

IT TAKES **24 PAGES** TO TELL JUST  
A SMALL PART OF THE BIG STORY!

MEIER & FRANK'S

# CENTENNIAL SALE

ONCE IN 100 YEARS  
a sale so big . . . so important!

ONCE IN 100 YEARS  
savings of such magnitude!

ONCE IN 100 YEARS  
a special 24-page section like  
the one in this paper today . . .  
the culmination of 18 months  
of continuous preparation!

**25% to 75% off**  
*on thousands of  
different items*

IT PAYS  
TO BUY AT  
MEIER &  
FRANK'S



CELEBRATING OUR FIRST 100 YEARS

PIONEERING FOR YOUR BETTER TOMORROW

*The wheel symbolizes our heritage of the past.*

*The rocket symbolizes our planning for the future.*