

1241st FRIDAY SURPRISE SALE

Women's 65c Underwear The Garment, at Only 33c

For Friday's Surprise we're offering women's fleece lined Pants and Vests at only 33c the garment. These Garments are warm and serviceable, made in high neck, long sleeve and ankle length styles. This is a line of Underwear we are discontinuing from our regular stock—hence the price reductions. For Friday only we may purchase Underwear ordinarily selling at 65c the Garment, at, each **33c**.

—Meier & Frank's—First Floor, Main Bldg.—Mail Orders Filled.

Patrons of Our Restaurant Today Will BE SERVED FREE With Crisp, New CELERY

Grown on the Oregon Tideland of Tenas-Ilihee Isle from seed brought from the famous Kalamazoo Celery district.

Special 50c Luncheon and a La Carte Service.

Seventh Floor Restaurant. Direct Elevator Service.



Gold-Filled Watch Fobs, 98c

Regular \$1.50 to \$3.50

A genuine surprise awaits you here today in these Watch Fobs, regularly selling at \$1.50, \$1.75, \$2.50 to \$3.50, special for Friday only at **98c**. These gold-filled Metal Fobs are of good quality gold and will make very nice Christmas presents. Specially priced for Friday's Surprise, each **98c**.

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

1241st FRIDAY SURPRISE SALE

Ten-Year Gold-Filled-Case Watches—Friday \$4.59!

This Watch Sale overshadows any other sale ever held in Portland, when one considers the great value of the Watches offered at this very low price. They're ten-year gold-filled cases in 12 size, open face and hunting style, and a few in 14 size hunting case. They are fitted with guaranteed American movements, and are in the thin models. For Friday only this remarkable sale will be in progress—and these splendid Watches will be sold at **\$4.59**.

—Meier & Frank's—First Floor, New Bldg.—Mail Orders Filled.

Meier & Frank's 1241st Friday Surprise Sales For Today Only—Such Radical Reductions Are Unusual and Timely

1241st FRIDAY SURPRISE SALE

Women's 35c Cashmere Hose The Pair, 23c

Women's 35c Cashmere Hose—in black with gray heels and toes. Plain and ribbed tops. Seamless feet. Good, serviceable Hose, specially priced for Friday's Surprise Sale, the pair **23c**.

Children's 20c and 25c Hose—of cotton and lisle. In black and tan only. Seamless feet. For clean-up of odd sizes we've priced these excellent wearing Hose at, the pair **10c**.

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

1241st FRIDAY SURPRISE SALE

\$2 Silk and Chiffon Auto Veils Friday Only, \$1.39

Of unusual interest is this Surprise offering of lovely Silk Chiffon Auto Veils with double striped Satin borders. There's an array of lovely new shades, and also the staple colors. For Christmas Gifts these Auto Veils would be pleasing indeed—and the Veils you would ordinarily pay \$2 for are priced for Friday at each, **\$1.39**.

60c ad 65c Mesh Veilings—in the Shetland silk finish, in Shadow and fine Mesh patterns. In black, white and colors. Special for Friday only, the yard **25c**.

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

1241st FRIDAY SURPRISE SALE

SILK & SATIN RIBBON REMNANTS Friday Only, Each 15c!

Thousands of short lengths of gorgeous Ribbons are included in this Friday Surprise Sale at **15c** the piece—Ribbons that you would pay from 45c to 65c the yard for ordinarily. There are plain Taffeta Ribbons, Satin Ribbons, fancy Dresdens and other fancy Ribbons, Velvet Ribbons—in fact, there are very few kinds of Ribbon manufactured that are not represented in this lot of short lengths. Lengths range from three-quarter yard to two yards. All colors and all widths are shown. For Friday only you may choose as many pieces as you like at, the piece, **15c**.

—First Floor, Main Bldg.

1241st FRIDAY SURPRISE SALE

\$2.25 Scrim Curtains Pair \$1.65

Handsome Scrim Curtains that come in white, cream and ecru—40 inches wide and 2 1/2 yards long, are Friday's offering at this deep reduction. Friday you will be able to purchase these splendid Scrim Curtains that sell regularly at \$2.25 for, the pair **\$1.56**.

—Meier & Frank's—Third Floor, Main Bldg.

1241st FRIDAY SURPRISE SALE

Santa Claus Will Be Here Again Today!

—To meet all the little girls and boys who come to see him. If you haven't already paid him a visit you should do so at once, children, and tell him what you want for Christmas, and what you wish him to bring your little sisters, brothers and friends. He's waiting here every day with his pleasant smile and cheery words and his big heart just full of love for the little girls and boys of Portland. So come and see him at his headquarters in Toy Town.

—Meier & Frank's—Fifth Floor, New Bldg.

1241st FRIDAY SURPRISE SALE

Trimmed Hats 1/2 Price

\$5 to \$15 Models have been selected for this Half-Price Sale for Friday. They're Hats made of velvet, plush and velour, fashionably trimmed in fancy feathers, ostrich novelties and flowers. This Sale offers an excellent opportunity to those who wish a stylish and up-to-date trimmed Hat at a most moderate cost. \$5 to \$15 models that on Friday you may purchase at **\$2.50 to \$7.50**.

All Knox Sailors Reduced—made of imported velours, in the fashionable ready-to-wear modes. Selling regularly from \$7.50 to \$15—Friday they may be purchased at **HALF PRICE**.

To \$4.50 Untrimmed Shapes—a collection of Hats in imported velours and an assortment of colors, marked special for Friday only **89c**.

—Meier & Frank's—Second Floor, New Bldg.

Women's Splendid Utility Suits at \$14.85 That Sold Formerly From \$25.00 to \$35.00

The excellency of these Suits is apparent at a glance, and at the low price to which they have been reduced they afford an economy that's unusual. Note the illustration.

They're either fancy or plain-tailored models, in combinations of plain skirt and brocaded jacket, or checked skirts and fancy jackets—a style that is particularly pleasing—as well as Chiffon Broadcloth Suits in plain shades, and Navy Blue Serge Suits. These Suits are in a variety of good colorings, including navy, black, plum, brown, gray, fancy mixtures, brocaded and plaid effects. They may be had in sizes 34 to 42. For Friday's Surprise Sale these excellent Suits are reduced from \$25 and \$35 to, each **\$14.85**.

No Phone Orders Taken. No Suits Sent on Approval. SEE THE FIFTH-STREET WINDOW DISPLAY

Women's \$12.50 Coats Only \$7.65

These Coats are in fancy mixtures, with silk velvet collars and trimmings. They can be worn in either the high-collar style or with flat revers, and have turn-back cuffs. They come in gray, brown, navy or black, and in all sizes. Select one of these serviceable Coats while they're reduced from \$10 and \$12.50 for Friday's Surprise to only **\$7.65**.



1241st FRIDAY SURPRISE SALE

Candy Surprises for Friday

50c Society Chocolates, pound **38c**
50c Milk Chocolates, Whipped Cream Style, pound **38c**
25c Turkish Caramels, pound **18c**
40c Butter Cups, pound **28c**
40c French Nougat, pound **25c**

—Candy Store, Basement.

1241st FRIDAY SURPRISE SALE

Women's Gowns, Combinations Friday Only 98c

These dainty Gowns and Combinations, which form a matched set, are made of fine nainsook and prettily trimmed with wide lace insertion and medallions of eyelet embroidery, with finishing of lace edging. Double rows of ribbon running across the bust and at the neck makes a pleasing trimming. The illustration will give you an idea of their novelty. For Friday's sale these handsome and daintily trimmed Gowns and Combinations are **98c** reduced to, the garment.

—Meier & Frank's—Second Floor, New Bldg.

Men's and Women's \$7 Sweater Coats For Friday at \$2.98

High-grade Sweater Coats, suitable for men or women, made by the famous Wav Sweater & Muffler Co.—makers that are known from one end of the country to the other. They're in Ruff-Neck, Byron Collar or V-Neck styles—in cardinal and maroon only. Made of best quality pure wool worsted, in the Shaker Knit fashion—all sizes. You've never had an opportunity to purchase a Sweater at so low a price, but because there are only two colors, we have decided to make them a special for Friday's Surprise only, at **\$2.98**. Main Aisle.

of Portland at \$1.00.

Stiff Hats, shown in all styles and sizes, and at this very low price are one of the greatest inducements we have been able to offer in some time. Make an early selection of these splendid Derby Hats, in black only, Friday at **\$1.00**.

—Mail Orders Filled. —Just Inside Morrison-St. Entrance.



2d Floor New Fancy Waists In Christmas Boxes—Regular \$6 to \$9 Special \$3.98

This is an entirely new line of Fancy Waists, made of plain and fancy messalines, crepes and silks, in all the fashionable colors and combinations. They're in the semi-tailored and severely tailored styles, some prettily trimmed with buttons or Bulgarian silks. They have the high collars and long sleeves, some with shirred-on yokes in front and plain backs. This is a splendid assortment of Waists and in the pretty Christmas boxes they'll make charming Christmas gifts, so make your selection while these Waists are marked from their original \$3.98 prices of \$6.00 to \$9.00—for Friday Surprise Sale **\$3.98**.

Women's Silk Messaline Petticoats Spec. \$2.68

These Petticoats that are made of good quality silk messaline come in two styles—plaid flounce with pleated ruffle, or a plaid flounce. They're in a wide variety of colors, including white, Nell rose, green, lavender, Copenhagen, brown or black and changeable effects. They're a most excellent Petticoat, and at the price they've been reduced to for Friday afford a great saving. Make your selection Friday while these Petticoats are marked at **\$2.68**.

1241st FRIDAY SURPRISE SALE

Women's 16 to 20 Button Kid Gloves Special at \$2.49

Included are several hundred pairs of the famous Perrin's Kid Gloves—in white, cream, black, mode and Champagne—in nearly all sizes. Both 16 and 20-button length Gloves are in this group.

They are Gloves taken from our regular stock—slightly soiled from being displayed, but not damaged in any way—Gloves that you would pay \$4 and \$5 the pair for at any other time are placed at your disposal for Friday only—the pair **\$2.49**.

—Meier & Frank's—First Floor, Main Bldg.—Mail Orders Filled.

1241st FRIDAY SURPRISE SALE

Women's 59c, 75c Box Kerchiefs 43c

1260 Boxes—in the following varieties are included at the Surprise price of 43c the box. Women's Initial Kerchiefs, 6 in box. Women's Amriswyl Kerchiefs, 3 in box. Women's Colored Initial Kerchiefs, 3 in box. Women's "Bretonne" Hand-Embroidered Linen Kerchiefs, 3 in box. Women's Kerchiefs—Hemstitched edges—Fancy Emb. corners, 6 in box. Women's Irish Shamrock Emb. Kerchiefs, 3 in box. Women's Emb. Kerchiefs, in fancy Burnt Wood Box, 6 in box. **43c** Your choice, the box.

—Meier & Frank's—First Floor, Main Bldg.—Mail Orders Filled.

1241st FRIDAY SURPRISE SALE

Women's \$1.25 Juliets 98c

These are warmly lined Felt Juliets, with turned soles and low heels. They're far trimmed, and come in gray, wine, brown and black, and in sizes from 2 1/2 to 8. They sell ordinarily at \$1.25, and have been reduced for Friday's Surprise to, pair **98c**.

—Meier & Frank's—Third Floor, New Bldg.

1241st FRIDAY SURPRISE SALE

\$6 Electroliers at \$3.99! Special for Friday Only

There are 50 of these Colonial-style Electroliers, exactly as illustrated, with art glass pyramid shades and borders of open brass. They're 21 inches high, with 12-inch shades, and equipped with 6 feet of silk cord and electric bulb. Regularly these handsome Electric Lamps sell at \$6.00. For Friday's Special they're reduced to **\$3.99**.

—Mail Orders Filled.—Big Basement Store.

1241st FRIDAY SURPRISE SALE

Burrows' \$3.50 Card Tables Friday \$2.19!

Everyone is familiar with the Card Tables made by E. T. Burrows Company. The one we are offering for Friday's Surprise Sale is a Special Table made for the Meier & Frank Co. It's a light-weight Folding Table, exactly like the illustration. It sells always at \$3.50—for Friday's Surprise Sale it's **\$2.19** reduced to.

—Fourth Floor, Both Bldgs.

1241st FRIDAY SURPRISE SALE

Infants' 50c Shoes Pair 29c

A veritable Surprise are these soft-soled Shoes for infants, at the exceptionally low price of **29c** the pair. There's a variety of plain Kid, in blue and white—black patent—and combinations of black Patent Vamp with white, blue, pink or brown tops. Sizes are 0, 1, 2, 3 and 4. These fetching little Shoes sell regularly at 50c the pair. Special for Friday only, pair, **29c**.

—Infants' Wear Section.—Second Floor, New Bldg.—Mail Orders Filled.

1241st FRIDAY SURPRISE SALE

Grocery Surprises for Today Only NEW HOLLAND HERRING—Just arrived. Genuine White Hoop Milchers, keg **95c**

Blue Ribbon Butter—Oregon make—roll **73c**
Cream of Wheat—package **15c**
Ghirardelli's Ground Chocolate—3 lb. tin **75c**, 1 lb. tin **25c**
Jersey Butter—roll **68c**
Challenge Coffee—1 lb. **55c**, pound **95c**
Quaker Corn Flakes—freshly toasted—package **75c**
Holly Milk—will whip—dozen cans **90c**, can **75c**
Armour's Floating Soap, five bars **19c**
Victor Naphtha Soap, five bars **19c**
Quaker Oats, package **19c**
Chinese Salmon—4 No. 2 cans **25c**

—Pure Food Grocery, Basement.

Meier & Frank Co.

1907 THE QUALITY STORE OF PORTLAND 1913
FIFTH, SIXTH, MORRISON, ALDER STS.

\$3 Collapsible Doll Buggies—one motion, reclining back, with rubber-tired wheels and hoods covered with frantise. Reduced for Friday Surprise Sale, ea. **\$2.23**.

\$2 Japanese Toy Tea Sets—consisting of 23 pieces of thin china, with fancy decorations that will not come off. A splendid Set that is reduced for Friday's Surprise, the set at **\$1.29**.

1241st FRIDAY SURPRISE SALE

To \$3.00 Cut Glass Nappies Today Only \$1.29

There are 200 of these Cut Glass Nappies that have sold at \$2, \$2.50 and \$3. The designs are unique, the cuttings deep and brilliant and they're highly polished. There are five different cuttings to choose from. For Friday's Surprise Sale only you may purchase these beautiful Cut Glass Nappies—that make such beautiful Christmas gifts—at **\$1.29**.

—Meier & Frank's—First Floor, Main Bldg.