

For Last Week of Anniversary a Still More Determined Effort to Bring Prices Down



Mr. F's Lower Price Store

EVEN in the rush of Anniversary when we are offering good merchandise at amazingly low prices and when, as a consequence, a tremendously heavy demand is experienced, we are supremely conscious of our SERVICE obligations and courtesies, and none more so than those of which Downstairs patrons are the recipients. The same full, uncurtailed, ungrudging, generous, MEIER & FRANK service—ALWAYS AND ALL PLACES!

Domestic Necessities Are Underpriced!

The Mighty Caption of This Section Is

1/2—PRICE—1/2

Thirty items of desirable merchandise—each at half its former price or half its value—some less than half—some average half. For women, children, boys and men. You will want to read every item. Please check the articles in which you are interested and bring the advertisement along with you. It will help you identify the item and give you more speedy service.

**5000 SHIRTWAISTS**  
Now Half at 65c to \$4.98 1/2  
Regular \$1.29 to \$9.95 shirtwaists—every one of them now half price. Crepe de chine, georgette crepe and taffeta in plain shades, some embroidered with beads. Also striped crepe de chine waists and others of plaid taffeta. Besides these white voile, batiste and organdie. Broken assortments but nearly all sizes in the lot.

**UNTRIMMED HATS**  
Now Half at \$1.25 to \$2.49 1/2  
All untrimmed shapes consisting of milan, lisere, chip straw. Large shapes with broad brims. Sailors with rolling brims. Sailors with side rolls. Cut and irregular shapes. A large collection from which to select. Quantities of styles. Black, brown, navy, white, sand. Originally priced \$2.49 to \$4.98.

**Basket Weave Hats**  
Now Half at \$1.49 1/2  
Were \$2.49 to \$3.98. Both women's and children's hats of basket weave straw in plain and mixed colors. Pretty styles finished with bands.

**Women's Overalls**  
Now Half at \$1 1/2  
Regular \$2 grades of heavy gray denim overalls. Made with bib and pockets. Elastic at ankle.

**Juvenile Suits**  
Now Half at \$2.98 1/2  
Regular \$5.95 suits for 75 boys of 3 to 6 years. Good corduroy, blue serge and shepherd checks. Broken sizes. Please come early.

**Women's Silk Petticoats**  
Now Half at \$2.49 1/2  
Originally \$4.98. Only a limited quantity. Taffeta with deep flounces. Good desirable colors.

**Children's Dresses**  
Now Half at 65c and 75c 1/2  
Almost 600 dresses for 2 to 14 year girls. Made of gingham and percale. A dozen pretty styles in wanted colors. Both plain shades and plaid. A few are of plain white organdie. Not all sizes in any one style. Originally they were \$1.29 and \$1.49.

**Boys' Good Hats**  
Now Half at 49c 1/2  
Regular 98c to \$1.49 hats, so some are less than half. Clean-up of odd lines from the upstairs section. About 200 in all.

**Gingham Petticoats**  
Now Half at 75c 1/2  
Regular \$1.50 petticoats made of standard gingham in various stripes. All finished with ruffles.

**Women's Underwear**  
Now Half at 33c 1/2  
Knitted pants with tight knee or trimmed with lace. Band top. All regular sizes. Regular 65c grade at 33c.

**Boys' Durable Pants**  
Now Half at 50c 1/2  
Regular \$1 pants of mixed chevots in almost any dark color. Sizes 4 to 12 years in the lot. Limited quantity.

**Women's Stockings**  
Now Half at 50c 1/2  
Slightly damaged silk and mercerized lisle stockings left from previous sales. Originally were to \$1. All are sold "as is."

**Women's Wash Skirts**  
Now Half at \$1.50 1/2  
Originally \$3, these wash skirts are made of substantial cotton suiting. With pockets. Trimmed with large pearl buttons. Nearly all regular sizes.

**Boys' O. D. Knickers**  
Now Half at \$1.25 1/2  
Regular \$2.49 wool mixed olive drab knickerbockers. Broken sizes. Only about 100 pairs.

**Women's Sweaters**  
Now Half at \$3 1/2  
400 sweaters that measure up to our regular \$6 grade. All wool with the exception of one style. Popular slip-on models. Good desirable colors. In almost all sizes.

**Crib Blankets**  
Now Half at 38c 1/2  
50 wool finished cotton crib blankets in gray plaids. 33x40 inches. Regular 75c grade.

**Boys' Straw Hats**  
Now Half at 38c 1/2  
About 300 hats that were regularly 75c. They come in nearly all sizes for boys.

**Silk Mixed Crepe**  
Now Half at 65c 1/2  
A thousand yards of silk and cotton mixed crepe de chine in many printed patterns. Light and dark grounds. Regularly \$1.29.

**Children's Overalls**  
Now Half at 50c 1/2  
Rip-proof overalls for children 2 to 4 years. Made of standard gray mixed denim with double seats. Reinforced seams. Four pockets. Originally \$1.

**Men's and Boys' Belts**  
Now Half at 25c 1/2  
All regular sizes in these belts to wear with summer clothes. Substantial buckles.

**300 Yards Silks**  
Now Half at 99c 1/2  
Fancy taffeta and messaline in stripes, checks and plaids. Originally sold "special" at \$1.98. Yard wide. None C. O. D., no telephone orders.

**Men's Good Shirts**  
Now Half at \$1.13 1/2  
Size 15 1/2 only in men's shirts made of striped cotton flannel. Attached collar.

**Men's Silk Ties**  
Now Half at 48c 1/2  
New shipment of men's silk or fibre ties with wide flowing ends. Slip bands. New patterns. 600 ties in the lot. All regular 95c grade.

**Silk Mixed Georgette**  
Now Half at 38c 1/2  
500 yards of silk and cotton mixed georgette crepe in plain white only. The regular 75c grade.

**Men's Suspensives**  
Now Half at 20c 1/2  
Men's khaki suspensives made of good elastic webbing. Previously featured in a special sale at 39c. Limited quantity.

**Oil Floor Mops**  
Now Half at 19c 1/2  
Limited quantity of the regular 50c "BIG WONDER" oil floor mops. Use them for all polished floors and for various cleaning purposes. Packed in individual tin containers.

**Cotton Suiting**  
Now Half at 30c 1/2  
A thousand yards of the regular 60c grade of cotton suiting or beach cloth. 36 inches wide. All sorts of pretty checks. For women's and children's dresses.

**Boys' Wash Suits**  
Now Half at 75c to \$1.25 1/2  
Regular \$1.49 to \$2.49 suits for boys 2 to 8 years. Made of crash and romper cloth in plain colors and stripes. Belted models with collars of contrasting color.

**500 WOMEN'S CORSETS**  
Now Half at 99c to \$4.25 1/2  
Odds and ends left over from large sales. Standard makes in broken sizes. If you can find your size you will be able to get an excellent model at this reduction of a half. Some slightly soiled from handling. Originally they were \$1.98 to \$8.50.

**WOMEN'S HOUSE DRESSES**  
Now Half at 99c to \$2.99 1/2  
Regular \$1.98 to \$5.98 grades of house dresses made of gingham or percale. Only about 140 dresses in the lot. Some subject to slight imperfections or soiled from handling. Broken sizes from 36 to 44. Clearaway while any remain at half.

**Women's Coats and Dresses \$15**  
Misses' Amazing clearaway of all broken assortments of women's coats, suits and dresses in the Down Stairs Store. Some of the reductions range from a third to HALF LESS. These oddments are what remain of garments carefully chosen to represent extra value at the original price. Now that they have sold down to broken sizes, we offer a great number of styles and qualities at this one big reduction—to \$15.

**The Coats at \$15**  
The Suits at \$15  
The Dresses at \$15

**Final Clearaway Women's Shoes**  
\$1.98 Two Extra Special Groups in This Sale \$4.29  
—Less Than Regular Wholesale Cost

**Our Own Better Hats Reduced**  
Were \$4.98 to \$6.49—Now \$3.49  
Dozens and dozens of hats made for us this spring. Lisere faced with georgette crepe. Visca brant and georgette crepe. All taffeta hats. All hair hats. Lots of bright colored sporta hats. A big choice for everybody! Large, small or medium shapes. Even hats with ostrich feather bands! Many have the new flowers.

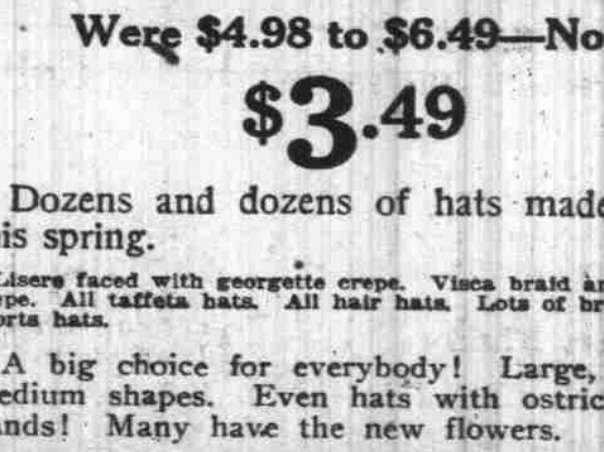
**SEE ALSO OUR ADS**  
on pages 7, 9 and back page this section, filled with Anniversary plums that prove "It Always Pays to Shop at Meier & Frank's"

**At \$1.98**  
Women's black kid shoes of excellent quality with cloth tops. These are button styles with medium round toe and Cuban heels. Medium and wide widths, sizes 2 1/2 to 5. 250 pairs only. A discontinued line that originally sold at \$6.50 pair.

**At \$4.29**  
White oxfords in canvas and nubuc with military heels. Brown kid pumps with military and Louis heels. Gunmetal and patent leather pumps and oxfords with military heels.

**High shoes of gray kid with cloth tops to match and Louis heels. High shoes of brown kid with cloth tops to match and Louis heels. Dozens of other styles in small assortments. All sizes in the lot from 2 1/2 to 8, but of course not all sizes in any one style. At this one price of \$4.29 more than 700 pairs of shoes are regular \$5.85 to \$8.55 grades, and there are 150 pairs of sample shoes, sizes 3 1/2 to 4 only, which would be regularly \$6 to \$12.50.**

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If you know this helpful section as thousands do, you know that its offerings are always underpriced. At this time we forego a large part of our regular fair profits to make the occasion especially worth while.

**Cotton Fabrics 35c**  
Regular 40c to 69c wash materials at 35c yard. Standard qualities mostly in mill lengths of 2 1/2 to 10 yards. 27 to 32 inches wide. Romper cloth, real galatea, chambray and chevrot.

**Cotton Batts 98c**  
Full 3-lb. stitched batts, size 72x90 inches. Made of good clean white cotton. Regular \$1.25 grade.

**Couch Covers \$1.98**  
Originally \$3. Full regular size couch covers in oriental patterns and attractive stripes.

**Cotton Voile 39c**  
Regular 50c to 60c cotton dress voile in pretty stripes, checks, dots, also in figures and plain colors. All first quality and in full bolts or by the yard.

**White Goods 43c**  
Regular 50c to 75c grades of pretty white materials, including the better kinds of flaxon, voile, pique and plain and mercerized poplin. Mostly in short lengths of 2 1/2 to 10 yards. Yard 43c.

**Cotton Challis 29c**  
Regular 35c grade of yard wide cotton challis which is excellent for comfort covers. Floral and Persian designs. Standard quality. Full bolts.

**Bedspreads 1/4 Off**  
Regular \$1.98 to \$7.98 bedspreads now \$1.54 to \$5.99. Crochet, honeycomb and satin finished spreads. Crib, single bed, three-quarter and full bed sizes. Mostly samples, together with some odd lots from our own stocks. A few are subject to slight imperfections or show signs of handling.

**Table Oilcloth 38c**  
Seconds of the regular 60c grade of standard table oilcloth. Light and dark grounds. Limit of 12 yards to a customer.

**Muslin Sheets 98c**  
Considerably below today's wholesale cost. 900 sheets, with neat seams in the center. Sizes 72x90 inches. Not over four to a customer. No phone orders.

**Curtain Rods 13c**  
Brass extension rods for sash and full size curtains. Some have large silvered knobs, others with curved ends. Two for 25c.

**Crash Toweling 25c**  
2000 yards of part linen toweling bleached and semi-bleached, some with colored borders. 16 to 18 inches wide. Excellent for roller towels and kitchen use.

**Turkish Towels 39c**  
600 extra heavy bath towels woven of double threads with soft finish. Full bleached. Plain and athletic weaves. Substandards. Limit of one dozen to a customer. \$4.65 dozen or 39c each.

**Huck Towels 29c**  
Seconds of 50c grades now \$3.25 dozen or 29c each. Large size, heavy, absorbent cotton, some with linen finish. Hem-stitched and satin striped borders. 1200 only.

**Curtain Materials 18c**  
Standard 25c grade of mixed curtain materials. Mostly scrim. Plain white, cream and ecru. Some with drawn borders. 36 inches wide. About 1500 yards in the lot.

**Curtain Materials 29c**  
Regular 50c grade of curtain scrims and marquisette, plain or with colored borders. In the lot also flower designs in light and dark colors. Some subject to slight imperfections. 2000 yards at 29c.

**Cretonnes 38c**  
Regular 45c to \$1 cretonnes, figured burlap, rep and other drapery materials. Yard wide. Floral and conventional designs. Desirable patterns and colors. First quality and mostly in full bolts. 1000 yards in the lot.

**Scrim Curtains \$1.35**  
300 pairs of good scrim curtains trimmed with heavy lace. Regulation widths and lengths. Originally priced "special" at \$1.69.

**Rag Rugs \$1, \$1.98**  
Regular \$1.49 and \$2.49 grades of popular rag rugs now \$1 and \$1.98. 27x54 inches or 36x72 inches, according to price. Hilt and miss patterns. Good quality.

**NASHUA COTTON BLANKETS**  
Below Regular Wholesale Costs  
Standard quality of Nashua cotton blankets with colored borders. First grade. All perfect. Offered at almost the price of muslin sheets.  
45x72 inch blankets, white and gray, pair \$1.98  
54x74 inch blankets, gray, tan, white, pair \$2.49  
64x80 inch blankets, gray only, pair \$2.98  
66x80 inch blankets, white only, pair \$3.49

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