

SEE PAGE 11 (THIS SECTION) FOR INTERESTING MEIER & FRANK HOMEFURNISHING NEWS

First in Value

A Meier & Frank slogan, if you will—but one made good so often that its truth is recognized far and wide.

Value considered not as a matter of price alone but taking into consideration other things and first among these—quality.

Value . . . at the Quality Store!

Incessant vigilance, untiring activity in patrons' interests its surety.

Behold value in new things here at new lower prices—in vast stocks of good merchandise marked to win approval.

The public wants value, deserves value and gets value—at Meier & Frank's.



Will You Go Gypsying?

Does your summer hold hopes of motoring along a friendly road with perhaps the ocean as your goal? The Ask Mr. Foster Service will furnish you with road information no matter where you may wish to go. And if you want a lake or so in your summer—or perhaps some good golf links, they will arrange your tour to include these very things. No fees.

—Meier & Frank's: Sixth Floor.

June Brides

will find Meier & Frank's a-mecca for the treasures of their trousseaux and hope chests.

Wedding gown and veil, exquisite for all-occasion frocks—trousseau footwear—summer-time millinery—lingerie—furs for the going-away costume—in such profusion that you will enthuse over them, their beauty and their moderate pricings.

Those who are pondering upon what to give the bride will find in our linen section and in our displays of silverware, plentiful suggestions.



More Furs Are Ruined

through lack of care during the summer months than are injured at any other season of the year. And aside from the damage that heat and moths do to fine furs, the chances of fire, theft and loss are more than double at this season. Security from all these is guaranteed if furs are entrusted to us for storage in our safety vaults. Furs may be cleaned and remodeled at reduced rates while in storage.

—Meier & Frank's: Fourth Floor.

Bulletin

HAVE the pictures that you take today tinted here—a new Meier & Frank Kodak Service. 2 1/2 x 3 1/2 and 2 1/4 x 3 1/4 prints are 5c. For the best pictures, bring us tomorrow the films you expose today.

YOU WILL find the Summer Butterick Fashion Quarterly now in our pattern department, filled with lovelier ideas than usual. The fashion sheets for free distribution are here, also.

OUR FINEST, creamiest ice cream bricks are 5c the quart. One of these warm days is a good time to take home a quart.

IF YOU'VE wondered just how permanent waving was accomplished, you are invited to see how it's done at a demonstration given in our Hair Goods Department at 10:30 tomorrow morning.

GIRL SCOUTS, Campfire Girls and members of the Girl Reserve will find their outfits at this store—the official headquarters for these supplies.

DO THESE brilliant days affect your eyes? If they give you any trouble, you will be wise to consult our graduate optometrists, who will give you the needed advice.

Apparel of the Moment

At the Lowest Prices of the Season

Our window displays—the sketches on this page—your own inspection of this apparel will mark it down as a notable event.

Capes: the Summer's Chosen Wrap

At Prices That Indicate Extensive Reductions

\$20.65 \$25.00 \$39.35 \$43.15 \$48.75 \$55.00

Capes of Canton silk—black, by preference—satins, tricotines and twills, many of them richly lined. These are the materials that eastern designers have chosen for the capes of the season. Banded with deep Spanish fringe or colored with rich fur, they cover but do not crush the fragile beauty of summer frocks.

Dresses at \$22.50

An Achievement in Value

Of figured crepes, taffetas, georgettes and Cantons, these dresses, despite their low price, feature the vagaries of style, the somehow different touches that are seldom found save in the highest priced apparel.

Smart Suits at \$22.15

Others at \$11.25, \$14.50, \$18.75, \$29.50

A new type of sports suit in announced in these colorful affairs of jersey, Rainbow tweed and Boucel knit in monotone and two-color combinations that carry the stamp of smartness. A few suits include knickers while others show the new sleeveless jacket.

Presenting Peter Pan Blouses



A special featuring of those youthful, fetching little models that enhance the charm of sports suit or sweater.

In Handmade Voiles \$2.45 to \$10.00

All white blouses with frillings of white lace or a multitude of tiny tucks—blouses in white finished with touches of color on collar and cuffs—dimity blouses in tailored effect—these are but a few of the styles shown in this group.

Peter Pans in Georgette \$6 to \$9.50

In flesh and white, these attractive blouses feature both the long and short sleeves.

Crepe de Chine Blouses \$6 to \$14

In tones of white, bisque and novelty prints and stripes, these blouses present Peter Pans in a number of new conceptions.

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

Special for Monday only Silk Canton Crepe \$2.98 Regular \$3.50 Quality

Canton crepe is one of the most in demand of all materials. For tomorrow we offer 1500 yards of new, all-silk Canton crepe—40 inches wide—in the loveliest shades of tan, gray, rust, jade, lark, havana, seal, pink, henna, lipstick, navy, midnight blue, black and white—

At \$2.98 a Yard Instead of \$3.50

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



\$25.00

\$22.50

\$29.50

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

The Girl Graduate

will exclaim over the pretty organdie frocks and the organdie flounces which she may fashion into a frock with but little effort.

Dainty white slippers and silken hose will complete the picture.

But the biggest question for the graduate's friend is "What little gift may I give her?"

We would suggest the following—fountain pen, silver pencil, engagement and address book, desk sets, fancy stationery, leather bound diary, pearl necklace, silk hosiery, art bracelets, books, gloves or perfume.

The Many Calls for Laces

in the summer wardrobe have brought forth response in the form of exceptional value giving from this department.

\$2.50 to \$3.50 Imported Laces \$1.98

Wide dress laces, 6 to 9-inch lace bandings, 17 to 36-inch flouncings, black chantilly laces, effective flit and yarn laces and yard-wide Spanish all-over laces in the shades desired for afternoon and evening wear are all included at this remarkable price.

Flouncings 49¢

Lawn, cambric and long cloth flouncings, embroidered in eyelet design and floral patterns in 12, 17 and 27-inch widths. These flouncings will make up attractive for children's garments.

Flouncings 98¢

27-inch lawn flouncings in embroidered, hemstitched, ruffled and scalloped designs that will make up into pretty children's and infants' dresses. Some feature floral and filet patterns.

Bands and Trimmings

Imported embroideries for neckwear and summer frocks, 2 to 9-inch bands and edges of organdy and batiste in eyelet and floral patterns in white, ecru and combinations of jade, orchid, copen, rose and orange. Also some vivid Bulgarian effects.

25c and 30c laces 20c yard. 45c and 50c laces 39c yard. 60c, 65c and 70c laces 50c yard. 75c to \$1.00 laces 65c and 79c yard. \$1.50 to \$1.75 laces \$1.19 yard.

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

Summer Suitings

Destined to fashion any number of attractive summer things—particularly desirable at these prices.

50c Flaxon Voile Suitings 39¢

This material is 36 inches wide and comes not only in white but in colorful checks and stripes.

Yard Wide Novelty Knit Suitings 50¢

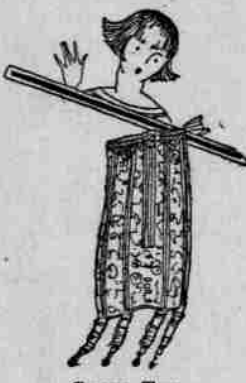
The vivid colors that lay claim to such popularity this year are in evidence in this specially priced material.

Voiles for Afternoon and Street Frocks 39¢

36-inch voiles in such a varied assortment of colors and designs that any taste can be met. Both light and dark tones.

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

A Sale of Corsets



From Well-Known Makers at Greater Reductions Than Usual

Group One

\$6.50 to \$10 Corsets

\$4.95

In addition to back-lace corsets in standard makes, this group includes some Frolases front-lace styles. All sizes from 21 to 36 but not all sizes in every style.

Group Two

\$5 to \$8.50 Corsets

\$2.85

Plain coutil and fancy brocade corsets in low and medium bust and long hip styles. All sizes from 23 to 36 but not all sizes in every style.

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

You Are Invited to a Permanent Wave Demonstration

You are invited to witness this demonstration in which an entire head of hair will be permanently waved. The process of waving is done with no inconvenience and without danger of injury to the hair itself. Moisture has no effect upon this wave. In fact, frequent shampooing will help the wave—not harm it. Remember the time and the place—you will find this demonstration very interesting.



—Meier & Frank's: Fifth Floor.

Dainty Summer Underthings

Reduced at the Most Opportune Time

Regular \$8.50 and \$10 Gowns Special \$5.45 and \$6.95

Exquisite gowns of radium silk and crepe de chine, lace trimmed, with filet insets. In shades of peach, orchid, maize, light blue and flesh.

Silk Envelope Chemise \$3.95, \$4.95, \$5.95

Lace trimmed, in radium silk and crepe de chine. Peach, orchid, maize, sky blue and flesh colors.

\$2.50 Camisoles Special \$1.93

In plain tailored styles and lovely lace-trimmed models, these camisoles are of trousseau crepe in flesh only.

We Thought of Brides

when we chose an assortment of our most choice gowns, envelope chemise, vests, steps and combinations from our French room stocks. The materials are the finest crepe de chine, radium silk and pussywillow taffeta. In shades of white, flesh and orchid, these pieces offer substantial reductions.

Hand Embroidered Philippine Gowns \$2.29, \$2.89, \$2.98 to \$5.95

In flesh and white, these gowns are fashioned in slipover models of soft muslin, beautifully embroidered.

Regular \$4.95 embroidered envelope chemise in flesh special \$2.98.

Hand Embroidered High Neck Gowns

These gowns are fashioned with or without collars—most of them featuring yoke effects. Exceptional values at these prices—\$3.45, \$4.95, \$6.95.

Undies of Sheer Nainsook and Muslin—Specially Priced

Gowns—fashioned in slipover model with V, round or square neck and daintily trimmed with lace and embroidery, priced at 98c, \$1.23, \$1.53, \$1.98, \$2.45, \$2.95 to \$3.75.

ENVELOPE CHEMISE—amply cut and trimmed with pretty lace and embroidery edgings combined with clusters of tucks priced at 98c, \$1.23, \$1.53, \$1.93 to \$3.75.

STEP-IN DRAWERS—cool for summer wear and beautifully hemstitched and trimmed with lace and embroidery priced at 98c, \$1.23, \$1.53, \$1.93 and \$2.45.

CAMISOLES—fashioned of fine nainsook with elastic waist and strap or built-up shoulders. Trimmed with lace insertions and edgings. Some of them embroidered. Priced at 58c, 98c, \$1.23, \$1.53, \$1.98, \$2.59.

VESTS—of soft nainsook, trimmed with dainty lace and embroidery edgings, priced at 98c, \$1.29, \$1.59, \$1.98 and \$2.45.

Cool and Dainty for Warm Weather Wear

Princess Slips Specially Priced \$1.98, \$2.43, \$2.98, \$3.43 and \$4.95

Some of them are in plain tailored models—some of them are elaborately and beautifully trimmed with lace and embroidery.



In the Art Needlework Shop Children's Dresses Half Price

Regularly \$1.10 to \$3.50 Each

Now 55c to \$1.75 Each

These attractive frocks, stamped for embroidery, are a discontinued line of the famous Pacific Package goods. Included with the little dresses, which are ready made, are the necessary embroidery threads to complete them. Sizes are infants, 1 and 2 years and 4 to 12 years.

Model Apparel Half Price

Among these articles that have been on display here are little dresses, garterdresses, hats, baby pillows, carriage robes, booties, etc.

Baby Dresses 69¢

Dainty frocks for baby, fashioned of the softest nainsook in patterns that will give freedom and comfort, and stamped for embroidery. Regularly \$1.00. Regular 85c garterdresses to go with dress reduced to 69c.

Baby Pillows 19¢

Fashioned from sheer lawn, these tiny pillows are stamped in pretty designs to be worked in pink, blue or white. Regularly 35c.

Baby Jackets 98¢

Jackets of cream serge, stamped in attractive designs. The regular price was \$1.25.

Rompers 69¢

Rompers of linen finish Indian Head or a good quality of unbleached art muslin are stamped in lazy-dazy or outline designs that are easy to finish. Regularly \$1.00.

And many odds and ends from 9c to 29c consist of caps, bibs, feeding bds, tray cloths, etc.

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

Gertrudes \$1.69

Flannel gertrudes in cream shades, stamped in designs easy to embroider in white or baby colors. Regularly \$2.00.

Crib Sets 79¢

Consisting of a spread 36x54 inches and a pillow 15x18 inches, these little sets feature mother goose figures stamped on unbleached art muslin. Were \$1.50.