

ONLY 28 SHOPPING DAYS TILL CHRISTMAS—NO MATTER WHERE YOU SHOP, SHOP EARLY

Other Important News Will Be Found on Pages 7 and 9 of This Section

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Normalcy

It Is a Joy for Women to Find That, Thanks to This Store's Efforts, Fashionable Attire Can Now Be Had  
At Decidedly Lower Prices—Witness These Values in

**SUITS - DRESSES - COATS - BLOUSES - HATS - PETTICOATS**



SOME OF THE STYLES SKETCHED  
—and Now Sale of  
**"Model" Blouses \$25**

Regularly \$35 to \$60

Model blouses from the same master designer who sends us his Model gowns—women who have shared in our Model gown sales know how wonderful his creations are. We shall place on sale tomorrow Model blouses of Georgette Crepe, Crepe de Chine, satin and Georgette combinations, gorgeous silk velvet brocades and other distinguished materials. White, flesh and lovely colors. Sizes 36 to 40. Mostly one of a kind. Some slightly soiled.

—Meier &amp; Frank's: Blouse Shop, Fourth Floor. (Mail Orders Filled.)



Choose  
**Any \$15 to \$50  
Trimmed Hat**

Excepting Fur and Fur-Trimmed Hats

**1/3  
LESS**

With the exception above noted we offer tomorrow at a discount of 33 1/3% from former prices all trimmed hats that have been heretofore marked at \$15 to \$50. The new prices are \$10 to \$33.35.

All \$12.50 to \$25

**Ready-to-Wear  
Hats Reduced**

**1/4**

The new prices are \$9.35 to \$18.75.

Also—  
**All Untrimmed  
Hats Reduced**

**1/2**

In addition we make it still easier for women who trim their own hats by offering tomorrow

**All Fancy Feathers  
1/2 Price**

—Meier &amp; Frank's: Millinery Salons, Fourth Floor.



*Extra Special*  
**SALE OF SUITS**  
**\$48.75**

The better kinds of suits for women offered at this new low price tomorrow. Suits of such fine materials, such excellent tailoring, such smart style and distinguished appearance that women will count it exceptionally good fortune to get them at \$48.75.

*Of Fine Velours and Duvet de Laine*

Straight line, full ripple and belted-coat models with fur collars, embroidery, glove stitching and other new trimming variations.

*At \$48.75 . . . irresistible!*

**\$29.50**

**100 Higher Cost Dresses  
in a Clearaway**

Please do not expect to find the usual sort of \$29.50 dresses in this assemblage. These are so many dollars better than the price indicates that we forbear to quote the value. Dresses of poiret twill, tricotine, georgette crepe, satin, charmeuse in the leading colors. Beaded, embroidered, draped, overskirted—all this season's models. \$29.50 for quick disposal.



*Two Extraordinary*

**Sales of Fashionable Winter Coats**

**\$48.50**

*The \$48.50 coats*

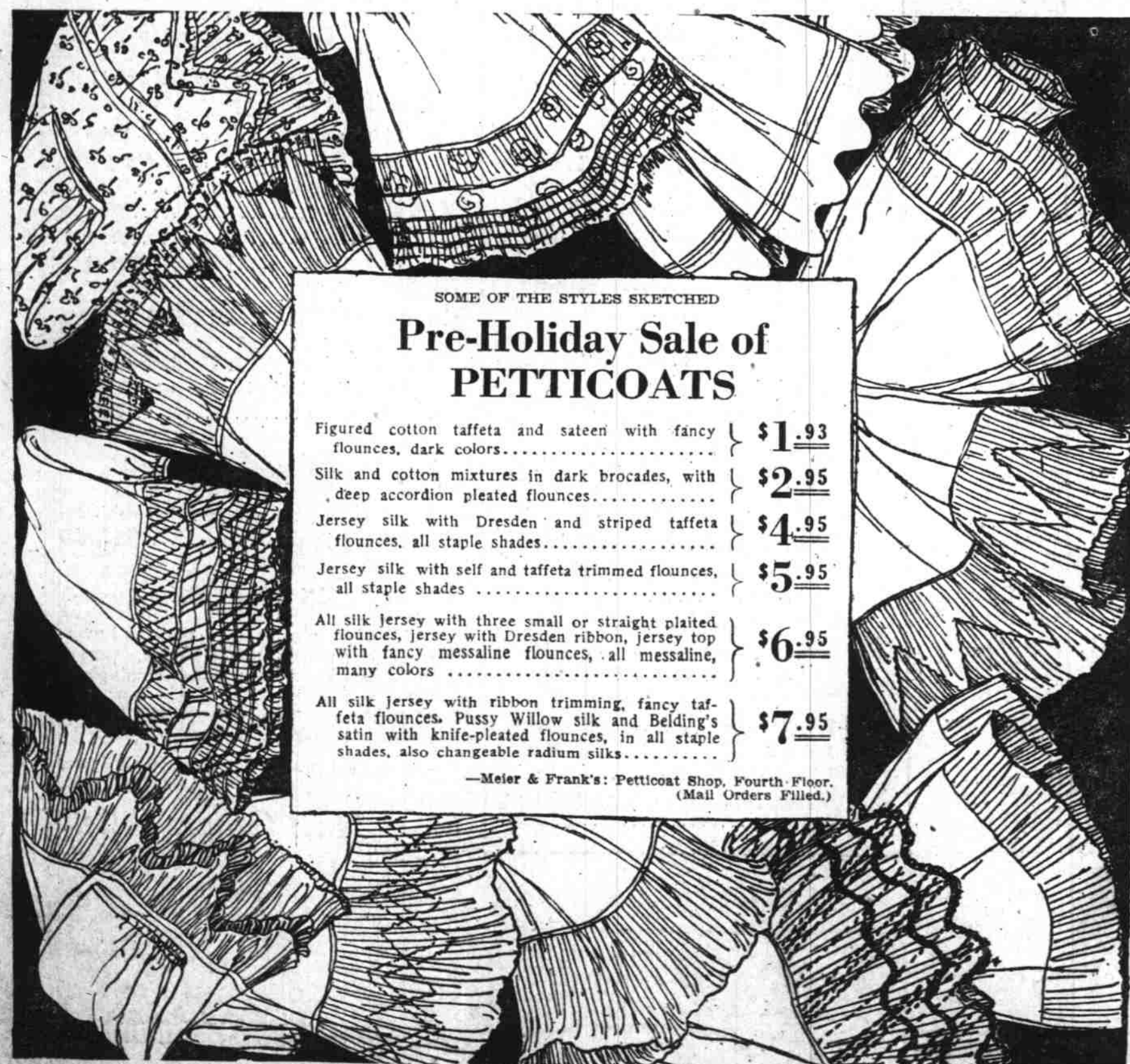
**\$65.00**

*The \$65.00 coats*

are garments that have been priced in our regular stock at \$75 to \$95. They are of bolivia, silvertone, velours and other winter coatings. Many fur trimmed. Full-length coats with loose backs, half-belted backs or in straight-line full-belted models. All sizes.

have been newly obtained in a special purchase. They are of rich bolivia, silver-tone bolivia and velours with large fur collars of raccoon, nutria or gray squirrel. Wanted browns and blues predominate. The garments are full silk lined and otherwise exceptionally fine at \$65.00.

—Meier &amp; Frank's: Fashion Salons, Fourth Floor. (Mail Orders Filled.)



SOME OF THE STYLES SKETCHED  
**Pre-Holiday Sale of  
PETTICOATS**

Figured cotton taffeta and sateen with fancy flounces, dark colors . . . . .	<b>\$1.93</b>
Silk and cotton mixtures in dark brocades, with deep accordion pleated flounces . . . . .	<b>\$2.95</b>
Jersey silk with Dresden and striped taffeta flounces, all staple shades . . . . .	<b>\$4.95</b>
Jersey silk with self and taffeta trimmed flounces, all staple shades . . . . .	<b>\$5.95</b>
All silk jersey with three small or straight plaited flounces, jersey with Dresden ribbon, jersey top with fancy messaline flounces, all messaline, many colors . . . . .	<b>\$6.95</b>
All silk jersey with ribbon trimming, fancy taffeta flounces, Pussy Willow silk and Belding's satin with knife-pleated flounces, in all staple shades, also changeable radium silks . . . . .	<b>\$7.95</b>

—Meier &amp; Frank's: Petticoat Shop, Fourth Floor. (Mail Orders Filled.)



*Lovely*  
**Ostrich Fans**

**1/2**

**Were \$10.95 to \$19.50  
Now \$5.48 to \$9.75**  
(45c to 88c Tax)

Opportunity to secure these beautiful accessories to go with Thanksgiving and holiday party frocks could not come at a better time. Included are:

One-stick fans with one and three plumes—Prince of Wales, Cleopatra and flat folding effects.

Emerald, old rose, peach, red, American Beauty, burnt orange, turquoise, corn flower, black and white.

Dark and light handles. Emerald and rhinestone effects.

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