

SEE OPPOSITE PAGE AND BACK PAGE, THIS SECTION, FOR NEWS FROM ALL OVER THE STORE

**SILK SALE Extraordinary ∴ Incomparable ∴ Irresistible**

**Meier & Frank's Lower Price Store**

"It Always Pays to Shop at MEIER & FRANK'S"—upstairs or downstairs this unvarying law holds. A most signal demonstration of the truth and force of this by-word will be presented tomorrow in the form of wonderful downstairs values, of which the silk sale detailed hereafter furnishes a most spectacular illustration.

Here It Is: The Silk Sale Without a Peer!

Entire Main Floor Center Aisle Bargain Squares  
Devoted Tomorrow to a Gigantic Sale of

**15,000 Yards of NEW Silks**

\$3 to \$4 Grades

**\$1.98**

\$3 to \$4 Grades

One of America's big operators had 15,000 yards of silks on hand—wanted to dispose of them in ONE LOT for ready cash. Two Meier & Frank representatives came on the scene—took over the whole lot for a mammoth silk-selling event. The silks are here—

**15,000 Yards of All-New PLAIN Silks  
Rushed by Express From the East**

Arrived just in time to make up costumes for Shrine Week. About 5 yards are required for a fashionable frock, so, figuring on this basis, 3000 women buying in this sale can have modish silk dresses at a remarkably small cost.

*Satin de Luxe*                      *Phoenix Satin*                      *Chiffon Taffeta*  
*Gilt Edge Messaline*              *Phoenix Changeable Messaline*  
*Moire Poplin*

Practically every wanted color in the sale. Plenty of navy blue, black and white in every weave. Also brown, taupe, green, copenhagen, rose and some light shades, including gray, peach, peacock and many others.

**Full 36 Inches Wide  
—Every Yard Perfect**

All are all-silk with the exception of the poplins, which practically always have a slight admixture of cotton to make the little cords stand up properly.

So this is the "big news" of the day—15,000 yards of the RIGHT qualities of plain silks—all \$1.98—ready for frocks, blouses, negligees, petticoats, linings.

*Clever shoppers do not need to be urged to come to a sale like this. It is the first time it has happened in many months.*

Sale starts 9:15 o'clock Monday—along the entire Center Aisle, Main Floor Thoroughfare.

**Plenty of Extra Salespeople**

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

**Lower Price Store Fashions**

at New Savings for Women and Juniors

There is always something interesting to find in the Lower Price Store. Customers are continually surprised at the good styles of the clothes, especially when they see the very moderate prices.

**Silk and Wool Skirts \$13.85**

Were \$16.75 to \$19.75

Baronette satin, tricolette, pualette and good wool jersey. Beautiful shades of rose, flesh, light blue, white, navy, black. Plenty wide.

**Accordion Pleated Skirts \$5.95**

Special lot of black and white checked skirts in sizes 25 to 30. All in the popular accordion pleated styles.

**Taffeta Dresses \$8.75**

Juniors' and Misses'—Regularly \$14.75

Sizes 12½ to 16½ years in soft navy blue taffeta dresses. Nice youthful kinds with low waist line, but belted at the normal waist so they are becoming. Trimmed with clusters of tucks and silk buttons.

**Wool Jersey Dresses \$12.85**

Very Specially Priced

Sizes 16 to 40 in these popular frocks which can be worn all summer in Oregon. Some are made with detachable hip-line blouses and good looking skirts, both richly embroidered in chenille designs.

Other models are trimmed with braid, silk stitching and darned work. Desirable colors.

—Meier & Frank's: Lower Price Store, Basement Balcony.



**1000 Women's Bungalow Aprons  
Porch Dresses, House Dresses**

Sample Lot Purchased at HALF the Manufacturer's Price and Offered by Us at the Same Rate

Regular Values \$2 to \$9—Now

**1/2 \$1 to \$4.50 1/2**



Another fortunate purchase by the Lower Price Store results in economies for a thousand women. Usually only one or two dresses of a kind, so everybody will want to come early to pick out the kinds that she likes best.

Made of gingham, percale, chambray, voile and organdie lawn in plain colors, plaids, stripes, checks and floral patterns. Plenty of allover patterns which do not show the dirt easily, also plain pink, blue and beautiful plaids and stripes.

Belted and straight-line effects. Comfortably cut, well made, neatly trimmed. Low at the neck or with round collars. Properly pocketed.

Just the kinds of good dresses that a woman would naturally pick out for morning wear—now offered at half the regular rates.

**Another Big Purchase of 900 Girls' Dresses Half Manufacturers' Rates 1/2**

Regularly \$1 to \$4.50—Now

**50c to \$2.25**

Dresses for girls 2 to 14 years. Not every size in each style because these are the manufacturer's samples, so there are not many of a kind. Simple, youthful dresses with long sleeves in one and two-piece styles. Made of plaid gingham, plain chambray and a few of linen crash. Trimmed with white pique or contrasting colors.

Wonderfully good qualities at the price.

—Meier & Frank's: Lower Price Store, Basement Balcony.

