

After Reading All the Bargain News in This Announcement, Read the Other Side—Save These 4 Pages for Tomorrow's Shopping—Store Opens at 8:00

# The Meier & Frank Store

## PRE-HOLIDAY AND THANKSGIVING SALES

### Thanksgiving Millinery Sale

**\$15 to \$50 Hats, Half Price**

This is one immense lot of fine Paris signed creations, as well as American Hats from the best makers!

Every new and becoming shape and style of the season included. Hats that range from \$5.00 to \$50.00, tomorrow at only **1/2 Price**  
**\$3.50 to \$7.00 Tailored and Dress Hats, 100 Offered Tomorrow at \$1.95**



Tailored and Dress Hats of felts, velvets and silks, trimmed with jaunty wings, fancy feathers, ribbons, etc. black and asst. colors. Were \$3.50 to \$7, now **\$1.95**

### All Fancy Feathers, Trimmings 1/3 Off

Our entire line of millinery materials, including Fancy Feathers, Wings, Flowers, Ostrich Bands, Ornaments, for tomorrow 1/3 Off

### All Misses' - Children's Hats, 1/3 Off

Our entire line of Children's and Misses' Trimmed Hats, embracing all of the season's wanted shapes. Values from \$1.00 to \$15.00, priced for tomorrow just **1/3 Off**

### 75c to \$1.25 Wool Aviation Caps 49c

The smart Knit Wool Aviation Caps for women and misses, which are to be the rage again this winter. Assorted colors. 75c to \$1.25 grades, at only, each **49c**

### A Great Handbag Sale!

At 98c, \$1.98 and \$4.98



For tomorrow's sale we offer every new and wanted style of the season, in velvets, plush (like cut), suedes, tapestries, beaded, as well as staple leathers. Worth a third to half above the Thanksgiving Sale prices—98c, \$1.98, \$4.98.  
**SEE THE MANDARIN BAGS, New York's supreme Handbag fad of the moment. Hand made and practical, now for \$7.50**

### Smallest Watch in America

Regularly \$6, Special **\$4.98**

Women's genuine Gunmetal or Sterling Silver Watches, attractive styles. Smallest size made in America at the price—every one fully guaranteed. Regularly \$6. Thanksgiving Sale, very low price, at **\$4.98**

### Two Silver Toilet Set Specials

\$6 Toilet Sets—of best German silver in French gray floral design. Splendid bristle brush, 5-inch mirror and comb, this sale only **\$3.98**

\$7.50 Toilet Set—thin model engine turned design, of best German silver. Comb, brush and mirror in lined case, special this sale **\$4.98**

### Women's 50c Black Silk Boot Hosiery, for Only 29c

We have just 1800 pairs of these splendid 50c Black Silk Boot Hosiery for Monday's selling at 29c! Made with reinforced hile heels, soles and toes, and hile tops. Black only. While the lot lasts, per pair at **29c**

WOMEN'S 25c COTTON HOSE, medium weight, seamless foot and elastic tops. Black and colors. Specially on sale tomorrow at, pair **18c**

### 75c Fine French Flannels for Thanksgiving Sale 44c

The splendid French Flannels that we're selling hundreds of yards of every day for kimonos, dressing accoues, house dresses, men's shirts, etc. Beautiful Persian designs, stripes and dots in all colors. Reg. 75c Flannels for the Thanksgiving Sale placed on sale for tomorrow at, the yard **44c**

### 10c New Dress Gingham

Two Cases on Sale at 7c

A big mill purchase of staple Dress Gingham in hundreds of bright, pretty colorings that you'd pay 10c a yard for gladly! Excellent quality for school dresses, house garments, etc. Two cases for the big Thanksgiving Sales, per yard **7c**

EST. 1857  
**MEIER & FRANK STORE**  
FOUR, SIXTH, MURKISON AND ALDEA STREETS.

Special Sale \$11.50 Full Size Trunks \$9.15  
Another Thanksgiving Sale Bargain: Full 35-inch Trunks, covered with waterproof duck, brass trimmed, metal bound, complete with two trays and leather straps. Placed on sale at the special price of each **\$9.15**

## A Thanksgiving Sale of Women's and Misses' Apparel

### Reversible and Double Texture Coats Reduc'd

There's no Coat stock in the city where there's greater variety of styles and colors than here at Meier & Frank's. So doubly important is this sale Monday on all Double-Textured and Reversible Coats. The smart, all enveloping styles so demanded for winter wear. Large sailor and round collars, deep revers. Also standing collars and many cut to fit up snug and close at the neck. Deep cuffs and patch pockets add a picturesque note. Then, too, there's semi-fitted models with small collars and revers. All the wanted shades and combinations. It's a sale unequalled anywhere!

\$20.00 Double Textured and Reversible Coats Only **\$12.45**  
\$25.00 Reversible and Double Textured Coats Only **\$14.85**  
\$27.50 and \$30.00 Double Textured Coats for Only **\$17.45**  
\$32.50 and \$35.00 Reversible Coats Now Only **\$19.85**



### One-Piece Wool Dresses for This Sale at \$11.65 and \$18.50

Every woman has use for one or two of these smart, pretty afternoon or street Dresses. So neatly made of broadcloths, serges, cheviots and mannish weaves. Navy, black, garnet, gray and neat stripes. Clever side fastenings styles, button and satin trimmed. High and Dutch necks. Some with Irish collar and cuffs. Sizes for women and misses. You'll regret it if you miss this sale of pretty woolen Dresses.

\$16.50 to \$18.50 One-Piece Dresses **\$11.65**  
\$16.50 For \$25 to \$35 One-Piece Dresses **\$11.65**  
To \$40 Fur-Lined Coats for \$24.50

Fine assortment of fine black broadcloth, fur-lined Coats, some lined with squirrel, others with muskrat linings. Large rolling collars of squirrel and some trimmed with black opossum. Regular \$38, \$40 and \$45 Coats, special sale **\$24.50**

\$65 Long Russian Pony Coats, of beautifully selected, rich skins, lined with best cold satin **\$52.50**  
\$98 Extra Quality Neaseal Coats—52 inches long, with broadcated satin lining. Special price **\$72.50**  
\$55 Black Astrakan Coats, 36 in. long, lined with Skinner's guaranteed satin. Special price **\$42.50**  
Misses' \$22.50 Raccoon Sets, stole made in scarf effect with head and tall trimming. Pillow muff to match. Priced during this sale for the set only **\$17.00**  
Black Fox Sets, a rich, glossy one-skin scarf and large pillow muff to match. Price the set **\$30.00**

\$3.00 Taffeta Silk Petticoats for **\$2.85**  
Almost half what you would pay regularly for these \$5 Silk Petticoats of taffetas and messalines, flounces trimmed in plating, pin tucks, etc. All shades—plain white, black and changeable colors. Special this sale now for only **\$2.85**

\$1.50 Famous "Eppo" Petticoats, Only **\$1.50**  
"Eppo"—the Petticoat that fits the without alteration. Made with invisible tier waist band, fitting smooth over Shirred and tucked flounce, or four rib bands. Regular \$1.50 Petticoats, special now for low price of only **\$1.50**

## Five Great Lots of Fine Tailored Suits

A Suit Sale of sweeping importance. five great lots of Tailored and dressy models for Women, Misses and Juniors. Smart, modish Suits every one of them! Just the styles you've been looking for. Handsome broadcloths, cheviots, serges, royal suede, chamois and novelty weaves. Jaunty Jackets with box and empire backs, straight fronts, many with the clever side fastenings. Large and notched collars, some with large collar removable, leaving tailored notch style. It's a rare offering for women, misses and children. All sizes in the five great groups. All the wanted shades. Come early tomorrow for best choice!

\$20.00 and \$22.50 Tailored Suits, Tomorrow Only **\$12.45**  
\$25.00 and \$27.50 Tailored Suits, Tomorrow Only **\$16.65**  
\$30.00 and \$35.00 Tailored Suits, Tomorrow Only **\$19.50**  
\$40.00 and \$45.00 Tailored Suits, Tomorrow Only **\$27.50**  
\$48.00 and \$58.00 Tailored Suits, Tomorrow Only **\$37.50**

### Waists at \$2.95

Just the Waist Sale you've been waiting for. Charming Lingerie and Semi-tailored waists, dainty trimmings of lace, crochet and embroidery.

### To \$9 Dress Waists, \$3.98

Low neck styles of lovely colors. Regularly \$3.98, this sale at only **\$3.98**

### Women's \$7.50 \$10 Skirts at \$3.95

Walking Skirts of basket weaves, serges, panama and fancy worsteds, in pleated or plain effects. Many trimmed in narrow bands of stitched material. Big assortment of colors. For this sale we offer \$7 to \$10 Walking Skirts at only **\$3.95**

### Women's \$6 Black Raincoats for \$3.95

These Rubberized Raincoats come in black or tan, with standing velvet collar, loose back, raglan or coat effect that can be buttoned tight at the waist. All sizes; full-length models for women and misses. Regular price \$6.00, special at only **\$3.95**

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### \$3.50 Sweaters for Women-Misses, \$1.85

The new Roll and Scroll Collar Sweaters for women. Fancy knit weaves, either single or double-breasted, in white, red, gray, navy and brown. Regular \$3.50 Sweaters for the Thanksgiving Sale are on special sale at the low price of **\$1.85**

### Women's Blanket, Eider-down Robes at \$2.85

Women's Blanket and Eiderdown Robes of extra quality, with collar and sleeves trimmed in satin bands or crochet edge. Cord girdle at the waist. They come in a big assortment of colors and designs. For tomorrow's sale they're priced **\$2.85**

## Wondertul Savings on Men's and Boys' New Winter Clothing

An assortment such as we have never before been able to offer. New, up-to-the-hour styles in cassimers, tweeds and worsteds. All hand-tailored, the work of America's best clothing manufacturers. Two immense lots at positive reductions for this Great Pre-Holiday and Thanksgiving Sale:

270 Suits at \$15.00	100 Suits at \$25.00
27 Suits at \$18.00	100 Suits at \$30.00
90 Suits at \$20.00	100 Suits at \$35.00

**\$13.75** **\$23.75**

## Two Lots of Boys' Clothing Wondertul Values Offered

Knickerbocker and Norfolk styles, some with two pairs of knickerbockers. All sizes, 6 to 17 years. Two lots to choose from:

300 Suits at \$5.00	200 Suits at \$7.50
50 Suits at \$6.00	40 Suits at \$8.50
100 Suits at \$6.50	150 Suits at \$10.00

**\$4.45** **\$6.45**

## 3000 Men's \$1.50 and \$2 Shirts, for Only 89c

Choose from table after table piled high with fresh, crisp, new Fall and Winter Shirts of the best \$1.50 and \$2.00 grades! Included in the lot are the famous Star, Gotham and M. & F. Special make. All coat style, full cut and excellently finished. Plain or plaited fronts, cuffs attached. Thousands of smart, clear-cut patterns. Special for the Thanksgiving Sale at this very low price **89c**

## Men's \$3, \$4, \$5 Derby Hats at \$1.98

They're from the most famous maker in the world, who wouldn't put his name inside them because of the most trivial imperfections, which not one man in a hundred could find. All latest shapes, including low crown, flat brim styles. Worth \$3, \$4, \$5—at **\$1.98**

## 2000 Prs. Men's \$1.50 Pure Silk Sock for 59c

Excellent \$1.50 Silk Socks of fine, pure silk, with heavy-weight hile thread soles, heels and toes. All sizes in cadet blue, maroon, heliotrope, smoke and navy. No man should buy less than six pairs. They will make elegant Christmas gifts. Special for the Thanksgiving Sale, the pair **59c**

## Men's \$2.00 Celebrated Perrin's Gloves at \$1.29

We have 1000 dozen of the French Imported Perrin's Kid Gloves for men in this sale. All the new Fall and Winter shades of reds, dark grays and tans. Of imported cape in light, medium and heavy weights, pique and saddle-stitched. Regular \$2.00 grades in sizes 6 1/2 to 10. The special price for the Thanksgiving Sale on these imported Perrin's Kid Gloves **\$1.29**

## 10,000 Men's 50c and 75c Silk Neckwear at 25c

A great special purchase of Fine Silk Four-in-Hands in a great variety of styles and colors. French fold, wide flowing ends, tubular and reversible styles, of grosgrain, barathes, foulard, ribbed, poplin, bengaline and rep silks. Regular 50c and 75c grades for the Thanksgiving Sale. Special price for these fine Silk Four-in-Hands only, each **25c**

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**MEIER & FRANK STORE**  
TELEPHONES—PACIFIC, PRIVATE EXCHANGE 4; 4-410.

## \$5.50 New "Spring Maid Coiffures" \$2.98

The latest fad in hairdressing—the Spring Maid Coiffures, made with the Dutch knots, all ready to wear. All shades. Regularly selling at \$5.50. Special for tomorrow's sale at **\$2.98**