

Agents for Butterick Patterns, Nemo Corsets, Madame Irene, Gossard Lace Front Corsets—Demonstration Stenciling Outfits, 1st Floor

Today The Greater Meier & Frank Store's Clearance Sale in All Department's Tomorrow the 1040th Friday Surprise Sales With Unusual Attractions

Browniekar Contest—Boys or Girls Writing the Best Composition on "Why the Children Like to Visit the Meier & Frank Store"—Contest Closes February 1—Any Boy or Girl Between Ages of 6 and 16 Eligible

To Our Many Mail Order Patrons

An unexcelled service in our Mail Order Division—To our out-of-town friends you may do your shopping at home, especially so during our Great Annual Clearance—the saving event of the year. Orders filled on the same day as they are received.

FOR THE GREAT 1040TH FRIDAY SURPRISE SALE

Men's Golf Shirts 75c and \$1 Values at 49c

Tomorrow morning at 8 o'clock the men's furnishing section offers, in addition to the hundreds of unequalled bargains now before our patrons—a great and varied assortment of

500 Doz. Men's Golf Shirts

This lot comprises plain and pleated shirts, light, dainty patterns, broken lines of madras and percale shirts, cuffs attached or detached. Values to \$1.00, on sale at, each 49c

ANOTHER FRIDAY SURPRISE SALE TOMORROW

Men's and Women's Sweater Coats, \$1.75 Vals. at 89c

In men's section tomorrow we place on sale a great line of men's and women's sweater coats, Oxford and gray Merino, plain or fancy trimmed front; these have large pearl buttons. \$1.75 values. Friday Surprise Sale price 89c. Don't fail to make your selection early—these vals. won't last.

Surprise Sale--All Bibles at 1/4 Off

Take advantage of the Friday Surprise-Clearance Sale opportunity and provide yourself with a handsome Bible and save 1/4 Off. Immense assortment to choose from, all on sale at 15c Table Novelty Calendars, Shaving Pads, Match Safes, etc. Note the Friday Surprise specials, in the Book Department, on main floor.



Great Friday Surprise Sale Women's Tailor'd Suits

Surprise Sale Price
For Tomorrow Is **\$13.95**

Tomorrow in the Great Coat and Suit section, occupying the entire second floor of main building, we will offer for sale an excellent line of Ladies' Ready-to-Wear Tailored Suits in Cheviots, Homespun, Serges, Broadcloths and Tweeds—Colors are tan, mode, walnut, navy, black, brown, olive, hunter's green, fancy mixtures and raisin—Jackets are medium and long lengths, semi or tight fitting—Some plain tailored with notch collar and small revers, others fancy braid, satin band and button trimmed—Values to \$35 special for tomorrow **\$13.95**

Tailor-Made Suits a Friday Surprise
Values to \$35 for
Tomorrow Only **\$13.95**

FOR THE 1040th FRIDAY SURPRISE SALE

\$1.25 Union Suits for Women for 71c Each

For tomorrow's surprise in our women's underwear we announce 1000 ladies' heavy fleeced lined union suits, cream and white, sizes 4, 5, 6, 7, 8 and 9; 71c high neck, long ankle lengths, reg. \$1.25, each

FOR THE 1040th FRIDAY SURPRISE SALE

20c Child's Hose 11c Infants' Hose 18c Pair

Tomorrow only at the prices quoted—20c children's medium weight black cotton hose, 2x1 ribbed. 11c 35c infants' all Cashmere Hose, with silk heel and toe shown in black, white and colors. 18c

Tempting Friday Lunch—35 Cents

Our new restaurant was filled yesterday—the good meals the Meier & Frank store is serving are well known to hundreds of satisfied patrons. Arrange to lunch here every day.

ANOTHER 1040TH FRIDAY SURPRISE SALE OF

Untrimmed Hats Values to \$8 Surprise Sale Price \$1.98

Tomorrow's Surprise Sale in our millinery will consist of an assortment of ladies' and misses' untrimmed shapes in velvet and silk and felt—all new and desirable, in a variety of the new leading colors. Values up to \$8.00 are included in this Friday Surprise sale at the very low price of **\$1.98**

FOR THE GREAT 1040th FRIDAY SURPRISE SALE

Feathers, Flowers, Foliage Fancy Feathers at 1/3 Off

To any of the many patrons who have seen our great assortment of fancy feathers, the announcement of one-third off the regular price will be welcome news. This price for our Friday Surprise Sale tomorrow. Be sure to take advantage of this.

Flowers and Foliage 1/4 Off

The greatest stock of flowers and foliage in the city. At tomorrow's Friday Surprise Sale we offer the entire assortment for one day only for one-fourth off the regular price. Supply your wants tomorrow at Surprise Sale prices. Great savings.

Stencil Outfit Demonstrat'n--1st flr

See this demonstration on the first floor, and see how easy it is to beautify your home at little expense by the stencil method. Suitable for decorating walls, curtains, centerpieces, sofa pillows, etc. We have a complete line of the latest and best patterns for stencil work.

FOR THE MEIER & FRANK STORE'S 1040th FRIDAY SURPRISE SALE

Friday Surprise Sale Shams and Scarfs A Friday Surprise Sale of Lace and Chiffon Veils \$2.50, \$3.50 Shams and Scarfs Tomorrow's Great Friday Surprise Sale of swiss and muslin Spachtel shams \$1.39

and scarfs, plain, dotted and cut out designs. 30x30 and 18x54. Regular values \$2.50 to \$3.50. Special for Friday's Surprise Sale at the remarkably low price, each. . . . \$1.39 All new and reliable goods. Supply your wants at this great saving only to be found here.

FOR THE MEIER & FRANK STORE'S 1040th FRIDAY SURPRISE SALE

\$1.00 Lace Veils 25c Each \$1.50 Chiffon Veils 78c Each

\$1.00 Lace Veils, 1 1/2 yards long, with fancy patterned lace borders, shown in a big assortment of colors. This special Friday Surprise Sale price, 25c each. Tomorrow only at this remarkably low price.

Sale of 35c Rolls at 18c Laces at Sp'l Price 8c Yd.

Newport net-covered Hair Rolls, 24 inches long, soft and pliable, shown in all the natural shades; a regular 35c value, on sale for 18c surprise sale at this price

THE 1040th FRIDAY SURPRISE SALE

Tailored and Fancy Waists, Values up to \$9.00 at \$3.89

Another one of these great Meier & Frank store Friday bargains in waists. The kind of news that our patrons are constantly looking for and which will insure quick selling when we offer tomorrow an unusually great assortment of messaline taffeta or net waists, tailored or fancy, trimmed with lace net 1/2-inch tucks, figure fancy stripe. Plain white, black and colors. Values to \$9.00. Surprise Sale price. **\$3.89**

The sale starts tomorrow morning at 8 o'clock.

FOR THE MEIER & FRANK STORE'S 1040th FRIDAY SURPRISE SALE

Five Great Surprise Sale Specials Umbrellas, Neckwear, Hat Drapes, Gloves, Kerch'fs

75c TO \$1.50 NECKWEAR FOR 39c 1000 pieces ladies' neckwear in silk tailored stocks, fancy collars, croats, jabots, ruffs and feather boas. Regular 75c to \$1.50. On sale at the low price of, ea. 39c

25c AND 35c HANDKERCHIEFS 14c 10,000 ladies' handkerchiefs, initial and embroidered and swiss scalloped and hemstitched. Great Friday Surprise Sale offering, reg. 25c and 35c Hdks., each 14c

\$3.50 Umbrellas Friday for 1.98 Tomorrow's Friday Surprise Sale—1000 ladies' umbrellas, 26-inch, with 12-inch director handles, sterling trimmings, tape edge, American taffeta, rainproof. Regular \$3.50 kind, at the remarkably low price of. . . \$1.98

50c TO 85c GOLF GLOVES FOR 29c 5000 pairs of ladies' knit golf gloves; black, navy, red, green, brown, gray, white and mixed colors, all sizes. Regular 50c to 85c values, for sale at, the pair 29c

\$1.50 HAT DRAPES AT 98c EACH 1000 H. S. scarfs for hat drapes. Plain dotted and fancy, all colors, 2 yards long. Just the thing for cold weather. Regular 98c \$1.50, Friday Surprise Sale price, each

1000 pairs women's 16-button Kid Gloves, all colors, sizes 5 to 7 1/2; \$3.50 values \$1.39

The Great "White Fair" Now in Progress---All Dainty White Lingerie Greatly Reduced

Friday Surprise of Soaps 20 Kinds of Soap at Sale Prices

Palm Olive, for Friday's Surprise Sale the price is, cake, 8c Pond's Extract Soap, Friday's Surprise Sale price, cake, 17c Floating Toilet Soap, Armour's Oatmeal, Buttermilk and Turkish Bath Soaps, large cakes, Surprise special, cake, 4c Jergen's Old-Fashioned Soap, Surprise Sale special, cake, 8c Jergen's 9-cake assortment, all in box; special at, box, 28c Meier & Frank special Toilet Soaps, just the thing for hotels and rooming-houses. On special sale at, the dozen cakes, 23c All 25c boxed Toilet Soaps, all popular odors, special, box, 19c La Tremira Castile Soap, on special sale at, the cake. . . . 7c Life Buoy Soap, the great disinfectant, special sale price, 4c Pumo Soap. Removes grease, paint and all kinds of stain, 4c Sanitol Soap, our price, 16c. Pompeian Soap, our price, 16c Bathosweet Soap, for Friday's Surprise Sale, the cake. . . 16c Conti Castile, 4-lb. bars, special sale price, the cake. . . 59c Woodbury Facial Soap, special at the low price, cake, 14c Cuticura Soap—our price for this splendid soap is, cake. 19c The prices named above are for tomorrow's special selling only.

Surprise Sale of Creamery Butter

The best butter procurable in the market. This is quality Grocery Store. The best for the least money always. Tomorrow's butter sale offers creamery butter at, the square 79c

\$1.25 to \$2 Silks at, Yard, 98c

Tomorrow, at our 1040th Friday Surprise Sale, \$1.25 to \$2.00 Silks at a wonderfully low price. Fancy stripes, checks, plaids and Persian designs or solid colors; taffetas and other weaves. A large assortment of designs and colorings, on sale at this price, yard 98c

Great Friday Surprise Sale \$28 and \$30 Men's Raincoats at \$16.89

A special collection of new, up-to-date "Priestley's" Craven-etted Overcoats—52 inches long—Made with new military collar for men and young men—These Coats are all \$28 and \$30 values and were especially purchased by our buyer on his recent trip from the leading clothing manufacturer of Rochester, the celebrated Adler's make—Each garment hand-tailored with greatest care—Made of all-wool fabrics, in new and stylish patterns and guaranteed for durability—These coats can be subjected to the most rigid test of all kinds of weather, rain or cold—The make and colorings are stylish, dressy and classy; new shades of dark blue with shadow stripes, gray with lighter gray stripes, black with gray stripes, fancy olive mixtures, dark greens and sage greens—All desirable shades and patterns—Coats full 52 inches long, of all-wool materials, genuine "Priestley" craven-etted, every garment \$28 and \$30 values, at **\$16.89**

See Window 6th-St, Display of Garments on Sale Tomorrow



Copyright, 1909, by L. ADLER, BROS. & CO.

Friday Surprise of Rugs Big Rug Bargain Tomorrow

Body Brussels Rugs, elegant quality, oriental effects. Bargains. The size 9x12, price, \$22.85 The size 8-3x10-6, at \$20.00 Bigelow and Hartford Axminster Rugs, rich effects, extraordinary reductions. Regular \$30.00 and \$35.00 values. Prices: The sizes 9x12, for Friday's Surprise selling at, each, \$22.65 The sizes 27x60, for Friday's Surprise Sale they go at \$2.17 The sizes 36x72, for Friday's Surprise Sale they go at \$3.38 Arts and Crafts Rugs, light colorings, pastel shades. Prices: The size 30x60, for Friday's Surprise Sale they go at \$2.47 The size 36x72, for Friday's Surprise Sale they go at \$2.97 For tomorrow only at the prices quoted. Take advantage.

Great Price Reductons on Our Entire Stock of New Furniture--5th Fl.

Clearance Sale savings on everything you need to furnish your home. Dining-room furniture, bedroom furniture, parlor goods and all sorts of handsome home fittings. All fresh and new, at clearance prices. Indian Seats, in genuine Spanish leather, in all colors, \$1.79 all finished; extra special for the surprise sale, each Tabourettes, in mission or golden oak finish, 18 ins. high, with 15-in. top; a grand Friday Surprise Sale special at \$1.39