

SEE PAGE 7 AND BACK PAGE THIS SECTION FOR ADDITIONAL MEIER & FRANK NEWS

Great Sales Usher in the 4th Anniversary of



Downstairs Store

All Sections of the Downstairs Store Join in This Celebration and All Our Patrons Are Cordially Invited to Do Likewise

WE can conceive of no more practical way by which we could show on this its fourth anniversary our appreciation of the patronage accorded the Downstairs Store than by inviting everyone, and especially the steady customers of this Lower Price Emporium, to share in a remarkable feast of bargains.

To this end we offer for tomorrow substantial reductions from our regularly lower-than-elsewhere prices on the following and other wanted merchandise which we have not room to advertise here.

As always, we give SERVICE as well as values, because we do not believe in doing things by halves, but offer our courtesies in full measure to all our friends and patrons whether of the upstairs or downstairs store, whether they buy much or buy little, whether they pay cash or have the merchandise charged.



"Gold Medal" Sample Dresses at Almost Wholesale Cost

"Gold Medal" garments need no introduction. The Downstairs Store's House Dress Section, renowned for the splendid garments it carries and the prices at which it sells them, counts Gold Medal dresses among its best. Women are enthusiastic about Gold Medals. The several hundred dresses in this lot, being samples, are the choicest products of the manufacturer and we offer them to our patrons at about what WE would have to pay for the garments should we buy them today.

Prices Range From \$1 to \$6.50

Fine ginghams, percales and madras materials of excellent quality. Models for morning and afternoon wear in the home and for street wear—four of the styles illustrated. All of the garments are exceptionally well made. Being samples, some are slightly soiled. Many patterns and colors.

MEN'S and BOYS'

Needs for Anniversary

Boys' Knicker Suits Less Than Present Wholesale \$8.35

250 wool-mixed suits for boys from 7 to 17 years. Well made, smartly styled garments that will give SERVICE. Norfolk coats with slash pockets. Knickers are full cut and lined throughout. Gray and brown mixed chevrons and cassimeres. Buy now for school wear.

Men's Dress Shirt Sale \$1.49

Odd lines of men's dress shirts that are astonishingly fine at the price. Of good madras and percale in broad and narrow striped patterns, wanted colors. Soft and French cuff styles. Sizes 14 to 17 in the lot, but broken lines.

Men's Balbriggan Garments 69c

Regular \$1.00 grade. Medium weight. Shirts in short sleeves, drawers ankle length with reinforced seat. White. Shirts in sizes 36 to 44, drawers 32 to 42.

Men's Half Hose 3 for 50c

Regularly 25¢ pair—3 pairs at the usual price of 2 for Anniversary. Of closely woven Maco yarn in dark and medium striped designs—blue, tan and gray, also plain black with white feet. Sizes 9 1/2 to 11 1/2.

Men's Athletic Union Suits 98c

Regular \$1.69 Kerry Kut summer union suits of nainsook and flaxon. White with self stripes and check, deep neck yoke, broad elastic back band, open on side. Sizes 36 to 46.

Children's Play Suits \$1.00

Worth \$1.50—a third less for Anniversary. Sizes 2 to 8 years in these play suits of good grade khaki and denim with red trimming. All main seams double stitched. Fine little garments for immediate wear.



Anniversary Sale of Dresses

Delightfully different and utterly fascinating are these new dresses of chiffon, plain and figured georgette, crepe de chine, tricolette and combinations of taffeta, georgette and tricolette. Many pretty over-blowse effects,

\$16.45

draped, accordion pleated, be-ruflled and plain skirts, elastic shirred bottoms, snug-fitting bodices... their charms are many. All the most desirable shades. Sizes 16 to 42.

New Autumn Arrivals Take Part in Anniversary

New Fall Dresses \$10.00

Some should bring half as much again. Women's and misses' decidedly pretty navy and black all-wool French serge dresses in sizes 16 to 44. Straight line, basque and coat effects, plain and overskirt models. With round and square necks, narrow girdles, braids, buttons, silk embroidery, pin tucks, narrow hems and distinguished pockets. Such dresses will impress you as remarkable at ten dollars!

New Fall Coats \$19.75

A saving of almost a fourth on women's and misses' new coats in this Anniversary Sale. Stylish garments of plush, beaver-plush, polo cloth and kersey. Full ripple back and belted models with large collars of kit cone fur or of the material. Made with large flap pockets and full cuffs. Lined and unlined. Sizes 16 to 44 in the new shades of brown, reindeer, navy, copan, gray, dark red and black.

Silks! Anniversary Sales Domestic!

Our Regularly Lower-Than-Elsewhere Prices Reduced

2500 Yards Silks

Made to sell at \$2.50, now at almost half that price. Fancy printed silks in beautiful foulard patterns, small dots, checks and large floral designs. 36c inches wide. Fine materials for dresses, waists, kimonos, coat linings, etc.

\$1.29

3500 Yards Silks

Save more than a third on some. Included are yard-wide silk mixed poplins, in varied color effects, all silk striped shirtings, plain yard-wide Jap silks in light shades. 3600 yards in this group for Anniversary at 89c yard.

89c

Our Special 95c Damask 75c

56-inch fine mercerized damask in five good floral patterns.

Round Damask Cloths \$1.39

Extra special price for 58x58 round pattern damask cloths.

Satin Damask Cloths \$1.98

\$2.75 value. 72-inch satin finished damask cloths, hemmed ready to use, in fine moire effects, pin stripes and checked borders.

Bleached Muslin Yard 29c

Regular 35c grade. 3000 yards of Forest Pride bleached muslin in a good heavy quality. 36 inches wide.

Dresser Scarfs Special 59c

Worth \$1. Hemstitched dresser scarfs of fine birdseye Jacquard cloth, highly mercerized. 46-inch.

Standard Gingham Yard 29c

Worth 50c yard. 2000 yards standard gingham in pretty plaids, stripes, checks, etc. 32 inches wide.

White Suiting Yard 25c

1500 yards fine linen finish white suiting. 36 inches wide. Almost half price, at yard 25c.

Standard Percales Yard 29c

Regular 40c grade. 2500 yards good quality standard percales in light and dark colors including some plaids. 36 inches wide. Mill lengths in 2 1/2 to 10-yard lengths.

Galatea Cloth Yard 39c

Regular 60c grade. 1800 yards of Reliance galatea cloth in tan, navy, cardinal and striped effects. 32 inches wide. Full bolts.

Luncheon Cloths Special 49c

Mill runs of qualities that would sell regularly at \$1. Good 36x36 luncheon cloths or table tops with fancy Jacquard borders, striped centers.

Cotton Challis Yard 29c

Regular 35c grade. 3000 yards cotton challis in pretty floral and conventional designs. Exceptional for comfort coverings. Full yard wide. Mill lengths 2 1/2 to 19 yards.

Silkoline Yard 29c

Regular 35c grade. 2000 yards silkoline in good desirable patterns and colorings. 36 inches wide. Mill lengths, 2 1/2 to 10 yards. Some in full bolts.

Huck and Crash Yard 13c

Worth 25c yard. 100 pieces. Good heavy qualities. 17 inches wide.

Huck Towels Doz. \$1.75

200 dozen huck towels. Good heavy Turkish bath towels. Regularly sold at 25c and 15c each.

Turkish Bath Towels 38c

Values to 65c each. 75 dozen heavy Turkish bath towels. Bleached. Sizes up to 22x45. Subject to slight imperfections.

Muslin Pillow Cases 49c

Made to sell at 75c and 85c each. 100 dozen muslin pillow cases to match sheets. Hemstitched. Sizes 42x36 and 45x36.

Nashua Cotton Blankets \$1.98

Formerly special at \$2.79 pair. 200 pairs Nashua double cotton blankets in gray, white and tan with colored borders. Size 54x74.

Silkoline Comforts Special \$3.98

Made to sell at \$5.98 pair. 600 fancy art silkoline comforts, hand knotted. Filled with good clean cotton. Size 72x90.

Nashua Cotton Blankets \$2.98

Worth \$4 pair. Nashua double cotton blankets in plain grays and tans with pink and blue borders. Good weight. Size 64x80.

Feather Pillows Each \$1.49

Worth \$2.49 each. 200 pairs good feather pillows covered with satin finish striped ticking. Full 3 1/2 pounds. Size 20x27.

Monarch Nonpareil Blankets \$4.75

Worth \$6.50 pair. 100 pairs Monarch Nonpareil double blankets, heavy wool finish, whipped edges. Pretty plaids, blues, tans, pink and grays. Size 66x80.

Bedding!

Nashua Wool-Nap Blankets \$4.75

Formerly special at \$5.98—now more than a dollar saved on that special price. 200 pairs of genuine Nashua Wool-Nap double blankets in plain white with pink and blue borders. Size 66x80.

Bed Spreads Special \$2.89

Worth \$3.49. 600 genuine Wear-Well honeycomb bed spreads. Good heavy quality. Size 78x88.

Muslin Sheets Special \$2.19

Worth \$3. Good sturdy muslin sheets. Hemstitched. About 50 dozen. Size 81x99.

MANY EQUALLY GOOD UNADVERTISED BARGAINS



SHOE SALE

The Down Stairs Store is rapidly expanding, thanks to the liberal patronage accorded its better values. It announces wonderful Anniversary savings for men, women, boys and girls. We list a few of the specials—others just as good are omitted.

Women's White Shoes \$1.79, \$2.69, \$3.95

At \$1.79—women's white pumps and oxfords with high and low heels. Sub-standards from a factory that makes high grade hand turned white shoes. Sizes 2 1/2 to 8.

At \$2.69—women's white canvas one-strap pumps with low heels; also white canvas pumps with Cuban heels. Sizes 2 1/2 to 8.

At \$3.95—women's Rejnskin shoes that would sell for \$8 in the regular way—half price for Anniversary. 9-inch tops, Goodyear welt leather soles and military heels; some with Louis Cuban heels. Sizes 2 1/2 to 7.

Boys' \$3.50 to \$5 Shoes \$1.69

Clearaway of a multitude of small lots while quantities last. All leather shoes, mostly dull calf, button pattern. Boys' sizes 4, 4 1/2, 5, 5 1/2 and 6. Youths' sizes 9, 9 1/2 and 10.

Children's \$4 to \$5 Shoes \$2.98

Brown kid, patent colt, dull calf and vic kid pumps and oxfords. Plain and strap pumps and good looking oxford styles. Sizes 1 1/2 to 2.

Hosiery, Underwear

More Excellent Values

Women's Fiber Silk Hose 69c

Worth \$1 pair. Women's fiber silk hose in white and some genuine "Onyx" pure thread silk hose, mostly in gray. Regular sizes 8 1/2, 9 and 9 1/2.

Women's Vests 3 for \$1.00

Regularly 50c each—now 3 for \$1. Women's vests in regular and out-sizes with tape tops, lace trimmed and crocheted tops at this remarkably low price for Anniversary.

Children's Hose Special 25c

Duplicates of these hose would regularly sell for 40c and 50c pair, but because of a slight imperfection we offer this fine lot at savings of as much as half. Children's fine close ribbed and heavy ribbed hose for boys. Black, brown and white.

Children's Sox Pair 25c

35c and 50c sub-standards. 3600 pairs of children's sox in sizes 4 to 9 1/2. White with colored roll tops.

Extra Special!

1000 Silk Waists \$2.98

Waists that formerly sold up to \$5.98 reduced to half price in this Anniversary Sale. A big wonderful grouping of all odd lots, broken assortments and short lines of silk waists from our regular stocks. Women should buy them in twos and threes at this sensationally low price.

Crepes de Chine Wash Silks

Georgettes Fancy Taffetas

Embroidered and lace-trimmed models and tailored blouses. Many have the popular elbow sleeves. Wanted colors, also black and white. All popular sizes from 36 to 44 included in the sale.

Girls', Children's Wear

Two Anniversary Values

\$1.39

69c

for 4 to 14-year dresses of chambray, gingham and middy twills in many good styles. All of our special \$1.98 to \$2.49 grades—now still further reduced for Anniversary.

for regular \$1.00 to \$1.50 garments. Dresses, play suits, rompers, creepers. Various good fabrics. A round-up of broken lots offered for Anniversary at this new low price.

Table Oil Cloth 29c

Would sell for 60c yard if all first quality. 43-inch table oil cloth in fancy colors including tans, greens, reds. 50 pieces. Not more than 6 yards to a customer.

Window Shades 73c

Worth a dollar. Not more than 6 to a customer. 900 full regulation size window shades in greens and tans. 6-ft. length. Standard rollers. While any remain.