The New! The New! The Freshness and Beauty of It All

Seen at its radiant best throughout the store which has been transformed into a summer garden of all that is fresh and fair and favored in fashion

AND SO THIS STORE TRUE TO ITS IDEAL OF GATHERING FOR ITS PATRONS THE VERY NEWEST FLOWERS OF MERCHANDISE PRESENTS TOMORROW IN VIRTUALLY EVERY SECTION THE LATEST ARRIVALS FROM AUTHORITATIVE FASHION SOURCES

"Always the New Things First at Meier & Frank’s"

ARRIVED

New Tricotine Suits
$33.75

A FEW STYLES ILLUSTRATED.

The better qualities of new tricotines found usually in suitings at a much higher price—in fact, as high as twice this special price. They come to us in a fortunate proximity from one of our regular manufacturers. Made up in the very newest styles with head and hand trimming or in strictly tailored types, they are the sort of suits that give beyond satisfaction and we are glad to be able to offer them at $33.75. All sizes from 14 years up to 46 bust measure.

Extraordinary Sale—

DRESSES

We have taken from regular stock and re-arranged a most complete assortment of dresses in the season’s best materials, styles and colors, damask, taffeta, satin, chiffon, Canton crepe, crape, taffeta, Canton crepe, etc. The supply is practically unlimited.

Reductions
are of this extraordinary character:

Waltz $17.75, new $20.00—now $10.00.
Maiden $9.50, new $12.50—now $5.00.
Dinner $21.00, new $25.00—now $10.00.
Evening $25.00, new $30.00—now $10.00.
Dinner $10.95, new $15.00—now $5.00.
Dress $12.95, new $16.00—now $6.95.

and on up to $85.75.

NEW FURS.

Store your FURS IN OUR DRY Cold Air SAFETY VAULTS—EXPERT REPAIRING AND REMODELING—FOURTH FLOOR.

Extraordinary Sale—

COATS

We have taken from regular stock and re-arranged a most complete assortment of coats in the season’s best materials, styles and colors, damask, taffeta, satin, chiffon, Canton crepe, crape, taffeta, Canton crepe, etc. The supply is practically unlimited.

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and on up to $85.75 coats at $78.35.

EXTRAORDINARY

Showing and Sale

New Meadowbrook Hats
$2.95

$5.95

$12.95

New Woolen Fabrics
are here in abundance at the new lower prices. To mention but a few of the new things:


—Meier & Frank’s Second Floor.

EXTRAORDINARY

New Furs

We have it for you in the best that is available in the store. We shall be glad to show you all the new things as they are added, and you will see many beautiful creations and perfect setting for that season's newest fashions.

—Meier & Frank’s Second Floor.

FRESH SUMMER BLOUSES COME TRIPPING DAI LYTLY IN

Women want plenty of blouses for warm weather wear. Supply this July, with new lower prices available, a large assortment of a wide variety in colors, designs and cuts to meet every taste. We shall also have a large assortment of new pretty nightgowns and the darker colors and many combined with nighty match.

—Meier & Frank’s Fourth Floor.

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