

Visit the Great New Toy Department—On Fourth Floor—New Building—Accessible From the Present Store Only—Take Elevators  
Store Closed All Day Monday, July 5th—Holiday Shopping Must Be Done Today and Tomorrow—"Vudor" Porch Shades—3d Floor

# Today The Meier & Frank Store's 1013th Friday Surprise Sale

**Regular 25c White Waisting for 10c Yard**  
**10,000 Yds. of White Cambric at 10c Yd.**

For today, 2500 yards of new and pretty white madras Waisting; splendid variety of styles; regular 25c values, on sale at this phenomenally low price, yard 10c  
10,000 yards of white Cambric—fine quality, the grade most stores ask 15c a yard for; buy all you want of it at this low price, the yard—take advantage 10c

**5000 Men's \$1.50 Shirts 95c Ea**



In the Men's Furnishing Goods Section, for today, a great Fourth of July sale of men's Summer Shirts; both golf and negligee styles are included; white pleated shirts in all size pleats; fine blue chambrays, with plain or pleated bosoms, attached or detached cuffs. Both knife and box pleats. Negligee shirts in fine soisette with soft button-down collar. In tans, blues, white, gray and pink. All are well made and finished; complete range of sizes and a marvelous variety for your selection. Every shirt in the lot regular \$1.50 value. Your choice at this exceptionally low price—let us show you 95c  
See the Morrison-Street Window. Mail and telephone orders filled.

**Men's Silk Hose; \$2.00 Values at 98c Pair**

A great Fourth of July sale of men's Silk Half-Hose; fine pure silk thread socks in tan, navy, taupe, light gray, wine and green; double sole, heel and toe; in all sizes. The best regular \$2.00 values—buy all you want of them at, special, pair 98c

**Embr'ideries**  
**4 1/2--5 Yard Strips**  
**49c a Strip**

In the Lace Section, for today, 15,000 yards of mill strips of swiss and nainsook Embroideries, 4 1/2 and 5-yard lengths; eyelet and blindwork designs, for women's and children's wear; values up to \$1.45 a strip, on 49c sale at this low price, the strip 49c  
Great Friday sale of White Mountain Ice Cream Freezers, best models, all sizes, great values, on sale as follows:

**Ice Cream Freezers**

1-quart size, \$1.65 values, at \$1.33  
2-quart size, \$2.15 values, at \$1.72  
3-quart size, \$2.60 values, at \$2.08  
4-quart size, \$2.90 values, at \$2.32  
6-quart size, \$3.65 values, at \$2.93

**Fine Linoleums**  
**\$1.50 Values 98c**

For today, in the Carpet Department, six patterns of first quality inlaid Linoleum, in splendid designs, regular \$1.50 values, at, yard 98c  
An extra charge of 10c for laying.

**Men's Outing Suits**  
**\$15 Vals. \$7.50---\$20 Vals. \$10**  
**\$30 Values at \$15**



For today in the Men's Clothing Section, second floor—Our great annual half-price sale of men's and youths' Outing Suits at one-half regular prices. Included is our entire stock of high-grade Summer garments in the newest and most approved fashions and materials—Three-button sack coats, quarter lined, trousers made with cuff bottoms and belt loops—Materials, fancy tweeds, fancy chevots, fancy worsteds and in fancy flannels—Best patterns and shades—All new 1909 Summer apparel for men and young men who want hand-tailored, custom-made clothes at prices never before known for garments of equal style and quality—On 2d Floor.

**\$15 Outing Suits \$ 7.50**  
**\$20 Outing Suits \$10.00**  
**\$25 Outing Suits \$12.50**  
**\$30 Outing Suits \$15.00**

See Morrison-Street Window Display

**Refrigerators Low Priced** IN THE BASEMENT

In the Big Basement Store for today our entire stock of "White Mountain" Refrigerators on sale at greatly reduced prices. Best models, all sizes and grades. Prices: \$13.00 values for \$10.49—\$16.00 values for \$10.95—\$14.50 values for \$11.59—\$21.00 values for \$16.50—\$30.00 values for \$23.49—\$27.50 values for \$21.95

**\$7.50 Handbags \$3.49 Ea.**

Great Friday Surprise Sale of 200 women's high-grade novelty Handbags in genuine seal, imported patent leather, English morocco, pigskin and fancy alligator calf—and every one beautifully lined and fitted. All new styles, in great assortment; the best regular \$7.50 values—your choice today only at, special, each \$3.49

**Women's Tailored Suits**  
**In Rep. and Linen**  
**At \$6.45 Each**



In Portland's Leading Cloak and Suit Store for today's big 1013th Friday Surprise another great offering of these handsome Rep. and linen tailored suits at a ridiculously low price—A duplicate of the great lot we sold out in two hours at a surprise sale four weeks ago—Fine reps. and linens—made tailored style, semi-fitting coats, single-breasted and notch collar, cloth covered button trimming—Full flare skirt finished with deep hem—Colors are white, light blue, pink, rose, champagne, tan and natural—All are well made and finished—300 suits to select from—all sizes—Regular \$10 values, your choice today only at \$6.45  
Just what you want for hot weather wear

**4th July Kodak Supplies-4th Flr.**

\$2.50 Expo. Watch Cameras, each, \$1.98—75c Darkroom Lamps, on sale at, ea. 59c  
Complete stock of Kodaks, Cameras and Supplies. Printing and developing to order.

**Women's 50c Neckwear 14c Ea.**  
**20c Handkerchiefs at 9c Each**

For today, another great Friday Surprise Sale offering of women's Neckwear—Dutch collars, rufats, jabots, stock collars, croats, embroidered linen collars, etc.; all sizes, all new, pretty styles; regular 25c to 50c values, on sale at, special, ea. 14c  
For today, 300 dozen women's mercerized Handkerchiefs, white and colored, with 1/4-inch hemstitching; soft finish, ready for use; regular 20c values, on sale at 9c

**Sale 400 New Parasols**  
**\$2.50 Values at \$1.39 Each**

For today, a timely Fourth of July sale of 500 handsome new Parasols in the season's prettiest styles. Included are pongees with colored borders, plain pongees and solid colors, and a great assortment of attractive handles. Parasols selling regularly at \$2.50 each, on sale at this exceptionally low price, each—take advantage of sale \$1.39  
We guarantee them the best values of the season.

**White Parasols 89c Each**

Also a special lot of 500 white Parasols in desirable styles; regular \$1.50 values, at, ea. 89c  
For today, 10,000 yards of all-silk Taffeta Ribbon, 3 1/2 to 5 inches wide; in black, white and colors, for hair bows, etc.; best 25c values, yard 15c



**300 New Porch Rockers; \$4 Vals., \$2.69**

In the Toy Department, Fourth Floor, today, the first great sale of Porch Rockers we have announced this season; green and natural finish, reed seats; regular \$3.50 and \$4.00 values—buy all you want at this special price, each \$2.69  
Outing Goods of all kinds on sale at the very lowest prices. Fourth Floor, new Annex.

**Sale 500 Beautiful Waists**  
**Values to \$8.50 at \$2.95**



In the Waist Section, for today's 1013th Friday Surprise, we announce one of our famous sales of fine Dress Waists—500 in this immense lot; a timely purchase from a large New York manufacturer; included are figured chiffons and plain, figured and round-mesh nets, trimmed with fancy square and pointed yokes, fine or coarse lace medallions and tucks, plain with one-inch tucks down the front and rows of plaiting, silk braid and bows of satin bands; Dutch necks, trimmed with lace, half-inch tucks and tinsal. The color assortment includes white, cream, green, brown, garnet, navy and gray; all sizes; new, up-to-date styles for dress and evening wear—waists selling at prices up to \$8.50 each; your choice at this price, each \$2.95  
Don't fail to take advantage of this sale. See the big Fifth-Street Window Display.

**Children's Rompers 20c Each**

In the Boys' Clothing Section, for today, a great sale of 5000 children's Rompers; ages 1 to 6 years; made of fast color blue chambray, full cut, made white braid-trimmed, collar and belt, bloomer style; just the thing for coast and morning wear; buy all you want of them at this unusually low price, the garment—take advantage of sale 20c

**Lingerie Dresses at \$6.45**

**New Princess Styles**

In the big Second Floor Garment Store, a great Fourth of July sale of 500 new Princess Lingerie Dresses at a wonderfully low price. An immense purchase from a leading New York manufacturer enables us to offer regular \$10.00 values at \$6.45 each. The materials are in batiste, dotted swiss and mulls, lace and embroidery-trimmed; also clusters of tucks in panel effect and lace insertion. Many have tucked flounce. The color assortment includes light blue, pink, lavender, white, black and white dots, blue and white, pink and white, also fancy stripes and figures. Very large variety, all sizes. Handsome new hot-weather apparel at a small fraction of its real \$6.45 worth. See 5th-street window

**Long Kimonos at 89c**

For today, a great offering of 1000 long lawn Kimonos in light and dark colors, figures, fancy stripes and dresdens, trimmed with scalloped edge and one and two-inch bands; pink, blue, lavender, navy, black and white grounds; all sizes; very large variety for your selection. Values up to \$2.50 each, on sale at this low price 89c  
Great special values in women's and children's Bathing Suits. You should see them.



**Lace C'rtains**  
**Sale of 3000 Pairs**  
**At \$1.17**

For today's 1013th great Friday Surprise Sale, 3000 pairs of Nottingham Lace Curtains, plain point d'esprit and floral centers, with small inserting effect borders or heavy wide floral borders; full 3 yards long and 50 inches wide; wonderful \$1.17 values at, special, the pair \$1.17

**Battenberg Scarfs \$1.39**

In the Art Department, Third Floor, great special lot of 50 dozen choice Battenberg Scarfs, with linen draw-work medallion centers; 18x54-inch; beautiful range of patterns; values up to \$2.50 each, on sale at, special, at this special price, each \$1.39

**75c Gloves at 29c the Pair**

For today's 1013th Friday Surprise Sale, 2000 pairs of women's 2-clasp English Lisle Thread Gloves, white, black, champagne, mode and tan; in sizes 5 1/2 to 8; regular 60c-75c values, on sale at, special, pr. 29c

**Combination Garments 98c**  
**\$1.50 Corset Covers at 79c**

For today, a great special lot of 1000 two-piece combination Undergarments, trimmed in lace and hemstitched edging; well made and finished; come in all sizes; the best regular \$1.50 values—buy all you want of them at this low price, garment 98c  
For today, a fine special lot of nainsook and lawn Corset Covers, trimmed in fine Val. laces, tucks, beadings and ribbons; the prettiest styles, and a great variety from 79c which to select; best regular \$1.50 values, on sale at this special low price, each 79c

**500 Women's Sailors \$1.39**



The Men's Hat Department, main floor, offers for today's big 1013th Friday Surprise Sale a great special lot of women's milan and split straw sailors—black and white—The very newest and best blocks for midsummer wear—Values ranging from \$3 to \$5, at this low price, ea. \$1.39

**500 Ostrich Plumes**  
**\$14 Values \$7.95**

In the Millinery Department, Second Floor, today, 500 magnificent imported Ostrich Plumes, 22 inches long, in black and white only; the finest foreign feathers, selling regularly at \$14 each; choice at, special, each \$7.95

**\$1.00 Nightgowns at 59c Each**

**\$1.00 White Petticoats 53c Each**

For today, 1000 cambrie Nightgowns, trimmed in lace and embroidery, tucks and insertion; well made and finished; all sizes; best \$1 values; buy all you want, ea. 59c  
For today, 3000 pairs of women's cambrie Drawers, with wide tucked ruffle, 25c all sizes; the best regular 40c values—buy all you want of them at this price, pr. 25c  
For today, 1000 white Petticoats, with plain tucked flounces; \$1 values, at, each, 53c  
Great special sale of "Nemo" Corsets, regular \$5.50 values, on sale at, pair, \$3.39  
We are Portland agents for Arnold Infants' Goods. See them on the Second Floor.

**Women's 50c Hosiery 21c**

In the Hosiery Section, for today's 1013th Friday Surprise Sale, 5000 pairs women's Summer Hosiery at a price below the importing cost. Included are lises, light-weight cottons, ingrain, embroidered boots, allover lace hose, lace boots; plain and fancy colors; wonderful assortment to select from; regular 50c values, at, pair 21c

**Women's \$3.50 Oxfords \$2.65**

**Women's \$3.00 Oxfords for \$1.98 Pr.**

New up-to-date Summer Footwear at prices below manufacturing cost—Shoe values we guarantee you cannot equal

Lot 1—3000 pairs of women's fine low-cut footwear, Garden ties, Blucher ties, 3-button ties, all the new, popular lasts and leathers; brown kid, tan calf, patent colt, gunmetal; all sizes and widths. Standard \$3.50 values, today, at, the pair \$2.65  
Lot 2—3000 pairs of women's brown kid, tan calf and patent colt and glazed kid Blucher Oxfords, medium and extension soles, Cuban heels; all sizes and widths; best regular \$3.00 values, on sale at, the pair—look to your Summer needs \$1.98



**Sale of 2000 New Veils**  
**65c-75c Values at 29c Each**

For today, a special lot of 2000 new ready-to-wear Veils at a low price. They are 1 1/2 yards long; chantilly lace, with fancy borders, and crepe chiffon, with hemstitched borders; black, white, light blue and other leading shades; the best regular 65c and 75c values—buy all you want of them at this price, each—take advantage 29c

**Creamery Butter 56c Square**

Today, in the Big Basement Grocery Store, our great weekly offering of good Creamery Butter at a price far below the market quotation; full 2-lb. squares. No phone 56c orders filled, no delivery except with other goods; buy all you want at, square