

News of Meier & Frank's 1283d Friday Surprise Sales!



1000 Attractive House Dresses at 98c

Here's another unparalleled opportunity for women who make it a point to take advantage of the "psychological moment" in shopping affairs. Today we're offering for your selection exactly 1000 splendidly-made House Dresses, including a number of the famous "Dix" make, at this very modest price, 98c. Gingham, percales, linen, chambray and seersucker materials. All the desirable light and dark colors, attractive designs and combinations. Neat and effective trimmings. The styles are simple, therefore most desirable for home wear, with high or low necks. Every Dress guaranteed to fit perfectly, and to be of fast color. Sizes range from 34 to 46, inclusive. This is a one-day offering—Friday only—these 1000 House Dresses will be priced at 98c.

—Fifth Floor, Sixth-St. Bldg.

MEIER & FRANK'S 1283D FRIDAY SURPRISE SALE
SIXTH-STREET BUILDING.

Prepare for the "Rainy Season" Women's \$3 Umbrellas, \$1.98

200 Umbrellas included in this special purchase, to go on sale Friday at this deep reduction. Rain-proof Gloria silk covers, good steel frames with eight ribs. Splendid assortment of handles, some trimmed with sterling silver and bronze effects, others plain, with silk cord loops for convenience in carrying. Be "forehanded" and procure that needed Umbrella Friday, when you may purchase a regular \$3.00 quality for \$1.98.

—First Floor, Sixth-St. Bldg.

MEIER & FRANK'S 1283D FRIDAY SURPRISE SALE
SIXTH-STREET BUILDING.

Women's Undergarments, 49c

FRIDAY ONLY—Women's \$1.25 and \$1.00 "Richelieu" Union Suits, low neck, sleeveless, lace-trimmed umbrella knee, all sizes, only 49c. Lisle Knickers, odds and ends of styles and sizes. Friday, special, 49c. Silk and Lisle Vests—in small sizes only—49c.

—Second Floor, Sixth-St. Bldg.

MEIER & FRANK'S 1283D FRIDAY SURPRISE SALE
SIXTH-STREET BUILDING.

Novelty Ribbons the Yard 29c Reduced From 50c and 65c

Here's a "clean-up" of Fancy Ribbons, including satins, Dressens, moire, plain taffetas, brocades, faille taffetas, and warp prints in stripes, plaids, checks and plain colors. 5 to 7-inch widths. A broken assortment, but splendid selection of colors and combinations. Regular prices from 50c to 65c—Friday's special price, yard, 29c.

—First Floor, Sixth-St. Bldg.

MEIER & FRANK'S 1283D FRIDAY SURPRISE SALE
SIXTH-STREET BUILDING.

Light Weight Flannelette Gowns, 49c

Extremely suitable for Fall wear. All new merchandise, well made and proportioned. Blue and white and pink and white striped effects. Specially priced for Friday's selling, at 49c.

—Second Floor, Sixth-St. Bldg.

MEIER & FRANK'S 1283D FRIDAY SURPRISE SALE
SIXTH-STREET BUILDING.

Silk Boot Hose, the Pair 35c Three for \$1.00

Regular 50c qualities—bought from a prominent manufacturer, mill run some possessing slight factory imperfections. Full fashioned, lisle tops and soles. Black and a few colors. Friday only, three pairs \$1.00, pair 35c.

—First Floor, Sixth-St. Bldg.

MEIER & FRANK'S 1283D FRIDAY SURPRISE SALE
SIXTH-STREET BUILDING.

Children's 59c Rompers, 29c

Neat, durable Rompers for children from 2 to 6 years of age comprise this Surprise offering. They're of good, strong gingham, chambrays and striped seersucker. Colors included are blue, white, pink and tan. Usually 59c. Friday only, 29c.

—Second Floor, Sixth-St. Bldg.

MEIER & FRANK'S 1283D FRIDAY SURPRISE SALE
SIXTH-STREET BUILDING.

MEIER & FRANK'S 1283D FRIDAY SURPRISE SALE
SIXTH-STREET BUILDING.

Remnants Wash Goods, Friday 1/2 PRICE

This is a Surprise offering well worth your attention—a vast assortment of Wash Goods remnants in lengths from 2 to 6 yards—and in a wide array of colors. Included are voiles, crepes, ginghams and percales—remnants priced for Friday only at HALF PRICE.

—Third Floor, Sixth-St. Bldg.

SIXTH-STREET BUILDING.

MEIER & FRANK'S 1283D FRIDAY SURPRISE SALE

FREE—"Shadow Pictures" of the Babies and Children

—made while you wait. Every child under 12 is entitled to one. There's no obligation on your part—all we ask is that the child or baby be accompanied by parent or guardian. The "Man With the Magic Scissors" will be at this store every day this week, from 10 A. M. to 1 P. M. and 2 P. M. to 5 P. M., making life-like profiles that delight the children and their parents. Come in and "pose" for the silhouette artist.

—Second Floor, Sixth-St. Bldg.

SIXTH-STREET BUILDING.

MEIER & FRANK'S 1283D FRIDAY SURPRISE SALE

Cover-All Aprons at 39c

Made of good quality percale and gingham in light and dark colors and many neat designs, stripes and checks. Button down the back, made with belt. These Aprons are 54 and 57 inches long and well proportioned. Friday only the price is, each, 39c.

—Second Floor, Sixth-St. Bldg.

SIXTH-STREET BUILDING.

MEIER & FRANK'S 1283D FRIDAY SURPRISE SALE

Children's White Dresses At Surprise Prices

Dainty little Dresses in sizes 6 months, 1 year and 2 years only. Made of fine, soft nainsook, trimmed with laces and embroideries. Some with embroidered yokes. Priced as follows for Friday:

\$1 White Dresses.....	79c
59c White Dresses.....	39c

SIXTH-STREET BUILDING.

MEIER & FRANK'S 1283D FRIDAY SURPRISE SALE

\$1.25 to \$2.50 White Dresses for 83c

A broken assortment of White Dresses—in sizes from 2 to 5 years only. In French or Dutch style. Of fine lawn or batiste, trimmed with embroidery, featherstitching, or embroidery designs. Special on Friday only, 83c.

—Second Floor, Sixth-St. Bldg.

MEIER & FRANK'S 1283D FRIDAY SURPRISE SALE
SIXTH-STREET BUILDING.

Balkan Blouses & Middies, 85c

REGULARLY \$1.50 TO \$2.25

Balkan Blouses of white galatea, all white or trimmed in navy, Copenhagen, yellow and red.

Chinese Character Middies with raglan or set-in sleeves. Chinese characters embroidered in colors—emblems of "Friendship," "Peace" and "Love." Women's and misses' sizes. Regularly \$1.50 to \$2.25—Friday only, priced at 85c.

—Fifth Floor, Sixth-St. Bldg.

MEIER & FRANK'S 1283D FRIDAY SURPRISE SALE
TEMPORARY ANNEX

15c Cretonnes Yard 10c

Splendid assortment of colors and patterns, usable for comforters, box covers, etc. Regular 15c quality, Friday only, priced, the yard, 10c.

—Ninth Floor, Temporary Annex

FREE DISCOUNT TICKETS TO
"MARCUS LOEW'S" "EMPERESS" THEATER

—given in every department of this store to any man or woman, or to children when accompanied by grownups. Tickets good until September 18th. Amount of discount printed on back of each ticket. Sundays, Saturday nights and holidays alone excepted.

MEIER & FRANK'S 1283D FRIDAY SURPRISE SALE
TEMPORARY ANNEX

Cable Net and Nottingham Curtain Surprises

WHITE AND ECRU COLORS

\$2.75 and \$3.00 Qualities, Pair.....	\$1.69
\$1.75 and \$2.00 Qualities, Pair.....	\$1.39

—Ninth Floor, Temporary Annex

MEIER & FRANK'S 1283D FRIDAY SURPRISE SALE
TEMPORARY ANNEX

Boys' \$1.50 and \$2 Felt and Velvet Hats at 98c

Broken lines—in sizes, styles and colors—is the cause of this unusual Friday Surprise Sale. They're smart, practical Hats of good quality felt and velvet, in sizes from 6 to 67-8. Colors, brown, blue, red, white, black and gray. Usually selling at \$1.50 and \$2 each. Special on Friday only 98c.

—Boys' Store—Second Floor, Temporary Annex.

MEIER & FRANK'S 1283D FRIDAY SURPRISE SALE
TEMPORARY ANNEX

Fancy Pleatings, Yd. 22c

Regularly 35c and 50c.

A special purchase of 75 pieces, including plain nets, chiffon and shadow laces, 1 1/2 to 3-inch widths. Wide hemstitched, scalloped and colored edging. Pleatings come in white, cream, ecru and black. Regularly 35c to 50c the yard, special for Friday only, yard 22c.

—First Floor, Sixth-St. Bldg.

MEIER & FRANK'S 1283D FRIDAY SURPRISE SALE
SIXTH-STREET BUILDING.

Women's 35c Linen Kerchiefs Friday 19c

OR 3 FOR 45c—Broken lines of initials in plain script, block and Old English effects. Every wanted initial in the lot. All pure linen, in plain white or colored novelties. Regular 35c qualities on sale Friday only at 3 for 45c—each 19c.

—First Floor, Sixth-St. Bldg.

MEIER & FRANK'S 1283D FRIDAY SURPRISE SALE
SIXTH-STREET BUILDING.

65c Chiffon Veils at 50c

The popular Chiffon Veils, made up in 1 1/2-yard length and 18-inch width. In a good assortment of colors. Specially suitable for outing wear. For this Friday Surprise Sale only, each 50c.

—First Floor, Sixth-St. Bldg.

MEIER & FRANK'S 1283D FRIDAY SURPRISE SALE
SIXTH-STREET BUILDING.

Assorted Almond and Ice Cups—Dozen 12c

Made of crepe paper, in a large assortment of colors, plain and fancy effects. Selling regularly to \$2.00—as a special for Friday, Fancy Ice and Almond Cups for parties and dinners, dozen, 12c.

—First Floor, Sixth-St. Bldg.

MEIER & FRANK'S 1283D FRIDAY SURPRISE SALE
SIXTH-STREET BUILDING.

CANDY SURPRISES

60c Chocolate Marshmallows at 43c	
50c Milk Chocolates—whipped cream filled, box.....	38c
40c Surprise Chocolates, box.....	29c
30c Large Fruit Gum Drops, lb.....	18c
30c Jelly Beans, lb.....	15c

—Candy Store, Basement

Wonderful Surprises for Men and Boys

MEIER & FRANK'S 1283D FRIDAY SURPRISE SALE
TEMPORARY ANNEX

Men's \$15 Raincoats, \$7.50

Seasonable!—is this Friday Surprise Sale of men's Rubberized Rain-Coats in tan and gray. They're made with the desirable military collars—gray coats in sizes from 34 to 40, lined with plaid—tan coats in sizes from 34 to 44. Usually selling at \$15. To clean up the broken lines of sizes in these splendid Rain-Coats, we're offering this group of 200 as a Friday special—each \$7.50.

—Second Floor, Temporary Annex.

MEIER & FRANK'S 1283D FRIDAY SURPRISE SALE
TEMPORARY ANNEX

New Fall Pattern Shirts, 95c

Famous Meier & Frank Make—New Fall styles, colors and designs in men's Shirts offered for Friday at this very exceptional price. Either soft or pleated bosoms, with stiff cuffs attached. Make your selections Friday at this special price for new Fall-style Shirts—95c.

—First Floor, Temporary Annex

MEIER & FRANK'S 1283D FRIDAY SURPRISE SALE
TEMPORARY ANNEX

Men's Cooper Brand Underwear 69c

\$1.00 and \$1.50 Grades—Shirts and Drawers, spring needle ribbed cotton and mercerized lisle, in blue and flesh colors. Broken lines of this famous make, selling regularly \$1 and \$1.50—reduced for Friday only to, the garment 69c.

—First Floor, Temporary Annex

MEIER & FRANK'S 1283D FRIDAY SURPRISE SALE
TEMPORARY ANNEX

Boys' \$2 Oilskin Capes & Coats 98c

FAMOUS TOWER'S "FISH" BRAND

Just 200 of these serviceable Oil-Skin Capes and Coats for boys from 4 to 16 years of age—and they're all "going out" on Friday at this exceptional Surprise price! The Capes are full cut—made with arm holes. The Coats are made with two thicknesses over shoulder, just as the fisherman's coat is cut. These practical garments are all water-proof and made for service. In olive green only. Usually selling at \$2 each, special for Friday only, 98c.

—Second Floor, Temporary Annex.

MEIER & FRANK'S 1283D FRIDAY SURPRISE SALE
TEMPORARY ANNEX

Cooper's Union Suits for Men, \$1.29

Regularly \$2 and \$3—Summer weight ribbed cotton and mercerized lisle Union Suits, sizes 34 and 36 only. Mostly ankle length and long sleeves. Blue, pink and flesh colors. These are our regular \$2 and \$3 Cooper's Union Suits, to be sold Friday only, the suit \$1.29.

—First Floor, Temporary Annex

MEIER & FRANK'S 1283D FRIDAY SURPRISE SALE
TEMPORARY ANNEX

Men's 25c Cashmere Wool Hose 17c

We've just received a large shipment of this Hose (seconds), which we are offering for Friday at a reduced price. Very slight factory imperfections. Black and natural shade only. Friday's price, 3 pairs 50c, pair 17c.

—First Floor, Temporary Annex

MEIER & FRANK'S 1283D FRIDAY SURPRISE SALE
SIXTH-STREET BUILDING.

Grocery Surprises for Friday!

JERSEY BUTTER—Well-known brand. When you bear in mind the recent advance in the price of Butter, you'll recognize this as a veritable surprise—the roll..... 65c

Challenge Coffee—4 lbs., \$1; 2 lbs., 55c; lb.....	28c
Holly Milk—Case of 4 dozen, \$3.59; dozen cans, 90c; can, 7 1/2c	
Blue Ribbon Butter—Fancy Oregon make, roll.....	73c
Ghirardelli's Chocolate—No. 3 can, 75c; No. 1 can.....	25c
Corn Starch—Eastern make, four packages.....	25c
Sifted Rice—Fine broken Head Rice, No. 5 cloth sack.....	29c
White Soap—Armour's Floating Brand, usually 10c, sp/1, 3 bars 19c	

—Pure Food Grocery—Basement, Sixth-St. Bldg.

MEIER & FRANK'S 1283D FRIDAY SURPRISE SALE
SIXTH-STREET BUILDING.

Meier & Frank Co.

1857 1914

THE QUALITY STORE OF PORTLAND

FIR, Sixth, Morrison, Alder Sts.

Final! For Two Days-- Half-Price Reduction Prevails



On Entire Stocks of Modish
Summer Dresses
Fashionable
Separate Skirts

THE DRESSES—
—are a splendid assortment, suitable for street and home wear, whether for afternoon or business. Crepe de chine, taffeta, satin, serge and wool crepes, in assortment of styles and colors, including chartreuse, navy, black, browns, Copenhagen, flattered effects, novelty weaves and black and white checks. Dresses Formerly \$15 to \$50. Your Choice Friday \$7.50 to \$25.

SEPARATE SKIRTS—
—in walking style in black, browns, and Copenhagen, checks, stripes, black and white checks, white serge and black taffeta. Made in the desirable modes, and in sizes for misses, small women and regular women's sizes. This includes our entire stocks of Summer models in separate Skirts. Formerly Priced \$5 to \$20. Reduced to \$2.50 to \$10.

—Fourth Floor, Sixth-St. Bldg.