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"THREE O'CLOCK IN THE MORNING," SUNG BY JOHN McCORMACK—SPECIAL VICTOR RELEASE JUST OUT—SIXTH FLOOR

See Also Back Page

Remember: "It Always Pays to Buy at Meier & Frank's"— Quality Merchandise for Less! See Our Windows!

Personal Greeting Cards

Place your order with the stationery shop now, so that your cards may receive the kind of attention we like to give them and you may make careful selection from a collection that is complete. Many exclusive designs here.

—Meier & Frank's; Main Floor.

Mr. Foster Will Help Plan Your Trip

He will purchase your ticket, secure your reservations on trains or ships and in hotels. He will aid you in securing accident or personal effects insurance. He will give you cards of introduction. He makes no charge for his service.

—Meier & Frank's; Sixth Floor.



The New December Columbia Records

We have just received the new December Columbia records. The list comprises popular song and dance hits, instrumental recordings, operatic selections, Christmas carols, etc. Hear any of these new records in our sound-proof parlors.

—Meier & Frank's; Sixth Floor.

65c Julip Mints Lb. Box 37c

Introductory sale of a brand-new confection—Julip mints with Pistachio nut tops. Made with mint flavor. Society cream fondant dipped in the finest chocolate. Another special—black lacquer tin boxes in peacock design, filled with pound of chocolates and bonbons, 50c.

—Main and Ninth Floors, Basement Balcony.



For Gifts

Tennessee Cedar Chests

At Attractive Prices

The new "box" style will be featured in this special pre-holiday showing and sale of cedar chests that are so appropriate for gifts. These new chests are made of genuine Tennessee red cedar.

Edges of lid are beveled showing a perfectly smooth surface. Chests are fitted with extension strip, making them dust proof. Some have copper band trimming. All have copper handles, sliding trays and copper-trimmed locks.

The 42-inch plain chests are \$33. The 42-inch copper-trimmed chests are \$35. The 36-inch plain chests are \$28. The 36-inch copper-trimmed chests are \$30.

Silk Cushions

\$5.50

Others at \$6.50 and \$7.50. New fancy silk floss filled cushions in round and oval shapes. Rose, blue, gold, black, jade, etc. Daintily trimmed.

Marquisesettes

49c

Regularly 90c yard. 1500 yards of white or cream marquisette with embroidered designs in rose, blue, pink and gold. Yard very special at 49c.

New Repps

75c

Close to half price for 350 yards of new repps for overhangings, couch covers, table covers, etc. Navy, natural, green, rose, tan. 50 inches wide. Seconds.

Crettonnes

99c

Regularly \$1.75 to \$2.75 yard. 500 yards of hand-blocked linens, double face cretonnes and shadow warps. Some are 50 inches wide.

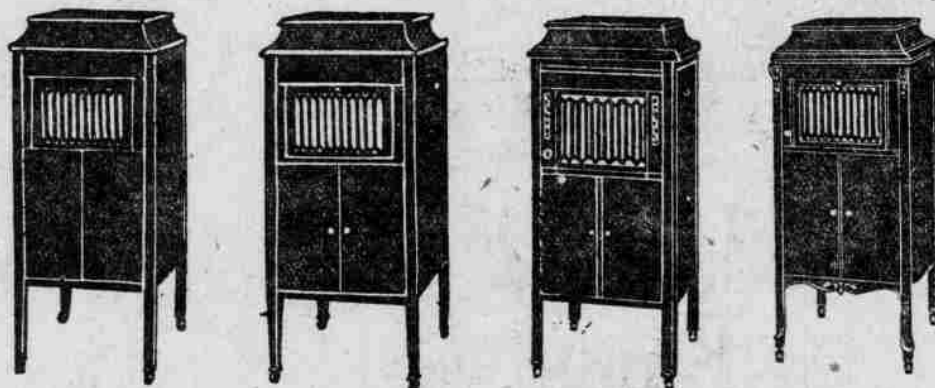
—Meier & Frank's; Seventh Floor. (Mail Orders Filled.)

Sale!

Cluny Scarfs and Centers 1-3 Off

Special pre-holiday clearaway of handmade cluny lace scarfs and centerpieces at one-third off. These handsome gift pieces are trimmed with deep cluny lace edges and insertions. Some have touches of embroidery. Reduced:

Scarfs	Centers	Cloths
\$3.75 Scarfs, 18x36 in. \$2.50	\$1.50 Centers, 20 in. .98c	\$10 Cloths, 54 in. \$6.65
\$4.50 Scarfs, 18x45 in. \$3.00	\$3.00 Centers, 28 in. \$2.00	\$20 Cloths, 54 in. \$13.25
\$5.00 Scarfs, 18x54 in. \$3.35	\$7.00 Centers, 36 in. \$4.65	\$40 Cloths, 70 in. \$26.50
	\$8.00 Centers, 45 in. \$5.30	



Regularly \$125 **\$75** Regularly \$150 **\$100** Regularly \$200 **\$130** Regularly \$225 **\$150**

Aeolian Vocalion Phonographs 1-3 Off

Four of the models in this one-third-off sale are illustrated above. Others may be chosen at \$65, \$115, \$165 and \$195. Make your selection tomorrow.

YOUR OWN TERMS IN REASON

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



Sale!

Room Size Axminster Rugs

\$35.00 Rugs, 8 1/4 x 10 1/2 ft. **\$26.85**
\$36.50 Rugs, 9 x 12 ft. **\$27.95**

Two of the most popular sizes of Axminster rugs are reduced in this Thanksgiving sale. Good-looking oriental patterns in tan, brown, blue and rose. Every rug first quality and a big value at the sale price.

Small Rugs

\$2.29

Regularly \$3.75. Axminster rugs in size 22 1/2 x 36 inches. Four patterns. Slightly imperfect.

Inlaid Linoleum

\$1.19

Regularly \$1.60 square yard. Medium quality inlaid linoleum in blue and white imitation tile pattern. 6 ft. wide.

Small Rugs

\$2.69

Regularly \$4.00. Axminster rugs in size 27 x 52 inches. Big selection of patterns and colors.

Inlaid Linoleum

\$1.29

The \$1.85 quality special \$1.29 square yard. The \$2.25 quality special \$1.49 square yard. 12 ft. wide.

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

Sale of Silverware

In this Thanksgiving sale we are featuring the "Lincoln" pattern in William Rogers & Son silver-plated ware. The Lincoln is a plain colonial design in bright finish. Reduced:

In Sets of Six

Teaspoons \$1.20 Oyster Forks \$2.00
Dessert Spoons \$2.20 Salad Forks \$3.00
Table Spoons \$2.40 Dessert Forks \$2.20
Soup Spoons \$2.40 Dinner Knives \$2.40

Fancy Pieces, Each

Sugar Shell 52c Gravy Ladle \$1.00
Butter Knife 52c Berry Spoon \$1.20
Cream Ladle 70c Tomato Server \$1.20
Cold Meat Fork 50c Pie Server \$2.40

26-Piece Set in Oak Chest \$10.44

Set consists of 6 knives, 6 forks, 6 tea spoons, 6 table spoons, butter knife and sugar shell.

Quadruple Plated Ware

\$2.75 Salt and Pepper Sets, hammered design, pair \$2.00
\$3.45 Dessert Sets \$2.98
\$5.95 Flower Vases \$3.98
\$4.95 Pie Casseroles \$3.98
\$7.55 Bread Trays \$4.98

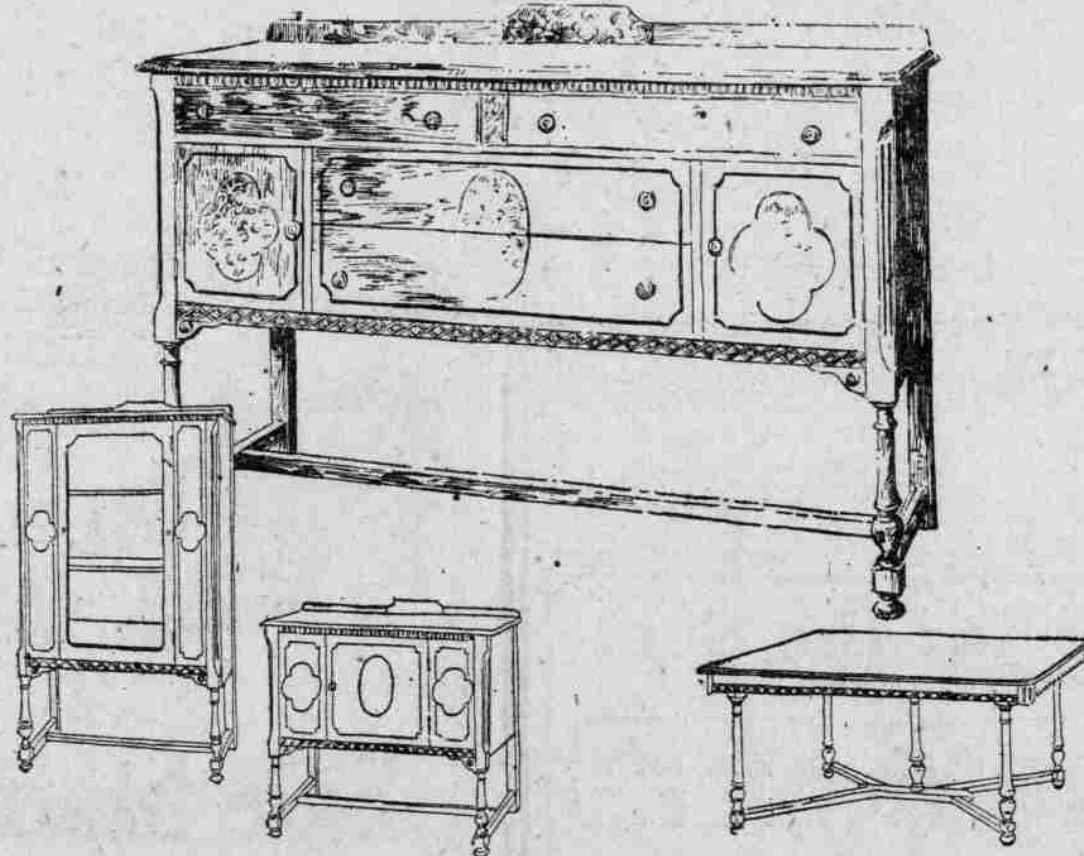
Silverware Novelties

Silver Plated Teacettes, plain design, platinum finish, special 49c
Pearl Handled Teacettes, special \$1.00

\$7 Fruit Baskets \$5.45
\$4 Candy Jars \$3.19
\$5.35 Casseroles \$3.98
\$8.95 Gravy Boats and Trays \$6.45
\$6 Sandwich Trays \$4.45
\$8.95 Vegetable Dishes \$6.45

Bon Bon Baskets 89c, 69c and 59c
Table Mats, antique designs, \$6 down to 65c

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



"The Seville" Walnut Dining Suite at a Fourth Less

The Seville is one of the most attractive values offered this season in high-grade dining room furniture. This is surely opportunity for those in search of a new dining suite for Thanksgiving.

The finish is antique lacquer that brings out the coloring and grain of the selected walnut and burl

used in the construction of the Seville. The drawer bottoms are of genuine mahogany, and all interiors are sanded and finished.

See the Seville displayed in the model bungalow rooms on the Eighth Floor. The single pieces are priced as follows:

- Buffet, 60 inches \$75
- China Closet \$65
- Table, 8 feet \$75
- Serving Table \$43
- Five Side Chairs and Arm Chair \$75

—Meier & Frank's; Eighth Floor. (Mail Orders Filled.)

Sale of Fancy China 1-2 Price

To make room for the many new lines of fancy chinaware coming in for the Christmas season, we have marked a lot of 2500 pieces fancy Bavarian china at exactly half price for clearaway. Pleasing designs. Some of the pieces:

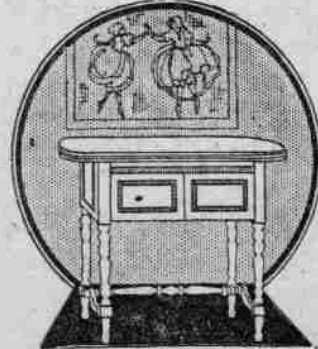
- \$2.50 Covered Bon Bons . . . \$1.25
- \$1.00 Covered Hair Receivers 50c
- \$1.00 Covered Puff Boxes . . . 50c
- \$1.75 Footed Compotes 88c
- \$1.25 Footed Compotes 63c
- \$2.00 Syrup and Plate \$1.00
- \$1.25 Spoon Tray 63c
- 85c Olive Dish 43c
- \$1.50 Handled Olive Dish . . . 75c
- \$2.25 Celery Tray \$1.13
- \$1.25 Cake Plate 63c
- \$1.50 Cups and Saucers 75c
- \$1.25 Tea Strainer with Tray . . 63c
- \$1.25 Cups and Saucers 63c



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

Eldredge Sewing Machine

The console Eldredge fittingly serves as a beautiful table when not in use. The polished top, when opened, adjusts the machine and provides an unusually large working surface. The Eldredge runs smoothly and efficiently. A distinguished feature is the almost noiseless way in which it operates. Soft, sheer fabrics may be sewn with ease. There are no bobbins to wind. Come in and learn the many other exclusive features.



YOUR OWN TERMS IN REASON

We offer—while the lot lasts—a limited number of slightly "used" machines of good makes at clearaway prices.

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

The Universal Combination Range



The Universal combination is the range for winter days. A little wood or a few lumps of coal placed in the Universal will quickly warm the kitchen to a comfortable degree. The coil in the firebox affords an abundance of hot water.

The Universal is the range for summer days. A simple twist of the wrist converts the Universal from a wood and coal range to a gas range. Use gas for quick service.

YOUR OWN TERMS IN REASON

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