

Oregon Cat Club's First Annual Show in Progress Today and Tomorrow—Fourth Floor, Main Building—Admission Free, Of Course
Our Entire Stock of Fine Furniture for Clearance at 1/4 Reduction—Great Savings on Draperies, Carpets and All Home-Furnishings

50c Glass Towel Bars 29c

A SPECIAL purchase of 500 just for this great 1094th Friday Surprise Sale! Crystal Glass Towel Bars, 18 inches long and one-half inch in diameter. Fitted with highly polished nickel-plated wall plates. The kind which would sell regularly at 50c. Special price for this Friday Surprise Sale, only **29c**



Boys' Aviation Contest AND MEET

ALL boys eighteen years of age and under are welcome to enter this novel event. The only restriction is that the model air-craft be made by the exhibitor himself. First prize \$30 Cash; Second Prize \$20 Cash; Third Prize \$15 Order; Fourth Prize \$12.50 Order; Fifth Prize \$10 Order; Sixth Prize \$7.50 Order. A prize for every entrant. Girls' Aviation Story Contest—\$100 in prizes—ask for the full particulars.

Great 1094th Friday Surprise Sales--Annual Clearances

SUCH a feast of bargains as The Big Store has planned for Friday! Our Great 1094th Friday Surprise Sales and Annual Clearances bring forth a page-ful of commanding economies that no one can resist. In rainy or stormy weather don't forget the Meier & Frank Store's splendid free Telephone Service, which extends to all cities and towns in the proximity of Portland.

FOR GREAT 1094TH FRIDAY SURPRISE SALE

Jewelry Novelties at 1/2

SUCH year-round staples as Jewelry do not need the "reduced price" prod to crowd the counters, but the Big Store excepts no lines from its Annual Clearance. Instances of the Friday Surprise Sale bargains follow—note the nine great Half-Price Lots:
\$4 to \$18.50 Necklaces and Lavalieres at Half Price
\$1 to \$7.50 Brooches and Scarf Pins at Half Price
\$2.50 to \$15 Paisley Bags, French frames, Half Price
85c Sterling Silver Thimbles, reduced to Half Price
\$2.50 to \$9.50 Silver Mirrors and Brushes, Half Price
\$1.50 Belt Pins and Brooches marked at Half Price
50c to \$3.50 Fancy Stationery on sale at Half Price
10c to 35c Hand Painted Sachet Bags at Half Price
50c to \$5 Fancy Leather Goods now at Half Price

FOR GREAT 1094TH FRIDAY SURPRISE SALE

Specials on Small Rugs

ONE thousand splendid quality Small Axminster Rugs in a large assortment of pretty, cheerful patterns greatly reduced for Great Friday Surprise.
\$4.50 Small Axminster Rugs, 36x72-in., special price only **\$3.25**
\$2.50 Small Axminster Rugs, 27x56-in., special price only **\$1.59**
\$3.00 Small Axminster Rugs, 36x66-in., special price only **\$2.35**
Extra Heavy Room-Size Rugs
\$8 Extra Heavy Room-Size Rugs, 7:6x9-foot, special at **\$4.35**
\$8 Extra Heavy Room-Size Rugs, 9x10:6-foot, special at **\$6.35**
\$10 Extra Heavy Room-Size Rugs, 9x12-foot, special at **\$7.85**
\$11 Extra Heavy Room-Size Rugs, 10:6x12-foot, special **\$8.45**

The Ready-to-Wear Friday Surprises



Women's, Misses', Juniors' \$15 to \$25 Tailored Suits \$9.85

IN every way the biggest Women's Suit bargain we've heard of this season! One thousand smart Tailored Suits for women, misses and juniors, not a one in the lot worth under \$15 and most of them \$20 to \$25!
Scores of the latest models—medium and short coats with various styles of the close-fitting skirt. Some of the Misses' and Junior Suits are in three-piece styles with braid and satin-trimmed dresses. All of the popular fabrics including Modish Rough weaves in black and wanted shades. Regular \$15.00 to \$25.00 Suits, for this great 1094th Friday Surprise, choice **\$9.85**

To \$10 Coats and Capes Friday Surprise---\$2.48

Incomplete lines of Women's and Misses' Coats and Capes will surely fly out at such a ridiculously low price! Coats are in short styles, of Serges, tan Covert Cloths, Tweeds, etc. \$6 to \$10 garments, Friday—none sent C. O. D. or on approval—at **\$2.48**

SEE NEW FRENCH PANTALON SUIT FOR WOMEN—WINDOW AT FIFTH-ST. ENTRANCE

FOR GREAT 1094TH FRIDAY SURPRISE SALE

\$1.75 Embroideries 98c

JUST 500 yards in the lot, but such Embroidery it is! Baby Flouncings, exquisitely embroidered in pretty floral patterns on fine, sheer lawn, finished with dainty scalloped or hemstitched edges. Suitable for use in Infants' and Children's Dresses. Regular \$1.50 to \$1.75 grades, special price, the yard **98c**
\$1.50 Corset Cover Embroidery, elaborately worked in floral designs on good quality swiss. Imitation handwork patterns. Special for this great Friday Surprise Sale at **75c**
25c Lace Edges—Platte and round-mesh, Valenciennes 2 to 4 inches wide, in a big variety of dainty patterns suitable for trimming lingerie gowns, undermuslins and the like **10c**

FOR GREAT 1094TH FRIDAY SURPRISE SALE

Women's Scarfs 1/2 Price

OUR entire stock of pure Silk Chiffon, Egyptian, Spanish Lace and Trimmed Novelty Scarfs included in this sweeping Friday Surprise reduction! Beautiful, filmy drapes in every wanted shade to harmonize with any gown. Sell regularly **1/2 Price** from \$5 to \$40. Special Friday only at **1/2 Price**
20c and 25c Ribbons—Pure silk Taffeta and Moire, in a broken lot of odd widths and shades, taken from our regular stock. Extraordinary Friday Surprise, the yard, only **9c**
To \$1.50 Persian Neckwear—Novelty effects, including fancy Persian Rabats, Jabots, Hobbie Ties and Collars with fancy pleated edges and silk trimmings. Friday, each **25c**
Women's \$1.00 Umbrellas, 26-inch size, priced special Friday **49c**
Men's and Women's \$5.00 to \$7.50 Umbrellas, for this great 1094th Friday Surprise Sales, choice **\$4.57**

For Great 1094th Friday Surprise Sale.

A Great Sale of Haviland China Cups and Saucers at 49c



EVERY woman knows what Haviland China is and how seldom it's sold at a "cut price"! For Friday Surprise we offer the celebrated Haviland & Co.'s China Cups and Saucers in ten beautiful patterns (three exactly as illustrated), which have been selling in open stock as from \$8 to \$14 a dozen.
Chocolate, Tea and Demi-Tasse Cups and Saucers, thin and dainty and in the choicest patterns. Less than regular wholesale cost, to-day, the pair, special at **49c**
SEE FIFTH-ST. WINDOW.

Women's \$3 to \$4 Tailored Waists \$1.48

WHEN you can buy \$3 and \$4 Linen Madras Tailored Waists at \$1.48, you get something of the realization that belongs to Clearance economies. Made with broad Gibson pleats over shoulders, prettily finished, neat cuffs and collars, at **\$1.48**

Fancy Chiffon Auto Veils at Half Price

COME two yards long, in the popular button style. Every desirable color is included in the lot. Made of good quality chiffon, neatly finished with hemstitched borders. Also three styles of Auto Bonnets included at this reduction. Priced at from \$1.50 **1/2 Price** to \$5.00 each, special at exactly

Women's 50c to \$1 Belts Choice at 19c

GENUINE reductions! Of course they are broken lots, but, nevertheless, the best values of the season. Come in fine calf and patent leathers, in black and tan only. All sizes in the lot. Fitted with neat, serviceable buckles. They have sold regularly for 50c, 75c and \$1. Special for Friday Surprise Sale **19c**
\$1.50 Leather Lined Bags special at 98c

Women's \$1.50 to \$2 Wrappers for 89c

NEAT Wrappers and House Dresses in a variety of pretty, practical styles. Come in black, white and plain shades of blue and gray, also in pretty striped, checked and figured effects. Made of good quality percale and flannel. Garments which sell regularly for \$1.50 and \$2. For Friday Surprise **89c**
Women's \$6.50 to \$12.50 Sweaters \$4.95

For Great 1094th Friday Surprise Sale.

Men's \$15 to \$20 Raincoats \$10.15

PHENOMENAL Friday Surprise Sale of 300 Men's \$15, \$18 and \$20 Cravenette Raincoats and Overcoats! Every garment bears the genuine Priestley Cravenette label. Fine worsteds, black thibets, cassimeres and chevrets. Cut full 52 inches long, splendidly tailored and 3/4 satin lined. Positive \$15, \$18 and \$20 Coats, today at **\$10.15**
Sale Boys' to \$12.50 Raincoats for \$5.98
Special lot Boys' Genuine Cravenette Raincoats, of worsteds and thibets, in plain black and medium and dark gray stripes. Newest style military collars, well tailored and 3/4 lined. Regular \$10 and \$12.50 Raincoats, Friday Surprise Sale price **\$5.98**



FOR THE GREAT 1094TH FRIDAY SURPRISE SALE.

Children's 50c Hosiery 25c

VALUABLE assistance to mothers with boys and girls in preparing for another school term! Children's fine ribbed cotton Hose, strongly made with double soles, heels and toes. Heavy, fast black quality. Regularly 50c; Friday **25c**
Women's 35c and 50c Hosiery, of fine quality lisle, cotton and fleecelined cotton, in light, medium or heavy weights. Double heels, soles and garter-proof tops—black and all wanted shades. Special for this great sale, the pair **27c**
Boys' and Girls' Hose, the famous "Rushline" brand. Fine or coarse ribbed, medium weight, with double soles, heels and toes. Exceptionally fine wearing hose. Come in black only. Special three pairs 32c or one pair for only **12c**

FOR THE GREAT 1094TH FRIDAY SURPRISE SALE.

Women's \$1.25 Underwear 63c

MORE Examples of the matchless Clearance prices which are in force throughout the entire store! Warm Vests and Pants of part wool and cotton, also fleecelined Union Suits, in high neck, long sleeve and ankle-length style. Included are all regular sizes, also out-sizes in white and cream colors. Regular \$1 and \$1.25 grades, specially priced for this great 1094th Friday Surprise Sale at only **63c**
Women's to \$1 Underwear—Vests, Pants and Union Suits, in all sizes; cream color. Also knee-length black Tights. Special **37c**
Women's \$2.50 to \$5 Underwear, including broken lines of Vests, Pants and Union Suits. Come in white, cream, flesh colors. **98c**
Women's 35c Fleece Lined Cotton Hosiery, the pair, only **22c**

Order by Mail.

Great Friday Surprise On The Bargain Square 10,000 Men's \$1 to \$1.50 Shirts at 68c

ANOTHER such Shirt Sale as The Meier & Frank Store is famous for! Ten thousand men's best \$1, \$1.25, \$1.50 and even some \$2 Shirts, made of fine domestic and imported percales, madrases, Russian cords and fancy shirtings in hundreds of latest patterns. Every size from 14 to 18 and all sleeve-lengths. Out on our famous Bargain Square in the Basement, New Building, today **68c or 3 for \$2**

FOR THE GREAT 1094TH FRIDAY SURPRISE SALE

\$5.50 Wool Blankets \$4.15

FINE, warm White Wool Blankets, the utmost of value at our regular price—\$5.50! Made with a close nap, full 11-4 size, with pretty pink or blue borders. For the great 1094th Friday Surprise Sale are marked, the pair **\$4.15**
500 Full-Size Comforts—Filled with fine white sanitary layer cotton, covered with silkoline in many pretty designs. Regular \$2.00 Comfort, for the great Friday Surprise Sale, ea. **\$1.69**
150 Genuine Emmerich Pillows—Clean, new, downy Feather Pillows, covered in fancy art ticking. Regular \$2.25 Pillows, for the great Friday Surprise Sale are priced at, ea. **\$1.89**

FOR THE GREAT 1094TH FRIDAY SURPRISE SALE

Pure Food Grocery--Butter 69c

BUTTERNUT Brand and Royal Banquet, two names known to all Portland's housewives as the best Table Butter! Made from pure pasteurized cream by one of the largest and most sanitary dairies in the world. Special Friday the 2-pound square **69c**
ANKER'S BOUILLON Capsules, for which we are principal agents. Special, the box, at **25c**
HAMS, mild Eastern sugar cured, special, the pound **16c**
STERRO BEEF BOUILLON CUBES, sp'l, the box **28c**
WAFERS, Dr. Johnson's brand, large size, 47c. small size, special price, the box, only **25c**
BEANS, small white kind, new crop, the pound **4 1/2c**
MALT VINEGAR, Crosse & Blackwell brand, the bottle **21c**
Dr. Johnson's Toasterettes, special, the box, at this sale **47c**