

RADIO ENTHUSIASTS, NEW CONVERTS AND VETERAN FANS SHOULD KEEP IN TOUCH WITH THE INTERESTING, CAPABLY MANNED RADIO SECTION AT MEIER & FRANK'S—BASEMENT BALCONY.

What Do You Choose

for your summer vacation? A quiet mountain resort—a good beach for bathing—a spot ideally situated for camping? The Ask Mr. Foster Service can give you detailed information about everything essential to the enjoyment of summer traveling.
—Meier & Frank's: Sixth Floor.

Whatever Your Hobby in Sports

you will find that a big part of the enjoyment is derived from being correctly garbed for that particular activity. Our new Sports Shop is rightfully proud of the unusual charm and distinction of the sports togs found therein.
—Meier & Frank's: Third Floor.



Your Furs Need

throughout the summer months the protection that our fur storage vaults afford. Free from fear of moths, fire, dust or loss, you need not worry about their welfare. We are offering special reductions in remodeling at present.
—Meier & Frank's: Fourth Floor.

See Opposite and Back Page

A Sale of 400 New Silk Dresses

Every One Goes on Sale for the First Time

\$35

Only a Few of the Many Styles Sketched

Reviewing All Past Dress Sales—Here and of Course Elsewhere—We Pronounce This the Premier Value-Giving Event of 1922

Elegantly expressing the final word in fashionable dress, these gowns have been chosen to fill the needs of every social occasion that may be called forth by summer sports, afternoon functions or evening affairs. Our own appreciation of them may be measured by the force with which we urge you to be here when the doors open at nine-fifteen Monday morning.

DELICATE and lovely laces; bouffant taffetas; Georgettes and Crepes that hang so slenderly; Figured Crepe and Krepe Knit, two of the newest materials; these give you but a faint idea of the variety shown in this sale.

THE PASTEL shades—mauve, rose, primrose, moss green and orchid; the brilliant colors—poinsettia, henna, flame, copen and royal; Camellia white, cream and oyster; these are some of the choices offered.

No C. O. D.'s

Our Windows Tell the Story

No Approvals

—Meier & Frank's: Fashion Salons, Fourth Floor.



The Demand for Summer Umbrellas

is met in many practical and attractive ways by our newly supplemented stocks.

Rain or Shine Umbrellas \$8.50 to \$12.50

Vivid enough to harmonize with any sports outfit are these umbrellas in colors of garnet, peach, cactus, jade, rose, purple, brown, black and white plaid and blue and white plaid.

Flapper Canes \$3.50 to \$7.50

Flapper sticks and canes that will make a distinct appeal to the fashionable dresser with their smartness and newness.

Japanese Parasols \$1.75 to \$5.85

Gardens demand these very artistic sun shades. Some are of paper, others of hand-embroidered silk. Bamboo frames.

Of the Most Timely Interest

is a new shipment of Rain or Shine umbrellas just arrived. They boast attractive handles and come in all plain colors, the majority with satin and grosgrain borders. \$6.95 and \$8.65.
—Meier & Frank's: Main Floor. (Mail Orders Filled.)

The Millinery Salons Cordially Invite You to a Showing of

NEW SUMMER HATS



We have waited before making this announcement until the millinery salons could boast of all these things—a wideness in variety of styles that takes in everything from the most daring sports hat to the distinguished pattern hats; the finest quality in every type of hat, and a range of prices that will meet the measure of exactly what you wish to spend.



Hats You Will Meet

Butterfly-hued straw hats, interesting braided hats, Chinese blue hats, flower garlanded brimmed hats, rose burdened marine hats, hats with bird trimmings and small felt hats.

\$5 and up to \$35

Colors You Will Meet

Mimosa, opal, wood ash, nuncio, poinsettia, bittersweet, celestial, moss rose, pebble, Kashan, Killarney and the Dresden shades.

—Meier & Frank's: Millinery Salons, Fourth Floor.

We Cannot Over-Emphasize the Term "NEW" in Connection With These

New Summer Blouses

Specially Priced

\$5

Shown in the two desired styles, the overblouse and the tuck-ins, these fine quality crepe de chine blouses are prettily trimmed with filet or Venetian lace. Some of them feature the new "waffle-iron" stitch. Both long and short sleeve styles.



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