

Enjoy a Delightful, Quiet Luncheon in Our 7th Floor Tea Room—Ladies' Orchestra Plays Daily, From 12 to 2 P. M.—Express Elevator 5000 Freshly-Cut Carnations Friday at 48c Dozen; Basement—"The Heart of Life," Pierre de Coulevain's New Book, Out Today, \$1.25

THE MEIER & FRANK STORE, ESTABLISHED 1857.

WEATHER REPORT: PROBABLY FAIR TODAY.

THE MEIER & FRANK CO., 5th, 6th, Morrison and Alder Sts.

1153d Friday Surprise Teems With Unusual Savings!

1153d Friday Surprise Sale Women's \$20, \$22.50 and \$25.00 Fine New



Spring Suits \$16.45

Second Floor—Main Building

ONE of the last purchases of our Garment chief before he left New York two weeks ago—and important among the Surprise Sales for today. Women's new Spring Suits at \$16.45—garments that would sell regularly at from \$20 to \$25. Smart, mannish tailored styles in rich whipcords, twilled chevrots, plain and fancy waled serges. Short, jaunty jackets, semi-fitted. Notch collars and revers. Plain and silk trimmed. Choose the new Spring Suit today from these splendid \$20 to \$25 models at only \$16.45.

IN EVERY instance, bright, new Spring merchandise is offered at the kind of savings which have made our Friday Surprise Sales a household word in the Northwest. Special purchases of Women's new Spring Suits, Waists, Sweaters, Gloves, Footwear, Silks, Neckwear and others, go out at 8 o'clock this morning for the 1153d Friday Surprise. Those who start now will get the choicest of these bargain "plums."

VISIT THE "MADE-IN-OREGON EXPOSITION TODAY!"

See the full-size Woolen and Mohair Looms in operation! Watch the manufacturing of Shirts, Overalls, Tents, Awnings, Mattresses, Bedsprings, Trunks, Gas Mantles, Pottery, etc. And in a special auditorium on the fifth floor, over 100 new Kiser hand-colored Photos of Oregon are shown by stereopticon. Continuous show, 11:30 to 1 and 2 to 5 P. M. Plenty of seats. Free!

Two Great Glove Surprises for Friday!

TWO of the world's most celebrated makes of Silk and Kid Gloves, bought to sell at usual wholesale cost—yes, the Kayser Gloves are even less than original wholesale cost!

\$3 and \$3.50 'Kayser' Silk Gloves for \$1.19
Every pair bears the well-known Kayser label in the hem! Beautiful 16-button length Silk Gloves with handsome embroidered and beaded designs. Choice of white, black, champagne, gray, chamamois, pongee and tan. Size 6½ only. These Gloves positively are \$3 and \$3.50 grades; while lot lasts, **\$1.19**

\$1.50 Trefousse Kid Gloves, 98c
A special purchase direct from Trefousse & Co., of their famous oak tan Cape Gloves, which sell regularly at \$1.50. Assorted shades of tan, one-clasp style with three-row spear backs. Sizes 6½ to 7¼. Special for the 1153d Friday Surprise Sale today at low price of, the pair, **98c**



SEE FIFTH-STREET WINDOW

1153d Friday Surprise Sale \$6 to \$9 Lovely New Fancy Dress Waists at \$4.85

WHAT an offering, this—lovely new Spring Waists at \$4.85 in a wonderful array of pretty styles for semi-dress occasions. Just the models wanted for wear with the new Spring suit. Of rich taffetas and messalines, fine nets, chiffons and marquisettes over filet lace. Dainty styles in white and light colors, though plenty of darker shades. Attractive trimmings of lace, braids, silk and satin bands and buttons. Lace yokes finished with high necks. Kimono and set-in sleeves. New—every one! And worth \$6 to \$9 regularly. For the Surprise today at only \$4.85.



FOR THE GREAT 1153D FRIDAY SURPRISE TODAY Women's New Hats at \$5.00!

WHAT could be more timely than this offering of pretty, new Spring and Summer Millinery! A special group of Hats that have just been received—marked to sell at \$6.50 to \$7.50. At the last moment we decided to offer them at \$5 for the Friday Surprise only. New, this season's styles, every one of them. Smart little tailored and semi-tailored models, one pictured, of fine hair braids, fancy braids and straws in a splendid assortment of colorings. Trimmed with ribbons, quills and velvets. Try to come early for best choice. Friday only at **\$5.00**

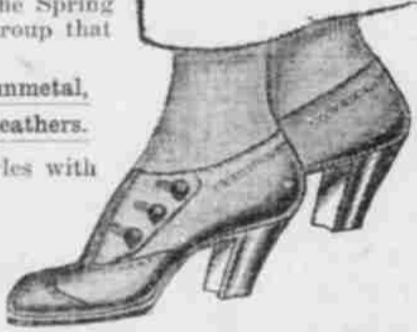


1153D SURPRISE SALE. \$3-\$3.50 Guart'd Umbrellas, \$1.87

SPLENDID savings today on Men's and Women's Umbrellas—actual \$3 and \$3.50 grades at only \$1.87! Every one guaranteed. Well made, with silk-and-linen covering over Paragon steel frames. The 26-inch size for women, 28-inch size for men. For the 1153d Surprise today at low price of **\$1.87**

FOR THE GREAT 1153D FRIDAY SURPRISE TODAY. W'm'n's \$3 Low Shoes \$1.98

THIRD FLOOR—NEW BUILDING.
THINK what an opportunity this—Women's smart Oxfords and Pumps specialized at \$1.98 just at the beginning of the Spring season! And there's not a Shoe in the group that would sell regularly at less than \$3. Oxfords and Pumps of patent colt, gunmetal, tan Russian calf and also vici kid leathers. Blucher and regular lace and button styles with light extension soles, Cuban heels—plain and tipped toes. Clever little toe pumps with one and two ankle straps. Come early for your choice of these \$3 Spring and Summer Shoes for 1153d Friday **\$1.98**



FOR THE GREAT 1153D FRIDAY SURPRISE SALE. 85c New Striped Silks for 49c

ONLY 1000 yards of these new striped Silk Messalines for the Surprise Sale today! But splendid choice for those who come early. Pretty for Spring waists and dresses. All the new shades—blues, tans, browns, red, black, lavender, etc. It's a timely special on fresh, new Silks—that would sell at 85c regularly. Today we special them for the 1153d Friday Surprise at only, the yard, **49c**

FOR THE GREAT 1153D FRIDAY SURPRISE TODAY. \$3.50 to \$5.50 Sweaters, \$1.95

SECOND FLOOR, MAIN BUILDING.
IF there's any time of the year when women and girls take comfort in a Sweater Coat it's at this early Springtime. But they're splendid for all the year round—for the business woman, the school and out-door girl. Indispensable for use at the beach. Smart, jaunty styles with "V" shaped or shawl collars, in white and colors. Red, gray, white and navy. Also white with a touch of color. The 27 to 32-inch length. Medium and heavy weights. Don't fail to choose your Sweater today. Actual \$3.50 to \$5.50 grades, for the 1153d Surprise, only **\$1.95**



FOR THE 1153D FRIDAY SURPRISE SALE. 6000 Prs. Men's 25c Lisle Socks, at 17c!

Just inside Morrison-Street Entrance
ORDER BY MAIL.
BIG, new shipment of Men's fine, silky, mercerized Lisle Socks in all the new, plain colors for Spring! Over 6000 pairs in all—stores buying them regularly would have to ask 25c! Black, navy, tan, helio, maroon, grays, purple, browns, cadet, etc. Two big tables filled with them. Special, 3 pairs 50c, a pair, **17c**



FOR THE 1153D FRIDAY SURPRISE SALE. To \$2.50 Crochet Collars, \$1.19

FIRST FLOOR, MAIN BUILDING.
FAR prettier and finer than the sort of Collars you might expect to find at such a low price as this. Note the illustration—which shows one of the many dainty styles included in the group. Square sailor collars of fine lawn with real Irish crochet lace edges. Others in pointed sailor style of fine mulls and lawn, beautifully embroidered and finished with crochet edge. Worth actually from \$1.50 to \$2.50. For the Surprise today at only **\$1.19**



FOR THE 1153D FRIDAY SURPRISE SALE. Cleanup Boys' to \$5 Wash Suits, 59c

THIRD FLOOR—NEW BUILDING.
ORDER BY MAIL.
FOR Friday's Surprise we've gathered together every Wash Suit left from last season's selling and whether they're marked \$1, \$1.50, \$2, \$2.50, \$3, \$4 or \$5, the cleanup price will be 59c. Jaunty little Russian and sailor blouse styles of splendid quality madrases piques, chambrays, even pure linens among them. White and various colors. Our only reason for this low price is to clear out every suit which is not absolutely new. Just about 200 of them; ages 2½ to 12 years; at **59c**



FOR THE 1153D FRIDAY SURPRISE SALE. Men's \$5 to \$6.50 Bathrobes Friday Only \$3.65

A WARM, comfortable Bathrobe has a place in every man's wardrobe the year round! Here's an extraordinary Friday Surprise on 200 Men's handsome, Elderdown Bathrobes, made with military or roll collars, finished with cord and tassel. Dozens of attractive designs in blues, dark reds, greens, etc. Regular \$5, \$6 and \$6.50 Bathrobes, for one day only are priced at only **\$3.65**



For the 1153d Friday Surprise Today. 200 Brass Jardinieres \$1.25 Size, Friday 79c

MEIER & FRANK'S—BASEMENT. ORDER BY MAIL.
WE'LL be surprised indeed, if there is a one of these splendid Brass Jardinieres left at store-closing time tonight! They are of heavy, hammered, Russian Brass, as illustrated below, with three large ball feet and flare top. See Sixth-street window. Sell regularly at \$1.25—just 200 for the 1153d Friday Surprise Sale at only **79c**



For the 1153d Surprise A Great Sale of 300 Guar- ant'd Alarm Clocks 59c

BASEMENT—NEW BUILDING
ORDER BY MAIL.
Our own splendid Willamette Alarm Clocks, every one of them guaranteed to keep satisfactory time. Nickel case, with alarm set on top of clock, patent shut-off. We have 300 of them for the 1153d Friday Surprise at **59c**



THE GREAT 1153D FRIDAY SURPRISE TODAY. Friday Grocery Specials

Phone Orders Received Any Time After 7 A. M. Daily.
Special Butter, two pounds for 69c
Butternut Butter, two pounds 70c
Blue Ribbon Butter, 2 pounds 73c
Grizzly Bluff Butter, 2 pounds 70c
Special Coffee, the pounds only 26c
Meierfrank Coffee, the pound 35c
Tea Room Blend Coffee, pound 39c
Victor Japan Tea, the pound at 32c
English Breakfast Tea, pound, 25c
N. B. C. Graham Crackers, 3 pkg. 25c
Del Monte Pears, special at only 19c
Imp'd Sardines, 5c, 10c, 12½c, 15c
Sliced Dried Beef, two jars for 25c
30c Boston Cream Pies at 25c
10c Assorted Home-Made Cookies, special, two dozen at only 15c



TELEPHONES—PACIFIC, PRIVATE EXCHANGE 4; HOME, A 6101

For the 1153d Surprise \$3.50 to \$5 La Vallieres, \$1.98

FIRST FLOOR—NEW BUILDING
Exactly 64 of these beautiful new La Vallieres, which are more the fad than ever. Every one is 14-karat gold filled, set with handsome semi-precious stones. Gold, platinum and oxidized silver finish. Not one of them worth less than \$3.50 and many would sell at \$5 and more. Friday only at **\$1.98**

For the 1153d Friday Surprise Today. \$12.50 M. & F. Felt Mattresses, \$9.60

FOURTH FLOOR—MAIN BUILDING.
ORDER BY MAIL.
THE Meier & Frank famous Hygienic Felt Mattresses, which are being made right here in the department by the Carman Manufacturing Company during our Made-in-Oregon Exposition. Of felted layer cotton, full size and weight, covered with A. C. A. ticking. Our regular price for this Felt Mattress is \$9.60 \$12.50, today **\$9.60**

