

NOTE:

- ¶ M. & F. Day is Thursday.
- ¶ This is one of five pages that set forth its incomparable offerings.
- ¶ Some quantities are limited—prices good while present lots last. Shop early.
- ¶ Right reserved to limit amounts to any single purchaser.
- ¶ Charge purchases go on the July bills.
- ¶ See our wonderful window displays.

See Also Double Center Spread, Page 13, and Page 20

The Promised Day—The Wonder Day—The Day That Brings Forth the Merchandising Sensation of the Year—

The Day



M. & F. Day Brings Year's Best Apparel Values

Dresses**Suits****Wraps****\$15**

The Dresses: A large assortment of lovely soft silk, taffeta, georgette and novelty silk dresses in shades of navy, brown, black, beige, gray, white and brilliant combinations of sports shades. Dresses for afternoon wear—for shopping wear—for sports occasions—and a number of elaborately beaded and distinctively designed dresses for more formal wear. A remarkable group of dresses; the price accounted for by our determination to offer something unusual. **\$15**

The Suits: Suits for street wear and sports suits in homespun, tweeds, jerseys and plain mixture combinations chosen from our regular stocks and marked far below their regular price. To make this event even more memorable, we are including a number of the new "tinsel-tone" jersey suits in the summer shades of green, rose and gold. **\$15**

The Wraps: Artfully designed wrappy capes and coats and manishly tailored topcoats of herringbone, tweed and a few imported mixtures are shown at this price. Many of the capes reduced are fully silk lined and represent values such as are seldom seen. **\$15**

Skirts Half Price

Hundreds of our finest tweed and homespun skirts in checks, plaids and pastel shades—fashioned in the new wrapped effect or in two-piece style with patch pockets, are assembled and their prices cut to one-half.

\$ 7.50 skirts now **\$3.75** \$11.75 skirts now **\$5.85**
\$ 8.50 skirts now **\$4.25** \$16.50 skirts now **\$8.25**
\$10.00 skirts now **\$5.00** \$17.50 skirts now **\$8.75**

—Meier & Frank's: Fourth Floor.

Hosiery and Underwear Values**Silk Hose 95¢**

Women's pure thread silk hose in mock seam style, lisle feet with reinforced toes and heels. Beige, sand, nude, white and black.

Silk Hose \$1.85

Women's glove silk hose in fancy drop-stitch patterns. Colors are fawn, sand, beige, castor, French gray, silver, brown and black. Regularly \$3.00 pair.

Clocked Hose \$2.95

Women's full-fashioned all-silk hose with assorted patterns in lace clock effects. Beige, gray, buff, black. Regularly priced \$3.95 and \$4.50 pair.

Silk Vests \$1.49

Women's pure thread glove silk vests in bodice style, with ribbon shoulder straps. Flesh color. Sizes 36 to 42. Regularly \$2.95.

Silk Vests \$1.85

Women's orchid and flesh tinted glove silk vests made in bodice style, reinforced under the arms, sizes 36 to 42. Vests from one of the foremost makers of silk underwear.

Silk Bloomers \$2.85

Women's medium weight glove silk bloomers, reinforced, in flesh and orchid. Sizes 5, 6 and 7. These silk bloomers are exceptional values.

Cotton Vests 25¢

Women's summer weight cotton ribbed vests in bodice and regular style. White. These vests come in a complete range of sizes.

Union Suits 89¢

Women's "Sealpak" athletic union suits fashioned of woven fabrics in assorted weaves and patterns. Bodice and built-up shoulder straps. Flesh and white.

—Meier & Frank's: Main Floor.

A Large Reduction on Summer Neckwear**New Marabou Neckpieces \$3.45**

Collar and cape effects in plain marabou—also some with tail or ostrich band trimmings, lined with rich messaline and finished with cord ties. In shades of naturelle, seal and black. Regularly \$5.95 and \$8.95.

Cascade Guirapes Special \$1.95

Frisly cascade guirapes of net with shadow and net top laces. In shades of white, cream and Paris these guirapes sell regularly for \$2.95 and \$3.50.

Sports Scarfs \$1

Fiber silk sports scarfs in plain colors and in bright combinations, in fancy drop-stitch weaves and with tied fringe. Were \$1.89.

Vestees 95¢

Organdie, net, linen and ratine vestees, some with val, venise and filet lace effects. Colors are white, cream, ecru and summer shades. Were \$1.50 to \$1.98.

Neckwear 25¢

Sport neckwear in summer colors, made with Peggy and Bromley neckline. Vestee and collar sets of linenette, ratine, beach cloth and gingham. Were 50¢ to 85¢.

Fichus \$1.45

Organdie and net fichus in four attractive styles. Some have sashes attached. Trimmed with ruffles of the material or of venise and filetlace. Were \$2.25 to \$2.95.

Guimpes \$1.65

Guimpes to be worn with suit, sweater or jumper dress. Made of net and voile they are trimmed with val laces, tucks and ruffles of net. Regularly \$2.25 to \$3.50.

Cascades \$2.95

Lace-trimmed net cascades and net guimpes are included at this price. Trimmed with filet edges and insertions or with real Irish lace. Regularly \$3.50 to \$3.95.

Neckwear \$10

Many of our finest collars, collars and cuffs, vestees and guimpes, sold regularly from \$12.50 to \$25.50, very specially reduced for this sale.

Neckwear \$5

In this assortment are vestees, collar and cuff sets and collars priced regularly from \$6.95 to \$10.50. Combinations of net with val and oriental laces.

—Meier & Frank's: Main Floor.

Wash Dresses**\$9.85**

Dotted Swiss—Gingham—Linen

The materials and workmanship alone mark these dresses as exceedingly worth while. Added to this are their uncommonly attractive and summery styles. Dainty laces, embroidery and sheer organdie trim many, while in the simpler sports styles a wide variety of necklines and the clever placing of pockets are seen.

—Meier & Frank's: Fourth Floor.

Sale 1000 Blouses

These Regularly Priced at \$2.95 to \$4.00

\$1.85

Blouses in tuck-in and overblouse styles—of georgette and crepe de chine—a real blouse bargain. The colors are navy, black, brown, mohawk, bisque, flesh and white. They are patterned with long or short sleeves and with Peter Pan, square or round necks. Sizes 34 to 40.

Hand-made Batiste Blouses \$2.85

Regularly Priced \$4.50 and \$5

Trimmed with real filet or Irish laces combined with fine tucks and embroidery, this is one of our most attractive sale groups. In sizes 36 to 46.

Modish Afternoon Blouses \$3.85

Regularly Priced \$5 to \$7.50

More elaborate blouses, fashioned of georgette and crepe de chine, in shades of white, flesh, lark, navy, canna, mohawk and gotham. Sizes 36 to 44.

Blouses and Overblouses \$4.85

Regularly Priced \$6 to \$10

Blouses of crepe de chine, georgette, taffeta and striped tub silks, lace, embroidery and tuck trimmed, distinctive looking and in a wide range of desirable colors. Sizes 36 to 44.

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

House Dresses \$2.95

White percale dresses with red, lavender, black and copen coin polka dots; navy percale with white dots; gingham trimmed in pink, green, brown, copen and orchid crepe comprise the attractive garments in this assortment. Regularly \$3.45 and \$3.50.

Gingham Aprons \$1

Pretty aprons of excellent quality gingham, in bright summer shades. Regularly \$2.25.

—Meier & Frank's: Third Floor.

TODAY!**Choose Any Hat**

Excepting Only Felts

Just Half Price

Including all our Fourth Floor trimmed and untrimmed hats—misses' and children's hats—sailors—pattern hats—French room hats.

In Black, White and All the Colors

Sports hats—garden hats—afternoon hats—dinner hats—tailored hats—hats in every summer material and style.

—Meier & Frank's: Fourth Floor.

ESTABLISHED 1857
Meier & Frank Co.
THE QUALITY STORE
OF PORTLAND

Dresses**Suits****Wraps****1/2****The Dresses**

Dresses that you do not find in the ordinary sale are shown in this great half-price assortment.

Knit dresses—dresses of jersey—flannel, homespun and tweed dresses—made in one or two-piece styles—many with a matching cape. A few of the values are:

\$14.50 dresses reduced to **\$ 7.25**
\$25.00 dresses reduced to **\$12.50**
\$29.50 dresses reduced to **\$14.75**
\$35.00 dresses reduced to **\$17.50**
\$45.00 dresses reduced to **\$22.50**

The Suits

Selected from our regular stock and chosen for their distinctive styling as well as for their excellence of material and workmanship.

In tailored and sports models, they offer, in addition to black and navy, the season's newest summer shades. Examples are:

\$47.50 suits reduced to **\$23.75**
\$69.50 suits reduced to **\$34.75**
\$89.50 suits reduced to **\$44.75**
\$115 suits reduced to **\$57.50**
\$125 suits reduced to **\$62.50**
\$175 suits reduced to **\$87.50**

The Wraps

Such desirable materials as Repette, Canton, Satin, Kasha, Veltete and Veldyne are patterned into the wraps of this group.

While the majority of them are wrappy coats and capes, there are a few coats tailored along conservative lines. Many of the capes have caracul fur collars. A few groups are:

\$59.50 garments reduced to **\$29.75**
\$78.50 garments reduced to **\$39.25**
\$89.50 garments reduced to **\$44.75**
\$98.50 garments reduced to **\$49.25**
\$150 garments reduced to **\$75.00**



—Meier & Frank's: Fourth Floor.

4000 Pairs of Gloves

To Be Sold in One Day at.....

An accomplishment that can be realized only by reason of the exceptional prices that will prove irresistible to discriminating shoppers.

\$1

LOT 1 Women's fine imported fabric gloves, in 16-button lengths, with embroidered backs. A special shipment from one of our best manufacturers. Colors are mastic, naturelle, coffee, silver, poncee, white and beaver. Sizes 6 to 7 1/4. Reg. \$2. **\$1**

LOT 2 Women's Kayser tab wrist gauntlet style Milanese silk gloves, in two color effects. Finished with three-row embroidery stitched backs. Colors are poncee, beaver, gray, navy, mastic, white, black. Sizes 5 1/4 to 7 1/4. Regularly priced at \$2. **\$1**

LOT 3 Women's 2-clasp silk gloves, the finest Milanese quality, made with double finger tips and Paris point and embroidered backs. Colors are beaver, poncee, mastic, gray, mode, pearl, brown, white and black. All sizes in the lot but not in all styles and colors. Some slightly imperfect. Now..... **\$1**

LOT 4 16-button Tricot and Milanese silk gloves, made with double finger tips—all are perfect samples. Gloves that sell regularly at \$2.00 a pair. Colors are poncee, platinum, beaver, navy, brown, black and white. Broken line of sizes. **\$1**

LOT 5 Women's imported fabric gauntlet gloves, made with wrist strap and novelty cuff effects. Grewens, Kayser and other well-known makes. White, beaver, mode, gray, navy, black and covert. Broken line. Regularly \$1.65. Now.... **\$1**

—Meier & Frank's: Main Floor.

Best Shoe Sale of the Season

Because, in addition to the extreme lowering of prices, it presents modes and styles so varied as to meet a wide range of choice.

490 Pairs of Women's Pumps \$5

One and two-strap styles in pumps—attractively fashioned of tan leather, patent, gray suede, patent with gray suede quarters, brown kid and white. Made with French, Junior, low and Cuban heels.

374 Pairs of Cousins Shoes \$5

Group 1 shows pumps and oxfords of patent combined with gray suede, brown kid oxfords with Cuban heels, black kid oxfords with Cuban heels and with patent saddle.

Group 2 shows one-strap pumps in black and brown leather. Another make of one-strap pumps in patent, black and brown kid with military heels.

White Summer Shoes \$1.49

Women's white kid, nubuck and calvas lace shoes, all sizes in the lot. These represent shoes from a few short lines—attractive modes and splendid values.

Plain and Strap Pumps \$2.95

135 pairs only. In plain and strap styles, these pumps include styles in brown and black kid leather and in white canvas, some of them leather trimmed. Also a few laced oxfords.

—Meier & Frank's: Third Floor.