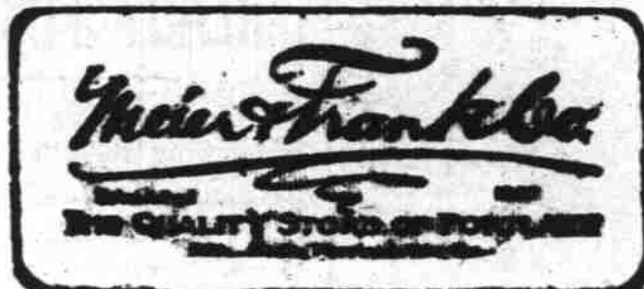


Other Important News on Page 7 and Back Page This Section

Save \$10 on a Good Vacuum Cleaner

At this extraordinary reduction we are closing out a limited number of vacuum cleaners that have been used for demonstration purposes and are every bit as good as new. While any of the limited number on hand remain we will sell them at a reduction of \$10 from the standardized price. Buy one for Christmas.

—Meier & Frank's Electric Shop, Basement Balcony.



The Hair Goods Store Offers

\$9.00-\$9.50 fine quality switches in natural shades including gray and white at \$7.19. \$10.50 transformations that can be worn outside or to fill out one's own hair, \$7.98. Curly ear bobs necessary to give that "bobbed" effect over the ears, \$5 and \$7.50. \$15 "Bobettes" made of finest curly hair, give the hair the appearance of being bobbed and save curling bobbed hair, \$11.98.

—Meier & Frank's Hair Goods Shop, Fifth Floor.

For Thanksgiving and for Christmas: A Page of Suggestions

Interest Grows in the Sections Devoted to Jewelry, Leather, Stationery, Silverware

Christmas Shopping Has Fairly Begun—and These Sections Are a Veritable-Treasure House of Gifts

Gleaming Italian Jet Necklaces

Recently received shipments have brought our stocks of these necklaces to a most unusual stage of completeness.

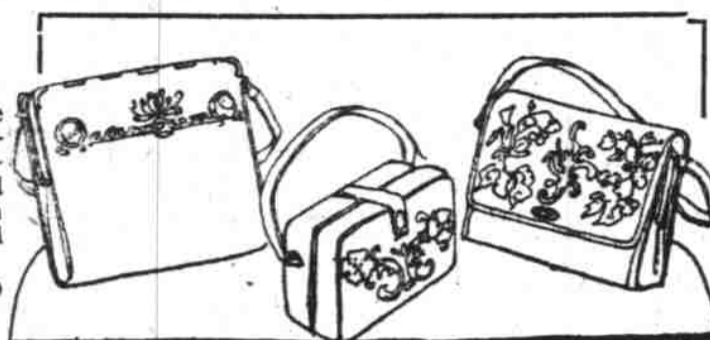
Prices Range From \$6 to \$20

Diamond cut graduated beads in oblong or round shapes. These wanted light weight necklaces are from 24 to 30 inches long.

Green and Blue Set Combs

The Jewelry Store has these coiffure adornments in new designs and colorings. "Moon-beam" being especially new and in demand. Other colors in wide variety, including jet and white stone effects.

Prices range from \$1.50 to \$18.50.



We Specialize in Ring Mountings

Have your diamonds reset in white gold or platinum mountings. Work of this sort entrusted to the Jewelry Store is assured of satisfactory completion by expert diamond setters. New shapes and designs submitted for your approval.

Handsome Tooled Leather Bags \$1.95 to \$10

One can see how moderate the prices are and there is no doubt about the distinction, correctness and enduring quality of bags, purses and catenets of this tooled leather. We have a splendid selection of shapes and styles including the new "swagger" (illustrated).

Special Velvet Bags \$3.50

Marvelously fine value in black, blue, brown and taupe velvet bags. Women will best realize the extraordinary of this value on seeing the bags.

Shopping Bags

Practical yet slightly none the less and at moderate price one cares to pay from \$3.50 to \$35. Our stocks lack nothing in point of completeness. There are small, medium and large bags in cowhide, goat, seal and patent calf. Serviceable linings of moire or leather. All are fitted with a good-size coin purse and some have mirror.

Two Specials in Holiday Stationery

on Main Floor

Special at \$1.49 Box

Gift stationery of fine quality in pink, white, blue, etc. Ribbon tied. 48 sheets paper and 48 envelopes to the box.

Special at 49c Box

24 sheets paper and 24 envelopes in these fancy decorated boxes of stationery suitable for gifts.

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

Eversharp Pencils

Gold filled, sterling and 14-karat solid gold pencils in hand-engraved, engine-turned and plain designs. Short styles with ring top for women, full size with pocket clip for men.

\$2.50, \$3.50, \$5, \$10 to \$45.

Poker Sets

It will be "strictly according to Hoyle" to provide one of these poker sets for any member of the card-playing fraternity. Mission, walnut and rosewood racks fitted with cards and chips or unfitted as you please. Prices range from \$2 to \$25.



Ribbon Made Gifts: A New Idea

Visit the New Fancy Ribbon Section, Second Floor

In the newly-opened Second Floor section of holiday ribbons for gift making are scores of ideas and materials for the making of dainty ribbon giftables. As usual, you will find our prices most moderate. Experts will give free directions as to the amount of ribbon to buy, etc., and you can copy from made-up models on display.

- (A) Ribbon and material for coat hanger, \$1.46
 - (B) Ribbon for satchel bags, 76c
 - (C) Ribbon for talcum powder can, \$1.33
 - (D) Ribbon and material for Japanese sandals, \$1.40
 - (E) Ribbon and material for garters, \$1.37
 - (F) Slipper trees with ribbon for making, bows tied free, 78c
 - (G) Ribbons for ties, patterns cut free, \$3.13
 - (H) Material for fancy ribbon bag, \$2.93
- Meier & Frank's Novelty Ribbon Shop, Second Floor. (Mail Orders Filled.)

Fashionable New Warm Wool Sweaters



- (A) Fancy weave all-wool sweaters with plain tuxedo collars and braided belts shown in wanted light shades as well as black and navy. \$20.
- (B) Warm all-wool sweaters in fancy weaves. Tuxedo style with narrow strip of brushed wool on collar. Many delightful shades. \$22.50.
- (C) Beautiful tuxedo-style sweaters with wide brushed collars that can be buttoned close to the throat if desired. Pretty shades with collars in contrasting colors. \$25.
- (D) Effective brushed wool sweaters with large roll collars. Button front style in all the wanted shades. \$25.



Other sweaters range in price from \$8.50 to \$15. —Meier & Frank's Sweater Shop, Third Floor. (Mail Orders Filled.)

Thanksgiving Silverware: Popular Prices

At every well-appointed Thanksgiving table the silverware should reflect the joyousness of the occasion with its shining new brightness and nothing of an old worn-out appearance that would mar the ensemble. Certainly the demand for new silverware can be most perfectly satisfied at this store where stocks are large, qualities dependable, patterns desirable and prices uniformly moderate.

Community Plate

Women are continually being told through national and local advertisements and are finding out from their own experience what splendid tableware Community is. Meier & Frank's Silverware Store has provided complete stocks of Community for Thanksgiving and all occasions. Community has all the richness and beauty of solid silver and it is guaranteed for 50 years of service. We have the popular Adam, Patrician, Sheraton and Louis VI patterns in Community. Stocks are now complete. A few suggestions:



Priced in Sets of 6

Teaspoons \$4.25—Tablespoons \$8.57—Soup spoons \$8.57—Salad forks \$7.62—Oyster forks \$5.48—Butter spreaders \$6.66—Medium H. H. knives \$12.86—Medium F. H. forks \$8.57—Dessert F. H. forks \$8.09.

Fancy Pieces, Each

Berry spoons \$3.57—Cold-meat forks \$2.38—Pie servers \$4.76—Cake forks \$2.62—Butter knives \$1.43—Sugar shells \$1.43—Cream ladies \$2.14.

Sets

Carving sets \$19.08—Child's sets \$3.57.

Tea Set \$14

Tea pot, creamer and sugar bowl in plain colonial design.

Coffee Sets \$13.76

Attractive burnished finish set consisting of coffee pot, sugar and creamer.

26-Piece Set of Silverware \$12.40

Primrose pattern silverware put up in an oak chest. The Primrose is a good substantial-looking pattern and is guaranteed for 10 years' ordinary family service. Set consists of 6 knives, 6 forks, 6 teaspoons, 6 tablespoons, 1 butter knife and 1 sugar shell.

Silverware Novelties

An excellent assortment of serving pieces in colonial and fancy designs with sterling handles, silver-plated bowls and tines, knives have polished steel blades. At these attractive prices:

- Sugar shells 98c
- Butter knives 98c
- Pickle forks \$1.35
- Cold meat forks at \$1.75
- Gravy ladles \$1.75
- Pie servers \$1.75
- Cake servers \$2.25
- Berry spoons \$2.25
- Tomato servers at \$3.25
- Cheese Servers \$1
- Fruit knives (set of 6) \$12
- 2-piece game sets at \$7.58

Add 5% Government Tax to All Silverware Prices. —Meier & Frank's (Mail Orders Filled.)

Brushes: America's Best—and From Foreign Lands

We have the largest and finest stocks of hair brushes ever assembled on the Pacific Coast. American, French, Japanese and English brushes are here in the widest variety of the best kinds. With Christmas in the offing, special interest attaches to this section.

French Brushes

Our stock of imported French brushes is particularly complete at this time. All of the brushes are made with pure bristles and are set in hardwood backs of ebony or rosewood. Prices range from the short-bristle brush at \$1.25 to the long-bristle brush at \$12.

"Sanitax" Brushes

with metal backs are very easily cleaned and sanitary. Priced \$3 to \$6.

Whiting Adams

The best known and best made American hair brushes, ranging in price from \$2.50 to \$12.50.

Brushes 25c

Half price and less than half price while any of 300 of these medium quality bristle hair brushes remain.

"Hughes Ideal"

hair brushes with cushion backs—the kind that really penetrate—are \$1.50 to \$4, including the famous "No. 66," with quadruple bristles, at \$2.50.

Hughes' solid back brushes are \$2.25 to \$6.

Hughes' solid back hair brushes, with mixed gray bristles, \$2.25.

Hughes' ideal cushion-back hair brushes, with double bristles, regularly \$2.50, special \$1.69.

Military Brushes

Men like these stiff-bristle brushes set in ebony or rosewood. Pair \$7.50 to \$24.

Brushes 98c

A special lot of pure bristle hair brushes with hardwood backs—bristles guaranteed to stay in. Some French brushes in the lot. \$1.50 to \$2.75 values.



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

Now Is the Time to Join Meier & Frank's

Christmas Phonograph Club

Can anyone imagine a better gift for the home and family than a phonograph? A small payment down and easy monthly payments afterward entitle anyone to become a member of the Christmas Phonograph club. Now is the time to join—to begin payments on that Christmas phonograph. Come in any time and look over our complete stocks of the four most famous phonographs made—

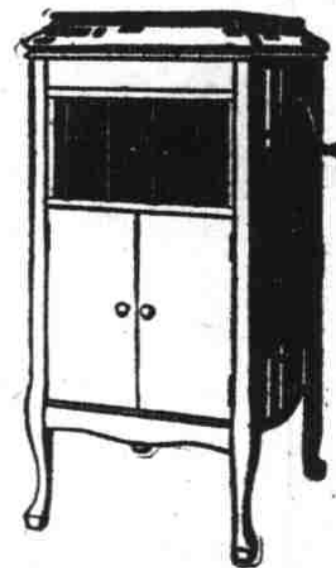
Vocalion, Victor, Edison and Columbia

See all of the favorite styles, side by side. Hear and leisurely compare the merits of each. When you decide on just which one you want a small first payment will hold the machine and it will be delivered at any time you desire. Our stocks include all of the different styles and sizes in the various finishes. Expert phonograph salespeople in attendance.

Our Record Stock Is Most Complete

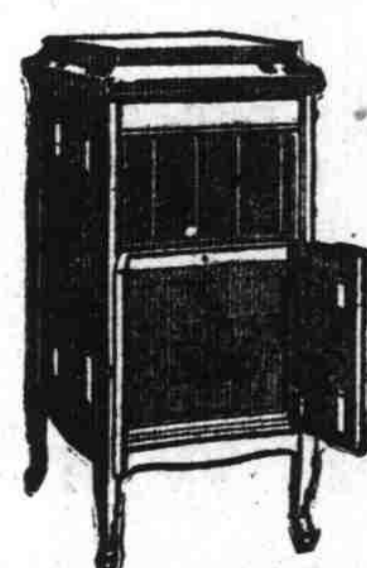
We endeavor at all times to carry all of the wanted records—popular song and dance hits, instrumental selections, records by world-famous artists, Christmas music, band and orchestra selections, etc. For Christmas we suggest one of these four

Special Columbia Outfits



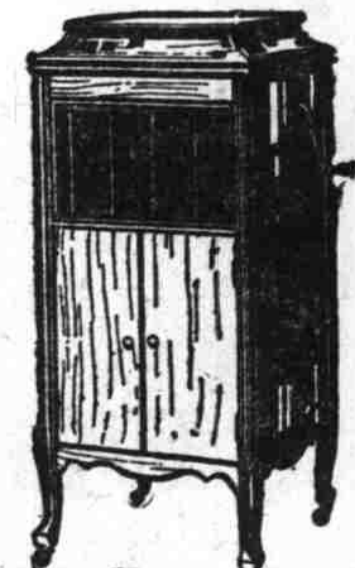
Outfit \$130

Outfit consists of Grafonola, as illustrated, with 20 selections (ten 10-inch D. D. records) of your own choosing.



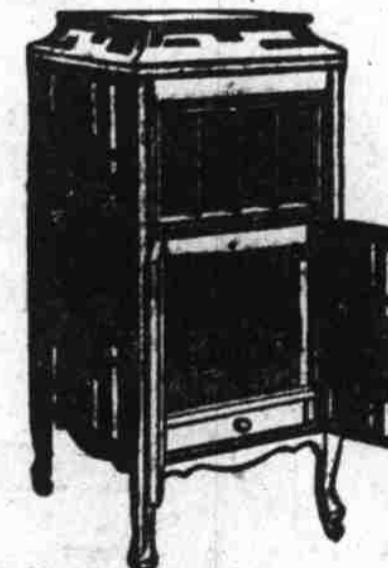
Outfit \$150

Outfit consists of Grafonola, as illustrated, with 20 selections (ten 10-inch D. D. records) of your own choosing.



Outfit \$160

Outfit consists of Grafonola, as illustrated, with 20 selections (ten 10-inch D. D. records) of your own choosing.



Outfit \$175

Outfit consists of Grafonola, as illustrated, with 20 selections (ten 10-inch D. D. records) of your own choosing.

Hear These Columbia Records by Well-known Artists

- | | | | |
|--|--------|---|--------|
| Art Hickman's Orchestra | | Al Jolson | |
| No. 2818 The Hesitating Blues, Fox Trot..... | \$1.00 | No. 2948 Some Beautiful Morning..... | \$1.00 |
| 10-inch Those Draftin' Blues, Fox Trot..... | \$1.00 | 10-inch I've Got the Profitin' Blues..... | \$1.00 |
| No. 2829 Nobody Knows, Fox Trot..... | \$1.00 | No. 2858 You Ain't Heard Nothin' Yet..... | \$1.00 |
| 10-inch Wonderful Pal, One Step..... | \$1.00 | 10-inch Come On and Play With Me..... | \$1.00 |
| No. 2841 Rainbow of My Dreams, Fox Trot..... | \$1.00 | Nora Bayes | |
| 10-inch Burmese Belles, One Step..... | \$1.00 | No. 2921 Patches..... | \$1.00 |
| No. 2869 Hold Me, Fox Trot..... | \$1.00 | 10-inch Without You..... | \$1.00 |
| 10-inch Dance It Again With Me..... | \$1.00 | No. 2997 Japanese Sandman..... | \$1.00 |
| No. 2911 Along the Way to Damascus..... | \$1.00 | 10-inch You're Just as Beautiful at Sixty as You Were at Sweet Sixteen..... | \$1.00 |
| 10-inch Rose of Mandalay, Fox Trot..... | \$1.00 | | |

Make Your Own Terms in Reason —Meier & Frank's Phonograph Store, Sixth Floor. (Mail Orders Filled.)