

The Route of the Great Rose-Show Parade This Afternoon Will Be East on Morrison St., From 10th to 3d, by The Meier & Frank Store

The Meier & Frank Store's Great 908th Friday Surprise Sales

100 Beautiful Princess Gowns In Voiles and Sheer Materials



\$30 Val. \$13.85

Today's sensational sale of Women's High-Class Princess Gowns will attract scores of women who want to buy the newest and prettiest Summer apparel at less than half its value—Fancy Striped Voile Princess Gowns and beautiful new Princess Lingerie Gowns from New York's leading manufacturer—\$30 values at \$13.85 ea.—The fancy voiles are in blue and white, green and white, brown and white, navy and white, gray and white and black and white—Lace yokes and sleeves and taffeta silk trimming—The skirts have two bands of the same material around the bottom—The Lingerie Gowns are in white, pink and blue mulls and batistes—Waists elaborately trimmed in lace and embroidery; skirts have deep flounce, tucked, lace trimmed, all sizes—Reg. \$30 vals., on sale **\$13.85** while they last at, each
See Fifth-Street Window Display

100 Rockers \$3.50, \$4 val \$2.65 Each



The Third Floor Furniture Store offers for today a special lot of 100 Porch and Lawn Rockers—green, red or natural finish. Big, handsome and comfortable chair. Furniture stores would ask you \$5.00 for the same rocker. Your choice today, while they last, at this unusually low price, each, **\$2.65**
See Fifth St. Window Display.

4000 Pieces Men's Underwear Best Summer Styles and Weights



Val. to \$3.50, 55c Garm't

A timely surprise sale of Men's Summer Underwear today—4000 pieces secured from America's leading underwear mills at a ridiculously low price—Cooper's underwear, Otis' underwear, Hygienic underwear, American Hosiery Mills' underwear, Lewis' underwear—Fancy striped, mercerized, silk lises, open-work meshes, form-fitting and balbriggan underwear—An immense assortment of the latest and best styles for hot weather wear—All sizes in shirts and drawers—By far the greatest underwear bargain you have ever had the opportunity to share in—The economical man will anticipate his needs for many months to come. Values range up to \$3.50 a garment—On sale at this special low price—Take advantage **55c**

Extra Salespeople to Serve You
See Fifth-Street Window Display
No Mail or Phone Orders Filled

TODAY'S 908TH FRIDAY SURPRISE SALE

3000 Women's Knit Undervests 35c Values on Sale at 16c

For today's 908th Friday Surprise offering, a great Summer sale of women's Knit Undervests, Swiss-ribbed, low neck and sleeveless; handsomely trimmed with embroidery and lace yoke, and shoulder straps; all sizes. The style and quality Undervest most stores sell at 50c each. Your choice today only at, each **16c**

TODAY'S 908TH FRIDAY SURPRISE SALE

6000 Pairs of Women's Hosiery 35c and 40c Values 21c Pr.

Just received Tuesday, in time for today's 908th Friday Surprise Sale, 6000 pairs women's fine quality Black Lace Lisle Hose, in lace boot effects; very pretty designs in grand assortment. They are seamless and absolutely fast color; sizes 8½ to 10; regular 35c and 40c values. Buy all you want today at, pair, **21c**

TODAY'S 908TH FRIDAY SURPRISE SALE

10,000 Yards of Fancy Ribbons Values Up to 50c at 18c Yard

For today's 908th Friday Surprise Sale, 10,000 yards of high-grade fancy Ribbons at less than half value; beautiful Persian and floral effects, plaids, stripes and checks; suitable for dress trimming, sashes, girdles, hair ties and fancy work. Widths from 4 to 6 inches. Values up to 50c the yard, on sale at this exceptionally low price, the yard—See our Fifth-Street window display. **18c**

5000 Women's New Parasols \$2.50 and \$3.50 Values, \$1.59

For today's 908th Friday Surprise sale another great special offering of Women's Parasols, comprising a large and varied assortment of pretty styles in plain linen, embroidered edges, scallops, insertions, tucks, hemstitched—White and all the new colorings and combinations—5000 of them to select from—All new, clean, fresh merchandise from one of the leading manufacturers in the land—Parasols that find quick sale at prices ranging from \$2.50 to \$3.50 each—Take your pick of the entire lot today at the exceptionally low price of, each **\$1.59**
See Fifth Street Window Display—No mail or phone orders filled.



5000 Prs. Women's Silk Gloves 75c to \$1.25 Values at 25c Pr.

A sensational sale of Women's Silk Gloves will attract thousands of eager buyers to Portland's glove headquarters today—5000 pairs of women's fine Silk Gloves—Two and three-clasp styles—Paris point embroidery backs, double finger tips—Modes, tans, browns, grays in all sizes—blacks and whites in broken lines of sizes—Gloves of the best style and quality selling regularly at prices from 75c to \$1.25 pr.—Your choice today only, pair, **25c**
A limit of 3 pairs to a customer—No mail or phone orders filled—Plan to be here early if you want to share in this grand bargain—Store open at 8 A. M.



High-Class Lingerie Waists Values to \$16 for \$3.95 Each

In Waist Dept. for today's 908th Friday Surprise sale an extraordinary offer of high-class Lingerie Waists, magnificent styles in grand assortment—This season's handsomest creations in linen, lawn and mull, plain or dotted batiste with fancy yokes front and back, trimmed in fine Maltese, Valenciennes, round mesh and Plat. Val. laces, eyelet embroidery, Hardanger, Gobelins, shadow embroidery, and hand-embroidered work, clusters of pin tucks, white and colors, all sizes—Beautiful waists, every one of them, values up to \$16, on sale while they last **\$3.95**
See Fifth-Street Window Display



Women's 75c Neckwear 29c Ea. For Today's 908th Surprise Sale

For today's Surprise Sale the women's neckwear department offers a great special lot of Lace Stocks, Embroidery Stocks, Revers Sets, Chemisettes, etc., etc., a great variety of pretty styles, all at attractive prices. Regular values 29c up to 75c each, on sale at this special low price, each—take advantage. **29c**

25c Cups and Saucers 14c Each For Today's 908th Surprise Sale

In the Big Basement Store for today's 908th surprise offering, a great lot of Japanese China Cups and Saucers, two styles, red Japanese decorations, or blue and white Japanese decorations. Best 25c values, on sale today at this wonderfully low price—every housewife should profit by this grand bargain. **14c**

75c Bathroom Stools 29c Each For Today's 908th Surprise Sale

In the Furniture Department, Third Floor, today, a great lot of 500 white enamel Bathroom Stools, nicely made and finished. Every home in the community can make good use of one or two of them. Regular 75c values, on sale at this wonderfully low price—No mail or phone orders filled—come early. **29c**

Meier & Frank's 908th Friday Surprise Sale 5000 35c-40c Corset Covers, 25c 1000 \$1.25 Corset Covers, 79c Ea.



Two great special lots of Corset Covers at a low price today—Best values of the season—Take advantage.
Lot 1—5000 fine Corset Covers, blouse and tight-fitting styles, trimmed in torchon lace and dainty embroideries; very large variety to select from; regular 35c and 40c values, on sale at this exceptionally low price, each, **25c**
Lot 2—Women's high-class cambric and nainsook Corset Covers, blouse fronts, yoke effects of dainty lace and embroideries, beadings and ribbons; tucked and plain backs. Reg. \$1.25 values, today only at this low price, each, **79c**
Great special values in women's Gowns, Drawers, Skirts, Chemise, all new, pretty styles, immense variety.
See the new 18-inch Garter Drawers, \$1.25 values, pair, **83c**
Portland agents for "La Grecque" Corsets—a model for every figure. Experts to fit you. On the second floor.
Agents for "Gossard" lace front Corsets—lowest prices.

Basement Bargains for Today

1000 adjustable Window Screens—two sizes, 18x33-inch and 28x42-inch; great special values, each:
30c Screens on sale at, ea. **24c**
45c Screens on sale at, ea. **35c**
Screen Doors in all sizes at the very lowest prices:
2 ft. 6 in. by 6 ft. 6 in. at **97c**
2 ft. 8 in. by 6 ft. 8 in. at **97c**
2 ft. 10 in. by 6 ft. 10 in. at **1.07**
3 feet by 7 feet at, each, **1.17**
Fancy Screen Doors at special low prices, on sale in Basement:
2 ft. 6 in. by 6 ft. 6 in. at **1.58**
2 ft. 10 in. by 6 ft. 10 in. at **1.65**
3 feet by 7 feet at, each, **1.74**
All door complete with hinges, hooks and knobs.
Great special sale of Cherry Seeders, two styles, 75c values, on sale at, each, **63c**

Meier & Frank's 908th Friday Surprise Sale 500 Men's Summer Suits \$16.50 Values at \$10.65



Exceptional values in men's Summer apparel today—two-piece outing suits and three-piece Summer suits at marvelous low price—This season's most desirable fashions and materials for your choosing—The man who has Summer clothing needs to supply can not afford to pass by this very unusual offering of \$15 and \$16.50 values at \$10.65 suit—Suits the exclusive clothier asks you \$18 to \$20 for—The details:
Men's 3-piece Suits and men's 2-piece Outing Suits—ten patterns to select from. The Outing Suits are light and medium gray, stripes and overplaid, fancy tweeds and flannels; also blue serge coats, ¾-lined; trousers made with belt loops and cuff bottoms. Our 3-piece suits are in fancy chevrons, worsteds and tweeds; grays and medium dark shades. All new fashions and materials. The above suits are the best products of two of Rochester's leading wholesale tailors. All sizes; regular values \$15.00 and \$16.50; your choice at this low price—See Morrison St. Window Display. **\$10.65**

Children's White Lawn Guimpes 69c Ea.

Great Friday Surprise Sale of children's white Lawn Guimpes—tucked and embroidery trimmed. **69c**
Ages from 4 to 14 years; come in very pretty styles; wonderful values today at, each, **69c**
"VUDOR" We are Portland agents for "Vudor" Porch Shades; they keep out the sun and still allow the air to circulate. All sizes, fitted with ropes and pulleys, ready to hang. The best Porch Shade on the market. See them on the Third Floor.
Porch Shades

ICE CREAM FREEZERS At \$2.37 Each

Great special sale of 100 Ice Cream Freezers, 3-quart size; the celebrated White Mountain Freezer; great value at, each, **\$2.37**
Complete line of Refrigerators, Lawn Mowers, Garden Hose, Gas Stoves and Ranges—Basement.

\$4 Carpet Sweepers for \$2.95 Each

In the Carpet Store today, a great special sale of Bissel's "American Queen" Sweepers. This is one of Bissel's best models. Cyco bearing, nickel-plated, protection plates on the sides, etc. Every one in the lot regular \$4.00 value. Your choice while they last today at this unusually low price, each—Only one hundred of them—Better come early if you want one—Third Floor. **\$2.95**