

NO SALES TO DEALERS. WE RESERVE THE RIGHT TO LIMIT QUANTITIES.

CENTENNIAL SALE

YOU SAVE **25% TO 75%** ON EVERY SINGLE ITEM

SPRING FASHIONS FLOWN IN FOR THIS GREAT EVENT

\$15.98-\$19.98 label

DRESSES
\$12

One of the most gorgeous groups of Springtime fashions we've ever offered! Late spring and advance summer dresses you'll want right now. Collection includes acetate tweeds, prints, solid tone shantung to mention just a few. Dresses for the office, for meeting time and for little dinners out. Wonderful size selection from 12-20. Name your favorite color and we're bound to have it!

Mail and phone orders*

\$25.98 advance

STYLES
\$17

Just flown in from New York and now ready for your approval! Look at a few examples of what you'll find: rich silk shantung, versatile jacket dresses, silk-cotton blends, ever-loved sheers and popular prints. We could go on and on—but you'll have to come in and see them, try them and you be the judge of one of the hottest Centennial buys in the store! You'll barely believe the price tag is a low, low \$17. Sizes misses, women's, petites in group.

Mail and phone orders*

LOWNSDALE SHOP—STREET FLOOR

only 60! reg. \$10.98-\$16.98
WOMEN'S DRESSES

Be down early for these! A selected group of drip-dry types, rayon novelties and prints. Not every style in every size but you'll find your size if you're here when the store opens.

\$5

Mail and phone orders*



\$12.98—FINE FASHION in women's dresses, including cottons and rayons; good color assortment **\$8.00**
\$19.98-\$22.98 MISSES DRESSES in tailored, sport and dressy designs; sizes 10 to 18 in group **\$15.00**
\$22.98 WOMEN'S SIZES—Only 90! So hurry down for these. Delightful group of styles **\$17.00**
\$29.98—Only 50! Be here early for the choice designs. Cottons, rayons in group **\$22.00**

Mail and phone orders*

LOWNSDALE SHOP—STREET FLOOR



just unpacked

\$55.95-\$69.95

JR. COATS

\$39

Just slipped out of their packing tissue papers... never shown before! Sparkling, bright new Easter parade junior coats. Choose from these top type of wonderful wool weaves: Miko basket weave, hopsacking, Puritan tweeds, petit points. And we haven't left out a single important silhouette—you'll find them all from fitted to loose and everything in between! White, beige, blue, gold, navy, pink and coral; junior sizes 7 to 15.

Mail and phone orders*

\$59.95-\$85.95

junior size

EASTER SUITS

\$44

Here they are—the smartest suits of this 'suit year'! Finest worsteds, woolens and scrumptuous silks. Top labels noted for fine detailing—basic, tailored and dress-maker types. All flown straight to us from America's most famous New York and California designers. There's one just waiting for you. Choose from gray, beige, navy and blue in sizes 7 to 15.

Mail and phone orders*

OREGONIAN SHOP—STREET FLOOR

regularly \$29.95-\$35

year 'round suits **\$17**

Group of rayon acetate and silk-cotton combinations in boxy and fitted styles. Perfect summer suits. Collection includes black, beige, blue, navy, gray, pink, orchid in regular sizes 10 to 18. Real Centennial Buys!

No mail or phone orders

WOMEN'S SUITS—STREET FLOOR

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

regularly \$14.98-\$29.98, just 45!
JUNIOR DRESSES

Includes novelties, cottons, sheer woolens, silk, cotton blends. Styles for office and afternoon designs. Incomplete sizes 7 to 15.

\$5

regularly \$14.98-\$19.98
SUMMER DRESSES

Cottons, Dacron-cotton blends, fine broadcloths woven patterns in sheath dresses, 'sissy' shirt-waists, jacket dresses and 'Dutch Boy' silhouettes. Darks and pastels; 7-15.

\$12

regularly \$22.98-\$29.98
JUNIOR DRESSES

Woven cottons, shantung, Or-lon-cotton blends, coup de villes, novelty crepes. Dots, prints, embroideries and plains in tailored dresses, jacket styles, sheath designs; 7-15.

\$17

regularly \$29.98-\$39.98
DESIGNER DRESSES

You'll be seeing these dresses in your favorite magazine soon. But you can buy them now at Centennial savings. Silks, woven cottons, silk-tweeds; sizes 7-15. Every one with a top label—top buys!

\$23

OREGONIAN SHOP—STREET FLOOR

OPEN MONDAY
9:30 a. m. to 9 p. m.

FREE STORE-SIDE
PARKING FOR
OVER 1,000 CARS

IT PAYS
TO BUY AT
MEIER & FRANK'S

Meier & Frank Co.

OREGON'S OWN STORE SINCE 1857

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