

ASK MR. FOSTER for Reliable Information Concerning the Details of a Trip Anywhere—FREE—Sixth Floor

"BUTTERICK" PATTERNS

for August have been received. They afford correct indications of the new modes in women's and children's wear.
—Meier & Frank's: Second Floor.

FURS STORED, REMODELED

All furs stored in our vaults are safe from moths, dust, theft, fire, etc. Expert repairing and remodeling at special prices.
—Meier & Frank's: Fourth Floor.

SUMMER GOODS

Come to Meier & Frank's for hammocks, couch hammocks, porch and lawn swings, croquet sets, tents, etc., etc.
—Meier & Frank's: Fifth Floor.



What Would You Like Us to Advertise?

We invite readers to fill out and bring or mail this coupon to us (BUREAU OF PUBLICITY, SIXTH FLOOR) at their earliest convenience.

I am especially interested in seeing an advertisement of:
Article
Price
Name
Address

Our 1537th Friday Surprise Sales

Take for Their Keynote Savings on Seasonable Merchandise for Men, Women, Children and the Home

MEIER & FRANK'S 1537TH FRIDAY SURPRISE SALES.

Clearaway of Coats, Capes, Dolmans

All Sales **\$10** Were \$19.50 to \$35.00
Are Final

125 only—come early. Materials are serges, poplins, velours and tweeds. Unlined, half or full lined. Short, three-quarters and full length.

The season's best models. Navy, taupe and tan are the colors. All sales must be final—no garments will be sent C. O. D. or on approval, no mail orders.

—Meier & Frank's: Apparel Shop, Fourth Floor.

MEIER & FRANK'S 1537TH FRIDAY SURPRISE SALES.

SILK REMNANTS

Thousands of yards of popular silks in lengths ranging from 1/2 yard to lengths that can be used for waists, etc.

Practically Every Weave and Color

will be found in this assortment offered at half the regular yard prices for Friday Surprise.

There are taffetas, Crepes de Chine, foulards, messalines, pongees, Jap and fancy silks in this surprise sale.

Early Shopping Is Advised

With higher prices prophesied for silks, a half price sale is sure to be eagerly availed of.

—Meier & Frank's: Silk Shop, Second Floor.

MEIER & FRANK'S 1537TH FRIDAY SURPRISE SALES.

CLEARANCE

Wool-Mixed Khaki Men's Shirts

\$1.98

There are shirts in this group for Friday at close to ONE-THIRD the original price. Sportsmen, campers, vacationists and outdoor workers will get a real bargain in these.

Some may show a slight deviation from standard in color or the like, but they're first-class shirts for wear.

Just a Few Hundred Not All Sizes

Wool Sox 29c

Made for Uncle Sam, the army experts found some variations from government specifications. All wool, extra long, great for camping, etc.

Onyx Sox 25c

Genuine Onyx. Never on sale for less than 35c—worth 50c today. A clearaway of 360 pairs. Come early for these, as they are bound to go rapidly at 25c.

485 Union Suits 98c

Some are HALF PRICE. Athletic and regulation style union suits of famous makes. Summer weights and styles. Broken sizes. Men and women buying for men will find this an excellent opportunity to purchase summer underwear at a saving.

—Meier & Frank's: The Store for Men, Main Floor.

MEIER & FRANK'S 1537TH FRIDAY SURPRISE SALES.

Crepe de Chine Waists

The price is remarkably low for these waists of Crepe de Chine and Georgette. A pleasing diversity of trimming effects—some are embroidered in contrasting colors; dainty tucks, hemstitching and lace trimming add to the desirability of others. Flesh, white and many colors. Round, square and V-neck styles. A few tailored madras waists included. Sizes 36 to 44.

\$2.65

—Meier & Frank's: Waist Shop, Fourth Floor.

1537TH FRIDAY SURPRISE SALES.

An Extraordinary Surprise-Clearance Sale of

Women's SAMPLE Union Suits

ALL PERFECT GARMENTS OF WELL-KNOWN MAKES

\$1.00

\$1.50 to \$3.00 Values

Sensational value-giving marks this disposal of 600 women's SAMPLE union suits in summer weights and styles—fine quality mercerized lisle, lisle and cotton materials. Broken lines of styles and sizes 34 to 44. Pink and white. While any remain today, each \$1.

—Meier & Frank's: Knit Underwear Shop, Main Floor.

1537TH FRIDAY SURPRISE SALES.

A Very Special Surprise-Clearance Sale of

Women's Thread Silk Hose

\$1.39

2 pairs for \$2.75. PERFECT QUALITY pure thread silk stockings with reinforced lisle garter tops, heels and toes. Seamless hose in Corvovan with white and gray with white stripes. Sizes 9 to 9 1/2 only.

Infants' Pure Thread Silk Hose 39c

Seconds of 75c-85c grades. Broken sizes 4 1/2 to 8 in infants' hose—mostly plain white. 400 pairs in the lot.

—Meier & Frank's: Hosiery Shop, Main Floor.

1537TH FRIDAY SURPRISE.

Great Values in This Sale of

Short Silk Gloves

Pair Special Friday

\$1.29

1500 pairs in this unusual surprise lot of women's fine short-silk gloves in wanted shades of mastic, mode, brown, tan, pongee, champagne, gray, taupe, pearl, white and black. Two-clasp style. Self and fancy embroidered backs. Finished with band. All sizes 5 1/2 to 8 1/2.

—Meier & Frank's: Main Floor.

1537TH FRIDAY SURPRISE.

Men's Suit Sale—

\$24.85

—enters on its second day. One of the biggest events of the July Clearance is this sale of men's and young men's suits—

Regularly **\$35—\$40**

Some of our best makes reduced—Adler-Rochester, Society Brand and Louis Holtz. Every popular model, including

'Waist-Seams'

All patterns and colors for men of all tastes. Sizes 32 to 46. Some stouts, long stouts and shorts are included.

1537TH FRIDAY SURPRISE.

EXTRA

Veilings 15c
REMNANTS of veilings in plain and fancy meshes. Black and colors. Lengths range from 3/4 to 1 yard. EACH 15c.
—Meier & Frank's: Main Floor.

Neckwear 25c
IMPORTED Venise collars and yokes in round and square models suitable for women's and children's wear. White and pink.
—Meier & Frank's: Main Floor.

Toilet Cases 25c
Limited number of unfitted khaki toilet cases, also unbreakable mirrors, wash basins, coin purses, etc., at 25c.
—Meier & Frank's: Main Floor.

Luncheon Sets 89c
Just 100 luncheon sets stamped for embroidery on white art cloth. Center piece 22x22 inches and twelve doilies to match.
—Meier & Frank's: Second Floor.

Laces Yard 5c
4000 yards of cotton Torchon, Filet, Maltese and Cluny lace edges and insertions for summer sewing.
—Meier & Frank's: Main Floor.

Embroideries 49c
27-inch lawn embroidery flourishes in designs suitable for women's, children's and infants' garments.
—Meier & Frank's: Main Floor.

MEIER & FRANK'S 1537TH FRIDAY SURPRISE SALES.

Women's Low Shoes

\$2.85

J. & T. Cousins, Grover's and other standard makes. Short and discontinued lines from regular stock, including:
Women's black kid, lace and button oxfords with medium or Cuban heels. White canvas lace shoes with low and medium Louis heels. White canvas pumps with Louis heels. White canvas, plain and patent leather Mary Jane slippers. Many other styles. Broken sizes, but nearly all sizes in the lot. 400 pairs.

Men's Oxfords \$3.85

110 pairs of men's tan and black oxfords taken from regular stock and reduced for quick disposal. Broad, medium and English lasts, some with rubber soles.

—Meier & Frank's: Shoe Shop, Third Floor.

1537TH FRIDAY SURPRISE.

Sale of Alarm Clocks \$1.19

Regularly \$1.75. For Friday only we offer reliable alarm clocks at this very low price. "Ansonia" and "Gilbert" makes. Good loud alarms. (Subject to 5% war tax).

—Meier & Frank's: Main Floor.

1537TH FRIDAY SURPRISE.

Sale of Cotton Blankets \$3.29

Regularly \$5.00. Wool-finish cotton blankets suitable for camping and beach use. Tan, gray and blue plaids. Full size.
\$5.00 Beacon comforters in tan, blue and floral patterns, 66x80 inches, \$4.10.

—Meier & Frank's: Second Floor.

1537TH FRIDAY SURPRISE.

Men's, Boys' Kerchiefs 10c

Regularly 17c. Embroidered initial lawn handkerchiefs with hand-loom letters in white and colors. Full regulation size. Narrow hemstitched hems. Nearly all initials. 6 for 50c.

Kerchiefs 14c

Regularly 20c. Women's embroidered Shamrock lawn handkerchiefs in dozens of one-corner effects. Narrow hemstitched hems. 6 for 80c.

—Meier & Frank's: Main Floor.

1537TH FRIDAY SURPRISE.

"Sampeck" Suits at \$9.85

—suits that were \$15.00 to \$20.00—that is the sale to which we invite boys and their parents today. Knicker suits in "waist-seam" and other new models. 7 to 18 years.

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

1537TH FRIDAY SURPRISE.

Scrim 13c

500 yards of serviceable curtain scrims at 13c yard for immediate disposal. Ecru color.

Remnants Yd. 69c

Short lengths of Sunfasts, madras and heavy cotton reps. Discontinued patterns. Lengths to 3 yards. Yard 69c.

—Meier & Frank's: Seventh Floor.

1537TH FRIDAY SURPRISE.

Steel Butcher Knives

Very Special Friday **25c**

Regularly 40c, 50c and 60c. A new shipment of steel butcher knives with black, white and red wood handles. 6, 7 and 8-inch sizes (sketched). Special Friday, 25c each.

—Meier & Frank's: Basement.

MEIER & FRANK'S 1537TH FRIDAY SURPRISE SALES.

Sale Children's Skirts

98c

Belgian blue galatea skirts with fancy pockets and belts. Not all sizes but a good assortment.

\$1.59

Girls' white galatea middie skirts with wide belt and tailored pockets. 12, 14 and 16 years.

—Meier & Frank's: Girls' Shop, Second Floor.

MEIER & FRANK'S 1537TH FRIDAY SURPRISE SALES.

Wool Mixed Auto Robes \$5.75

Limited number of fringed wool-mixed auto robes in effective plaids. Suitable for auto, camping, canoe and sleeping porch uses. Generous sizes. Exceptional values at \$5.75.

—Meier & Frank's: Center Alale, Main Floor.