

Men—Choose the New Spring Suit From Our "Invincible" Line—at \$16.50—They're the Equal of \$25 Suits Elsewhere—Third Floor \$2 at Time of Purchase and \$1 a Week Sends Any Style "Willamette" Sewing Machine to Your Home—Fifth Floor, Main Building

Purchase Furniture—On our Club Plan of easy installments. This courtesy we extend whether you purchase at the regular or at the sale prices.

Enjoy "Down-Town" Luncheon—in our beautiful 7th Floor Restaurant. Unexcelled cuisine, prompt service. Music at noontime. Special elevator. Afternoon tea served 2:30 to 5:30.



Home Owners and Rental Agents—submitting lists to our Free Rental Bureau are placed in direct communication with prospective tenants without charge.

NURSERY ON THE FOURTH FLOOR—where infants and children may be cared for while mothers shop in the store. **WATER BILL PAY STATION**—in Basement, where water bills may be paid from any part of the city.

Phenomenal and Not-to-Be-Found Elsewhere Are the Offerings on Wanted Articles in This The

Meier & Frank Store's 1206th Friday Surprise Sale

Fresh, New Spring Merchandise Enters This Big One-Day Event--Spring Apparel for Men, Women and Children--Home Needs

Four Big Special Groups

Fresh, New Samples in Women's Gowns



Nearly 900 beautiful Gowns for women enter this great one-day Surprise Sale. It's the sample line of one of the largest manufacturers. The four styles, as illustrated at the left, were sketched from the four special groups we offer for today only at extraordinary reductions. They're nicely finished Gowns of good quality nainsook. Beautifully trimmed in lace and embroidery. Included are both the popular slip-over and button styles. Remember, for one day only, these extreme reductions have been made. Choose the needed Gowns today with greatest economy.

- Lot 1** Includes regular 75c and 85c Gowns, which are priced only **59c**
- Lot 2** Includes regular \$1 and \$1.25 Gowns now priced at only **79c**
- Lot 3** Includes regular \$1.50, \$1.75 and \$1.95 Gowns, now at only **\$1.00**
- Lot 4** Includes regular \$2, \$2.50 and \$3 Gowns, now priced at only **\$1.69**

Only one or two Gowns of a style are included, therefore mail and telephone orders cannot be filled on these Gowns.

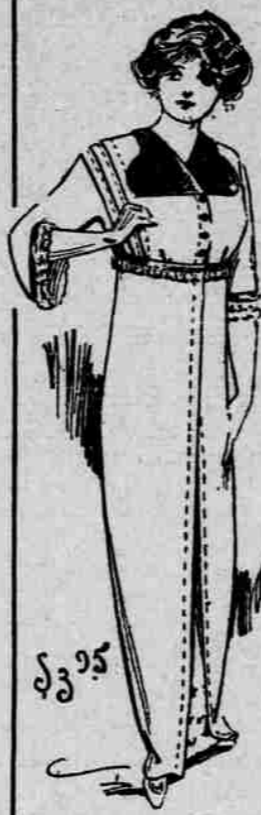
Infants' \$1.25 Crocheted Sacques—daintily trimmed with satin ribbon. Choice of white or combination of pink and white and blue and white; today, at only **\$1.00**

Infants' 85c Crocheted Bootees—of silk. In white or pink and white, and blue and white. Medium length Bootees, on sale today at the very low price, only, pair **69c**

Albatross House Gowns

in Long, Dainty Styles Regularly \$6 to \$10

\$3.95



Even a glance at these beautiful House Gowns of soft texture Albatross and challies will convince any woman that this is indeed a most extraordinary Surprise offering! Ordinarily you'd pay \$6 to \$10 for these Gowns we offer for Friday only at \$3.95. One of the styles is just as illustrated, but there's wonderful variety to choose from.

Cut on Empire, loose or semi-fitted lines. Some Gowns have collars of messaline, with lace striped silk fringe trimming. Others have messaline silk lace borders, pin tucks or pleats. Both plain and dotted or striped materials are used. In light and medium colors—blue, lavender, pink, etc.

Choose today only from this great lot of lovely House Gowns that regularly sell at \$6 to \$10 for only **\$3.95**.

—Second Floor, Main Building.—Mail Orders Filled.

Dainty, New Lingerie Waists To \$5 Grades \$2.45

Note the daintiness of the two Waists as illustrated at the right! They're new styles for Spring wear, and you've five models to choose from for Friday only at \$2.45. Of mull and marquisette, attractively trimmed in imitation Irish, fine Valenciennes and hand embroidery. Some Waists have popular Robespierre collars, others with beautiful lace yokes. All styles have long sleeves. Regular \$3.50 to \$5.00. **\$2.45** Waists. Special for today only



New Spring Lingerie

Dresses

Reg \$6.50 to \$7.50 Models **\$4.45**



Every woman and miss welcomes the early Spring season that permits the wearing of the neat and dainty Lingerie Dresses! And for today only you've fortunate selection of new Spring Styles at marked reductions. Dresses of voile, batiste and lingerie lawn. In either plain or dotted, have flounces of insertion or embroidery; others are trimmed in pin tucks, lace bands and fancy sashes of silk in assorted colors.

Sizes 14 Years to 38 Bust Measure

For today only, choose from these new Lingerie Dresses that sell regularly from \$6.50 to \$7.50

—At \$4.45

—Second Floor, Main Building.—Mail Orders Filled.

Women's \$1 and \$1.25 Gloves at 87c

Women should choose the needed Gloves today—while \$1 and \$1.25 grades are offered at only 87c the pair! They're overseam and pique lambskin, in white, black and colors. Sizes 5½ to 7 are included for this one-day Surprise Sale.

25c Ribbons—for hair bows and millinery. 4 and 5 inches wide. In fancy warp prints and stripes. Also plain and moire. On sale, special, for Friday only, **17c** at the very low price, yard

Women's 17c and 25c Kerchiefs—ideal for Easter gifts. Hand-embroidered styles. Colored novelties with initials and white with one-eighth-inch hemstitched edges. Friday only, each, at **12c**

—First Floor, Main Building.—Mail Orders Filled.

Men! Spring Showers Demand Rain Coats



Choose Today Only Reg. \$15 Grades at **\$8.88**

Men find economy as well as comfort in the possession of these stylish mohair Raincoats. They're exceptionally well finished and most desirable weight for Spring wear. Every Coat is of

Double Texture Mohair

In dark gray suede, with plaid lining. Every Coat is

Guaranteed Waterproof

Cut full box style, with military collar and storm fastening bands on sleeves. Ordinarily you'd pay \$15 for these slip-on Raincoats we specially price for today only at \$8.88. You'll find every size from 36 to 48. Choose them today only at this price.

—Men's Store, Third Floor.—Mail Orders Filled.

\$2.50 and \$3 Auto Veils, \$1.59

Soft and beautiful are these silk and crepe chiffon Auto Veils we offer for today only at \$1.59. They comprise all the new and staple shades. Unusually large size, with double and single striped satin borders. We also include a Vell Pin Free with these \$2.50 and \$3 Auto Veils today only at \$1.59.

—First Floor, Main Building.—Mail Orders Filled.

AGAIN TODAY!

Men's Golf Shirts

Regular \$1, \$1.50 \$2, \$2.50 Grades

All With Popular French Soft Cuffs **79c** Mostly Sizes 15 and 15½

See Big Morrison-Street Window Display

Other 1-Day Specials

Enter Our 1206th Friday Surprise

\$3.50 Burrow's Folding Card Tables—in mahogany finish, with felt or imitation leather tops. Special today only **\$2.29**.

\$2.50 Bissell's Standard Carpet Sweepers—special today **\$1.95**

25c to 50c Patent Leather Belts—in great variety of styles and widths. Fully 1000 Belts in the lot. In black, reds, white, blues, greens and browns. See them in vast display. Main Aisle, Main Building. Choice today only, each **12c**.

Shadow Lace Flounces—in white and cream for waists and gowns. 12 to 18 inches deep: 85c to \$1 Flounces, a yard **59c**; \$1.25 to \$1.75 Flounces, yd. **85c**



Men's and Women's to \$5.00 Umbrellas at \$1.98

Men's and women's Umbrellas, 26 and 28-inch sizes, on best 8-ribbed paragon frames, with new Era runners. Guaranteed covers of American taffeta, silk and linen taffeta, Gloria and best piece dyed Gloria taffeta. Regular \$2.98, \$3.50, \$4, \$4.50 and \$5 Umbrellas, Friday, at only **\$1.98**.

Women's 25c Neckwear—Plain and shadow lace chemisettes and lace and lawn collars. On sale Friday only, at the low price, each **15c**

—First Floor, Main Building.

Women's 35c and 50c Lisle Hose, Only 25c

Women's Lisle Hose, made seamless and full-fashioned. In black, tan, white and colors. A few included are fancy styles. Regular 35c and 50c Hose, today only, pair, **25c**.

Infants' 25c Hose—of soft finish, white silk and wool. Made seamless and have elastic tops. Sizes 4 to 5½ only. Special for Friday only, 3 pairs for **18c** 50c. Each single pair **18c**

—First Floor, Main Building.—Mail Orders Filled.

Embroidered Waist Patterns Grouped In 3 Lots

There's an individual daintiness to these hand-embroidered Waist Patterns of sheer batiste that we include at much less than their real worth, for Friday only. Fronts are beautifully embroidered in Madeira work, with trimming for collar and sleeves. Many of these Waist Patterns have combination of fine tucks and Cluny and Val. insertions. Choose them today only at these reductions:

\$4.50 to \$5.00 Patterns only \$3.49
\$5.50 to \$6.00 Patterns only \$3.98
\$6.00 to \$12.00 Patterns only \$4.98

—First Floor, New Building.—Mail Orders Filled.

Scrim Curtains Regular \$2.50 Grades

Handsome patterns of Scrim Curtains in white, cream and ecru are included in the Friday Surprise Sale. They're the season's end line of a large jobber's stock. Beautifully finished with two-inch hems and hand drawn-work. All 36 inches wide and 2½ yards long. Reg. \$2.50 grades, today only, the pair, at **\$1.69**

—Third Floor, Main Building.

Linen Center Pieces To Embroider

Pleasing, indeed, are the stamped designs in these 22-inch round thread linen Center Pieces. In variety there are 25 patterns to choose from. In French, eyelet and punch-work designs. Regular 50c Center pieces, on sale today only, low price, ea. **29c**

—Third Floor, Main Building.