

Shop in the Morning

ONLY 12 SHOPPING DAYS TILL CHRISTMAS—NO MATTER WHERE YOU SHOP, SHOP EARLY—MORNING HOURS ARE BEST

Carry Small Packages

Former Employees
Please call at Employment Bureau, Sixth Floor, ready to go to work.

Meier & Frank's The Christmas Store

SEE BACK PAGE This Section

Presents This Page of Home-Gladdening Gifts for the Consideration of Holiday Shoppers



SPECIAL

Christmas Sale of Silverware

The Silverware Store is ready for Christmas shoppers with unusually large assortments of high grade silverware at very moderate prices. Beginning tomorrow we launch a special sale of silver plated novelties for gifts.

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| Meat Platters
\$14.95
Regularly \$20. Well and Tree platters in plain colonial design. Bright or butler finish. | Crumb Trays
\$2.98
Regularly \$3.95. Crumb trays and scrapers in plain design. Butler finish. | Flower Vases
\$1.98
Regularly \$2.45. Eight 4-inch bright finish flower vases in pierced design. |
| Vegetable Dishes
\$8.95
Regularly \$10.95. Vegetable dishes in plain colonial design. Bright or butler finish. | Pie Casseroles
\$3.95
Regularly \$5. Silver-plated pie casseroles with Pyrex glass lining. | Flower Baskets
\$1
Regularly \$1.45. Pretty silver-plated flower baskets in bright finish. |
| Gravy Boats
\$8.95
Regularly \$9.95. Gravy boats and trays in plain colonial design. Bright or butler finish. | Marmalade Jars
\$2.65
Regularly \$3.55. Silver-plated glass bowls with sterling silver covers and spoons. | Lemon Dishes
98¢
Lemon or relish dishes with silver-plated frames and glass containers. |
| Bread Trays
\$1.95
Regularly \$2.75. Bread trays in scroll design. Butler finish. Medium size. | Butter Dishes
\$2.98
Regularly \$3.55. Silver-plated trays and covers with glass containers. | Relish Dishes
\$1.50
Glass jam or relish dishes with silver-plated trimming, spoon and bail handle. |

Add 5% Revenue Tax to Above Special Prices

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

Electrical Gifts

Meier & Frank's is headquarters for electrical gifts of every good kind—that every housewife will appreciate.

"Universal" Washing Machines

Universal electric washing machines combine the advantage of the revolving and oscillating types. They are handsome in appearance. They will give the utmost in service.

Kercher Electric Cookers

The Kercher will cook an entire meal at the same time. It will save time, fuel and money. It assures splendid food at all times. Costs less than an electric iron to operate. Ask for a demonstration.

Simplex Ironing Machines

The gift of a Simplex means—hours gained every week—a saving of fuel and laundress bills, of health and strength. Simplex ironers have been newly reduced.

Make Your Own Terms in Reason

"Hoover" Suction Sweepers \$1 Down

\$1 down is all that is required to have us send a Hoover Electric Sweeper to your home any time between now and Christmas—the next payment, \$5, is due January 1st—and then \$5 the first of each month thereafter until paid in full.

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

All-Wool Shawls \$7.50

A fine Christmas gift suggestion for mother—a high-grade strictly all wool lightweight fringed shawl in beautiful plaids—brown, tan and white; green and white; black and white. Size 60x72 inches.

Fancy Crib Blankets \$3.95

Regularly priced at \$5. Large size fancy crib blankets in blue and white or pink and white with colored borders. Bound all around with satin ribbon. Sizes 36x54 inches.

Fine all-wool robes for the motorist—each \$8, \$10, \$12.50, \$15 and \$16.50

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

Fireplace Accessories

The heart of the home is the fire on the hearth—but a fireplace must have certain attention in the shape of proper furnishings paid to it, or else half the sense of comfort is lost.

Fireplace accessories are here in black iron, colonial brass finish, wrought iron and solid brass in brush finish—at new lower prices.

Andirons / Fire Sets

- | | |
|--|--|
| Plain black andirons, \$2.75 to \$12.50. | Plain black fire sets, \$5.75 to \$10. |
| Colonial brass finish andirons, \$6.75 to \$13.50. | Colonial brass finish fire sets, \$6.50 to \$14. |
| Wrought iron andirons, \$12 to \$37.50. | Wrought iron fire sets, \$12.50 to \$34.50. |
| Brushed finish brass andirons, \$15.75 to \$47.50. | Brushed finish brass fire sets, \$19.50 to \$34. |

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

The Universal Combination

range burns coal or wood and gas—separately or at the same time. It is a range for every season. It occupies but little space. It is handsome and durable. A practical gift suggestion for the home.

Make Your Own Terms in Reason

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

Christmas Sale Eldredge Sewing Machines



"Eldredge E" Sewing Machines

(Shuttle Type)

\$38.75

This is the lowest price in years. Special purchase and sale of 40 "Eldredge E" shuttle type sewing machines at \$38.75 while any remain. Three styles woodwork to select from. Made of finest material. Fully guaranteed for ten years. Your old machine taken as part payment and, on the balance you can, if desired—

Pay Only—\$1 Down, \$1 Week

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



ANNOUNCING

Christmas Sale of Dinnerware

The prices on ten of our most popular open stock patterns of dinnerware have been substantially lowered for this Christmas sale. A complete set of dinnerware will make a most useful and acceptable Christmas gift for the home.

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|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
| 60 Pieces
\$69.50 | 60 Pieces
\$26.00 | 60 Pieces
\$21.25 | 60 Pieces
\$23.35 | 60 Pieces
\$32.75 |
| 100 Pieces
\$98.60 | 100 Pieces
\$41.40 | 100 Pieces
\$34.40 | 100 Pieces
\$37.60 | 100 Pieces
\$51.00 |

Were \$81.75 and \$115. Bavaria china dinner sets in black and gold decoration. As illustrated above.

Were \$39.60 and \$48.70. American semi-porcelain dinner sets in pink rose design with blue border.

Were \$22 and \$40.50. American semi-porcelain dinner sets in white and gold pattern.

Were \$27.50 and \$44.25. American semi-porcelain dinner sets with black edge and pink rose design.

Were \$38.50 and \$50. English semi-porcelain dinner sets in black and yellow and flower border pattern.



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|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
| 32 Pieces
\$7.19 | 60 Pieces
\$59.95 | 32 Pieces
\$4.49 | 60 Pieces
\$21.50 | 60 Pieces
\$24 |
| 100 Pieces
\$98.95 | 100 Pieces
\$98.95 | 100 Pieces
\$35.05 | 100 Pieces
\$35.05 | 100 Pieces
\$38.50 |

New rose border design in yellow and black. Mayflower shape. Six 4-inch plates, six 7-inch plates, six 7-inch plates, six 4-inch fruit saucers, six tea cups and saucers, 8-inch platter, 6-inch open vegetable dish. As illustrated above.

Were \$38 and \$132 respectively. French china dinner sets in dainty pink rose decoration. As illustrated above.

Popular Bluebird dinner sets consisting of six 4-inch plates, six 7-inch plates, six 4-inch fruit saucers, six tea cups and saucers, 8-inch platter, 6-inch open vegetable dish.

Were \$32.25 and \$41.25. American semi-porcelain dinner sets in Mayflower shape. Pink rose design with blue edge.

Were \$28.25 and \$40.50. American semi-porcelain dinner sets in Mayflower shape. Pink rose border design.

\$2.50 Jardinieres \$1.59 \$5 Casseroles \$3.49



Brass jardinieres in a graceful, artistic shape. Dull finish. 7 inches high, 7 1/2 inches in diameter.

\$2.99

for regular \$5 dull finish brass jardinieres, 9 inches high, 10 inches in diameter.

Save about one-third on casseroles with nickel plated frames in pierced designs and "Pyrex" glass lining. Pyrex glass covers in neat cut designs. 8-inch size.



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

MEIER & FRANK'S COMPLETE

Gift Furniture Shop

is proving a boon to those in search of attractive, useful and medium priced gifts for the home. Our assortments embrace every known piece of gift furniture. The smaller pieces are on sale on the Ninth Floor, the larger ones on the Eighth Floor. A few suggestions:

ON THE NINTH FLOOR

Italian Pottery



New shipment just received. Italian pottery—unique in design and decoration. Of especial interest is the showing of vases. Some priced as low as \$2.

Artificial Fruit



We have splendid selections of artificial fruit—so appropriate for table decoration during the holiday season. Fruit, 50¢ each. Bunches of grapes, \$1.50.

Old Dutch Silver



A large table filled with various old Dutch silver articles—trays, desk articles, coffee sets, match boxes, etc. Priced as low as \$2. (Tax additional.)

Sewing Tables



Martha Washington sewing tables of solid mahogany (illustrated) \$31. Others made of part mahogany as low as \$14.85. Priscilla sewing cabinets, \$9.95.

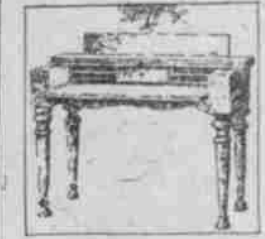
ON THE EIGHTH FLOOR

Gate Leg Tables



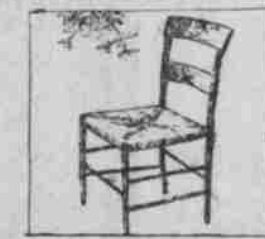
A gate-leg table will make a useful and artistic addition to the living room. We have many styles and sizes. One of solid mahogany is \$78. Others as low as \$22.50.

Spinet Desks



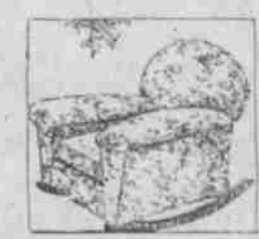
Spinet desks make very acceptable Christmas gifts. At this time our selection of spinet desks is at its best. Some are priced as low as \$39.85.

Colonial Chairs

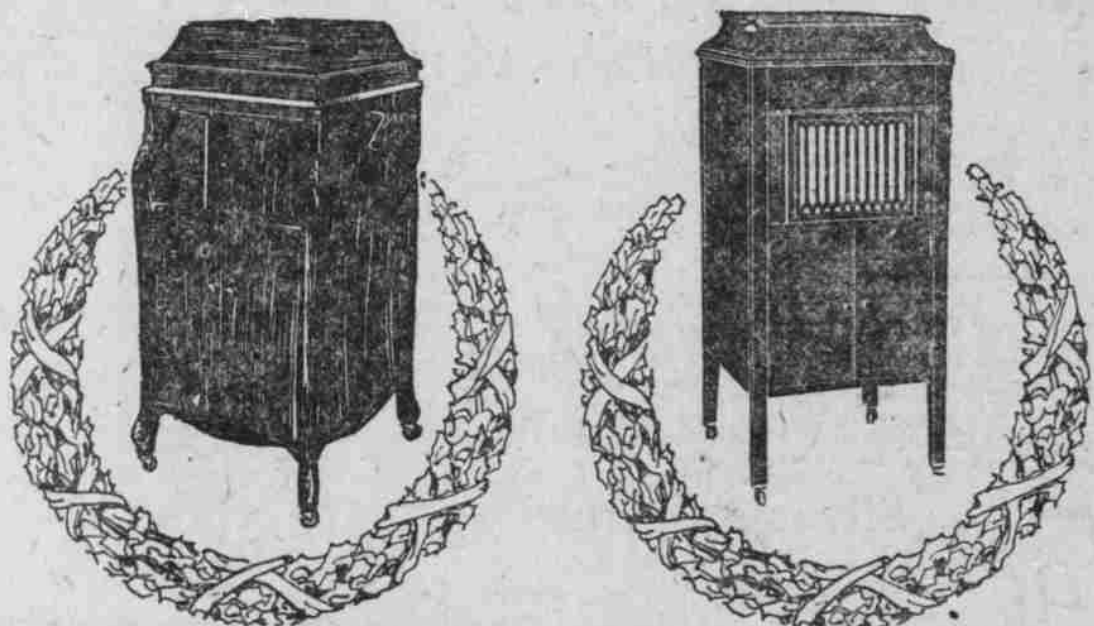


One special lot of attractive mahogany finished colonial chairs with woven rush seats. Very specially priced at each \$15.

Overstuffed Chairs



The chair illustrated has large spring arm and loose spring filled cushion—special at \$39. Rockers to match \$39. Others at moderate prices.



Your Christmas Phonograph

—Should Be Chosen Now at Meier & Frank's

A phonograph will bring into your home the world's best music for the whole family to enjoy—not only on Christmas but every day in the years to come. All the supreme masterpieces of music, sung or played by the foremost artists of the age, are yours whenever you want to hear them.

Only at Meier & Frank's can you select from the Big Four—

VICTOR, VOCALION, COLUMBIA, EDISON

Come in tomorrow—select the phonograph you want—a small first payment will hold it and the machine will be delivered at any time you desire.

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



Your Own Terms in Reason