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

MEIER & FRANK'S CONTINUE MEIER & FRANK'S MEIER & FRANK'S MINISTER & FRANK'S MINIS

ONCE IN 100 YEARS

a sale so big . . . so important!

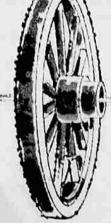
ONCE IN 100 YEARS

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!

IT PAYS
TO BUY AT
MEIER &
FRANK'S



CELEBRATING OUR FIRST 100 YEAR

PIONEERING FOR YOUR BETTER TOMORROW

The wheel symbolizes our beritage of the past.

The rocket symbolizes our planning for the future.