

ONLY 10 SHOPPING DAYS TILL CHRISTMAS—EVERYONE WHO CAN SHOULD SHOP EARLY IN THE DAY

Meier & Frank's The Christmas Store

New Lower Prices Throughout the Store Intensify the Joys of Christmas Shopping at Meier & Frank's

Meier & Frank's Lower Price Store DOLLAR DAY

- Men's Shirts** \$1: Men's blue chambray work shirts with turndown collars. Full cut bodies and sleeves, seams double stitched. Sizes 14 1/2 to 17.
- 12 Kerchiefs** \$1: 500 dozen men's white cambric handkerchiefs 18 inches square with 3/4-inch hemstitched hems.
- 4 Prs. Sox** \$1: Men's fine lisle dress hose in white, gray, cordovan and black with reinforced heels and toes. Sizes 9 1/2 to 11 1/2. Formerly priced at 25c to 35c pair.
- Undershirts** \$1: Regularly \$1.50 to \$2.50. 250 manufacturer's samples of men's wool-finished and wool mixed undershirts in heavy, light and medium weights. Mostly natural gray color. Sizes 28 to 44.
- 2 Shirts, Drawers** \$1: Men's slightly fleeced heavy ribbed shirts and drawers in ecru and white. Shirts in sizes 34 to 42, drawers 30 to 38. While any of about 400 remain, 2 garments \$1.
- Boys' Shirts** \$1: A special purchase of 750 boys' shirts made of black sateen, khaki, gray chambray and percales. Full cut, turndown collar style with one outside pocket. Sizes 12 1/2 to 14 1/2.
- 2 Caps** \$1: Just 175 wool caps for boys in dark mixtures with leatherette sweat bands. Sizes 6 1/2 to 7. Regularly 98c each.
- Sweaters** \$1: 250 boys' heavy cotton yarn ruff-neck sweaters in navy only. 2 outside pockets. Sizes 26 to 34. Regularly \$1.49.
- Women's Aprons** \$1: Women's bungalow aprons made of good standard percale in light and dark colors. Regularly priced at \$1.49.
- 4 Tea Aprons** \$1: Women's dainty cross-bar lawn tea aprons made with pocket and ruffle trimmed. Also some in the lot made of percales.
- 2 Boudoir Caps** \$1: Women's and misses' boudoir caps made of dotted voiles or Jap silks and daintily trimmed with laces and ribbons.
- Camisoles** \$1: Women's and misses' camisoles made of Jap silk and prettily trimmed with laces and ribbons. Shoulder strap style.
- Chemise** \$1: Women's muslin chemise neatly trimmed with lace or embroidery. Regularly \$1.29 to \$1.49.
- Bloomers** \$1: Women's full cut bloomers made of good quality crepe in light flesh and white. Sizes 27 to 29.
- Nightgowns** \$1: Women's outing flannel nightgowns in pink and blue stripe effects in slip-on style. Limited quantity. Sizes 16 and 17.
- Silk Hose** \$1: Women's fashioned leg heavy silk full length hose with lisle garter tops, heels and toes in black, cordovan and colors. Seconds.
- 4 Prs. Hose** \$1: Women's cotton hose in white, black and cordovan. All sizes.
- Union Suits** \$1: Women's medium weight cotton fleeced union suits in high neck, long sleeve and low neck, sleeveless, ankle length styles. Regular and extra sizes.
- 4 Corset Covers** \$1: Women's medium weight cotton knit corset covers in high neck, long sleeve, Dutch neck, elbow sleeve styles. Broken sizes.
- 3 Vests** \$1: Women's light weight cotton vests in high neck, long sleeve and high neck, sleeveless styles. Regular and extra sizes. Regularly 58c.
- Vests, Pants** \$1: Women's extra heavy cotton fleeced vests and pants in regular and extra sizes. Vests are high neck, long sleeves, the pants ankle length style.
- Women's Scarfs** \$1: A wonderful assortment of women's scarfs in fiber silks and wool mixtures. All the wanted colors and color combinations.
- 10 Kerchiefs** \$1: Women's fine count lawn plain and embroidered handkerchiefs. Regularly 15c each.
- Children's Dresses** \$1: Regular \$1.49 and \$1.98 values. Children's dresses made of good quality ginghams in pretty checks and plaid effects. Broken sizes.
- 2 Toques** \$1: Children's knitted toques in many desirable colors. Buy now for Christmas.
- 2 Hairbows** \$1: Dainty hairbows made of good quality silk ribbon in plain and fancy colors. Suitable for gifts.
- 3 Bloomers** \$1: Children's black knit bloomers with band tops and elastic at knee. Sizes 2 to 8 years. Regularly 70c.
- 5 Pairs Stockings** \$1: Children's medium weight cotton ribbed stockings in black only. Sizes 6 to 10.
- 3 Underwaists** \$1: Children's "Bear" brand knit underwaists with button tape and garter loops.
- Nightgowns** \$1: Children's nightgowns made of good quality flannel with and without collars. Mostly long sleeve styles. Sizes 4 to 14 years. Regularly \$1.49 to \$1.79. Limited quantity.
- 3 Boxes Stationery** \$1: Holiday stationery in the wanted tints of pink, lavender, white and blue. In fancy holiday boxes.
- Crepe de Chine** \$1: 39 and 40 inch good quality crepe de chine in black, navy and several odd shades. 600 yards in the lot.
- Kimono Twill** \$1: Silk and mercerized kimono twill in bright colored designs suitable for monims, petticoats or coat linings. Regularly \$1.49.
- 3 Yards Cretonne** \$1: 36-inch cretonne in pretty light and dark colored floral and conventional designs. Full pieces and 2 1/2 to 10 yard lengths. Values in the lot to 60c yard.
- 3 Yards Crepe** \$1: Genuine Windsor crepes in plain white, pink, blue, lavender, also in fancy patterns. Regular width. Regularly priced at 50c yard.
- 4 Yards Gingham** \$1: Standard galeatas, ginghams and percales in stripes and dark colors. Full regular widths. Regularly priced at 25c, 40c and 50c yard.
- 6 Yards Flannel** \$1: Standard outing flannel in stripes, checks and plaids, mostly in light colors. Regularly 25c to 35c.
- 6 Napkins** \$1: Mercerized table napkins in floral and conventional designs. 20x20 inches square. Regularly priced at \$2.98 dozen.
- Curtains** \$1: Limited quantity of hemstitched marquisette curtains in white and ecru. 2 1/2 yards long. Regularly priced at \$1.98 pair.
- Tablecloths** \$1: Japanese tablecloths in popular blue and white designs with light and dark grounds. Size 48x48 inches. Regularly \$1.50.
- 3 Pillow Cases** \$1: Hemstitched pillow cases made of good quality muslin in size 45x36 inches. Subject to slight imperfections. Originally priced at 60c each.

—Meier & Frank's: Lower Price Store, Basement Balcony.

A MEIER & FRANK Merchandise Order Ideally Solves the Gift Problem. Issued in Any Amount—One Dollar or More. Redeemable for Merchandise in Any Department of the Store at Any Time.—
Main Floor.

While They Last—

Suits Coats Dresses Half Price

One hundred and fifty-five garments selected from our stocks have had their prices cut in two for quick disposal.

- 65 Dresses** \$19.75 to \$42.50: 65 lovely dresses of satin reduced to exactly half price. This season's models—mostly one of a kind. Choose any dress now at exactly half.
- 50 Coats..** \$37.50 to \$225.00: 50 fancy coats of velour, Bolivia and velvet. Many have large fur collars. All the preferred colors are represented in the assemblage. Choose any coat now at exactly half.
- 40 Suits...** \$42.50 to \$112.50: 40 women's and misses' plain and fancy tailored suits of velour and duvety. Collars of fur or the material. All colors in the sale. Choose any suit now at exactly half.

Early Shopping Will Be Particularly Advantageous

—Meier & Frank's: Fashion Salons, Fourth Floor.

All Our Leather Fitted Folds In a Christmas Sale

Choose a lasting Christmas gift for man or woman from amongst our large assortment of leather fitted folds offered tomorrow at greatly reduced prices. Here we list a few of the values.

Women's Fitted Folds

The women's folds have ivory fittings.

- \$14.00 Fitted Folds \$10.50
- \$15.00 Fitted Folds \$11.30
- \$24.00 Fitted Folds \$18.50
- \$35.00 Fitted Folds \$26.30

Men's Fitted Folds

The men's folds have ebony fittings.

- \$15.00 Fitted Folds \$11.30
- \$17.50 Fitted Folds \$13.50
- \$18.50 Fitted Folds \$13.88
- \$22.50 Fitted Folds \$16.90
- \$23.50 Fitted Folds \$17.50
- \$25.00 Fitted Folds \$18.75
- \$26.50 Fitted Folds \$19.99
- \$40.00 Fitted Folds \$30.00

All Our \$35 to \$100 Bags 30% Off

Women's and men's bags, including cowhide, walrus, seal and other fine leather fitted and unfitted bags at this special price for three days only. Famous makes. Buy for self and gifts.

—Meier & Frank's: Luggage Shop, Sixth Floor. (Mail Orders Filled.)



S-a-n-t-a C-l-a-u-s

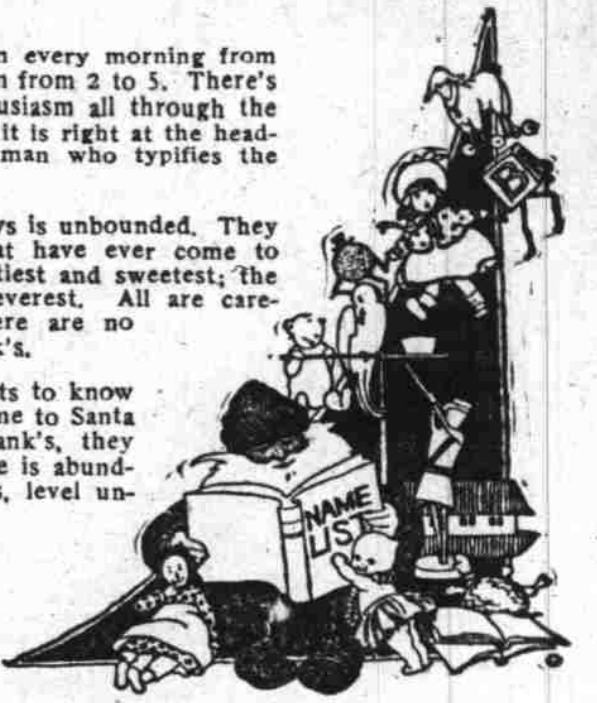
is here to meet the children every morning from 10 to 12 and every afternoon from 2 to 5. There's a wonderful Christmas enthusiasm all through the store and the mainspring of it is right at the headquarters of the grand old man who typifies the spirit of giving.

The outpouring of the toys is unbounded. They are the most delightful that have ever come to us. The dolls are the prettiest and sweetest; the "working toys" are the cleverest. All are carefully and well made. There are no trashy toys at Meier & Frank's.

It is relief to many parents to know that when their children come to Santa Claus land at Meier & Frank's, they come to a place where there is abundance of room, high ceilings, level unbroken floors, wide aisles and plenty of fresh air.

Santa Claus' house and mail box are on the Sixth Floor. The West's greatest Toytown and Dollville are on the Fifth Floor.

A Special Section of Lower Priced Toys is in the Sixth Floor Auditorium where there are plenty of inexpensive toys, dolls and games at 5c to 50c each and nothing higher.



Quaker Puffed Rice Pancake Flour 2 Pkgs. 25c

As an introductory offer we feature tomorrow Quaker Puffed Rice Pancake Flour at a price that is less than wholesale, pkg. contains 1 lb. 4 ounces, case \$2.85, doz. \$1.45, 2 pkgs. 25c.

- Standard Tomatoes**, new pack, labelled puree, No. 2 1/2 cans, case \$2.85, doz. cans \$1.45, 2 cans 25c.
- Sugar Cured Cottages**, freshly smoked, nice lean pieces about 4 to 5 lbs. each, formerly called cottage hams, lb. 34c.
- Campbell Soups**, nearly all varieties, doz. cans \$1.55, 3 cans 39c.
- Seedless Raisins**, new unbleached, 3 lbs. 95c, lb. 33c.
- Seeded Raisins**, large new fruit, 3 lbs. 85c, lb. 45c.
- M. & F. Bran Bread, Loaf 16c**—wholesome cookies, dozen 15c.
- Ginger Bread**, old fashioned Southern style 15c.
- Lunch Rolls**, Parkerhouse or Finger, doz. 25c.
- Cleaned Currants**, new imported, 3 lbs. 88c, lb. 30c.
- White Figs**, new California, No. 5 cartons \$1.15.
- Boiled Cider**, best for mince meat, bottle 55c and 30c.
- Mince Meat**, None Such, condensed, 3 pkgs. 50c, pkg. 18c.
- Hersey's Cocoa**, finest quality, 1/2 lb. tins 28c.
- Bleached Raisins**, often called Sultanias, 2 lbs. 85c, lb. 45c.
- Bran Cookies**, new attractive

Entire Center Aisle Bargain Square Main Floor—Devoted to This

Christmas Sale of 25,000 Yards Silks

\$1.65 YD.

A price that is altogether exceptional considering the costs and qualities of the silks involved. Nearly every kind of silk that one could wish for is represented in this sale. All first quality. Virtually all the wanted colors. A dress length of silk will make a very practical gift.

Included are the following qualities which represent silks most in demand as every woman knows:

40-In. Crepe de Chine

Former \$4 grade. Exceptionally heavy quality 40-inch crepe de chine in white, flesh, pink, plum, apricot, navy, copenhagen, old rose, taupe, myrtle, black, etc. Now, yard \$1.65.

36-In. Satin Duchesse

and satin de luxe in black. These are equal to grades that formerly sold at \$3 and \$3.50 yard. Now, yard \$1.65.

36-In. Plain Taffetas

Former \$3 grade. Handsome plain shades of navy, copenhagen, king's blue, emerald, nickel, plum and black. Now, yard \$1.65.

40-In. Habutai

Former \$2.25 grade. Handsome printed habutai in foulard patterns—light and dark grounds, including plenty of navy. Scrolls, figures and block patterns. Now, yard, \$1.65.

36-In. Fancy Taffetas

Former \$2.50 grade of yard-wide fancy taffetas in handsome tartans and fancy plaids—dark and light combinations. Also beautiful changeable taffeta, 36 inches wide, in green, blue and black tones. These were formerly \$3 yard. All now at, yard \$1.65.

36-In. Messalines

Former \$2.50 and \$3 grades of standard 36-inch messalines in black, white, navy, king's blue, copenhagen, pink, gold, myrtle, silver, jade, taupe, seal, cardinal, apricot, nickel, old rose, Belgian blue, etc. Now, yard \$1.65.

36-In. Peau de Soie

Former \$3 grade. Finely woven, lustrous qualities of heavy peau de soie in black. Now, yard \$1.65.

Mail Orders Filled While Lots Last

EXTRA! Pongee 79c

2500 yards of genuine imported Japanese Formosa pongee—the standard highly lustrous Meier & Frank quality, 33 inches wide. Suitable for a great many uses. Yard 79c.

EXTRA! Georgette 98c

4000 yards of new 40-inch georgette of first quality. White, flesh, pink, navy, copen, coral, peach, silver, gray, brown and other wanted colors. Less than half at 98c yard.

—Meier & Frank's: Center Aisle, Main Floor. (Mail Orders Filled.)