



It Always Pays to Shop

See Also

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IT MAY seem like repeating the obvious to say that "It Always Pays to Shop at MEIER & FRANK'S" and it is if you happen to be one of the many thousands who have learned this truth from experience and regard it now as axiomatic. It is for the benefit of those who have not wisely made the comparison that we use this rallying cry which we back up with sufficient evidence to make it plain to all.

Goodbye to These Tweed Suits

That Were \$39.50 to \$45

\$29.50

Splendid tweeds. Standard grades of tightly woven materials which are not too tight for summer breezes to enter between the meshes and keep one cool, however.

Typical sports models for golf, motoring, walking and general use.

Belted coats with straight skirts.

Silk or fancy linings; some of the best kinds have shoulder linings of satin.

Pepper and salt, tan, brown and other mixtures.

Sizes 16 to 44.



Cheery Sale of Cotton Dress Goods

Women who like to make their children's clothes, women who like to sew up their own summer frocks, will welcome this news of price changes on good cottons.

35c Percalé
25c

Good substantial percalé in light and dark colors; various patterns.

50c Flaxon
30c

All white flaxon in plain or checked designs. Nice for summer dresses.

75c Voile
50c

38-inch all white voile, sheer and cool. Voile does not wrinkle easily.

\$1 Madras
75c

Plain and fancy striped madras shirting. For men's and boys' shirts as well as for women's dresses. Yard wide.

\$1.25 Suiting
75c

Silk and cotton sport suiting. Black and white, rose and white, blue and white, tan and plum and tan and Nile combinations. Limited quantity. Yard wide.

\$1 Nainsook
75c

45-inch soft, finely woven white nainsook for good underclothes.

\$2.50 and \$3 Poplin
\$1.75

Imported mercerized poplin and trico-line which look much like silk. 38 inches wide. Light blue, white, rose, apricot, tan, pink, plum, melon.

Short Cuts —to Economy

Night Gowns, Petticoats

\$1.89 for standard \$2.29 white cambric petticoats with scalloped edges. Some have double paneled front. Some of the scalloping is reinforced to make it wear even better.

\$1.95 for standard \$2.59 grades of pretty night gowns. Short sleeve styles, trimmed with embroidery or fancy styles with quantities of lace.

—Meier & Frank's: Third Floor.

Leather Belts ½ Price

Women's 2, 2½ and 3-inch leather belts in several different colors are now half price.

Were 75c to \$1.50, now 38c to 75c.

—Meier & Frank's: Main Floor.

Skirts Accordion Pleated \$1

The Dress Goods Store will accordion pleat any skirt and make ready to put on band for \$1 if the material is purchased in the MEIER & FRANK Store. The fabric can be silk, wool, cotton, linen and can be selected anywhere in the store.

—Meier & Frank's: Second Floor.

Laces 49c

A thousand yards of imported and domestic lace edges and bands 3 to 12 inches wide. White, cream and ecru. Imitation Duchesse, plat valenciennes, filet, point de Paris, cluny, marine and net top laces. For blouses, underclothes and other purposes.

—Meier & Frank's: Main Floor.

Tabbing \$1.39

Organdy tabbing in square or round scallops for the popular collars and cuffs. Colors to match or contrast with almost any summer frock. All white or in Copenhagen, rose, maize and beige embroidered with white.

—Meier & Frank's: Main Floor.

Summer Coats Specially Priced

Street and sports coats especially reduced for this fourth week of the Anniversary.

Polo cloth, novelty mixtures and serge. Navy, brown, gray and tan in the lot.

Different styles of collars and with patch pockets. Self and leather belts.

Popular styles in misses' and women's sizes.

\$22.50

A Good-Luck Offering of

Fine Silk Dresses

\$25

"Aren't you lucky?" people will say to you if you are fortunate enough to secure one of these silk dresses at \$25. All of them have been more expensive. Such frocks have not been made this season to sell at anything like \$25.

Crisp taffeta with all the ardor of spring. Foulard with and without draperies of georgette. Printed summer silks, mostly trimmed with lace. All sorts of light and darker georgette crepes for afternoon and dinner wear. A few dark blue serge dresses in the group.

Broken sizes. Only a few of a kind. But we think you will find it worth while to search through the collection for your size.

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



Dress Blouses \$9.45

Oddments from our own finer stocks and remainders from certain notable special purchases.

Georgette crepe and net. White, flesh, navy, brown, old blue and other colors. Almost every model is different. If you are seeking something nice to wear with a new suit you will be pretty sure to find it in this group. A few of the blouses are trimmed with real Irish lace.

—Meier & Frank's: Blouse Shop, Fourth Floor.

1200 Pairs of Stockings

Save 1/3 to 1/2

Low shoe time demands plenty of good stockings. Here is a sale of much better grades at savings of a third to more than a half.

\$3 Full Fashioned Silk Stockings

600 pairs of pure thread silk stockings which are full fashioned. Reinforced lisle tops and soles. Black, tan, champagne and gray. Also some silk stockings with mock seams in black and white at the same price.

\$1.95

\$1.50 Stockings—Sub-Standards

Irregularly woven silky fiber stockings with lisle tops, heels and toes. Mostly in black, cordovan and white. All sizes.

59c

—Meier & Frank's: Hosiery Shop, Main Floor.

J. & T. Cousins Low Shoes \$8.75

Less than the wholesale cost to replace them today.

Considerably less, of course, than our own regular price.

Good looking low shoes at the very moment when women need new ones.

Great majority are of the well known J. & T. Cousins make. Patent and black kid or tan calfskin pumps with French, military or Cuban heels. Turn and welt-sewed soles.

Oxfords in black or tan with Cuban heels. Patent leather oxfords with French heels.

Nearly all sizes in the group, but please choose as early as possible if you wish the best selection.

Because of the extremely low price no exchanges, none sent on approval, no telephone orders.

—Meier & Frank's: Shoe Shop, Third Floor.

SEE OUR
OTHER
ADS

Most Luxurious of Negligees

Priced So That They Are No Longer Luxuries

As a part of the Anniversary this week the Negligee Shop is the scene of many price reductions. Very few exceptions have been made to the general price lowering.

Some of the most lovely Lady Teazle tea gowns and other boudoir negligees are to be had now at large savings. Also there are the most delicate georgettes and laces as well as opulent velvets at economies.

So fresh and charming that many brides will wish to add them to their trousseaux.



- \$22 to \$32.50 Negligees.... **\$19.75**
- \$35 to \$45 Negligees.... **\$29.50**
- \$47 to \$55 Negligees.... **\$37.50**
- \$65 to \$78 Negligees.... **\$48.50**
- \$82.50 to \$85 Negligees.... **\$52.00**
- \$95 to \$125 Negligees.... **\$82.50**

—Meier & Frank's: Third Floor.

Underwear for Women

Perfectly good new-fashioned underwear for the modern woman.

\$2.25 and \$2.50 Sealpax Union Suits \$1.50

All sizes in white; sizes 40 to 44 in pink.

Athletic style. Summer weight. Fancy crossbar and striped tops with knit knickers. Regular styles in white, bodice styles in pink.

Extra Size Vests 25c

Swiss ribbed vests with V neck and taped yokes. Specially adapted for summer wear. Extra sizes only.

—Meier & Frank's: Underwear Shop, Main Floor.

Handkerchiefs for Less

At 5c 12 for 50c, misses' and children's white handkerchiefs with one-corner embroidery. Good for school use.

At 11c 6 for 65c, our regular 20c handkerchiefs for women and children. White lawn or medium weight cambric for practical use.

At 11c Regular 20c men's and boys' hand-loom embroidered initial handkerchiefs. Serviceable grade of lawn with long block letters. White or with color.

At 12c 6 for 70c, regular 20c and 25c handkerchiefs for women. One-corner embroideries. Many different patterns.

At 25c Regular 50c demi-linen handkerchiefs for women. Swiss hand-loom embroidery, French gray-thread finish. Narrow hemstitched hems.

—Meier & Frank's: Main Floor.

IN THE LOWER PRICE DOWN Another Big House



1200 House Dresses

Greater even than our plump greatest sale in many months! Material alone!

REGULAR VALUE

Street and regulation house dresses and aprons. Many models, including latest any particular style to which for long—so please shop early!

Dresses in Eton and bolero effect models, regular fitted styles. Few originals! Made of fine percale, hams, plaids, stripes, checks—many. All sizes from 36 to 46 in the lot.