

Time for Entries in Girls' Aviation Story Contest Extended to February 15—\$100 in Prizes, 1st Prize \$30—Girls 17 and Under Eligible
Rose City Trio Sings Today at 6th Annual Food Show—Try a Piece of Crescent Mfg. Co's. Big Eggless Cakes, Cut at 2 P.M. Today

Women's \$1.25 Underw'r 83c

FIRST FLOOR, MAIN BUILDING. ORDER BY MAIL.

NO UNDERWEAR need should be left unfilled with such a splendid saving as this Friday Surprise offers! Big special assortment of Women's and Children's Union Suits and vests and pants in white and cream. Union Suits are finely fleeced cotton. Vests and Pants Wool and cotton. Absolute \$1.25 grade, today, all sizes **83c**
Children's 75c Fleece-Lined Vests and Pants at only **43c**
Infants' 35c Fleece-Lined Vests, specially priced at **21c**



\$5 Hair Goods, Today \$2.98

BALCONY, FIRST FLOOR, NEW BUILDING ORDER BY MAIL.

NEW shipment of high-grade Hair Goods just arrived and underpriced for the great 1097th Friday Surprise! Latest styles in Transformations and Pompadours, made of good quality natural Hair in assorted shades. Regular \$5.00 grades, today at the low price **\$2.98**
\$10.00 Transformations and Pompadours, today at **\$6.98**
\$ 2.00 New Billie Burke Hair Puffs, all shades, at only **98c**
\$ 4.00 New Hair Puffs; very latest styles, all shades **\$1.98**

Our Great Original 1097th Friday Surprise Sales!

35c to 40c Ribbons at 25c

FIRST FLOOR, MAIN BUILDING. ORDER BY MAIL.



NO MORE important special in the great February Surprise than this on 15,000 yards of fine all-silk Taffeta Ribbons, full 5 and 6 inches wide!

Colors are black, white, brown, blue, pink, Nile and other popular shades. Best 35c to 40c grades, special for 1097th Friday Surprise Sale, the yard, **25c**

To \$4.50 Umbrellas \$1.98

Men's and Women's fine rainproof Umbrellas, covered with fast black Union Taffeta. Paragon frames, 8-rib size, and large assortment of good handles. Fine \$3.50 to \$4.50 Umbrellas, **\$1.98**

Regular 75c Neckwear 43c

A splendid Friday Surprise reduction on women's fine Persian Revere Collars and Dutch Collars with dainty plaited edges in white or colors to match Collars. Worth **43c** each, today at only **43c**

To 50c Handkerchiefs 21c

Broken lines of women's sheer or medium-weight linen Initial Handkerchiefs gathered into one lot and specially priced for the Friday Surprise. Regular 35c to 50c grades, special at only **21c**

To \$1.75 Gloves at \$1.15

Real French Kid Gloves in pique and overseas styles. Colors are black, brown, tan, mode, red and gray. Also 2-clasp P. X. M. cape Gloves. Our regular \$1.50 and \$1.75 Gloves, selling today at only, pair **\$1.15**



NO NEED to tell Portland shoppers the importance of these great FRIDAY SURPRISE SALES at the Meier & Frank Store!

Each Friday for over 20 years has seen an exhibition of value-giving which has spread their fame to every part of the Northwest. And in every way up to former records are these mighty bargains for the great 1097th Friday Surprise. Don't miss a one! Be here!

Women's \$25.00 to \$40 Tailored Suits, Friday at \$14.65

Tired of the Suit you've been wearing all Winter? Why not buy one of these beautiful \$25 to \$40 Suits we're selling today at \$14.95? You'll save enough to get your Spring Suit later on. Fine Man-Tailored models of all the leading fabrics and shades. See 5th-street window display. Today's Surprise **\$14.65**

Women's \$35 to \$50 Evening Dresses \$21.45

Grouping of our beautiful \$35 to \$50 Evening and Afternoon Gowns, made of lovely silk Crepe de Chines, Messalines, Rajahs, Voiles and Taffetas in all leading shades. Charming Princess effects with peasant sleeves, net yokes and collars. For Great 1097th Friday Surprise Sale at low price **\$21.45**

Women's \$6 to \$7.50 Waists, Friday \$3.48

A Waist Surprise that will bring women straight from their breakfast tables to Meier & Frank's today! Over 300 new Spring Dress Waists, of handsome Silk Pongees, Moires, Foulards, Messalines and Fancy Silks in stripes and figures. Tucked and plaited models, finished with ruffles and jabots. \$6.00 to \$7.50 Waists, today at only **\$3.48**

Men's \$30 and \$35 Suits and Overcoats for \$20.00

THIRD FLOOR, NEW BUILDING. ORDER BY MAIL.

ENTIRE stock of our finest \$30 and \$35 Hand-Tailored Suits and Overcoats for men, Friday \$20.

They're the highest class of ready-to-wear garments, made of purest wool fabrics, in all the season's smartest shades and patterns. Overcoats are full and 3-4 lengths with regular and convertible collars. Blacks and new patterns. Absolutely our finest \$30 and \$35 Suits and Overcoats for today's selling **\$20.00**



Youths' \$15 Long Pant Suits \$8.98

Youths' and Young Men's \$15 Long-Pant Suits in all sizes, 31 to 37. Snappy, new models of fine Worsteads, Cheviots and Cassimeres in dozens of handsome patterns. Today's Surprise **\$8.98**

To \$2.50 Emb. Flouncing 98c

FIRST FLOOR, NEW BUILDING. ORDER BY MAIL.

Rousing Friday Surprise Sale special on fine, sheer embroideries; charming new baby Flouncings, with hemmed and scalloped edges, prettily embroidered in floral designs, suitable for infants' and children's dresses. Also fine Swiss Flouncings, handsomely embroidered in large floral and eyelet designs; 27 and 45 inches wide. **98c**

Dress Goods Remnants Half

FIRST FLOOR, MAIN BUILDING. ORDER BY MAIL.

Serges, Henriettes, Prunellas, Broadcloths, Homespun, Diagonals—in short every popular Dress Goods weave included; black and all the season's most wanted shades; lengths contain from 1 1/2 to 6 yards—enough for a plain skirt, waist, child's dress, etc.; 46 to 56 inches wide. **50c to \$4** Dress Goods, Surprise Sale, exactly **1/2**

85c to \$1 Fancy Linens, 47c

THIRD FLOOR, MAIN BUILDING. ORDER BY MAIL.

A great Friday Surprise in the Art Needlework Section; round and oblong Centers and Scarfs, with dainty button-holed edges and a neat row of hemstitching all around; made of a splendid heavy grade of union linen, sizes 18x54 inches and 30x30 inches; special price **47c** includes the free stamping of your initial; 85c to \$1 grades, at **47c**

35c to 65c Veiling at 19c

FIRST FLOOR, MAIN BUILDING. ORDER BY MAIL.

Five thousand yards of handsome mesh Veilings at less than half their regular cost—a truly phenomenal Friday Surprise; included are plain and dotted meshes in both double and single thread patterns; splendid assortment of wanted shades to match the new Spring costumes; also black. Best 35c to 65c Mesh Veilings, placed **19c** on special sale today for the great 1097th Surprise, the yard

Women's 50c to 75c Imported Hosiery 37c

FIRST FLOOR, MAIN BUILDING. ORDER BY MAIL.

THE comprehensive Friday Surprise Sales offer these splendid values in Women's and Children's Hosiery! Imported Lisle Hose in black and all wanted shades, with lace and embroidered boots at 37c! Great variety of pretty patterns. Wide garterproof tops. Best 50c and 75c Hosiery, for the great 1097th Friday Surprise Sale, the pair at only **37c**

Sale Misses' 50c Lisle Hose, Special for 25c

Think of Misses' Fine Lisle Hosiery at half price, just when the "new outfits" is a topic for conversation; fine flat weave, in plain or fancy effects; black and all colors, some with embroidered boots. Usual **25c** 50c grade, the pair **25c**

To \$9 Silk Petticoats \$3.85

SECOND FLOOR, MAIN BUILDING.

A Friday Surprise Sale not to be missed if you take delight in the soft, shimmering elegance of a rich silk Petticoat, and would save dollars on the price!

Made of best quality Silk Taffeta with deep pleated flounce, finished variously, with ruching, vandyke points, bias bands, pin tucks and ruffle. Full cut, beautifully shaped Skirts promising wear as well as style, in black and wide range of wanted shades. Best \$7 to \$9 Silk Petticoats, a big special today for the Great 1097th Friday Surprise Sale for **\$3.85**



Great Shoe Surprise---3000 Pairs at \$1

ONE big double table piled high with Shoes for women and children at the astonishing Friday Surprise price of **\$1** a pair!

Practically every kind of leather—patents, gunmetal, vici kids, calfs—and button and lace styles for women and children. All broken lines of Shoes made to sell for \$2, \$2.50, \$3, \$3.50 and even \$4.00 a pair. Take your choice of the entire lot for the Great 1097th Friday Surprise Sale at the low price **\$1.00**



\$1.25 Black Taffeta Silk 89c

FIRST FLOOR, MAIN BUILDING. ORDER BY MAIL.

All Eastern fashion magazines tell of the coming silk vogue. Fashion correspondents write of the great Spring demand for black silk costumes, enlivened here and there with a bright flash of color. And just when it is most wanted the great Friday Surprise Sale offers this big reduction on 1500 yards of fine quality Black Taffeta Silks, 36 inches wide. Our best \$1.25 grade at, the yard only **89c**

Men's \$2.50 Underwear 69c

FIRST FLOOR, MAIN BUILDING. ORDER BY MAIL.

Included are Ganters & Mattern, Cooper's, Atlantic, and many other famous makes of Men's Underwear. Made of fine mercerized lisle, cashmere wool, lambs' wool, camel hair wool, etc. Colors are white, tan, salmon, etc.; also large assortment in striped effects. Flat weave, worsted and form fitting shirts and drawers. Our best \$1.50 to \$2.50 underwear, Surprise Sale price, garment **69c**

Men's 35c-50c Hose 23c

FIRST FLOOR, MAIN BUILDING. ORDER BY MAIL.

Men's fine silk lisle and lisle Socks at 23c pair in the Friday Surprise; excellent quality, made with reinforced sole, heel and toe. All the newest Spring shades included, such as smoke, tan, maroon, cadet, helio, navy, myrtle, gray, purple, etc. Sizes range from 9 1/2 to 11 1/2. Our best 35c to 50c socks are now placed on sale and priced **23c** specially for the great 1097th Friday Surprise Sale, the pair

85c Brass Candle Sticks 59c

FIRST FLOOR, MAIN BUILDING. ORDER BY MAIL.

The beauty of a library or dining table may be much enhanced at little cost with one of these Brass Candlesticks. Complete with yellow candle and pierced brass shade, finished with fringed yellow 59c shade lining. Best 85c Candlesticks, for Surprise Sale, each

Big Friday Surprise in February Homefurnishing Sales!

Three Tremendous Furniture Values

\$7.50 BREAK-FAST Tables \$4.19

FOURTH FLOOR, NEW BUILDING. ORDER BY MAIL.

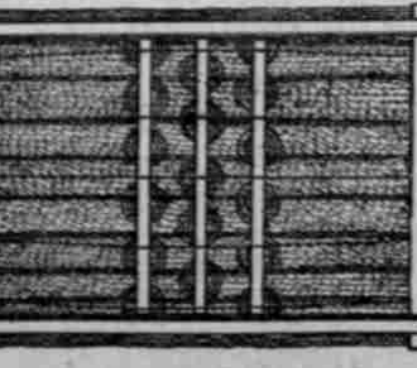
ALL the powerful examples of value-giving quoted in this great February Furniture Sale still in force! One of three added features for today—100 English Breakfast Tables, exactly as pictured to the left. Built of sturdy, solid wood finished in golden, Early English, fumed or natural oak. Positive \$7.50 Tables, for Friday's Great **\$4.19** Surprise Sale at only **\$4.19**

\$32.50 Chiffoniers Today Only \$19.98

Astonishing Friday Surprise on beautiful Chiffoniers. Strongly built and finished in walnut, mahogany or natural oak. Genuine French plate glass mirrors. Faultless in style and cabinet work. Positive \$32.50 Chiffoniers, Friday Surprise Sale price only **\$19.98**

\$3.00 Famous Yum Yum Springs \$1.89

Every housewife knows the merit of these famous Springs. Exactly as illustrated and in sizes to fit any bed. February Sale price, not \$3—the regular price everywhere—but at this low figure **\$1.89**



1500 Pairs \$2 to \$3.50 Curtains at 98c

THIRD FLOOR, MAIN BUILDING. ORDER BY MAIL.

HERE'S a Friday Surprise in the great February Homefurnishing Sales that's bound to bring hundreds of money-wise shoppers to our Drapery Store today!

Fifteen hundred pairs of pretty, desirable Curtains which sell regularly at from \$2 to \$3.50. Handsome Scrim Curtains finished **30c** Art Ticking, great variety of patterns, yd. **15c**

800 Small Axminster Rugs Our \$3 Grade, Friday \$2.25

THIRD FLOOR, MAIN BUILDING. ORDER BY MAIL.

FEW homes where one or more of these splendid small Axminster Rugs couldn't be used to good advantage. Exactly 800 of them for Friday's Great Surprise in the February Sale of Rugs and Carpets. Full 36x66-inch size and **\$2.25** our finest \$3 grade. Specially priced for Friday at **\$2.25**

\$2.50 Velvet Rugs—27x54-inch size in dozens of pretty, artistic patterns. Special **\$1.85** Friday at only **\$1.85**
25c Hemp Carpet—36 inches wide and a good, sturdy, wear-resisting grade. Special Friday, the yard **15c**
15c Hemp Carpet—30 inches wide, of a good, strong grade. While 1200 yards last, Friday, the price will be, yard **8c**
85c Door Mats—Of strong cocoa fiber; good size. Just 300 for the great 1097th Friday Surprise, each **57c**

\$3 Dozen Austrian China Plates, Friday Only 10c Each

BASEMENT, MAIN BUILDING. ORDER BY MAIL.

ONE THOUSAND of these thin, dainty Austrian China 7 1/2-inch Plates shouldn't last till noon today, when women read of the phenomenal value!

One pattern is exactly as illustrated, white ground decorated in beautiful purple violets and green leaves. Plates which we ourselves sell regularly at \$3 to \$3.50 a dozen. See the big Sixth-street vestibule window display. Buy them Friday at only, each **10c**



As Illustrated, 10c