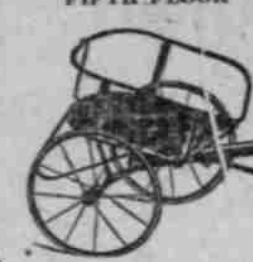


Let Us Send a Victor Talking Machine to Your Home on 10 Days' Free Trial—Visit Our New Soundproof Rooms on the Fifth Floor Fall Fashions at Meier & Frank's—September Patterns Now Here—Butterick Fashion Book for Fall, 25c Copy With 10c or 15c Pattern

\$1.50 Beach Carts for 99c

TAKE the little tot out in one of these light, convenient Beach Carts. Just as pictured here—with long handle, comfortable foot rest, back support and rubber tired wheels. Think of getting one of these splendid \$1.50 Beach Carts 99c at this low price! Friday



\$1.50 Fiction at 79c

A BIG table of \$1.50 late Fiction out for the 1123d Friday Surprise at 79c! Over a hundred titles, including those by Robert W. Chambers, H. G. Wells, Grace Donworth, W. J. Locke, George Randolph Chester, Mrs. Humphry Ward, Mary Roberts Rinehart, Emerson Hough, Louis Joseph Vance and others.

Today Only! The 1123d Friday Surprise Sale

With a Continuation of Other Events--Be Here at 8

\$12.50 Silk Dresses at \$5.00

Meier & Frank's—Second Floor. SILK DRESSES for \$5! It's a Friday Surprise clean-up that should bring hundreds of women here at 8 o'clock. Dainty All-Silk Foulard Dresses for women and misses, made in charming Princess effects, with high or round Dutch neck. Some with embroidery and braid trimming, others set off by plain bands. Dots, coin spots and figured designs in navy and white and black-and-white, worth \$12.50 and many even higher. 1123d Friday Surprise price—



\$5

To \$1.00 Fabric Gloves, 45c---Other Specials

MEIER & FRANK'S—FIRST FLOOR ORDER BY MAIL. A GREAT Friday Surprise on Women's Gloves! Of silk, chamoisette and lisle—16-button lengths in the popular Mousquetaire style. An odd range of colors and sizes, of course, and some of the white gloves are slightly imperfect. Reg. \$1.00 grades. 45c To 35c Short Gloves Friday Surprise, 10c To \$2.50 Neckwear Friday Surprise, 98c To 50c Silk Ribbons Friday Surprise, 17c 65c Union Suits for Friday Surprise, 33c

\$2 to \$3 House Dresses at \$1.58

NEW, fresh and dainty—these Women's House Dresses are one of the best Friday Surprises we have in store for you. Purchase two Dresses today at the price you'd ordinarily pay for one. Note the pretty styles—the careful finish—the fine materials in lawns and percales—wide array of colors. You'll be pleased with the becoming Dutch neck models and neat side fastenings. Also styles that button in the back. Choose from striped, dotted, checked and figured designs in pinks, light and navy blue, lavender, grays, black and white. All sizes. You'd never expect to get such splendid House Dresses as these at such a low price. Actually worth \$2, \$2.50 and \$3—for 1123d Friday Surprise Sale only at only

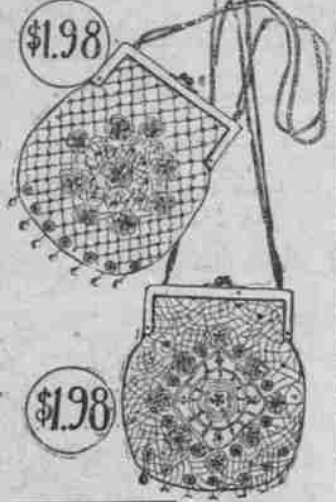


Wash Goods Surprise 25c Woven Tissues 12 1/2c

MEIER & FRANK'S—FIRST FLOOR. DAINTY Woven Tissues in dozens of pretty designs for waists and dresses. Stripes, checks and figured effects of all colors. Regular 25c grade, on sale at 8 o'clock today for the 1123d Friday Surprise Sale, a yard 12 1/2c 60c Dainty Tub Silks—all lovely striped effects, 36 inches wide, for waists and dresses. For the 1123d Friday Surprise Sale, yd. 39c \$1 Mercerized Table Cloths—65x60-inch size, in pretty floral designs. Surprise at 69c Friday Silk Section Surprise Over 30 designs in the famous Cheney Bros. Showerproof Silk Foulards. Best \$1.00 grade for 1123d Friday Surprise, yard 79c 80c Taffetas—in a wide range of plain colors. Splendid for waists and dresses. Special for today, your choice, at a yard 59c

New Purchase \$5 Irish Crochet Bags \$1.98

MEIER & FRANK'S—FIRST FLOOR. ORDER BY MAIL. "THEY'RE the fad of New York," our Jewelry manager writes, as he tells us of the astonishing purchase which brings \$5 Irish Crochet Handbags to sell for \$1.98. Made in various styles as illustrated, with the smart cordeliere handles. They're so smart looking with the Lingerie gowns or tub suit. Made over strong metal frames, well lined. For 1123d Friday Surprise at only



To \$2.50 Outing Pajamas for \$1.22

MEIER & FRANK'S—SECOND FLOOR. ORDER BY MAIL. DAINTY, snug Outing Flannel Pajamas for present wear at seashore and mountains—and, of course, for the Winter not far off! Neat, figures and striped effects, made with military or kimona collars. Regular \$2 and \$2.50 Pajamas for the 1123d Friday Surprise \$1.22 The Gowns are made of excellent quality Outing Flannels in plain white, also pretty pink and blue stripes. Generously full cut and splendidly finished. \$1.75 Gowns, Friday \$1.22



10,000 Men's to \$1.50 54c Shirts at

HERE'S a Friday Surprise Shirt Sale that'll rank with the biggest we ever held—and you know our record for phenomenal Shirt events! During the last five weeks our Men's Wear manager has been in New York; he's searched everywhere for good, worthy Shirts that could be bought under-the-market. From one famous maker alone he bought nearly 7000 Shirts of the best \$1, \$1.25 and \$1.50 grades. Other purchases bring the entire lot up to about 15,000. Come and pick your Shirts for months ahead! They're all fresh, new Golf Shirts, with plain or plaited fronts; attached cuffs. Hundreds of neat, distinctive patterns in every color. Every Shirt full cut and perfectly finished. All sizes 14 to 18 and all sleeve lengths. For Friday Surprise, \$1 to \$1.50 Shirts at 54c 6000 Men's 25c and 35c Neckwear, Friday Surprise at 16c



Waist Surprise! \$1.50-\$2 at 88c

MEIER & FRANK'S—SECOND FLOOR. ORDER BY MAIL. ANOTHER big, fresh, new lot of these snowy Lingerie Waists just down from the receiving-room for the 1123d Friday Surprise! Dozens of the prettiest styles for present wear—made of sheer, airy Batistes and Lawns, trimmed in dainty Val. laces, embroideries, tuck and medallions. Other are tailored models and of cool all-over embroidery. Actual \$1.50 to \$2 Waists, on sale at 8 o'clock this morning at 88c



Sample Emb'dy Strips Worth to \$1.50 at 49c

MEIER & FRANK'S—FIRST FLOOR. ORDER BY MAIL. TWO and three yards of beautiful Embroidery Edges and Insertions for the usual price of one! An immense purchase of manufacturers' sample strips of Embroidery averaging 4 1/2 yards; 1 to 8 inches wide. Thousands of pieces and hardly two of the same pattern. Worth 85c to \$1.50; the 1123d Friday Surprise 49c 65c to \$1 Embroidery Flouncings, Spec'l 49c \$2.50 to \$4 Emb'dry Strips, Special, \$1.39 For Friday Surprise, 500 yards of handsome 27-inch Embroidery Flouncings, for dresses and underskirts; 65c to \$1.00 grades; on sale today, yard 49c Manufacturers' Lengths of beautiful Embroideries, including Edges and Insertions, 1 to 18-inch. Strips of 4 1/2 and 5 yards; worth \$2.50 to \$4.00, at \$1.39

\$11 Suit Sale Ends Tomorrow

MEIER & FRANK—THIRD FLOOR. ORDER BY MAIL. ONLY two more days of our big final cleanup that includes every man's fancy Summer Suit in our entire stock at \$11! Come today—they're still a splendid selection, including dozens of the smartest patterns in weights suitable for early Fall wear. You'll find all sizes for men of all builds in the lot. Regular \$15, \$20, \$22, \$25 and up to \$30 Suits, priced for the Friday Surprise at \$11 Boys' Clothing at One-Half Price And tomorrow also ends the great Half Price Sale of Boys' Clothing! We call especial attention to these Boys' \$3.00 Suits now priced \$1.75 Boys' \$5.00 Suits now priced \$2.50 Boys' \$6.00 Suits now priced \$3.00 Boys' \$7.50 Suits now priced \$3.75 Boys' \$8.50 Suits now priced \$4.25 Boys' \$10.00 Suits now priced \$5.00 Boys' \$12.50 Suits now priced \$6.25



For 1123d Friday Surprise All Brassware One-Third Off

NOTHING so artistic in the home as this beautiful Hammered and fancy Brassware. Many artistic designs—all in handsome satin finish. Don't miss this phenomenal offer for Friday only, at One-Third Off. \$1.50 Fern Dishes only \$1.00 \$2.75 Fern Dishes only \$1.84 \$3.00 Fern Dishes only \$2.00 \$2.25 Jardinieres, 6-in. \$1.50 \$4.00 Jardinieres, 8-in. \$2.67 \$6.00 Jardinieres, 10-in. \$4.00 \$3.00 Hanging Baskets \$2.67 \$1.25 Flower Baskets for \$4c \$2.75 Flower Baskets, \$1.84 \$7.00 Flower Baskets, \$5.67 \$1.00 Brass Trays, 10-in. 67c \$2.25 Brs. Trays, 12-in. \$1.50 \$5.00 Umbrella Stands \$3.34 \$6.00 Umbrella Stands \$4.00



Grass Furniture Half

MEIER & FRANK'S—FOURTH FLOOR. ORDER BY MAIL. FOR the 1123d Friday Surprise, one day only, we offer this astonishing quick-clearance on every piece of Grass Furniture at half original price. No phone orders taken. \$9.48 Grass Chairs, exactly as illustrated. Just 100 to sell today at \$4.74. \$4.79 Grass Chairs for only \$2.40 \$5.34 Grass Chairs for only \$2.67 \$5.12 Grass Chairs for only \$2.56 \$5.67 Grass Chairs for only \$2.83 \$6.34 Grass Chairs for only \$3.17 \$7.49 Grass Chairs for only \$3.80 \$6.34 Grass Rockers at only \$3.17 \$7.49 Grass Rockers at only \$3.75 \$7.98 Grass Rockers at only \$3.99 \$1.75 Porch Rockers \$1.19 \$7.75 Porch Settees \$5.19 For the 1123d Friday Surprise, 150 of these splendid maple Porch Rockers, in natural, red or green finish; \$1.75 value for \$1.19 Friday Surprise only \$1.19 Large, comfortable Eastern maple Porch Settees in red, green, or natural finish. For the 1123d Friday Surprise, regular \$7.75 values for only \$5.19

