

See the Morning Paper for Full-Page Announcement of Regular Store-News for Tomorrow

DEMONSTRATION "WEAR-EVER" ALUMINUM—Tomorrow in the Big Basement Store. Subject, "Pancakes on 'Wear-Ever' Gridles Without Grease."

NURSERY, FOURTH FLOOR—Where children are cared for while mothers shop in the store. Trained nurse always in charge. Toys for amusement.

Cousins' SHOES for Women
Knox SHOES for MEN
Sold Here Exclusively

DINE IN OUR BEAUTIFUL RESTAURANT—Breakfast 8 to 11:30; luncheon 11:30 to 2:30; dinner Saturday evening. Orchestra music at noontime. Elevator.

ANY STYLE COLUMBIA OR VICTOR PHONOGRAPH—Sold on our Club Plan of easy installments. Come to our Fifth Floor Parlors, hear your favorite Records.

Holeproof Hosiery Week
at Meier & Frank's

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Announces the Largest Showing on the Pacific Coast of

FAMOUS Holeproof Hosiery FOR MEN WOMEN AND CHILDREN

THE Quality and Style—the Fit and Texture have won for Holeproof Hosiery the praise of the most exacting, as well as the most fastidious. And safe to say this famous Hosiery couldn't be made to wear better. The manufacturer pays an average of 74¢ a pound for Egyptian and Sea-Island cotton yarns, while common yarns could be purchased for 32¢. The silk is imported from Japan. Ordinary silk never enters into the making of Holeproof Hosiery.

In no other guaranteed Hose is the texture so wondrously soft and smooth. The colors so fine and permanent and the fit so perfect as in the famous Holeproof.

Do not confuse Holeproof Hosiery with the usual heavy and coarse guaranteed hose—on the contrary, it is made in gauze, light, medium and heavy weight. The materials are of the finest, softest and strongest that money can buy, yet the cost to you is no greater than for ordinary short-lived hose.

Nowhere on the Pacific coast will you find as complete and comprehensive a stock of Holeproof Hosiery as here at The Meier & Frank Store—every wanted size and style for men, women and children. Hosiery Satisfaction—that's "Holeproof."

Holeproof Hosiery Are Guaranteed to Wear 6 Months Without Holes or You Get New Hose Absolutely Free!

And this means that every stitch, not just the heels and toes of Holeproof, is guaranteed. If a single thread runs you're entitled to new Hose.

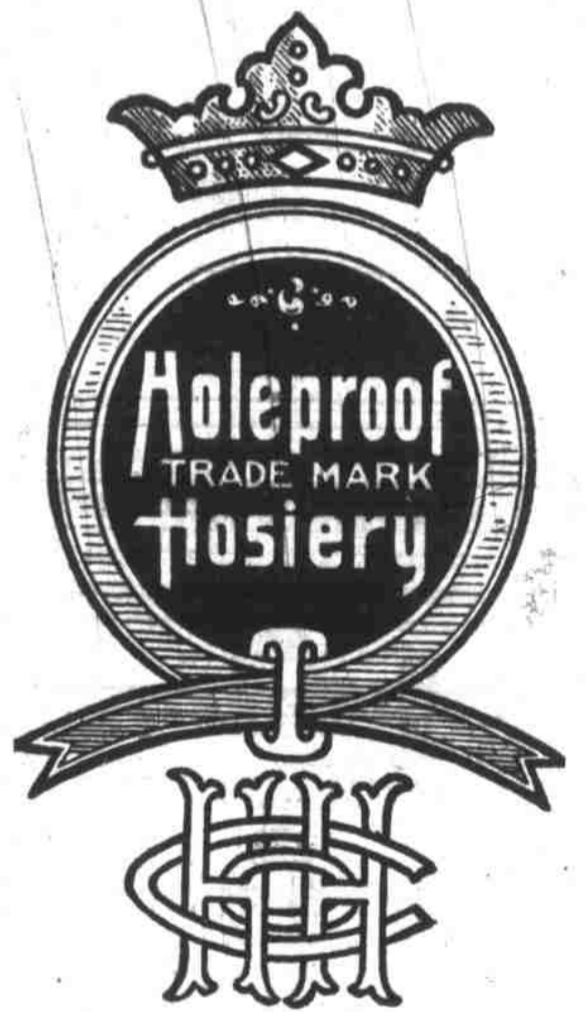
Every pair of Holeproof is inspected twice before leaving the factory. A department of 80 people, at a cost of \$60,000 a year is maintained for this purpose alone. When you buy "Holeproof" it **must** be right. Six pairs of cotton Hose, must wear at least 6 months; 3 pairs of Silk Hose must wear at least 3 months.

During the past 13 years, more than 95 per cent of all Holeproof sold have outlasted the guarantee.

The Manufacturer's Guarantee

We guarantee that Holeproof Hosiery will need no darning if worn alternately for six months. If they should, we agree to replace them by new ones upon the surrender of the Coupon Ticket with the worn pair and one coupon, provided they are returned to us within six months from date of sale to wearer.

HOLEPROOF HOSIERY COMPANY, MILWAUKEE, WIS.



Carl F. Swell, Pres.

ENDING the Mending—Before the advent of Holeproof Hosiery there was no other article of wearing apparel that caused so much time and annoyance to keep in presentable condition as socks and stockings. Every home had its darning basket, every mother and daughter spent hours every week in the tiresome, thankless task of darning. Every homeless man who did not darn his socks seldom had a good pair—for the best of Hosiery of fine texture and light-weight did not wear longer than a week or two.

Now the unsightliness, discomfort and some times embarrassment of darned or holey Hose have been effectually eliminated—through the superior quality of Holeproof Hosiery.

A MILLION People Today Prefer Holeproof But not simply because Holeproof Hose are the most economical—the style and fine appearance, in addition to the guaranteed wear recommends this wonderful Hosiery to everyone.

Holeproof Hosiery for Women and Children

Women's Holeproof Hosiery—of fine Sea Island cotton, with reinforced garter tops, seamless soles, double heels and toes, in light and medium weights. **Six pairs, guaranteed 6 months, per box only \$2.**

Women's Holeproof Hosiery—of medium weight Sea Island cotton. In white and light and dark tans. Extra double soles, reinforced garter tops. **Six pairs, guaranteed 6 months, priced at, a box, only \$2.**

Women's Holeproof Hosiery—made in out-sizes. Light weight lisle, with extra ribbed tops; also medium weight ribbed top cotton. Seamless feet, double heels and toes. **Six pairs, guaranteed 6 months, box \$2.**

Women's Holeproof Hosiery—in black and tan. Of mercerized lisle and cotton. Regular and out-sizes, ribbed tops, gauze and medium weights, seamless feet, double heels and toes. **Six pairs, guaranteed 6 mos., box \$3.**

Women's Holeproof Hosiery—in black, white and tan. Of silk, with luster lisle, fine elastic ribbed tops. Medium weight, luster lisle heels and toes. **Three pairs, guaranteed 3 months, box \$3**

Children's Holeproof Hosiery—of Sea Island cotton. In black, white and tan. Light, medium and heavy weights. Seamless feet and elastic ribbed. **Six pairs, guaranteed 6 months, box \$2**

INFANTS' HOLEPROOF HOSIERY, Four Pairs, Guaranteed for Six Months, \$1

Holeproof Hosiery for Men

Men's Holeproof Hosiery—of light-weight combed Egyptian cotton. In tan, black, gunmetal, navy, pearl, white and unbleached cotton. Seamless feet. **Six pairs, guaranteed 6 months, box \$1.50.**

Men's Holeproof Hosiery—Of extra light weight silk mercerized. In black, light tan, dark tan, pearl, navy and gun metal. **6 pairs, guaranteed 6 months, box \$2.**

Men's Holeproof Hosiery—Of extra light weight lustre weave. Specially adapted for dress or evening wear. In black, tan, navy, pearl, white and gun metal. **6 pairs, guaranteed 6 months, box \$3**

Men's Holeproof Hosiery—Of superfine quality worsted Merino. Black, tan and natural. **6 pairs, guaranteed 6 months, the box \$3**

Men's Holeproof Hosiery—of medium-weight combed Egyptian cotton. Black, tan, navy, pearl and white feet. Seamless. **Six pairs, guaranteed 6 months, box \$1.50.**

Men's Holeproof Hosiery—Of fine quality. All pure thread silk. In black, tan, pearl, navy, white. Burgundy and gun metal. Seamless feet. **3 pairs, guaranteed 3 months, box \$2.**

Men's Holeproof Hosiery—of medium-weight silk mercerized. Black, tan, navy, pearl, burgundy and gunmetal. Seamless feet. **Six pairs, guaranteed 6 months, box \$1.50.**

Men's Holeproof Hosiery—of medium weight, fine quality worsted merino. In black, natural and tans. **Six pairs, guaranteed 6 months, box \$2.**

SPECIAL DISPLAYS IN FIRST-FLR. SECTIONS

Special Displays in Fifth-St. Windows

