

# The Anniversary Call for "Better Values" Finds Quick Response in



## Meier & Frank's Lower Price Downstairs Store

**THIS** big genial shopping place enters heartily into the spirit of Anniversary. Always the unfailing supply base of thrifty buyers, the Downstairs Store excels itself for this event. Here is a page of typical values. Remember that there is no curtailment of service or hospitalities now or at any other time so far as concerns patrons of MEIER & FRANK'S Lower Price Store, but rather we aim to enhance our reputation for courtesy and satisfaction.

### 4000 Children's Summer Dresses

<b>98c</b>	<b>\$1.49</b>	<b>\$2.49</b>
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Dresses for children and girls of 2 to 14 years.

Made of really serviceable summer cottons which will wash and wear well.

Quantities of styles to please every girl's taste.

An exceptional opportunity to choose all the dresses needed for summer now at a big saving.

<b>\$1.25 to \$1.50</b>	<b>\$1.98 to \$2.49</b>	<b>\$2.98 to \$3.49</b>
<b>Dresses 98c</b>	<b>Dresses \$1.49</b>	<b>Dresses \$2.49</b>


1200 dresses at 98c. Made of real Amoskeag plaid chambray, guaranteed fast colors. Also of printed percale and plain and plaid gingham with contrasting color or narrow white pleatings. Cut plenty full. Well made. Sizes 2 to 12 years.

1800 dresses at \$1.49. Standard gingham in plaids, stripes or plain colors with contrasting trimmings. Belled or trimmed with braid or embroidery. Sizes 2 to 14 years.

1000 of our better dresses, including middie styles of plain blue chambray or white twill. Their sailor collars are trimmed with soutache braid and embroidered emblems. They have scarlet ties and piping. Also plain chambray and plaid zephyr gingham with embroidery. Sizes 2 to 14 years.

### 600 Standard Corsets Reduced

<p><b>2400 Pairs Women's Stockings 3 Pairs 50c</b></p> <p>Regular 25c grade. Black cotton stockings of first quality with wide garter tops. Double heels and toes. All regular sizes.</p> <p><b>Underwear 49c</b></p> <p>49c for women's union suits of ribbed cotton. Low neck, sleeveless, lace trimmed. Summer weight. Regular and extra sizes.</p> <p>49c for women's knit bloomers in flesh and white. Full cut, well made, elastic at waist and knee. Regular and extra sizes. Particularly good quality.</p>	<p><b>300 Corsets—Regularly \$3, now \$1.98.</b></p> <p><b>200 Corsets—Regularly \$5 to \$6, now \$3.49.</b></p> <p><b>100 Corsets—Regularly \$8.50, now \$4.98.</b></p> <p>A cleanup of all our odd lots and broken size assortments. Every corset is a standard make, including the well known Warner rust-proof models. Each group contains all regular sizes but there are not all sizes in every style. Flesh and white in the lots. Sizes among them 18 to 36.</p>
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### For MEN and BOYS

Men's underwear, sox, pajamas, night shirts, handkerchiefs, sweaters, boys' knickers, waists, stockings, play suits and other things which will be needed this summer.

**FOR MEN**

<p><b>UNION SUITS 79c</b></p> <p>\$1.25 grade of athletic union suits made of checked nainsook. Cotton ribbed back. Full cut. All regular sizes.</p> <p><b>UNION SUITS \$1.98</b></p> <p>Genuine Kerry-cut athletic union suits made of silk finished and highly mercerized materials. Samples and oddments of fine grades from a leading maker.</p> <p><b>COTTON SOX 15c</b></p> <p>Substandards of 25c grade in black only. Durable quality. Limited quantity. While any remain 15c.</p> <p><b>WOOL SOX 45c</b></p> <p>Government "rejects" of a quality that would sell regularly at \$1. 1200 pairs now 45c. Heavy grade, unexcelled for hikers, campers and woodsmen. Subject to slight imperfections.</p>	<p><b>SWEATERS \$1</b></p> <p>Originally priced \$1.49. Cleanup of about 300 at \$1. Sleeveless slip-on style in gray, maroon and navy. Sizes 38 to 42.</p> <p><b>NIGHT SHIRTS \$1</b></p> <p>Just about the cost of the material. Made of white muslin cut full with one pocket and trimmed with fancy braid. Sizes 15 to 18.</p> <p><b>PAJAMAS \$1.29</b></p> <p>Regular \$1.69 grade of pajamas in plain white and assorted colors. Made of fine cotton trimmed with silk frogs.</p> <p><b>12 KERCHIEFS \$1</b></p> <p>Regular 12 1/2c to 15c grades to be sold in lots of one dozen only at \$1. Plain white with hemstitched hems. Full size.</p>
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**FOR BOYS**

<p><b>STOCKINGS 25c</b></p> <p>Originally special at 35c. They would be worth more at today's wholesale prices. Either black or white ribbed stockings, some subject to slight imperfections. Broken sizes. Only about 600 in the lot.</p> <p><b>WAISTS 89c</b></p> <p>Regular \$1.25 grade of boys' waists made of standard chambray, gingham and percale. With pockets. Sizes 6 to 16 years.</p>	<p><b>KNICKERS 79c</b></p> <p>Limited quantity of these very special gray mixed knickerbockers with dark stripes. Well made and full cut. Three pockets. Sizes 6 to 15.</p> <p><b>PLAY SUITS \$1.19</b></p> <p>Just about today's wholesale cost for these heavy blue denim and khaki play suits. Strongly made and guaranteed to wear. Sizes 2 to 8 years.</p>
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—Meier & Frank's: Lower Price Store, Basement Balcony.



1/2

PRICE FOR

### Taffeta Petticoats \$2.49

225 wonderful silk petticoats that were originally priced \$4.98.

All silk taffeta in plain and two-tone combinations. Tucked flounces trimmed with narrow ruffles. Regular sizes.

None sent C. O. D. No exchanges.



### Women's White Oxfords \$4.35

Women who wear sizes 2 1/2 to 8 in A, B, C, D, E widths are in luck.

As a result of a very special deal with a leading manufacturer of high-grade low shoes, we can offer tomorrow at \$4.35 pair oxfords that if purchased in the regular way would be \$6.50 and \$7.50.

All light Spring models in Reinskin, Eve cloth and Nubuc. English and military lasts.

Five eyelet oxfords of white Eve cloth are in English style with rubber soles, flat rubber heels.

Oxfords of white Reinskin have medium round toes, military leather heels and leather soles.

Oxfords of white Nubuc have pointed toes, wing tips, Cuban ivory heels and leather soles.



### Sample Dresses At About Original Manufacturer's Cost

**Priced as Low as \$12.50 and Then by Easy Stages to \$52.50**

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|---------------|---------------------|-----------------------|
| <b>Dimity</b> | <b>Dotted Swiss</b> | <b>Crepe de Chine</b> |
| <b>Voile</b>  | <b>Satin</b>        | <b>Georgette</b>      |
| <b>Linen</b>  | <b>Organdie</b>     | <b>Taffeta</b>        |

A wonderful purchase of a maker's samples, together with oddments from our own finer stocks. Lovely dresses.

Every dress is this season's new model. Each one is priced at the manufacturer's original selling cost.

Short sleeves. Wide skirts with straight lines or with ruffles, side draperies, wide tucks, narrow frills. Some of the gowns were designed for evening occasions and among these there are touches of metal embroidery.

In the lot white, gray, pink, lavender, purple, canary, navy, black and various blues.

Many styles—three pictured. Usually only one of a kind.

Sizes 16, 18, 34 and 36 only.

### Sale of Millinery

<p><b>Untrimmed 98c</b></p> <p>At 98c, originally \$1.98 to \$2.49, are 300 untrimmed hats in this season's shapes. Hemp or chip. Such wanted colors as navy, black, brown, tan.</p>	<p><b>Trimmed \$2.98</b></p> <p>At \$2.98 is a better than usual collection of trimmed hats in milan and hemp with wreaths of flowers and fruits. Large, medium and small. Black, brown, navy, tan.</p>
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# Domestics! Domestic! Nearly All at About Wholesale Costs!

**\$1.25 Corduroy 98c**

White Corduroy—just the right material for children's coats, women's skirts and sports suits. Popular wide wale weave. Good heavy quality. 27 inches wide.

**White Goods 49c**

2000 yards of regular 50c to 75c white materials. Standard flaxon in pretty stripes and checks, also plain white voile, pique and mercerized poplin. Some are in mill lengths of 3 to 10 yards—enough for a blouse, skirt or dress.

**Yard Wide Percale 35c**

Standard grade in light and dark colors printed with good designs. Mill lengths of 3 to 10 yards.

**Printed Calico 18c**

Less than today's wholesale cost for standard calico. Regular width. Light and dark colors. Plain and figured. For dresses and other purposes.

**Lustrous Saten 49c**

Standard 75c grade. Mill lengths of 2 to 10 yards. Either black or white. Fine lustrous quality. Good weight.

**Unbleached Muslin 29c**

Less than today's wholesale cost for 2000 yards of unbleached muslin that is 40 inches wide. Clever women make children's frocks, curtains, bedspreads, luncheon sets and other articles of this creamy strong cotton.

**50c White Cambric 38c**

Extra heavy fully bleached cambric with soft finish. First quality. Yard wide. Excellent for night gowns, petticoats and children's underclothes.

**6 Yards Longcloth \$1.98**

Regularly 45c yard. This sale offers 6 yards at a saving of 72c. Sold by the bolt only. Yard wide. Soft finish, pure white.

**65c Burlap 47c**

Manufacturer's lengths of 2 to 10 yards. Good strong material with pretty floral patterns on natural grounds. Suitable for curtains, portieres, couch covers, wall covering.

**Cotton Goods Remnants in a Sale**

Materials for almost every purpose. All sorts of lengths. Many wanted patterns and colors. Included are gingham, percale, voile, romper cloth, poplin and curtain materials.

1/4 to 1/2

Prices Reduced

**And Here's a Sale of Blankets**

Standard blankets of first quality at almost the price of muslin sheets. All have colored borders.

45x72 inches, white or gray, special, pair	\$1.98
54x72 inches, gray, tan, white, special, pair	\$2.49
64x80 inches, gray only, special, pair	\$2.98
68x80 inches, white only, special, pair	\$3.49

**Curtaining 29c**

Good 36-inch marquisette with taped edges. Ecru, cream and white. It will make attractive curtains for all over the house. 1000 yards.

**Lace Curtains \$1.95**

Originally \$2.25 to \$3.98. All sorts of good looking ones including Nottingham, net, scrim and marquisette. Odd lots. Only 2 and 3 pairs of a kind.

**Crash Toweling 15c**

Regular 20c grade of linen finish Dundee crash or toweling with colored borders. Regular width.

**Huck Towels 29c**

Regular 35c heavy huck towels. Hemstitched and satin striped borders. Excellent size. Some subject to slight imperfections.

**\$2.49 Table Cloths \$1.89**

58x72-inch heavy mercerized cotton table cloths fully bleached. Dice and striped effects. Only 100 at this special price.

**Table Napkins \$1.98**

A dozen table napkins hemmed ready for use at this moderate price. Highly mercerized damask, 18 ins. square.

**Muslin Sheets \$1.85**

Standard muslin without dressing. 72x90 inches. Seamless. Made with wide hems. Very specially priced.

**Wool and Cotton Batts \$1.98**

Two-pound wool and cotton mixed batts packed in individual cartons. Full double bed size, 72x90 inches.

**Bedspreads \$3.45**

They were \$4.98, and specially good at that. Only 100 to offer at this new price. Satin finished bedspreads with plain hems or scalloped and cut corners. 76x88 inches.

**\$6.98 Bedspreads \$5.65**

67 good satin finished cotton bedspreads in several pretty designs. Extra heavy. Plain and scalloped. Size 78x100 inches.

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