

Jolly Old Santa Claus Greet the Children Here in "Toytown" Each Day From 1 to 5---Fifth Floor, New Building

What a Surprise Means to U at the Meier & Frank Store



1242D FRIDAY SURPRISE SALE
Jersey Butter, Friday, Roll 65c
 Unequaled elsewhere is this Surprise offering for Friday, of well-known Jersey Butter—at the lowest price you've purchased Butter for months past. Special for Friday only, the roll **65c**.
 —Meier & Frank's—Pure Food Grocery, Basement.

Meier & Frank's
1242d
FRIDAY
Surprise Sales

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1242D FRIDAY SURPRISE SALE
12½c--15c Flannelette, Yd. 7c
 Of timely interest is this Friday Surprise Sale of warm and serviceable Flannelettes, in 27-inch widths, light and dark colors. Ordinarily you'd pay 12½c and 15c the yard for this Flannelette—priced for Friday only, the yard **7c**.

1242D FRIDAY SURPRISE SALE
\$2.75 to \$3.75 Kimonos, \$1.89



Attractive, Comfortable Select Them for Gifts!

These are long Kimonos, made of a fine quality of Flannelette, in the semi-loose or Empire style. They have large collars, trimmed in satin, Persian or self material, round or square necks. In a variety of effective designs and colors, either light or dark shadings, embracing a wide range of combinations in red, navy, tan, gray, blues and lavender.

As gifts these Kimonos are splendid, and at Friday's reduced price you may select one at great economy. Usually you'd pay \$2.75 to \$3.75 for every one of these warm and comfortable Kimonos that are priced for Friday's Surprise Sale **\$1.89** only.

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

1242D FRIDAY SURPRISE SALE
\$5 Sweater Coats \$2.97



Isn't a saving of \$2.03 on a \$5.00 garment worth considering? That's the opportunity we're affording you today on

Men's \$5 Sweaters \$2.97

These splendid Sweater Coats are made of an excellent quality wool, in the effective Shaker knit style, which is extremely popular with both men and women. They're in the Ruff-Neck fashion, trimmed with pearl buttons and come in a great variety of attractive colors—reds, in various shades—navy, maroon, white and Oxford. These Sweaters are extremely popular for women's wear, many preferring them to the regulation Women's Sweaters.

For Friday only will these Sweater Coats be reduced, so we advise selection while it is possible for you to purchase \$5.00 Men's Sweater Coats at, each **\$2.97**.

—Meier & Frank's—Just Inside Morrison-st. Entrance.

1242D FRIDAY SURPRISE SALE
This Beautiful Doll
Only \$1.19



AN UNPRECEDENTED OFFER

This is the most remarkable Doll Sale ever placed before the people of Portland! It's a Pre-Holiday Sale that allows the greatest possible economy, for these beautiful Dolls are worth more than twice the price for which they are to be sold.

They're 24 inches high, genuine full-jointed Papier Mache Dolls with fine bisque heads, with three-row sewed mo-hair wigs. They have moving eyes and eyelashes, and a most lifelike mouth with the teeth showing. These Dolls are dressed in a nicely trimmed shirt.

Make your selection **EARLY**—from this assortment of lovely Dolls that are priced for Friday's Surprise Sale only **\$1.19**.

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

Brass Book Racks 98c

For pretty and useful Christmas Gifts—at surprisingly low prices—you'll find these unique fancy Brass Book Racks most pleasing. They usually sell at \$2 each but on Friday only you may purchase these Book Racks at, ea. **98c**.

\$6 to \$10 Waists, \$3.98

In this group you'll find Waists of Shadow Laces, Chiffon, Plain Nets and Fancy and Plain Silks—in all wanted shades. Silk Waists are made in plain-tailored styles or with tucked yokes, vests of fine net and raglan sleeves. Most unusual is the opportunity to secure such lovely Waists as these—usually selling from \$2.50 to \$10—special at **\$3.98**.

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

Candy Surprises

70c Victoria Chocolates—Special, pound... **48c**
 50c Chocolate Covered Marshmallows—the lb. **43c**
 50c Milk Chocolates—Whipped Cream Style... **38c**
 40c Mt. Hood Nougat—Special, pound... **25c**
 40c Assorted Cream Wafers—Special, lb... **25c**

—Meier & Frank's—Candy Store, Basement.

Sale of Women's 50c Hosiery at 27c Pair

Imported Black Lisle Hose, with silk embroidered boots, in pretty fancy patterns. To clean up this line, we're offering these regular 50c Hose, 2 pairs **50c**; 27c the pair.

75c French Flannel at the Yard 39c

All-Wool French Flannel—soft and fine—in a varied assortment of neat stripes and Persian designs. Usually selling at 75c the yard. Special, the yard, **39c**.

1242D FRIDAY SURPRISE SALE
\$1 Crepe Gowns 69c



The extreme daintiness of these \$1.00 Crepe Gowns—that we have reduced for Friday only to 69c—will appeal immediately to every woman. They're made of Windsor Crepe, in pretty blue and pink rosebud design, in the popular and comfortable kimono style, with lace edging finishing the neck and sleeves.

They're cut full length and width—a great advantage in a Gown. As a Friday offering these \$1.00 dainty Crepe Gowns will be sold—**69c** one day only—at **69c**.

\$1.50 Warm Flannelette Gowns 98c

Comfortable and warm are these Flannelette Gowns made of the best grade of material, in attractive blue and pink stripe effects. They're in the collarless style, trimmed with 3 rows of braid. These are our regularly priced \$1.50 Flannelette Gowns, reduced for Friday's Surprise Sale only to, each **98c**.

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

1242D FRIDAY SURPRISE SALE
Smart Suits
Greatly Undercut To Sell Friday Only at \$11.45



Tailored Suits—cut on Fashion's best models—priced at **\$11.45**—That's our Friday Surprise Sale in the Garment Section—and it's one that will show you the stress that we lay upon these Friday sales.

The distinguishing feature of these Suits is their adherence to the strictly tailored effect. They're cut on the straight, graceful models that characterize good Tailored Suits, and the excellency of the workmanship carries out the effect perfectly. They're of serges, diagonals and whipcords, in navy, Copenhagen and plum, with trimmings of buttons. Nicely lined with good quality silk and satins. The coats are in the cutaway styles, with loose backs, with small notched collars and revers, while the skirts show the high girdle, with either straight lines or slightly draped effects.

The illustration will give you a very comprehensive idea of the gracefulness of these model Suits that are priced for Friday's Surprise Sale only **\$11.45**.

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

1242D FRIDAY SURPRISE SALE
\$1 Lambskin Gloves 55c, 3 Pair \$1.50

160 dozen await selection at this great reduction. They're short Lambskin Gloves, overseam sewn, with 2 clasps, and in glace finish with 3 rows of embroidery on the back. In a great range of colors—black, white, tan, mode, gray and brown. Some stitched in self color, others in contrasting. At \$1 these Gloves are excellent value, and at the price they're reduced to for Friday's Surprise Sale a veritable bargain. \$1.00 Lambskin Gloves, three 55c pairs, **\$1.50**—the pair.

\$2.50 Lambskin Gloves, \$1.59 2 Pair \$3

There are over 1200 pairs in this offering. They're 16-button length, made from the finest quality imported lambskin, and come in white only. Sizes 5½ to 7. 2 clasps at wrist, overseam sewn. Friday's Surprise only will these Gloves be reduced from \$2.50 to 2 pairs **\$3.00**—the **\$1.59** pair.

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

1242D FRIDAY SURPRISE SALE
50c, 75c Embroidery Friday Only Yd. 25c

Included in this Surprise offering are Embroideries in widths from 9 to 18 inches and Bands from 3 to 6 inches—all in pretty floral designs—hand loom made. For lingerie, children's and infants' dresses, etc., this lively Embroidery is beyond compare at the quoted price. 50c to 75c Embroidery—special for Friday only, the yard, **25c**.

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

1242D FRIDAY SURPRISE SALE
Rich Cut Glass Bowls \$2.79 Usually \$5

They're of the best quality Cut Glass—of rich and deep cutting—and there are four new and beautiful designs to choose from, in the most favored and artistic shapes. For Christmas Gifts such lovely Cut Glass Bowls would be greatly appreciated—and on Friday you may purchase two for little more than the usual price of one. One of these Bowls will also add to the attractiveness of your Thanksgiving dinner table. Usually selling at \$5 each—we're offering these beautiful Cut Glass Bowls special for Friday only, each, **\$2.79**.

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

1242D FRIDAY SURPRISE SALE
\$7.50-\$15 Trimmed Hats \$4.75



A wonderful collection of Trimmed Hats, numbering 200, selling usually from \$7.50 to \$15.00, reduced for Friday's Surprise Sale only to **\$4.75**.

A splendid assortment awaits your selection in this lot of velvet, plush and velour Hats, trimmed artistically and fashionably with ostrich, fancy feathers, flowers and ribbons. Either dress or tailored effects will be found, and a wide range of colors and combinations of colors renders this a most comprehensive sale. The reductions are so great, and the styles so exclusive that this sale is one that means extreme economy and unusual value. Remember, this Sale is in effect for one day only—Friday—when you may purchase \$7.50 to \$15.00 Trimmed Hats at **\$4.75**.

85c to \$3.50 Fancy Feathers and Wings—fashionable trimmings now in greatest demand—priced for Friday at **ONE-HALF PRICE**.

—Second Floor, New Bldg.

1242D FRIDAY SURPRISE SALE
\$1.50 'Universal' Food Choppers Friday at \$1.07



"Universal" Food Choppers are the best made—and will chop all food—cooked or raw—in uniform pieces without mashing or squeezing. The No. 2 Chopper is a good size—3x4 inches—and will chop 2½ lbs. to the minute. Complete with four cutting knives for coarse, fine or medium. The usual price is \$1.50—Special price for Friday only—**\$1.07**.

\$1.25 'Universal' Food Chopper—in No. 1 size; 3x2½ inches; will chop 2 pounds per minute; four cutting knives. Special, each, **92c**.

—Big Basement Store—Mail Orders Filled.

1242D FRIDAY SURPRISE SALE
Book Surprise! \$1.50 Books at 39c

You may choose from 100 different titles in Books of original editions—usually selling at \$1.50 each. Special for Friday only, each, **39c**.

\$1.50 Encyclopedia Friday, 39c

Modern Universal Encyclopedia—a Reference Book of Universal Knowledge. Cover of limp Leatherette. Usual price \$1.50. Special for Friday's Surprise—each, **39c**.

—Bookstore, Basement Annex.

1242D FRIDAY SURPRISE SALE
\$6.50 Watches for Everybody at \$3.95



Friday's Watch special will prove to you our assertion that at Meier & Frank's will be found the lowest-priced Watches in Portland. The offering for today is a \$6.50 Women's O size Hunting Case Watch, and Young Men's \$6.50 12 and 16-size Watches in open face or hunting cases, reduced to **\$3.95**.

They're 10-year guaranteed gold-filled cases, with absolutely guaranteed 7-jeweled movements. As gifts, nothing can exceed the acceptability of a Watch, and at this great reduction that will be in force Friday only the greatest possible saving may be made. Timely, indeed, is this sale of **\$3.95** Women's and Young Men's \$6.50 Watches Friday only at **\$3.95**.

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

Meier & Frank Co.
 1857 1913
THE QUALITY STORE OF PORTLAND
 Fifth, Sixth, Morrison, Alder Sts.

1242D FRIDAY SURPRISE SALE
\$15 Extension Tables, \$8.98!



THEY'RE SOLID OAK SIX-FOOT EXTENSION

Many Thanksgiving dinners will be served on new Tables. So for this Friday's Surprise in the Furniture Section we have selected a Solid Oak Extension Table. It has a 42-inch top, and 3 leaves, making it a 6-foot Table when extended, with 8-inch pedestal. It is finished in wax golden or fumed oak, and is most solidly and durably built. This reduction affords an opportunity for economy on an article of household furniture on which a saving is not always possible, especially so great a saving. So during Friday's Surprise Sale select one of these \$15 Solid Oak Extension Tables priced at only **\$8.98**.

—Meier & Frank's—Fourth Floor, Both Bldgs.