

See Pages 10 and 11

ALL CHRISTMAS GIFTS ORDERED BY MAIL ARE FORWARDED WITHIN 24 HOURS OF TIME OF RECEIPT

See Pages 10 and 11



The Gift of Lasting Beauty

That is the gift you give—enhanced by the prestige of a great name—when your selection is made from the Meier & Frank stocks of

Jewelry

Gifts which will lend their brilliance to the holiday season, shedding radiance upon the festivities of Christmas Day and other occasions, may be most advantageously chosen here. The focal interest for tomorrow is in this sale of

Diamond and Platinum

Jewelry Chosen From the Regular Meier & Frank Stocks Offered in an Extraordinary Sale Monday

One-Fourth Off!

Lavallieres Dinner and Costume Rings Bar Pins Ring Mountings

of platinum or white gold—set with diamonds, these articles are the utmost in beauty, value and grandeur that any gift can offer. Regularly \$22.50 to \$375.00—one-fourth off.

All Our Cameo Brooches 1/4 Off

Damacine Ware 1-4 Off

Unusual in their artistic beauty are these Damacine articles, showing exquisitely hand-fashioned oriental designs. The assortment includes vanity cases, match boxes, powder puffs and men's and women's cigarette cases.

Priced regularly \$10.50 to \$27.50—for Monday, one-fourth off.



—Meier & Frank's: Main Floor.

Christmas Blouses

—in Special Displays

Of crepe de chine, satin, matelasse and lace, gorgeously trimmed with Bulgarian or Chinese embroidery, many of the new suit blouses come in shades of majolica, poinsettia, fog, slate, barberry, sulphur, muffin, beaver, cocoa, brown, navy and black.

Assortments particularly rich in gift suggestions range in price from \$15 to \$27.50.

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



SPECIAL HOLIDAY SALE

Fine Dresses and Coats

\$47.50

With Christmas approaching every woman will wish to have some new bit of apparel to wear during the holiday season. The Meier & Frank Fashion Salons meet this wish with these exceptional values at \$47.50.

100 Dresses

125 Coats

—street and afternoon models—taken from regular stocks and reduced. Twills, canton crepes, georgettes and crepes de chine fashioned in the newest modes. Black, brown and navy. Choice—\$47.50.

—of bolivia and normandy—showing variations of the bloused, draped and straightline silhouettes. With self collars or trimmed with beaver, wolf, nutria, squirrel and mole. Brown, sorrento, navy and black. \$47.50.



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



"THE GLOVES SHE LOVES"—

Perrin's French Kid Gloves

Exclusive With Meier & Frank's



As with all discriminating women the choice is Perrin's gloves, these are the gloves that will please the recipients most.

Two Splendid Styles

In Perrin's imported kid gloves are the "Belfort" and "Lausanne." Of French kid and suede, these are in 8 and 12-button lengths, pique sewn, with two-tone embroidered backs. Mode, beaver, gray, tan, brown, black, white. \$4.50 to \$5.95.

Many other styles in Perrin's imported French kid gloves including most complete assortments of short gloves at \$2.50 to \$3.95.

Wool Skating Gloves

Another popular Perrin's glove—women's and children's wool sports gloves, made with long flare cuff. In camel, gray, heather mixtures and white. Women's sizes, pair \$1.50. Children's, pair 95c.

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

The Gift of Exquisite Lingerie

is a gift to delight the heart of women who admire luxurious-looking and daintily-fashioned underthings. Suggestion:

Silk Gowns and Chemise

\$7.95

The flesh crepe de chine of which these gowns and chemise are fashioned is unusually heavy and lustrous in appearance and never, we believe, have we seen lovelier designs. Many tailored and more elaborate styles are shown, among the latter gowns showing the new boat neckline. Trimmed with fine laces and satin ribbons.



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

Gift Furs: Christmas Sale

Coats, Wraps, Capes

- \$185 Natural Muskrat coat, racoon trimmed, 40 in. \$98.50
- \$295 Near Seal Coat, self-trimmed, 44 inches. \$147.50
- \$195 Black Caracul Russian Blouse \$151.25
- \$450 Hudson Seal Coat, self-trimmed, 40 inches. \$225.00
- \$600 Natural Muskrat Wrap, Hudson Seal trimmed, 46 inches. \$285.00
- \$675 Hudson Seal Cape, skunk collar, 37 inches. \$298.00
- \$750 Kolinsky Squirrel Wrap, 48 inches. \$375.00
- \$950 Alaska Sealskin Coat, self-trimmed, 40 inches. \$475.00

Fur Scarfs

- \$35 Hudson Seal and Ermine Scarf \$28
- \$40 Beaver Scarf \$32
- \$42.50 Grey Squirrel Scarf \$35 (Hudson Seal is dyed muskrat).

Fur Collars

- \$37.50 Grey Caracul Choker Collar \$29.50
- \$37.50 Kolinsky Squirrel Choker Collar \$29.50
- \$42.50 Beaver Choker Collar \$35

Children's, Misses' Fur Sets Reduced

All our pretty furs in the sale.

A small deposit will reserve any fur for later delivery

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

CENTER AISLE BARGAIN SQUARE

Sale 6000 Yards

New Canton Crepes

\$1.98

Regularly \$2.50 to \$5.00 Yard

Medium and heavy weight weaves of plain and satin-faced canton crepe. Also some crepe meteors, 38 to 40-inch widths. Some show very slight imperfections in the weave or selvedge.

- | | | | |
|------------------|----------------------------|------------------------|--------------------|
| Orange Seal Plum | Peacock Maize Silver Black | Henna Peach Fawn White | Orchid Navy Castor |
|------------------|----------------------------|------------------------|--------------------|

Silks whose beauty will suggest to you many uses for Christmas gift making. Sale begins at 9:15 A. M. tomorrow.

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

Holiday French Creams 39c

A wonderfully delicious confection—fancy mixed cream candies, together with the finest jelly candies, in bulk, pound 39c. In one-pound Christmas boxes at 45c. Also: Pure cane sugar mixed creams, in a variety of colors and shapes, crystallized with soft centers, pound 25c. Also packed in 30-pound pallets.

Chocolate Walnut Fudge, Lb. 24c

Regularly 50c pound. 3000 pounds tomorrow at 27c pound box. No deliveries. —Main and Ninth Floors, Basement Balcony. (Mail Orders Filled.)

Full Speed Ahead for Christmas in the West's Greatest

T-O-Y-T-O-W-N

There never was such a Toytown! There is only ONE Toytown—where children's dreams come true. It is a veritable universe of make-believe with thousands upon thousands of toys, dolls, games, playthings of every description to heighten the enchantment.

It offers bigger selections as it offers finer selections of imported and American-made goods than any other store can offer and its prices are the lowest. These specials for tomorrow:

\$2.50 Dolls \$1.98

Character baby dolls with papier mache body, bisque head, sleeping eyes, flaxen wig and long eye-lashes.

\$3.00 Dolls \$2.39

Character dolls with papier mache body, bisque head, flaxen wig, sleeping eyes, dressed in lace-trimmed slip.

Radio Rex \$1.98

Regularly \$2.50. Radio Rex, the Wonder Dog who leaps out of the house at your call or whistle.

Coffee Set \$1.59

Regularly \$2.00. Nicely decorated china set of six cups, six saucers, creamer and sugar. Size of box 11 1/2 x 14.

Wagon \$1.09

Sturdy 6x18-inch wagon. Red outside, green inside. Sheet steel sides. Gears and wheels black enamel.

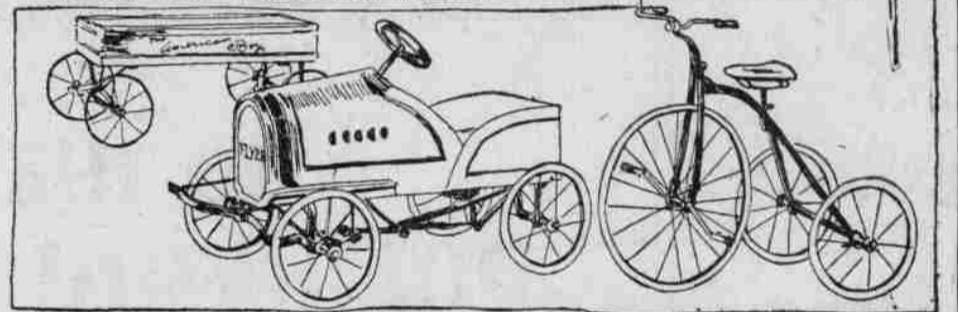
\$8.50 Flyer Auto \$6.95

A fast racing looking car finished in red with yellow striping. 12x20-inch body. New improved knuckle-joint steering gear. Gas control on steering wheel. Nickel-plated hub caps. Motor.

Velocipede \$4.95

These have 18-inch front and 10-inch rear wheels; others with 20-inch front and 14-inch rear wheels are \$5.25. Rubber-tired. Half-oval steel frame. Spring seat. Adjustable handlebars.

Santa Claus Is on the Sixth Floor



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

A NEW shipment of "KAYSER" Italian silk underwear, just arrived in the special section on the Second Floor, completes our holiday stocks of vests and bloomers in all styles, also pettiskirts in popular colors.

PRESENTING TOMORROW—FOR GIFT CHOOSING

A Sale of Hosiery

From Meier & Frank's Extensive Christmas Stocks

at Special Prices by the Box

You cannot fail in choosing fine hosiery to head your gift lists—the range of choice here is as satisfying as the qualities. Special prices on two and three-pair lots—packed in Christmas boxes.

A SPECIAL SERVICE
Men who wish assistance in choosing gift hosiery are shown special consideration here.

\$1.95

3 pairs \$5.50. Women's pure silk hose, full fashioned, with reinforced lisle tops and soles. A good medium weight. Black and brown. All sizes.

\$3.65

\$3.65 for a gift box of two pairs of silk hosiery. One pair full-fashioned "Silk Maid" hose, with spliced lisle heel and toe, extra flare top; one pair Virginia ribbon back silk hose.

\$2.95

3 pairs \$7.95. Women's all-silk, full fashioned, ingrain silk hose in a medium heavy weight, well reinforced. Black, white, navy and cordovan. All sizes.

\$3.85

Special gift box, containing one pair full-fashioned silk hose with double garter welt and reinforced foot and one pair imported, full-fashioned wool sports hose.

\$1.50

3 pairs \$4.35. Women's pure thread silk hose, finished with serviceable lisle tops and soles, in shades of gray, cordovan, black and white. All sizes.

\$2.50

Special gift box, containing one pair women's silk hose with lisle reinforced top and foot and one pair leather or plain fiber silk hose in medium heavy weight.

\$2.00

3 pairs \$5.65. Women's imported English wool sports hose in fancy, wide rib effects. Dark and light brown heather mixtures, putty and gray.

\$1.65

3 pairs \$3.85. Women's silk and wool heather mixed sports hose in brown mixtures, navy blue and black. Made with wide hem top and mock seam leg.

\$4.45

\$4.45 for a gift box of two pairs of silk hosiery. One pair full-fashioned ingrain silk hose; one pair silk hose with lisle top and double lisle foot.

\$2.00

Women's full-fashioned silk hose, reinforced with lisle top and sole. The ideal hose for street wear.

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