

34 Shopping Days Till Christmas---No Matter Where You Shop, Shop Early

See Our Other Ads

Special news of furniture, curtains and ranges on page 12—sales of dinnerware, cut glass, silverware, etc., page 13—sales of boxed handkerchiefs, Cluny lace and Madeira hand-embroidered center pieces and scarfs, etc., page 14—sales of women's suits, coats, dresses, blouses, etc., back page (all in this section).
Special news of jewelry, leather, velvet and beaded bags, ivory pyralin, toilettries, page 7, Society Section—Children's Book Week, page 7, Society Section.



Personal Greeting Cards

The advantages of ordering greeting cards now are obvious, but nevertheless apt to be overlooked. By ordering now one can choose with proper discrimination. Engravers have time to do their best work and greater all-around satisfaction is the result. We have many fine examples of the engravers' art from which you can make selection now.

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

“Back to Normalcy”: The Words of the Hour

Inspiration for Great, Virtually Store-Wide Reductions on Wanted Merchandise at Meier & Frank's



\$4.95 \$3.95 \$4.95 \$4.95 \$3.95 \$6.45 \$3.45 \$3.95 \$3.95 \$6.45 \$3.95

Sale Extraordinary

Philippine Hand-Made Lingerie

\$2.29 to \$6.45

Lingerie made of beautiful materials. Models that are different in cut. Patterns more beautiful than usual. Every stitch made by hand. Many of the laces used are of precious hand-made kinds. The hand-embroidery is exquisite—and most of the designs are inspired by graceful French work.

Brides and their friends are invited to this most important sale of hand-made lingerie.

Gowns

in slip-over styles with kimono sleeves; also sleeveless models. Eyelet and French embroidery trimmed. Also some with flower and dot designs. V, round and square neck models.

Special at \$2.95, \$3.95, \$4.95, \$5.45 to \$6.45.

Envelope Chemises

in a variety of styles. Some with hand scalloped strap shoulders in beautiful designs, solid and punch-work effects, others with built-up shoulders in many exquisite effects.

Special at \$2.95, \$3.95, \$4.95 to \$5.45.

Corset Covers

are hand embroidered and with dainty hand scalloped edges. Some elaborate, others have small floral sprays.

Special at \$2.95, \$3.45 and \$3.75.

Drawers

that are hand made and hand scalloped are shown in open styles. Some are embroidered in small designs, others have scalloped edges.

Special at \$2.29 and \$3.29.

Straight Chemises

with strap and built-up shoulders and bottom finished with hem. Embroidered in dainty designs.

Special at \$3.95 and \$4.59.

Quilted Jap Satin

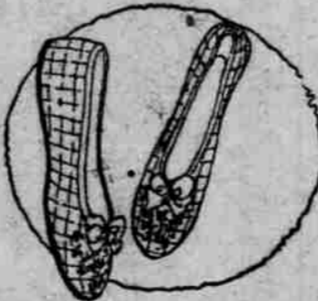
Boudoir Slippers \$2.59

Very Specially Priced

Dainty, fine and cozily comfortable are these quilted Jap satin boudoir slippers, with embroidered toe and fancy bow.

Colors are red, rose, open, pink, light blue, purple, yellow, navy and black. Pretty, practical Christmas gifts.

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



Clearaway

300 Aprons and Apron Dresses \$1.98

Extraordinarily good assortment at this little price.

Of gingham and percale in many styles and trimmed in a variety of pretty ways. Some have collars. V and round necks. Wide belts. Pockets.

Colors include pink, blue and lavender.

Sizes for average figures and for large women.

—Meier & Frank's: House Dress Section, Third Floor. (Mail Orders Filled.)

Do Not Choose Your Corset Hastily

Investigate thoroughly the needs of your figure and of your health before purchasing a corset.

Mrs. A. L. Craig

of the

Nemo Hygienic-Fashion Institute
New York

is with us for a few days. She is an expert in the art of Scientific Corsetry, and her daily demonstrations of

Nemo Corsets

are well worth the attention of every woman. Consult her about your own corset problems. She will be glad to answer your questions, and to aid you in your selection of the Nemo model, especially designed for your figure, and which will give you undreamed-of comfort, service, health and style.

No Extra Charge for a Consultation.

—Meier & Frank's: Corset Salon, Third Floor.

50-Inch

All-Wool Tricotine

\$2.69

Regular \$4 Yard Grade

Hundreds of yards of this much-wanted material at the remarkably low price of \$2.69 yard.

Tan, sand, nickel, lead gray, taupe, dark rose, brown, Belgian blue, navy and black.

Right weight for women's dresses and for misses' wearables. Full 50 inches wide.

\$3.50 and \$4

High-Grade Silks \$2.23

Rich-novelty plaids, pretty stripes, dresden and light colors. Suitable for dresses, skirts, waists, petticoats, etc.

\$2.50 Wash Satin \$1.79

First quality wash satin in ivory, pink, flesh, turquoise and champagne.

36 inches wide.

For party dresses, underthings, fancy work, etc.

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

Regular \$1.65 to \$6

Package Needlework

1/4 Off

Now Priced \$1.11 to \$4.50

Royal Society and Pacific brands included. Gowns, novelties, children's dresses, etc.

Stamped Dresses 79c

Regular \$1.25 dresses. Sizes for infants' up to 2 years. Stamped for embroidery on extra quality lawn. Many with scallops at bottom, neck and sleeves.

Stamped Gowns \$1.89

Regular \$2.25 values. Dozens of attractive patterns. Stamped on nainsook and cambric. All sizes.

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

Sale Extraordinary

Women's Gloves \$1.69

Splendid assortment of 1478 pairs of cape, mocha and sueded lambskin gloves, all of first quality and all washable.

One-clasp style, with Paris point and embroidered backs. P. K. and P. X. M. sewn.

Good shades of gray, mode, beaver, brown, russet, tan. Every pair fitted at \$1.69. None on approval.



Double Silk Gloves \$1.47

When one considers that, besides being of excellent quality and style, these standard "Wear-Right" DOUBLE silk gloves are suitable for cold-weather wear, the price must impress one as remarkably low.

Gray, brown, tan and navy. None on approval.

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

School Girls' and Women's Shoes

\$9.85

Were \$12.50 to \$16

Wonderful values! Every pair taken from regular stock. Not merely a clearaway of short lines, but some of the season's most popular styles are included.

The Assortment Offers

Brown and black kid lace shoes, with military heels—dark gray and maple kid shoes with Louis heels—tan and black calfskin lace shoes with low heels, other short lines, some with cloth tops.



Men's Shoes \$8.35

Herman Munson army and navy shoes included among other well-known standard brands in this sale. A good assortment of semi-dress shoes in tan and black kid and calfskin. English, medium and broad lasts. Lace and button style. Some have colored kid tops. All sizes in the army shoes, others in broken sizes, but all sizes in the lot.

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

Famous Makes of

Knit Underwear

1/2

“Sterling” and “Swan” Brand

“Back to Normalcy” seems hardly adequate here. Women's high-grade knit underwear—“Sterling” and “Swan Brand”—in winter styles and weights. AT HALF PRICE! Finely serviceable, comfortable, perfect-fitting underwear, fashioned to hold its shape.

Sterling

\$8 Union Suits \$3.95

Extra heavy silk and wool garments in Dutch neck, elbow sleeves, ankle length style. White only.

\$7 Union Suits \$3.50

Flesh and white. High neck, long sleeves, ankle length union suits.

\$7.50 Union Suits \$3.75

Flesh and white. Low neck, sleeveless, ankle-length union suits.

Swan Brand

\$3.25, \$3.50 Vests \$1.65

Silk and wool and soft lamb's wool vests in medium light weight. Broken lot.

\$6.50 Union Suits \$3.25

White. Dutch neck, elbow sleeves, ankle length union suits.

\$7 Union Suits \$3.50

Low neck, sleeveless, ankle length union suits in bodice and regular styles. Flesh and white.

\$7.50 Union Suits \$3.75

Flesh and white. Low neck, sleeveless, knee length union suits.

\$4 Tights \$1.65

Medium weight Swiss ribbed wool tights in black and white, ankle length; also black in knee length. Sizes 4, 5 and 6.

\$8 Union Suits \$3.95

Silk and wool and extra fine wool union suits in medium weight. High neck, long sleeves, ankle length, low neck, sleeveless, ankle length and other styles. Broken sizes.

—Meier & Frank's: Knit Underwear Store, Main Floor. (Mail Orders Filled.)

