



"Back to Normalcy"

A New Inspirational Watchword Marking a New Forward Step in Our

SEE ALSO
Two Preceding Pages and Back Page This Section, Also Back Page and Page 7 Section 2

Giving Portland Lower Prices Campaign

Preceding and Following Pages and Back Page Section 1, Also Back Page Section 2, Tell of Some of the Things That Meier & Frank's Is Doing to Drive Prices Down to Old Low Levels



408 All-Wool Sweaters

In the Most Remarkable Sale of the Year

\$6.95

When you see and examine these fine all-wool sweaters you will marvel that we are able to sell them for so low a price as \$6.95. It is only because of our sincere aim to bring prices "Back to Normalcy" that we offer these sweaters at this price.

There is a most wonderful variety to select from in plain colors and combinations. All are in the much wanted tuxedo styles and are shown in the following colors: Combinations of black and white, brown and white, copenhagen and tan, brown and tan, tan and copenhagen, tan and brown, turquoise and tan; plain weave sweaters in American beauty, turquoise and salmon, with tan stripes on collars and cuffs, and brown stripes on collars and cuffs, brown with tan

stripes on collars and cuffs, black and white on collars and cuffs and navy with white on collars and cuffs; also sweaters with angora collars and cuffs in the following colors: Turquoise with tan, brown with tan, American beauty with black and navy with white. Styles with plain and braided belts. All sizes from 38 to 46.

A few models illustrated. Many others equally attractive in this collection at \$6.95.

—Meier & Frank's: Center Aisle, Main Floor.

Lower Prices on Underclothes for Stylish Stouts

The following special prices on gowns, envelope chemises, marcella drawers and corset covers are for stout women from 46 to 52 bust measure.

Nainsook Gowns

Some sleeveless models with lace yokes finished with feather stitching and French knots; also long sleeve styles with open front yokes of finer embroidery insertion and pin tucks; others in slip-over styles with set-in elbow sleeves, neck and sleeves finished with embroidery and lace edges.

Special at \$2.19, \$2.79, \$3.29 and \$4.98.

Envelope Chemises

Good quality nainsook envelope chemises in many elaborate styles. Some have entire tops of lace, others have lace and embroidery finish and are ribbon drawn.

Special at \$1.49, \$1.98, \$2.48, \$2.89 and \$3.98.

Marcella Drawers

Many fancy lace trimmed styles with rows of insertions and lace edges; others are finished with embroidery edges. 34 to 38 waist.

Special at 98c, \$1.59 and \$2.39.



Corset Covers

Many different styles to choose from; some fancy lace trimmed models, others are finished with lace and embroidery edges.

Special at 59c, \$1.19 and \$1.39.

Other Undermuslins at Special Prices

GOWNS in slip-over styles with kimono sleeves; also sleeveless models. Eyelet and French embroidery trimmed. Also some with flower and dot designs. V, round and square neck models.

Special at \$2.05, \$3.05, \$4.95, \$5.45 to \$6.45.

ENVELOPE CHEMISES in a variety of styles. Some with hand scalloped strap shoulders in beautiful designs, solid and punch-work effects, others with built-up shoulders in many exquisite effects.

Special at \$2.95, \$3.95 and \$4.95.

CORSET COVERS are hand embroidered and with dainty hand scalloped edges. Some elaborate, others have small floral sprays.

Special at \$2.95, \$3.45 and \$3.75.

DRAWERS that are hand made and hand scalloped are shown in open styles. Some are embroidered in small designs, others have scalloped edges.

Special at \$2.29 and \$4.59.

STRAIGHT CHEMISES with strap and built-up shoulders and bottom finished with hem. Embroidered in dainty designs.

Special at \$3.95 and \$4.59.

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

Sale of Percale Aprons at \$1.49

A limited number of women's aprons made of light weight percale in small figured effects, plaids, checks and stripes. Slip-over style as well as front and side-fastening models with or without collars. Some trimmed with rickrack braid in plain colors. Medium and large sizes. Exceptionally good values, while any remain—\$1.49.

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

1000 Hanks of Yarn 89c Hank

The regular price of this knitting yarn is \$1.10 hank—special at 89c hank while any of 1000 hanks remain. A well-known brand of knitting yarn in all the late sport shades as well as black and white.

Scarfs \$1.98—Pillows \$2.19

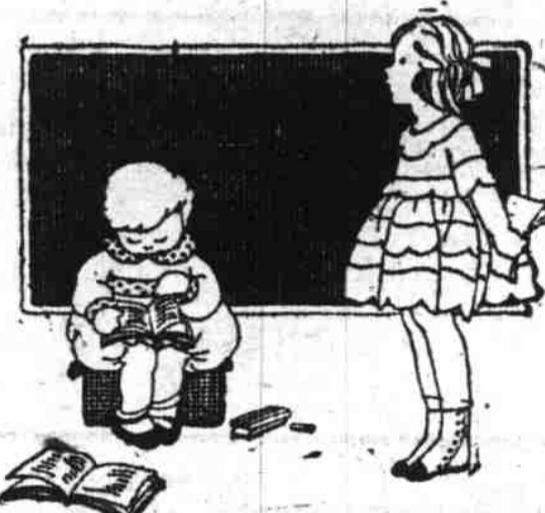
400 velvet and velour pillow tops and library scarfs in many handsome patterns. Regular values range up to \$9.

Lunch Sets 98c Centers 19c

400 lunch sets in attractive butterfly designs. Sets include one 36x36-inch cloth and four 15x15 napkins. Regularly \$1.75.

300 stamped center pieces on tan and white art cloth. Attractive patterns. 16 and 18-inch sizes. Regularly 35c.

—Meier & Frank's: Art Needlework Shop, Second Floor. (Mail Orders Filled.)



Infants' and Girls' Wear

At Unusually Good Savings

Sample Dresses

Girls' dainty chambray, gingham, linen and poplin dresses in fancy and tailored styles. Many pretty shades effectively trimmed. Sizes 2 to 5 years. Special \$3.95 and \$4.95.

Coats at \$6.95

Children's navy blue kersey coats with inverted box pleated backs. Belted styles with cape collars. Sizes 10 to 14 years.

Sale of Middies

White jean and galatea middies with navy galatea or flannel collars. Sizes 8 to 16 and 36 to 44. The \$3.95 to \$4.50 middies at \$2.85. The \$5.95 to \$6.95 middies at \$4.59.

Sample Suits

Little boys' sample suits in middie and Oliver Twist styles. Made of fine pique, poplin, madras, chambray and gingham. All white and colors, some with contrasting trimming. Sizes 2 to 4, mostly 2 years. Special \$2.95 and \$3.95.

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

Sweaters \$5.95

Good heavy wool tuxedo sweaters in blue, peacock and rose, some with contrasting trimming. Also a few slipover styles. Sizes 3 to 14 years.

Sweaters 98c

Children's sweaters in pink, blue, white, rose and tan. Some plain, others with white trimming. Sizes 2 to 5, also white link-stitched sweaters with color trimming. Worth several times more.

Creepers 59c

A broken assortment of infants' gingham and linen creepers in plain colors, checks and stripe effects with white collars. Sizes 6 months to 2 years. Originally \$1.79.

Infants' Dresses

Dainty hand-made dresses of fine sheer nainsook without yokes. 22 inches long. \$1.75 to \$2.50 dresses at \$1.49, the \$2.98 to \$3.98 dresses at \$2.59.

Sweater Suits \$2.95

A limited number of sweater suits consisting of sweater, leggings and cap. Mostly red.

Good Salted Peanuts 15c

Extra special for tomorrow. We have just received a fresh shipment of fine large peanuts and have salted a large quantity which we place on sale at 15c lb. Packed in folding boxes. No mail orders and none delivered at this price.

—Meier & Frank's: Main Floor.

.65c Chenille Tassels 25c

Less than half price while any of 360 remain.

Alice blue, navy, old rose, green, brown, plum, burgundy, taupe, raspberry and black chenille tassels that may be used for a great many purposes.

—Meier & Frank's: Main Floor.

Printed Georgettes \$1

2000 yards of 39-inch printed georgette crepe regularly priced at \$2.50 to \$3 yard. Light and dark brown with lovely floral patterns in combination colors. Suitable for blouses and gowns. Wonderful value while any remains.

Wash Laces 25c

Regularly 35c to 75c. 2000 yards of good-plat valenciennes, cluny, shadow and filet edges and bands that may be used for art work and undermuslins. Very specially priced at yard 25c.

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

Lace Flouncings \$3.75

Regularly \$4.50 to \$7.50. 36 and 42-inch black and white chantilly cream margot lace flouncing and novelty metal flouncing in silver and gold on pastel shades, also black and silk net.



Incomparable

Silk Hosiery and Underwear Sales

Our women's hosiery and underwear buyer has just returned from a well-timed excursion into the foremost eastern markets, bringing back rich treasures of freshly captured silk hosiery and underwear which we offer to our discriminating patrons on the same extraordinarily favored basis as we negotiated the purchases. The brands are like a symposium of the leading silk hosiery and underwear makes—Kayser, Vanity Fair, Wayne, Merrill and others of proved excellence. It is opportunity time for the gift buyer as well as the woman purchasing for her personal requirements.

A Decade of Silk Hosiery Successes

Any one of these values is sufficiently extraordinary but TEN of them!—that is, indeed, amazing!

Silk Hose \$1.65

600 pairs. Full fashioned Kayser silk hose with mercerized lisle tops and soles, stop-ravel tops of lisle. Black and white. Slightly imperfect.

Silk Hose \$1.80

300 pairs. Full fashioned Kayser pure thread silk hose, stop-ravel tops, light weight. Sub-standards. Black and white only.

Silk Hose \$2.85

120 pairs. Full fashioned thread silk hose in black with assorted fancy white clocks.

Silk Hose \$1.60

300 pairs. Pure dye silk hose with spliced mock seam leg and seamless feet. Light gauze weight with lisle top. Black only.

Silk Hose \$1

2160 pairs. Mill runs of full-fashioned pure-thread silk hose. 20-inch boot with lisle tops and soles. Black only. Slightly imperfect.

Silk Hose \$1.70

250 pairs. Fancy silk hose with embroidered boots in self colors. Lisle tops and mock seams. Black, brown and navy.

Silk Hose \$3.00

200 pairs. Wayne full fashioned gauze weight all-silk hose in black and browns. Irregulars.

Silk Hose \$2.95

Full fashioned pure Ingrain silk hose, well reinforced to give good service. Brown, navy, gold, rose, gray, black, white, etc.

Silk Hose \$2.95

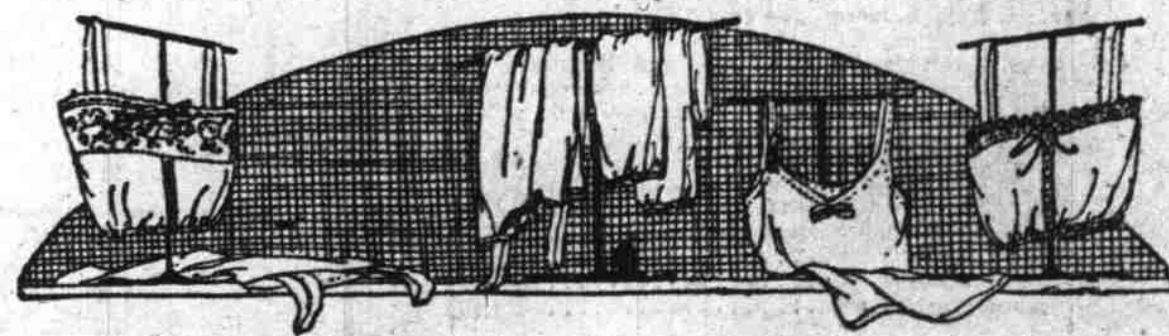
320 pairs. Full fashioned pure thread all-silk hose with fancy lace openwork and clocked ankles. Browns, navy, black and white. Some are subject to slight imperfections.

Kayser Silk Hose \$1.95

1344 pairs. Full-fashioned pure-thread silk Kayser hose. Plain with ravel-stop run tops, reinforced foot. Cordovan, navy, white. Slightly irregular.

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

Six Silk Underwear Surprises



Silk Vests \$2.65

Silk vests in bodice and regular styles with hand top finish. Pink only. Sizes 36 to 42.

Silk Bloomers \$3.65

Good quality silk bloomers, knee length. Pink only. All regular sizes.

Silk Camisoles \$1.45

Fancy silk camisoles in embroidered and dainty lace trimmed patterns. Pink and white only.

Silk Bloomers \$3.50

Fine light weight Silk Milanese bloomers in pink only. All regular sizes.

Silk Vests \$2.75

A clearaway of an odd lot of silk vests from various makers. Pink and white in the lot.

Silk Vests \$3.65

A discontinued line of extra quality Vanity silk vests. Hemstitched French band tops. Pink and white. Regular sizes.

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