

Twenty Per Cent Reduction on Our Entire Stock of Refrigerators and Ice Cream Freezers—Soda Fountain in the Basement

Established 1857--The Meier & Frank Store--"Fifty Years in Portland" Today's Great Page of Phenomenal Bargains in All Departments

\$10⁵⁰ New, Beautiful Ostrich Feather Plumes for \$5.59

A great midsummer sale of beautiful imported Ostrich Feather Plumes today—just the feathers you will want for trimming the new Fall and Winter headgear—a duplicate lot of the extraordinary values we sold 600 of at a sale about six weeks ago; they are all new, imported feathers of magnificent style and quality—full 18 ins. long; black, white, pink, light blue, tans and browns. Late fashion news from Paris herald ostrich plumes as the proper thing for the coming season. Wise women will anticipate their wants at the big having offered every one; our regular \$10.50 value; today only, choice at... **\$5.59**

See big Fifth-Street Window Display. Mail and phone orders will receive prompt, careful attention.



2500 Wash Suits, Values Up to \$8.00 Each for 98c

At other sensational Surprise Sale bargain in Women's Wash Suits—2500 of them in this season's very best styles and materials to be sold at a price that is down to a point where every woman can afford to buy at least half a dozen of them for morning housewear if nothing else—The lot includes plain tailored and fancy shirtwaist styles, also Peter Pans in white lawns, Dolly Vardens, percales, chambrays and Indian head linens—Handsomely made and trimmed in Val lace, embroidery, braids and contrasting materials, solid white and dotted, desirable colors, dots, stripes, etc.—Great assortment, all sizes, values up to \$8 each, on sale today only **98c**

Fifth-Street window—Doors open at 8



500 Fine Silk Petticoats \$10 Val. \$5.19

For today's 914th Friday Surprise Sale we announce one of our famous Silk Petticoat offerings—500 of them secured from one of the largest and best manufacturers in the country at a great concession from the regular prices—All new high grade silk under-skirts, made of the best quality Taffeta Silk, in a complete line of plain and changeable colorings, with silk dust ruffles—Very best styles in splendid assortment—Deep flounce with tucks, pleats and ruffles—Black, white, tans, browns, reds, green, grays—Full line of changeable colorings and a few fancies, Skirts worth \$10 each—Your choice for today only, each, at the low price of... **\$5.19**

See big Fifth-Street window display—Mail orders carefully filled



TODAY'S 914th FRIDAY SURPRISE SALE

Men's 50c Underwear at 19 Gar. Men's 50c-75c Hosiery 25c Pair

Extra special values in Men's Furnishings for today; men's fancy woven Balbriggan Underwear; pink, ecru and white; nicely made and finished; all sizes in shirts and drawers; regular 50c values, on sale at, special... **19c**

500 dozen men's fancy Half Hose, hies and gauze hies, plain and fancy colorings, in an enormous variety of styles; all sizes. Best regular 50c and 75c values, on sale today only at this low price, per pair—take advantage. **25c**

TODAY'S 914th FRIDAY SURPRISE SALE

1500 Yards of New Allovers Values to \$3.50 on Sale at 98c

In the Lace Department, for today's 914th Friday Surprise Sale, we offer a splendid bargain in 1500 yards handsome Swiss and Batiste Allovers, 20 and 22-inch, in blind embroidery and English eyelet effects, for waistings, etc.; very attractive designs in pleasing assortment, and values up to \$3.50, at, yard. **98c**

STORE OPENS AT 8 O'CLOCK. SHOP MORNINGS WHEN POSSIBLE

TODAY'S 914th FRIDAY SURPRISE SALE

5000 Yards Choice Wash Goods Values Up to 50c for 5c a Yard

Great Clean-up Sale of Wash Dress Materials for today's 914th Friday Surprise Sale; 5000 yards of white waistings and suitings, colored lawns, cotton voiles and other desirable fabrics; values in the lot up to 50c the yard; your choice today only at this low price, the yard—No mail or phone orders filled. **5c**

See Fifth-Street Window Display. Plan to do your shopping early.

Today's 914th Friday Surprise Sale

Women's Summer Apparel \$15-\$75 Values Half Price

Portland's leading Cloak and Suit Store offers for today's 914th Friday Surprise Sale unrestricted choice from our entire unmatched stock of women's high-class Summer Apparel at half regular prices.

Two-piece suits and Princess suits; this season's handsome ready-to-wear garments in white lawn, dotted swiss, mull, linen and batiste—magnificent styles, grand assortment—All the very latest fashions for hot-weather wear—Trimmed in val. laces, embroideries, insertions ribbons, etc., etc.—Costumes for evening and dress wear—Vals, ranging from \$15 to \$75 each, and every garment of this season's manufacture—Assortment large enough to please every fancy—Choice today only at half regular price. **Half Price**

See 5th-St. window display—Come early if you want best bargains



TODAY'S 914th FRIDAY SURPRISE SALE

\$1 New Corset Covers 53c

Today's Great Surprise Sale of Women's fine Corset Covers will interest a great many of Portland's best buyers—2,000 new, pretty, dainty corset covers in nainsooks and lawns, made with full blouse fronts, yoke effects of clusters of valenciennes lace and torchon lace, insertions and beading drawn with ribbons, val and torchon lace edgings—all sizes—great variety—regular \$1.00 values—for today only, at... **53c**

See Fifth-St. Window



TODAY'S 914th FRIDAY SURPRISE SALE

Silk Waists, Vals. to \$14 at \$3.95

In the Waist Section for today's 914th Friday Surprise Sale a remarkable offering of Taffeta and Messaline Silk Waists and Net Waists at a price far below the actual cost of material alone—500 of them to select from—All good, desirable styles for dress wear—Plain tailored and fancy, trimmed in lace and French knots—one color—Assortment includes white, pink, light blue, brown, tan, black, grays and navy—Net waists are in white and ecru—All sizes; waists selling regularly at prices up to \$14 each—Your choice for today only at, each... **\$3.95**

See Fifth-St. Window Display—No Mail or Phone Orders—2d Floor



TODAY'S 914th FRIDAY SURPRISE SALE

5000 Yards Ribbons 50c-75c Values 33c

In the Ribbon Department for today's 914th Friday Surprise Sale a grand bargain in high-class Roman striped Ribbons, full 6 inches wide; also plain French Fille Ribbons, in all colors, full 6 inches wide; regular 50c and 75c values, on sale at this low price, the yard—No mail or phone orders filled. **33c**

TODAY'S 914th FRIDAY SURPRISE SALE

Women's Imported Undervests Regular 75c to \$7.50 Values Half Price



Women's high grade Summer Underwear at half price today—Underwear of the finest quality and best style at half regular price right at a time when weather conditions demand the coolest underwear you can buy—This lot of imported swiss-ribbed undervests, sample line of America's leading importers, includes silks, silk and lisle, lises, lises and cotton—Vests, bodices and union suits, handsomely trimmed with hand-crocheted yokes and lace edges—Size 4, 5, 6, also extra sizes 8 and 9—Values ranging from 75c up to \$7.50 a garment—Take your pick of any of these desirable Summer garments at today's sale at half the regular price. **Half Price**

See Fifth-Street Window Display

TODAY'S 914th FRIDAY SURPRISE SALE

Ice Cream Freezers 99c—Gas Plates \$2.89

Hot Weather Household Necessities at a Low Price Today in the Basement. 100 of the famous 20th Century Ice Cream Freezers—freezes the cream without churning—\$1.50 to \$2.50 values on sale today only at the low price of, each... **99c**

Special lot of 200 nickel-plated Gas Hot Plates, with drilled burners—best model—\$3.75 values today at this special low price, each... **\$2.89**

TODAY'S 914th FRIDAY SURPRISE SALE

Women's White Petticoats \$6.50-\$10 Values \$5.25

Women's fine White Petticoats at an unusually low price for today's 914th Surprise Sale—Cambrics, nainsooks and muslins, made with wide flounces and trimmed in clusters of Valenciennes laces, insertion tucks and edgings, also embroidery trimmed flounces—All are made with fitted waistbands and separate dust ruffles—Embroidery and lace trimmed—Beautiful high-grade petticoats, selling regularly at prices from \$6.50 to \$10.00 each—Your choice at today's sale only at the low price of... **\$5.25**

See Big Fifth-Street Window Display



Today's 914th Friday Surprise Sale

5000 Pairs Women's Hosiery 50c Val. 19c

Great sale of women's Hosiery today—5000 pairs in all; the very best styles, including lises and fine cottons in lace effects, plain gauze, lace foot, etc.; black, white and colors; an endless assortment of fine full-fashioned hosiery, worth up to 50c a pair; buy all you want today only at this low price, pr. **19c**

Today's 914th Friday Surprise Sale

Women's White Oxfords \$2.00, \$2.25 and \$2.50 Values at \$1.45



1000 pairs of women's white Canvas Oxfords, with hand-turned or welt soles; covered or natural color heels; fast color eyelets and ribbon laces; Blucher, Gibson or Sailor ties; all sizes and widths; regular \$2.00, \$2.25 and \$2.50 values, on sale today only at this special low price, pair... **\$1.45**

\$1.75 Misses'-Children's Shoes, 98c

1000 pairs of misses' and children's vici kid and box calf Shoes; plain or patent tips; spring heels and extra low school heels; sizes 8 1/2 to 11 and 11 1/2 to 2; regular \$1.75 values, on sale today only at, this low price, per pair—take advantage... **98c**

TODAY'S 914th FRIDAY SURPRISE SALE

200 Curtain Stretchers on Sale at 98c

For today's 914th Friday Surprise we place on sale in the Curtain Department, Third Floor, 200 Stationary Pin Curtain Stretchers; will stretch any size curtain, from 30 to 60 inches, and from 2 to 4 yards long; regular \$2.35 values, on sale today only at this low price, each—take advantage of sale. **98c**

TODAY'S 914th FRIDAY SURPRISE SALE

Jap Cups and Saucers on Sale at 22c Each

In the Basement China Store for today's 914th Friday Surprise Sale, 1000 thin Jap China Cups and Saucers. Prettiest styles. Great special value at 22c each. Regular 35c values. Buy all you want of them at this low price, each... **22c**