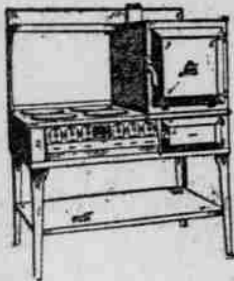


MEIER & FRANK'S NEW TELEPHONE NUMBER IS "ATWATER" 4600—CALL THIS NUMBER FOR SERVICE

Three Timely Demonstrations

Every day, from 12 to 2 P. M., in the Electric Shop, Basement Balcony, Mrs. Rena West gives a practical demonstration of the new Universal electric ranges, using many new recipes for summer dishes. The complete line of Universal electric ranges has been established at this store.

Demonstrations of Waterless and Grit Soap and of the use and care of Economy and Kerr fruit jars are in progress in the Household Utilities Section, Basement.



Clear Vision

is one of the most valued possessions in the world. If you have the slightest fear that your eyes are not at their best, do not delay a consultation with one of our expert optometrists. Scientific advice and careful attention will be given.

—Meier & Frank's: Mezzanine.

Furs Keep Young

if given proper care and attention. Like diamonds, their value scarcely decreases—unless through carelessness or neglect they are destroyed by moths, injured by dust, etc. "Bank" them during the summer months in our Fur Storage Vaults. No moths, dust, no possibility of theft.

FUR STORAGE



—Meier & Frank's: Fourth Floor.



(A) \$1.25 gingham sports collar, 50c; (B) \$1.25 linen sports collar, special 50c; (C) \$2.95 net and lace guimpe, special \$2.95; (D) 35c embroidered net collar, special 50c; (E) \$6.95 striped voile vestee and cuff set, special \$1.99; (F) \$6.95 ostrich trimmed Marabou collar, special \$2.95; (G) \$6.95 linen sports vestee and cuff set, special \$1.99; (H) \$1.75 linen vestee and cuff set, special 50c; (I) \$1.50 gingham sports vestee, special 50c; (K) \$1.50 real filet lace collar, special 75c.

A Clearaway Sale of Summer Neckwear

For the Beach, For Sports Togs, For Town Wear: Three Days' Sale

Neckwear \$1.89

The pieces in this group are selections from our regular \$3.50 to \$6.95 lines. Included are vests, camisole vestees, waistcoats, collar and cuff sets. The materials are linen, crash, ratine, beach cloth, gingham, voile, satin, crepe. Some are frilled with val lace, tucks and venise lace. White, cream and colors.

59c Ea.—2 for \$1

Were 95c to \$1.75 each. Included are vestees, vestee and cuff sets, and collar and cuff sets. Materials are ginghams, beach cloth, linen, ratine, organdie and net and lace combinations. White, cream, ecru and colors.

Camisettes, Guimpes \$3.95

Were \$4.95 to \$6.95. Made in tuxedo, camisette and cascade styles, they are fashioned on a full bodice foundation. They combine real Irish and Filet lace with insertions and edgings. Ideal for sweater or suit wear. Colors are cream, Paris and white.

Fichus \$1.45

Were \$1.95 to \$2.50. A large assortment of organdie and net fichus, trimmed with organdie frills, val lace and venise and filet lace effects. Some fasten in front in jabot style.

Filet Collars 75c

Were \$1.50 and \$1.75. Real filet lace collars in tuxedo style, for suit or dress wear. Patterns include the rose and conventional designs. Colors are cream and Paris. This is an especially good value in neckwear.

Cascade Vestees \$1.95

Were \$2.95. A splendid assortment of cascade vestees with foundation backs, tuxedo collars and V necklines. Of shadow laces in a variety of patterns. White, ecru and Paris.

Camisettes, Etc., \$2.95

Were \$3.95. Camisettes, vestees, guimpes and some three-piece vestee sets. The materials are nets trimmed with val laces, real filet edges and insertions. Some are embroidered.

Organdie Vestees \$1.59

Were \$1.75 and \$1.95. Organdie vestees made with tuxedo collars. Some with cuffs. Also some organdie and dimity combinations in white with colors. Ruffle, lace and embroidery trimmed.

Silk Scarfs 1-3 Off

Our entire line of pure silk sports scarfs priced regularly at \$6.95, \$10.95, \$12.95, \$14.50, \$14.95, \$16.95 and \$21.50 will be reduced one-third for this special three days' sale.

Marabou \$3.95

\$5.95 and \$6.95 values. Marabou pieces in collar and cape effects. Some of plain marabou, others with ostrich trimming. Finished with cord and ribbon ties. Colors are natural, seal and black.

Marabou \$4.95

\$7.50 and \$10.95 values. Marabou collar, cape and scarf designs. Fashioned of plain marabou and with ostrich trimmings. Some with tail trimmings. Rich messaline linings, cord and ribbon ties. Natural, seal and black.

Fiber Scarfs \$1.98

Also \$2.98, \$3.98 and \$4.98. Were \$2.98 to \$6.98. Fibre sports scarfs in plain and brilliant color combinations. Woven in fancy weaves and finished with tied fringe ends, they feature stripes and mottled effects.

Sleeve Guimpes \$1.65

Were \$2.25 to \$3.50. These may be worn with suit, sweater or jumper frock. Necklines are Peggy, Bromley and Tuxedo styles. Of nets and voiles, trimmed with val and embroidered bands, pongee trimmed with lace, buttons and edgings and ginghams trimmed with dimity and madras.

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

Men! Stock Up!!!



Why? Because the clothing and the furnishings and the hats—the kinds that men need and want now and the qualities that are always good—can be bought in this sale at extraordinary savings.

Hats \$3.75

Regular \$5 to \$7.50 values. The very finest straw hats, including Knox, Blum & Koch, Townsend Grace. All sizes in the lot.

Sweaters \$4.95

Regular \$10 value. 84 men's pure wool khaki pull-over sweaters. Fine for outing wear. Sizes 36, 38 and 40.

Jerseys \$1.95

Regular \$2.50 value. 100 boys' lightweight pure wool jerseys in two colors. Turtle neck style.

Night Shirts 95c

Regular \$1.25, \$1.50, \$1.65 values. 480 outing flannel night shirts. Sizes 15 to 19.

Night Shirts \$1.95

Regular \$2.25 value. 300 "Lonsdale" muslin night shirts in bell shape, 60 inches long. Sizes 15 to 20.

Pajamas \$2.85

Regular \$3.50 and \$3.75 values. 266 Fruit of the Loom and radium cloth pajamas, neatly trimmed with silk braid or frogs. Sizes 15 and 16.

Pajamas \$1.95

Regular \$2.50 and \$2.85 values. 263 outing flannel pajamas, braid and frog trimmed. For camping and all outing wear. Sizes 15 to 18.

Gloves 75c

Regular \$1.50 value. 300 pairs of "Duplex" fabric gloves in tan, grey and buck. Suitable for street wear and driving. Sizes 7 to 9 1/2.

Gloves \$1.25

Regular \$2.50 value. Half-price for 230 pairs of good grade, well-made strap-back gauntlet driving gloves. All sizes.

Bathing Suits \$3.95

120 boys' Jantzen and Columbia pure wool rib stitch bathing suits. Sizes 4 to 12 years.

Bathing Suits \$5.35

180 men's Columbia make pure wool rib stitch bathing suits. All sizes.

Shirts \$1.45

3 for \$4. Regular \$2 and \$2.50 values. 2282 shirts of percales, madras cloths and repps in fancy striped patterns. Sizes 14 to 17 1/2.

Shirts \$1.85

Regular \$2.50 to \$4 values. A broken line of 1624 good shirts grouped for final clearaway at each \$1.85. Sizes 14 to 17.

Shirts \$2.95

Regular \$5 to \$8.50 values. A broken line of 225 shirts that are slightly soiled and mused, many silk shirts included. Sizes 14 to 17.

Shirts \$1.85

Regular \$2.85 values. 480 white mercerized shirts with collars attached and single Broadway cuffs. Sizes 14 to 17.

Hats \$1.95

Regular \$2.45 value. 180 Toyo panama hats in Alpine, Yacht and Telescope shapes. All sizes in the lot.

Caps \$1.95

Regular \$2.50 and \$3 values. 600 fine caps, including tweeds, worsteds and cassimeres. Good patterns. All sizes.

Sox 20c

3 pairs for 50c. 4920 pairs of famous "Puncture Proof" sox in cordovan, navy, black and white. Sizes 9 1/2 to 11 1/2.

Sox 35c

2 pairs for 50c. 5400 pairs 240 needle fully mercerized sox in navy, cordovan, grey, black and white. Some are seconds. Sizes 9 1/2 to 11 1/2.

Sox 50c

Regular \$1 value. Just half price for 1440 pairs of pure silk full fashioned sox in broken sizes and colors. Mostly white. Sizes 9 1/2 to 11 1/2.

Sox \$1

Regular \$2 value. Half price for 480 pairs full fashioned pure wool sox with double silk clocking. Sizes 9 1/2 to 12.

5 Pairs Sox \$1

Regular 25c pair value. 1800 pairs of medium heavy cotton sox in black only. Sizes 9 1/2 to 11 1/2.

Union Suits \$1.25

Regular \$2.50 and \$3 values. 360 fine silk striped madras and soieette athletic union suits. Sizes 36 to 46.

Union Suits \$1.25

Regular \$2 value. 420 medium weight silk finish cotton ribbed union suits. Sizes 34 to 46.

Union Suits \$4.35

2 suits for \$8.50. Regular \$6.50 value. 1224 pure wool steam shrunken elastic form-fitting union suits. Natural grey color. Sizes 34 to 50.

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

Embroidered Flouncings \$1.98 and \$2.98

These voile flouncings, many of them embroidered in brilliant Bulgarian motifs on contrasting grounds, were respectively \$2.98 and \$4.75 the yard. Some of the flouncings are finished with scallops.

Organdie Dress Sets \$5.98

These sets have been \$10.50. Of imported organdie, they consist of a sufficient quantity of 36 inch eyelet flouncing, plain organdie for the waist and a three inch band for trimming. Blue, navy and lavender.

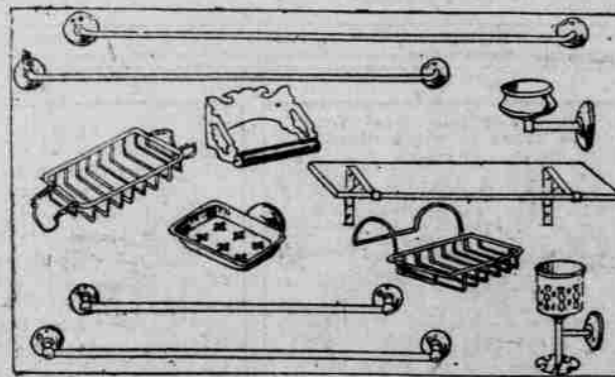
—Meier & Frank's: Main Floor. (Mail Orders Filled.)

Bathroom Supplies 74c

Finest brass and nickel-plated bath fixtures in an assortment which includes the very pieces that you are likely to need for your bathroom.

- The assortment consists of:
- 24 inch crystal glass towel bars.
- 24 inch nickel plated towel bars.
- 30 inch nickel plated towel bars.
- Combination tumbler and tooth brush holders.
- 18 inch crystal glass towel bars.
- 24 inch crystal glass towel bars.
- Tumbler holders.
- 5x18 inch glass shelves with brackets.
- Wall soap dishes.
- Faucet soap dishes.
- Bath tub soap dishes.
- Toilet paper holders.

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



Three Glove Values

That Will Bring Women to Meier & Frank's

16-Button Fabric Gloves \$1



Regularly \$1.25 to \$2. We are featuring at this price just 549 pairs of imported fabric gloves in the popular 12 and 16-button lengths. Finished with Paris point and embroidered backs, they may be chosen in white, pongee, mastic, platinum, black, gray and naturelle. Sizes 5 1/2 to 8, but not all sizes in all colors.

Fabric Gloves

Strap Wrist and Gauntlet Style

Women's fine fabric gloves in strap wrist and gauntlet style with embroidered backs and some novelty styles. A broken assortment of colors and sizes. The shades include mastic, mode, beaver, gray, white, brown, navy and black. Regularly \$1.65 to \$2.25.

Silk Gloves

Two-Clasp Style

657 pairs of 2-clasp Milanese and Tricot silk gloves, double finger tipped, with Paris and embroidered backs. They may be chosen in white, pongee, mastic, gray, brown, beaver and black. Some of this group are slightly imperfect.

\$1.29

75c

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

P. S. IF YOU need a new suit now or expect to be in the market for one at some time not very far off, you're going to thank your stars that you investigated Meier & Frank's great offering of regular \$45, \$50, \$55 and \$60 all-wool suits of Society Brand, Adler-Rochester and another famous make for men and young men on sale today (Third Floor) at \$33