

SMART BRIDES HAVE OUR BRIDAL CONSULTANT PLAN THEIR WEDDING

MAIL AND PHONE ORDERS* NO SALES TO DEALERS

OPEN MONDAY AND FRIDAY 12:15 TO 9 P. M.
OTHER DAYS 9:30 A.M. TO 5:30 P.M.

Washington's Birthday

Feature of...



Salem Days

Meier & Frank Co.

OREGON'S OWN STORE SINCE 1857

SALEM 3-2211

FREE STORE-SIDE
PARKING—OVER 1000 CARS

FAMOUS LABEL KNIT DRESSES

Reg. \$35.95 to \$49.95

\$19.90

Our most fabulous collection of knit dresses from the country's leading makers! All the dressy and casual styles so important this great year of knits! Spring colors, basic year 'round darks. Short, three-quarter and long sleeve styles.



DRESSY SEPARATES

Reg. \$12.98-\$16.98

\$8.99

Reg. \$10.95-\$25.95

\$11.99

Evening and late day skirts, tops and fancy pants. Satins, velveteens, velvets and novelty fabrics.

Reg. \$6.98-\$9.98 Better

BLOUSES-SKIRTS

\$3.99

Famous makes in wool jersey, satin, dacron and cotton. Sizes 8-18.

SPORTS SHOP—STREET FLOOR

GREAT SWEATER AND SKIRT SALE!

Famous Make Skirts

Reg. \$14.95-\$19.95 **\$8.99**

Reg. \$25.00-\$35.95 **\$11.99**

Two outstanding groups of skirts by leading makers in terrific choice of styles and fabrics. Gabardines, flannels, imported tweeds, straight skirts, slim-line, pleated and flared styles.

Famous Make Sweaters

Reg. \$15.95-\$22.95 **\$8.99**

Reg. \$25.00-\$35.95 **\$11.99**

Bulkies, cashmires, jeweled orlons, shetlands. Full-fashioned styles, novelty styles and classics. Slipons and cardigans included. Good choice of colors, but not all sizes in all colors or styles.

SPECIAL GROUP JACKETS

Reg. \$24.50-\$35.95 **\$11.99**

Reg. \$35.95-\$39.95 **\$14.99**

Suedes, leathers, piper cardigans, striped jerseys. Incomplete assortment.

SPORTS SHOP—STREET FLOOR

Reg. \$69.95 to \$89.95

LUXURY FABRIC COATS

\$46

Fine wool fabrics by famous mills. Outstanding silhouettes of the season. Basic colors. Junior sizes 7-15.

Reg. \$49.95 to \$69.95

FINE WOOL COATS

\$36

Large group of smart coats in new season fashion colors. Junior sizes 7 to 15.

Reg. \$25.00 to \$29.95

SHEER WOOL DRESSES

\$15

Smart slim-line silhouettes, gay colors for now into spring. Junior sizes 7 to 15.

Reg. \$22.95 Dacron Dresses; washable pleated styles **\$15**

Reg. \$19.98 to \$39.95 Dressy and street dresses, 7-15 **\$9**

Reg. \$17.98 All-weather coats and rain coats; famous makes **\$13**

OREGONIAN SHOP
STREET FLOOR

Reg. \$79.95 to \$198

CREST ROOM FASHIONS



Beautiful late-day dresses by leading fashion designers. Assorted styles in a wide array of smart fabrics... a wonderful value. Be early to make your selection.

CREST ROOM
STREET FLOOR

Reg. \$13.98-\$22.98

MATERNITY SUITS \$8.99

Flannels and failles.

Reg. \$6.98-\$10.98

MATERNITY TOPS \$3.99

Wool, rayon, cotton.

Reg. \$2.98-\$3.98

MATERNITY TOPS \$1.99

Cotton prints.

MATERNITY SHOP
STREET FLOOR



Reg. \$8.98 to \$12.98 WOMEN'S DRESSES

\$5.99

Appealing assortment! Cottons, rayon prints, solid color rayon crepes. Dresses you'll wear now and into summer. Not a complete size assortment but both regular and half sizes in the group!

Reg. \$19.98-\$24.98 Women's Dresses from famous makers. Synthetics, rayon crepes, blends. Not all sizes! **\$10.99**

Reg. \$14.98-\$17.98 Women's Better Dresses; cottons, crepes, prints, current season fabrics. Regular, half sizes. **\$8.99**

BUDGET DRESSES
STREET FLOOR

Reg. \$17.98 to \$19.98 Special Group

WOMEN'S DRESSES \$12.99

Dressy rayon prints, metallic cotton prints, pastel wool jerseys and dressy rayon crepes. Beautiful styles, large assortment but incomplete as to size and color in all styles! Every dress an outstanding value!

Reg. \$12.98-\$17.98 Women's Dresses; taffetas, brocades, solid-color jerseys. Outstanding group, not all sizes! **\$6.99**

Reg. \$22.95-\$25.00 Pure Silk Prints and sarahs. Famous label dresses you won't want to miss. Misses' sizes! **\$14.99**

LOWNSDALE SHOP—STREET FLOOR

Reg. \$8.98-\$16.98 Uniforms; dacron, nylon, cotton in group. **\$6.99**

Reg. \$1.98 Cobbler Smocks and Aprons in gay Everglaze prints, combinations. **69¢**

UNIFORMS—STREET FLOOR

*Plus shipping cost to areas outside our regular truck delivery routes.