

VIVID VALUES :

An Event Epochal of Appeal To The Home-Going College Woman Who Wears Home
The Traditional Garb of the Campus---and Matrons Who Favor Youthful Slender Style!

Mr. L. J. French Inaugurates A Radical Departure From The Usual "Open-The Year' Round" Policy of Exclusive Shoppes and Announces A Post-Season Selling Out of All Present Stock Prior To Closing Up Temporarily For the Summer

An open letter to Patrons of the French Shop..... In timing this important event one of the principal reasons was to provide an opportunity for our host of student patrons to complete their summer wardrobe reasonably---and as stylishly as their friends at home will justly expect of them. Of course it's much wiser to come early while sizes and colors are plentiful.

The FRENCH SHOPPE

On Thursday Morning
Will Therefore Sponsor A Most Unique
CLOSE OUT SALE

(Not Retiring Permanently---Shutting Up Till Fall.)

Beginning With a Silent

• AUTOMATIC •
A·U·C·T·I·O·N

Garment By Garment • Group
By Group • Of Our Entire Stock

• DRESSES • SUITS •
• COATS • SWEATERS •

Under the Personal Direction of
ELLIS CULVER FAUNTON
In Charge of Publicity

Every 15 Minutes
Every Price Group
Automatically
Reduced 50c to \$1.00
EVERY AUCTION PERIOD

The minute hand of the clock is the sole Auctioneer in this Unique---Silent---Automatic Auction. As the Clock's hand surely wends its way around the dial, every 15 minutes every group of garments is reduced automatically 50c to \$1.00.

The Silent Auction is exactly the opposite to the conventional auction conducted by a loud crying auctioneer. Instead of starting at a low figure and gradually rising to a peak figure, every group drops every quarter-hour.

Consequently the selling price is entirely up to you---everybody is sure of fair play---there can't be any fictitious bidding---and time and your own alacrity in deciding are the sole judge of value.

To accommodate as many patrons as possible at one time, and in fairness to others waiting, not more than 2 dresses can be taken into the fitting room with one patron. This will avoid confusion and facilitate keeping the greatest possible number of dresses ready for your inspection.

The rapidity of the price changes every quarter hour on hundreds of garments at the same time avoids the aggravating wait customary to most sales. No need to watch the windows or the Register-Guard day after day watching for lowered prices---Every 15 minutes every day prices drop on everything here.

THREE • AUCTIONS • DAILY

9 to 11 A. M.

1 to 3 and 3 to 5:30 P. M.

Rayon and Satin
SLIPS

Reg. \$1.95---\$2.25---\$2.75
Both Baronette Lustre
Satin and 14-inch hem.
Rayons in pastel colors,
assorted popular sizes.

50c

Reg. \$2.85---\$3.50---
\$4.75
UNDIES

Combinations, Dancettes
of Kayser silk, glove silk,
crepe and overlace chil-
lons and georgette.

2 For 1.95

Reg. \$1.---\$1.25---\$1.50
**COSTUME
JEWELRY**

A liberal choice of Chokers,
Bracelets, Buckles and En-
semble sets to match this
season's dress colors, each

50c

Reg. \$30 and \$35
**LAPAN FUR
JACKETTES**

The smart thing for chilly
evenings this summer in
eggshell, Arab tan and
SEAL black. Exquisitely
lined in triple Canton
crepes, now

16.95

Reg. up to \$3.50
**SLIP-ON
SWEATERS**

New 1932 quarter band
sleeves, long waisted, open
mesh and honey comb
rib knits in white and
pastel colors. Closing up
price

1.69

Reg. \$22.50 Silk
**LOUNGING
PAJAMA SUITS**

Both one and 2 piece
moderne print and ap-
plique, and Oriental
jacket suits with elab-
orately embroidered
gold strand relief, as
low as \$3.75 and up to

11.50

Reg. \$6.00 Silk
**SLEEPING
PAJAMAS**

Exquisitely fine
woven transparent
silks in pink, Nile
green and dainty
blues, lace edged, ap-
pliqued and embroi-
dered. Closing up
price

3.95

Drastic Reductions
On All Garments
Between Auctions

Reg. \$1.00 and \$1.25
**KAYSER
GOLD MAID---ONYX
Ears Thread SMM
HOSE**

Assorted colors and
sizes of discontinued
styles, all with these
famous nationally
advertised labels.

49c

2 pair for 90c

Besides
Apparel
Vivid
Values
Is the
Price
Keynote
On All
Else

Reg. \$1.00 \$1.10
HOSE

The nationally style
crafted "Gotham Gold
Stripes," all new colors
and all sizes, pair

69c

Reg. \$1. and \$1.25
HOSE

"Titania's" famous silk
service chiffon and all
new meshes, 1932 col-
ors, cut to, pair

69c

SCARFS

Reg. to \$3.50

A very special group of
assorted styles in col-
ored and patterned
silks. Your choice

39c

New 1932

HOSE

COLORS

Dusky

Smokestone

Promenade

and Light

Gunmetal

The Original Tags Are All
Intact---Not One Removed...

A Thrifty Footnote.....

July Clearance Prices on June 2nd---Reductions and Savings in Apparel are just a month in advance of 1932 schedule at French's. The tardiness of a late Spring, with a store full of cool frocks that'll be mighty useful in a few days, is the reason that prompted this unusual sale.

Effective on the temporary Closing of this store for the summer, Mr. French plans a direct to market buying trip, bringing from Eastern style marts the first authentic New York modes for Fall. This new policy will insure our patrons of the same exclusive style buyer service featured by much larger establishments months in advance of regular showings.

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FRENCH • EXCLUSIVE • WEAR

Miner Bldg. Annex --- Just a Block and a Few Steps from Willamette --- On Broadway