



MEN! Stirring News

PLEASE SEE
ALSO THE
BACK PAGE

2000 Pairs
Silk Plated Sox
75c

The former price on these famous "Buster Brown" silk plated sox for men was \$1.25 pair. Their lustrous silk-like finish makes them especially desirable. 3 pairs at \$2 or 6 pairs at \$4 will prove a good gift for a man. Handsome two-tone combinations in these highly serviceable half hose. Sizes 9½ to 11½ inclusive.

2000 Pairs
Stuttgarter Sox
85c

3 pairs for \$2.50. Former \$1.25 pair values. Famous Stuttgarter sox of Australian wool mixed with fine combed cotton. Plain black and handsome heather mixtures.

This is a big season for sox of this character and a man will relish getting some of these for Christmas.

**Continuing the
Silk Shirt Sale**

\$7.00
Tax 40c

Highest quality silk (some silk and cotton) shirts from America's best makers, including Excello and Manhattan. Hundreds are buying for Christmas gifts at \$7.00 each (tax 40c), or 3 for \$20.00 (tax \$1.10).

—Meier & Frank's: The Store for Men, Main Floor. (Mail Orders Filled.)

**Greatest Single Purchase Ever Consummated
in the West of the Famous**
"HICKOK"
Personality Belts and Buckles

If the experience of previous years be a criterion, we shall have none too many, for Hickok belts are in tremendous demand at Christmas time. And now you know where to get them.

What Shall I Give "Him"?

No trouble at all to decide. Here's the answer. Get him a Hickok belt—with an initial or monogram buckle. Nearly every well-dressed man wears a belt nowadays. And a man can't have too many belts. Hickok belts and buckles are made of the highest quality of belt leathers and metals. They are distinctive in design and fine in workmanship. They wear well and look well to the end. Hickok Personality belts come without buckles. We have buckles in many designs and metals.

BELTS		BUCKLES (Add 5% Tax)	
Grain Cowhide	75c	Initial Buckles	
Pebble Cowhide	\$1.00	Dull Finish Triple Plated	\$1.00
Hand Boarded Cowhide	\$1.50	Engine Turned 1-10 Sterling Plated	\$1.50
Finest Boarded Cowhide	\$2.00	Engine Turned 1-5 Sterling Plated	\$2.00
Genuine Calfskin	\$2.50	Engine Turned Sterling Silver	\$3.50
Monogram Buckles			
(Add 5% Tax) — Engraving Free			
Sterling Silver Engine Turned	\$2.50	14-Karat Inlaid on Sterling Silver	\$6.00
Plain Sterling Silver Burnished	\$4.00	14-Karat Inlaid on Heavy Sterling Silver	\$7.50
Extra Heavy Sterling Silver	\$5.00	14-Karat Inlaid on Sterling Silver (Extra Heavy)	\$8.50

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ON THE THIRD FLOOR

1200
Silk Knit Ties
\$2.95
TAX 10c

Were \$3.50 to \$5. We have selected a hundred dozen from our splendid stocks of silk knit ties for this sale. Every tie first quality. These assortments offer splendid opportunities for gift selections.

Plain colors and heather mixtures. Some accordion knit ties in the sale. Choice now at \$2.95.

**30%
Reduction on
Men's Hats**

Fur felts, beavers and velours. Hats from half a score of America's best makers. Soft hats and "derbies". Here are the new prices:

Were \$8.50 now \$5.95. Were \$10 now \$7. Were \$12 now \$8.40. Were \$13.50 now \$9.45. Were \$15 now \$11. Were \$30 now \$21.

Caps 25% Off

Choice of an admirable assortment at this fine reduction.

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**WOMEN Choosing Gifts for Men Are
Accorded Especially Helpful Service at
This Store.**

Men's Suits: America's Best: Our Greatest Sale



1920
**Society
Brand
Clothes**

GROUP 1—
Suits That Were
\$65, \$70 and
\$75 at **\$42.85**

GROUP 2—
Suits That Were
\$80, \$85, \$90 and
\$100 at **\$52.85**

OUR ENTIRE STOCKS

(Excepting Tuxedo and Full Dress)

of suits formerly selling at \$65 to \$100 now included in one or the other of these two great groups. The kinds of suits that men and young men of discernment want—suits for which many men we know have been waiting. Our very finest makes.

**Adler Rochester
Society Brand**

Louis Holtz

"America's best clothes at lower prices than clothing of doubtful origin. The manufacturers have co-operated with us nobly in making these price readjustments effective. It's a heroic effort, and the gain is all yours.

THIS is definite news of a great clothing opportunity. We have satisfying assortments of the most favored models, patterns and weaves in sizes for every man. If you want a suit now or expect to buy within the next several months—this is your chance



Take Any Elevator
or Escalator to
The Store for Men
Third Floor

**Society
Brand
Clothes**

—Meier & Frank's: The Store for Men, Main Floor. (Mail Orders Filled.)