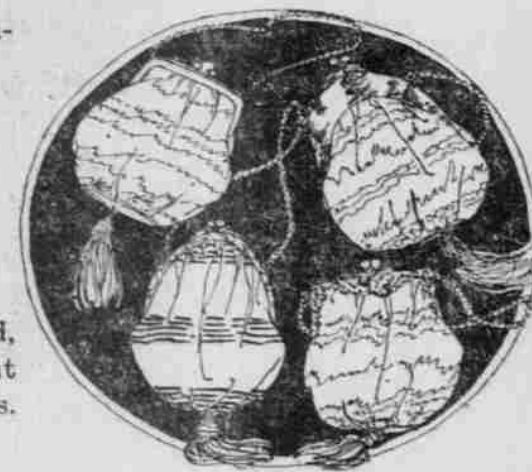
—Meier & Frank's: Wash Goods Section, Second Floor.

Final Clearaway of Silk Bags

FINAL—Prices will insure that. Our regular stocks newly reduced as follows:

- \$ 7.50 to \$15.00 Bags... \$3.98
- \$16.50 to \$25.00 Bags... \$8.89
- \$27.50 to \$32.50 Bags... \$13.50

Many are less than half price. Covered, beaded and a few shell frames, with or without tassels. Blue, brown and taupe are the colors.



Moire Hand Bags \$1

Were \$2.25, \$2.45 and \$3.98. Various styles of frames. Blue, black and taupe. One dollar while the quantity lasts.

Moire Hand Bags 79c

Were \$1.95. Blue, black and taupe. One attractive style. 140 only.

—Meier & Frank's: Hand Bag Shop, Main Floor.

Women's \$5.00 "Sealpax" Athletic Union Suits

\$2.95



Between a third and half of the regular price for these nationally known Sealpax union suits. Of extra fine quality light weight silk and lisle mixed fabric in pink and white with dainty pin dot patterns. Sizes 36 to 44.

2 Suits Sealpax Underwear \$3.50

Women's Sealpax athletic underwear of soft light-weight washable materials in white and pink, plain and fancy patterns. Sizes 36 to 44. 2 suits \$3.50 or suit \$2.

—Meier & Frank's: Underwear Shop, Main Floor.

Regular \$1.25 to \$2.50 Laces 98c

Dress laces comprising net top edges, bands and flouncings in white and ecru, Margot flouncing and metal novelty laces in gold, silver, also silver and antique on black.

\$2.39 Embroidery Yard \$1.29

36-inch voile dress embroideries in white embroidered with heavy silk floss in rose, open and maize, also open and rose embroidered in white. All have scalloped edges.

—Meier & Frank's: Main Floor.

Daisy Outing Flannel 39c

The "old" 50c best quality white Daisy outing flannel at less than today's wholesale cost. Excellent heavy weight and twilled in the weave. For all night wear and diapers—10 yards will make a dozen diapers which we will hem for 25c additional.

—Meier & Frank's: Second Floor.

Trimmings 1/2 Price

Odds and ends of trimmings, including motifs, fringes, tassels, pendants and braids at half the regular prices.

Sale of Buttons 10c Card

All kinds of remainders, including pearl, ivory, crochet and metal buttons. 1, 2 and 12 on card.

—Meier & Frank's: Main Floor.

New Importation French Stationery

Interesting new stationery with fancy linings and colored borders—direct from France.

Special

75c stationery with attractive gold initial, 24 sheets paper and 24 envelopes, box 37c.

To \$1.00 fancy stationery in white and all tints also with colored border, box 49c.

60c gilt edge playing cards, package 49c.

\$1.50 poker chips, box 98c.

"500" score cards, dozen 8c.

—Meier & Frank's: Main Floor.

Sale of Dresses \$2.39, \$3.95, \$6.95



Regularly \$4.98, \$6.95 and \$8.50, respectively. Some are now less than half price.

Dresses for morning and afternoon wear in a fine assortment of styles and materials. Models for the miss, the little woman, average and stout figures.

Voiles, lawns, ginghams and percales. Pretty combinations of white with rose, blue and red, also plain shades. Belted models, some have white collars and cuffs.

Not all sizes in every kind.

A remarkable assortment at \$2.39, \$3.95 and \$6.95.

White Aprons 98c

Save a third on white band aprons of serviceable Indianhead while the quantity lasts.

—Meier & Frank's: Third Floor.

Final Reductions on Hair Goods

All Switches, Transformations, Pumps and Curls Reduced

1/3 Off

Dependable qualities. Good shades, including gray and white.

We have an assortment of cut hair on display from which you may select your shade and have made up into switches and curly "Janets" at moderate prices.

Our staff of expert operators assures de luxe service in

- Shampooing
- Marcel Waving
- Facial Treatments
- Permanent Waving
- Hair Dressing
- Manicuring
- Scalp Treatments
- Children's Hair Cutting

Phone for appointments.

—Meier & Frank's: Salon de Coiffure, Fifth Floor.

Our Entire Stock of Pearl Beads 1-3 Off

Imitation

One of the most brilliant demonstrations that "It Always Pays to Shop at Meier & Frank's" will be given in this sale, for which our entire fine stocks of imitation pearl beads are reduced one third.

This includes indestructible and wax filled pearls. Graduated and uniform beads. 16-inch or neck length and all intermediate lengths up to 54 inches.

Regularly \$2.50 to \$100—now a third less.

—Meier & Frank's: Jewelry Store, Main Floor.

Fleisher's Yarn at Less Than Present Wholesale Cost

On Sale Monday **41c** Wonderful Value

A fortunate purchase of the famous FLEISHER'S four-fold Germantown yarn enables us to offer a large assortment at this remarkable price of 41c ball. Women will anticipate their holiday gift requirements (we give free lessons.)

All the leading sports shades, including

- Peacock Gray
- Old Rose American Beauty
- Blue Pink

in fact, a complete range of colors from which to choose yarn for sweaters, etc.

Centers and Scarfs 79c

Were \$1.39. White centers and scarfs stamped for embroidery on good quality white art cloth, centers 36x36, scarfs 18x45 and 18x54.

Children's Dresses 89c

Some were priced \$1.50. Sizes for infants up to girls of 8 years in these white and colored dresses stamped for embroidery.

—Meier & Frank's: Needlework Shop, Second Floor.

2 BIG GLOVE SPECIALS

Should crowd this section tomorrow.

\$2.50 to \$4.25 Gloves \$1.59

A marvelous group at this price, which is in some cases less than half.

Real French kid, one clasp—pique suede, two clasp—washable cape, one clasp—P. X. M. gray mochas.

Pearl, silver gray, ivory and brown in the lot.

All perfect. All expertly fitted. Sizes 5 1/2 to 7.

None of these gloves sent C. O. D. or on approval—no exchanges.

Silks and Chamoisettes 39c

Final clearaway of hundreds of pairs of famous makes of gloves including Fownes, Dent's, Kayser, Mohawk.

Two-clasp silk and slip-on chamoisette gloves, some of which are slightly soiled; some subject to trivial imperfections.

Black, white, chamois, mastic, pongee, mode, gray and brown in the lot. Sizes 5 1/2 to 7 1/2, but broken lines.

—Meier & Frank's: Glove Shop, Main Floor.

Hosiery Specials

Women and children alike will benefit.

Special 59c

A wonderful lot of women's fine mercerized lisle hose in gray and navy, also fiber silk hose in black and pink. All good values at 59c pair.

Special 49c

Children's fine mercerized three-quarter length roll-top sock in heather mixtures of green and black, navy and black, etc. Slightly imperfect sock of the regular \$1 grade. Sizes 7 to 9 1/2.

—Meier & Frank's: Hosiery Shop, Main Floor.