

SEE THE OTHER SUNDAY PAPER FOR NEWS OF BRIDES' WEEK AND OTHER INTERESTING STORE ACTIVITIES



"It Always Pays to Buy at Meier & Frank's"

IT HAS passed into a truism—and there is a reason. It is especially true today, with deflation an accomplished fact in many lines, that the people can buy with confidence at Meier & Frank's. Wholesale prices have come down. Retail prices, although never as high in proportion as wholesale prices, particularly here, are down—about 30 per cent on an average, on most of the things we sell. We append a list showing on many diverse lines of merchandise comparisons between our prices today and the corresponding prices of a year ago. This we do for the especial benefit of newcomers, as our great body of regular patrons is well acquainted with the essential facts as stated. The list is presented mainly as a general analysis of Meier & Frank's REGULAR prices on standard quality merchandise. On various special stocks our prices are much lower. It is fine to know that prices are nearing a stable level. Be assured that whatever changes downward further take place in commodity prices will be reflected instantly, as they have always been reflected, in our prices to you.

Meier & Frank Co.

Women's Dresses

	Prices May 1, 1920	Prices NOW
Washable Frocks.....	\$25.00-\$45.00	\$15.00-\$29.50
Afternoon Dresses.....	45.00- 75.00	25.00- 55.00
Evening Dresses.....	35.00-125.00	25.00- 75.00

Women's Coats

	Prices May 1, 1920	Prices NOW
Jersey Sports Coats.....	\$75.00-\$95.00	\$12.50-\$25.00
Tweed Coats.....	45.00- 95.00	35.00- 65.00
Wraps.....	35.00-125.00	19.50- 75.00

Women's Suits

	Prices May 1, 1920	Prices NOW
Serge and Tricotine Suits.....	\$45.00-125.00	\$35.00-\$85.00
Wool Jersey Suits.....	35.00- 57.50	25.00- 45.00
Fancy Suits.....	55.00-125.00	33.75- 85.00

Women's Skirts

	Prices May 1, 1920	Prices NOW
Serge and Tricotine Skirts.....	\$15.00-\$20.00	\$10.00-\$15.00
Fancy Silk Skirts.....	19.50- 35.00	15.00- 25.00
Plaid and Stripe Skirts.....	17.50- 35.00	9.85- 22.50

Women's Furs

	Prices May 1, 1920	Prices NOW
Stone Marten Scarfs.....	\$75.00-\$98.50	\$39.50-\$55.00
Mole Scarfs.....	45.00-175.00	29.50-131.25
Gray Squirrel Scarfs.....	25.00- 75.00	15.00- 39.50
Fox Scarfs.....	75.00-150.00	50.00- 75.00

Women's Blouses

	Prices May 1, 1920	Prices NOW
Georgette.....	\$ 6.50-\$20.00	\$ 4.85-\$15.00
Crepe de Chine Blouses.....	7.95- 22.50	5.00- 17.50
Voile, Batiste and Organza Blouses.....	7.00- 27.00	5.00- 18.50
Tail'd Cotton Blouses.....	3.95- 8.50	2.75- 6.75

Millinery

	Prices May 1, 1920	Prices NOW
Chain Body Hats.....	\$ 2.95	\$ 1.95
Straw Sailors.....	5.00	2.95
Sports Hats.....	7.50	5.00
Dress, Tailored Hats.....	35.00- 50.00	22.50- 30.00

Women's Hosiery

	Prices May 1, 1920	Prices NOW
Full-Fash. Silk Hose.....	\$ 4.00-\$ 5.00	\$ 3.50-\$ 4.00
Full-Fashioned Silk Hose, Hise tops.....	2.00- 3.00	1.50- 2.00
Full-Fashioned Silk Lace Hose.....	6.00	4.50
Full-Fash. Lisle Hose.....	1.25	1.00
Mock-Seam Lisle Hose.....	.75	.59

Children's Hosiery

	Prices May 1, 1920	Prices NOW
Fiber Silk Hose.....	\$ 1.50	\$ 1.00
Lisle Hose.....	.75	.60
Roll Top Hose.....	1.00	.50

Women's Underwear

	Prices May 1, 1920	Prices NOW
Silk Knickers.....	\$ 6.50-\$11.00	\$ 4.50-\$ 9.00
Silk Vests.....	6.00- 8.75	3.95- 6.75
Silk Union Suits.....	10.00- 12.00	6.50- 9.00
Lisle Union Suits.....	3.50- 3.75	2.00- 2.25
Cotton Union Suits.....	1.50- 2.25	.85- 1.75
Cotton Vests.....	1.00- 1.15	.65- .75

Children's Underwear

	Prices May 1, 1920	Prices NOW
Athletic Union Suits.....	\$ 1.50	\$ 1.00
Knit Bloomers.....	1.50	1.00
Lisle Union Suits.....	1.25- 1.75	\$ 1.00- 1.50
Nazareth Waists.....	.60	.45

Women's Lingerie

	Prices May 1, 1920	Prices NOW
Philippine Gowns.....	\$ 3.59-\$ 6.45	\$2.59-\$3.65
Philippine Envelope Chemise.....	3.95- 6.45	2.59- 3.75
Crepe de Chine Gowns.....	5.95- 9.95	3.95- 6.95
Crepe de Chine and Satin Bloomers.....	4.95- 7.45	2.95- 4.95
Crepe de Chine and Satin Camisoles.....	2.95- 4.95	1.95- 3.59
Domestic Gowns.....	1.95- 3.59	1.29- 1.95
Domestic Envelope Chemise.....	1.95- 2.59	1.29- 1.98

House Dresses

	Prices May 1, 1920	Prices NOW
House Dresses.....	\$ 3.50-\$ 6.45	\$ 1.95-\$ 3.95
Gingham and Percalé Aprons.....	1.95- 4.50	.98- 2.59
White Aprons.....	1.59- 2.50	.98- 1.75

Women's Gloves

	Prices May 1, 1920	Prices NOW
Short Kid and Lamb-skin Gloves.....	\$ 4.00-\$ 4.50	\$ 3.00-\$ 3.25
Perrin's Short Kid Gloves.....	5.00- 5.50	3.75- 4.00
Washable Gloves.....	3.25- 6.50	2.75- 4.00
16-Bt. Silk Gloves.....	3.00- 4.00	2.00- 3.25
Long Fabric Gloves.....	2.25- 3.00	1.39- 1.69

Neckwear and Veils

	Prices May 1, 1920	Prices NOW
Windsor Ties.....	\$ 95-\$ 1.75	\$.65-\$ 1.50
Brushed Scarfs.....	9.95	7.95
Silk Scarfs.....	17.50	13.95
Lace Collars.....	1.50	1.00
French Mesh Veiling.....	.85	.65
French Dot Veiling.....	1.25- 1.50	1.00- 1.25
Maline.....	4.5- 1.00	.35- .75

Children's Wear

	Prices May 1, 1920	Prices NOW
Gingham and Chambray Dresses.....	\$ 2.95-\$ 9.95	\$ 1.98-\$ 6.95
Cotton Middies.....	2.45- 4.45	1.27- 2.95
Flannel Middies.....	8.95	6.95
Rompers.....	2.59- 3.59	1.59- 2.29
Creepers.....	2.59- 3.59	1.59- 2.29
Muslin Gowns.....	1.59- 3.59	.98- 1.98
Muslin Drawers.....	.60- 1.25	.35- .79

Shoes

	Prices May 1, 1920	Prices NOW
Women's Shoes.....	\$10.00-\$22.00	\$ 7.50-\$17.00
Men's Shoes.....	11.00-17.00	7.00-12.00
Boys' Shoes.....	5.50- 8.00	3.75- 7.50
Children's Shoes.....	3.25- 7.50	2.50- 6.25

Handkerchiefs

	Prices May 1, 1920	Prices NOW
Women's Handk'ch'fs.....	\$.08-\$ 1.50	\$.05-\$ 1.00
Men's Handkerchiefs.....	.10- 1.50	.05- 1.25
Boys' Handkerchiefs.....	.20- .35	.10- .25

Groceries

	Prices May 1, 1920	Prices NOW
Cane Sugar, 100-pound sacks.....	\$24.75	\$ 8.10
Best Patent Flour, 49-pound sacks.....	3.40	2.35
Crisco, 9-lb. cans.....	3.00	2.00
Jewel Shortening, 8-lb. cans.....	2.50	1.50
Butter, 2-lb. rolls.....	1.27	.70
M. & F. Coffee.....	.45	.35
Small White Beans.....	.12	.06
Head Rice.....	.20	.12
Canned Fruit.....	.40	.25
Laundry Soap, 15 bars.....	1.00	20 bars 1.00

Housewares

	Prices May 1, 1920	Prices NOW
French China, open stock patterns.....	20%	Lowered Since May 1, 1920
Aluminumware.....	12%	
Ironware.....	10%	
Galvanized Ware, pails, tubs, etc.....	33 1/2%	
Galvanized Ash Cans.....	15%	
Cotton Mops.....	25%	
Gray Enamelware.....	10%	
Tinware.....	25%	
Paints.....	8%	
Rope.....	20%	

Silverware

	Prices May 1, 1920	Prices NOW
Sterling Silver Flatware.....	20%	Lowered Since May 1, 1920
Sterling Silver Hollowware.....	20%	
Sheffield Plat. Hollowware (reproductions).....	10%	
Quadruple Plated Ware.....	10%	
Hepplewhite Design Flatware.....	10%	
Hepplewhite Design Hollowware.....	10%	

Leather Goods

	Prices May 1, 1920	Prices NOW
Leather Cigar and Cigarette Cases.....	50%	Lowered Since May 1, 1920
Leather Bill Folds.....	25%	
Boston Bags.....	33 1/2%	
Silk Bags.....	50%	
Leather Handbags.....	25% to 50%	
Toilet Cases.....	33 1/2%	
Muslin Folds.....	33 1/2%	

Jewelry

	Prices May 1, 1920	Prices NOW
Swiss Watches.....	25%	Lowered Since May 1, 1920
Italian Jet.....	50%	
Bakelite Beads.....	50%	
Crystal Beads.....	50%	
Sterling Silver Novelties.....	25%	

Toiletries

	Prices May 1, 1920	Prices NOW
Djer Kiss Talcum.....	\$.35	\$.25
Coty's Face Powder.....	2.25	1.00
Houbigant's Ideal Toilet Water.....	7.00	6.25
Piver's Face Powder.....	1.50	1.00
Hudnut's Face Cream.....	.60	.50
Roger and Gallet Face Powder.....	2.20	1.85
Colgate's Natural Soap.....	.19	.10

Notions

	Prices May 1, 1920	Prices NOW
Dress Shields.....	\$.60-\$ 1.00	\$.55-\$.75
Brassieres.....	2.25	2.00
Barbour's Lin'n Thread.....	.35	.25
Sewing Needles.....	.15	.15
Mercerized Darning Cotton.....	.07	.05
Dr. Parker's Waist Hose Supporters.....	.65	.50
O.N.T. Darning Cotton Collar Bands.....	.15	3 for .10

Dress Trimmings

	Prices May 1, 1920	Prices NOW
Silk Cord.....	\$.20-\$.75	\$.15-\$.60
Silk Pigtail Braid.....	1.25	.95
Silk Rattail Braid.....	1.25	.95
Silk Soutache Braid.....	.35- .45	.30- .35
Silk Military Braid, 1-inch.....	.20	.15
Silk Fringe, 4-inch.....	1.35	1.00
Silk Fringe, 6-inch.....	2.25	1.75
Angora.....	3.50	2.15
Silk Bathrobe Girdles.....	1.25	1.00
Cotton Bathrobe Girdles.....	1.00	.65
Silk Tassels, 4-inch.....	.35	.30

Wash Goods

	Prices May 1, 1920	Prices NOW
Red Seal Gingham.....	\$.45	\$.25
Amoskeag Ap'n Gingham.....	.25	.18
Wm. Anderson's Gingham.....	1.00	.75
Punjab Percalé.....	.60	.35
Devonshire.....	.60	.39
Plisse Crepe.....	.60	.40
Calico.....	.25	.13
Amoskeag A. C. A. Ticking.....	.75	.40
Bleached Muslin.....	.40	.20
Lonsdale Bl'ch'd Muslin.....	.45	.22
Unbleached Muslin.....	.45	.20
Cheese Cloth.....	.15	.08
Longcloth.....	.40- .75	.25- .45
White Voiles.....	.60- 2.25	.35- 1.75

Table Linens

	Prices May 1, 1920	Prices NOW
Damask Cloths.....	\$ 7.00-\$28.00	\$ 4.95-\$15.00
Damask Napkins, doz.....	12.00- 30.00	10.00- 20.00
Damask Center Pieces.....	3.00- 12.00	1.75- 8.00
Damask Scarfs.....	10.00- 18.00	6.50- 12.00
Damask, by the yard.....	2.75- 6.00	2.00- 5.00

Bed Linens

	Prices May 1, 1920	Prices NOW
Cotton Sheets.....	\$ 1.65-\$ 3.50	\$ 1.25-\$ 2.25
Sheeting, by the yard.....	.60- 1.25	.30- .75
Spreads.....	3.50- 12.00	2.75- 9.00
Pillow Cases.....	.55- .80	.40- .50

Bedding

	Prices May 1, 1920	Prices NOW
Woven Wire Springs.....	\$ 5.25	\$ 3.95
Cotton Felt Mattresses, 40 lbs.....	13.00	9.95
Plain and Fancy Blankets.....	18.50- 35.00	12.50- 25.00
Comforters, wool and down filled.....	20.00- 60.00	9.50- 35.00
Pillows.....	2.25- 9.50	1.75- 7.50

Furniture

	Prices May 1, 1920	Prices NOW
Oak Dining Chair, with leather seat.....	\$ 7.25	\$ 5.45
Oak Rocker, leather seat.....	18.00	11.75
Oak Rocker, solid seat.....	12.50	7.95
Ivory Enamel Dresser.....	54.00	36.00
Mahogany Dresser.....	183.00	128.00
Mahogany Post Bed.....	71.00	49.00
Oak Dining Table.....	52.00	39.50

Rugs, Linoleum

	Prices May 1, 1920	Prices NOW
French Wilton, 9x12.....	\$105.00	\$120.00