

Friday Surprise News

Telling Tersely the Extraordinary Events That Have Been Planned for Today's Selling

The Weather

calls for all sorts of outdoor equipment. Hammocks—Porch Swings—Fents—will be found in our Temporary Annex—in wonderful variety, with deeply reduced prices for Removal Sale.
—Temporary Annex, Eighth Floor.

Meier & Frank's 1268th Friday Surprise Sales!

Extreme Underpricing on New and Dependable Merchandise in Every Section!

The Out-of-Doors

—at this season of the year makes kodaking doubly attractive. Kodaks and Cameras, priced from \$1 to \$125. Full line of supplies. Developing and finishing expertly done. In the Temporary Annex, Fifth-st. Entrance.

MEIER & FRANK'S 1268th FRIDAY SURPRISE SALE.

Fashion Says "Parasols"! Today Our \$3.50 Grades, \$2.39

Parasols of pure silk—in Green, White, Blue, Red and Lavender—some with fancy Dresden borders. In standard shapes with eight-rib brass frames—large variety of fancy handles. Your choice of these lovely Summer Parasols, Friday only, **\$2.39.**
—Meier & Frank's—First Floor, Main Bldg.

Glove-Silk Knickers, \$1.95

REGULAR \$2.50 QUALITY

Extra quality Silk Knickers, in black, white and pink. Will give excellent service and are a garment greatly in demand. Come in regular sizes only. Reduced price for Friday's Surprise Sale is from \$2.50 to **\$1.95.**
—Meier & Frank's—First Floor, Main Bldg.

COLORED NARROW BAND TOP \$1.25 Silk Stockings at 79c

These Silk Stockings are the "mill run" stock from a prominent manufacturer. They're of pure thread Silk, with lisle lined top and lisle split soles. Have narrow colored band tops in red, lavender and gold. Special, pair, **79c.**
—Meier & Frank's—First Floor, Main Bldg.

MEIER & FRANK'S 1268th FRIDAY SURPRISE SALE.

100 Smartly Trimmed New \$5.00 to \$12.50 Hats

\$3.75



For this unusual Friday event we're offering 100 Trimmed Hats, in many smart styles, for only \$3.75. Light colors are principally shown, while Hemp, Milan and Panama Hats are the leaders. Included are some of the new, daring Bandeaux styles, trimmed with flowers and ribbon. On special sale Friday only, **\$3.75** your choice.
—Millinery Parlors—Second Floor—Sixth-St. Bldg.

Children's Slip-Over Aprons at 19c!

Splendid little Aprons, made to slip over the head, with no opening in the back. Made of good quality Lanaster gingham, in light and dark checks and plain blues and pinks, finished with attractive colored bindings around the low neck and short sleeves. The sizes are from 2 to 6 years, inclusive, and the reduced price, for Friday **19c** only, is from **35c** to.....
—Second Floor—Sixth-St. Bldg.

Record Albums

For Talking Machine Records—Friday Only

99c Each

Cloth-covered Record Albums that will hold 17, 12 or 19-inch Talking Machine Records are offered as a special for Friday, when the **99c** price is reduced from \$1.75 to.....
—Meier & Frank's—Temporary Annex—Fifth Floor

Print Linoleum, Today 37 1/2c

Remnants of Inlaid and Print Linoleum at prices that are greatly undercut. —Temporary Annex—Seventh Floor

They're So Serviceable, Too! These \$1.00 Silver Deposit

Sugars and Creamers, a Set 59c

Underpriced in Temporary Annex, Fourth Floor, Friday only. They're sterling silver deposit Sugars and Creamers, in very neat designs and splendidly finished. Regularly priced at \$1.00. Just for one day, Friday, the **59c** set, at only.....
—Meier & Frank's—Temporary Annex—Fourth Floor



An Ever Welcome Surprise! White Austrian China Cups and Saucers at Only 9c



These Cups and Saucers sell regularly at \$1.80 the dozen, and here they are reduced for Friday's selling to **9c** the pair. Plain white Austrian china, in dainty shapes and styles—just the thing for general use. Friday's price, Cup and Saucer, at only **9c**
—Meier & Frank's—Temporary Annex—Fourth Floor

1268th FRIDAY SURPRISE SALE.

We've Included Many Exceptionally Fine and Attractive Waists for Today, \$2.32

Fetehing Waists of mull and voile, made in a diversity of popular styles, are grouped together for this Surprise Sale, and, while the lines are broken, all sizes are included in this lot. You may choose from high or low necks, long or short sleeves, either kimono, raglan or set-in style. Waists are trimmed with Venise, Cluny and Val. lace, also hand-embroidery and fancy collars. Usually priced from \$3.50 to \$4.00. Special on Friday at only **\$2.32.**
—Fifth Floor—Sixth-St. Bldg.

1268th FRIDAY SURPRISE SALE.

Dainty 50c to \$1.25 Neckwear at 39c

There are at least fifty different styles to choose from, which will show you what a splendid assortment we have chosen for Friday's Surprise Sale. Plauen and Venise Lace Collars, Coat and Revere Sets, as well as Dutch Collars, in round and square styles, are included. This Neckwear has sold from 50c to \$1.25, **39c** while Friday's price is only.....
—First Floor, Main Bldg.

1268th FRIDAY SURPRISE SALE.

LONG SILK GLOVES

At 98c—\$1.50 "Seconds"

Heavy Milanese Silk Gloves, in black and white only. Full 16-button length, with double finger tips. These Gloves have slight factory imperfections, which accounts for the deeply reduced price for Friday. They come in all sizes from 5 1/2 to 8 1/2, and the price is, the pair **98c**
—First Floor, Main Bldg.

1268th FRIDAY SURPRISE SALE.

These Voile Flouncings Make Dainty Frocks Embroidery Flouncing at 49c

45-inch White Embroidery Voile Flouncing, elaborately worked in floral patterns. 4 1/2-yard length will make a dainty Summer frock. **49c** To \$1.25 Flouncing, yard.....
—First Floor—Sixth-St. Bldg.

1268th FRIDAY SURPRISE SALE.

Seersucker Coverall Aprons at 63c

Well made, of good quality seersucker, in the popular Coverall style. Pink and white or blue and white striped, with plain colored yokes, piped with white. With belted **63c** backs and pockets. Friday
—Second Floor—Sixth-St. Bldg.

1268th FRIDAY SURPRISE SALE.

To \$1 Photo Frames Friday Only 49c

There are both Ivory and Metal Frames included at this reduction, in square or oval shape, and many very dainty designs. There's a splendid variety for selection. Regularly the prices range from 75c to \$1. **49c** Friday's price is, each.....
—Temporary Annex—Eighth Floor

1268th FRIDAY SURPRISE SALE.

Splendid for Summer Homes DRAPERY REMNANTS 10c

Swiss, Serims, Nets, Cretonnes and Sunfast materials—all selling originally from 20c to \$1.25 the yard—are included in this lot for Friday's Sale at the exceptionally surprising price of, the yard, **10c.**
—Temporary Annex—Ninth Floor

50c Chamoisette Gloves 25c

All Sizes, 5 1/2 to 8 1/2
We have 1000 pairs of Chamoisette Gloves in white, mode and chamois color that we're placing on sale Friday at **25c**—selling regularly at 50c. They are wrist or elbow length and all sizes, and for Friday only the price will be, the pair, **25c**
—First Floor, Main Bldg.

1268th FRIDAY SURPRISE SALE.

"I've Used My 'Hippo' Hose for Five Seasons," Said Our Buyer a Few Days Ago—This Hose Doesn't Kink, It's Moulded

\$ 9.00 GOODYEAR HIPPO HOSE, \$7.19
\$10.00 GOODYEAR HIPPO HOSE, \$7.99

Complete with couplings and adjustable spray nozzle. This is the famous Goodyear "Hippo" Hose, a moulded Hose that will not kink, crack or burst.

50 feet of 1/2-inch "Hippo" Hose, regularly \$ 9.00, for..... **\$7.19**
50 feet of 3/4-inch "Hippo" Hose, regularly \$10.00, for..... **\$7.99**
—Temporary Annex, Third Floor.

Astonishing!

These Coats at \$10.00

150 Coats—Manufacturers' Samples Scarcely Two Alike in the Group See the Big Double-Window Display

Coats this season play a leading part in the wardrobe of every woman—one, two or even three are almost a necessity. In this assemblage of Coats—manufacturers' sample lines, in which there are hardly two alike, you'll find Coats of unusual value, as well as Coats suitable for all occasions. It is impossible to enumerate all the styles. Briefly: They're all wool materials, including Golfine, Tweeds, Serges, Poplins, Wool Ottoman, Bedford Cord, Chinchilla and novelty weaves or mixtures—plain colors, stripes and checks. Handsome shades of navy, Copenhagen, green, tan, gray, rose, tango, new blues and black. There are Balmacaan Coats, three-quarter length novelty Coats with belts, cutaway effects, and a few of the new Capes in black and white check included in this splendid collection of Coats. The prices regularly range from \$15.00 to \$25.00, but for Friday's Surprise, coupled with the last days of the Removal Sale, we're pricing the entire collection at, each, **\$10.00.**



ILLUSTRATED One Cape, in black and white check. One Balmacaan Coat in tan tweed. One Tango Golfine Sport Coat. One Emerald Novelty Coat.
—Meier & Frank's—Garment Salons—Fourth Floor—Sixth-St. Bldg.

MEIER & FRANK'S 1268th FRIDAY SURPRISE SALE.

200 Sample Sweaters For Women, Misses and Children

For Friday's Surprise to Be Sold at Wholesale Prices
We have purchased a sample line of Women's, Misses' and Children's Sweaters—about 200 garments in the group—that we're offering our patrons for Friday at deeply reduced prices.

Sweaters Ordinarily Selling at \$1.50 to \$12 Friday Only Will Be Sold at 85c to \$7.77

THE WEAVES—include rope stitch, flat weave, Cardigan weave and Duotone effects.
THE COLORS—are Rose, Copenhagen, Emerald, White, Navy, Tango, Brown and Cardinal.
THE STYLES—Belted and belted backs, regulation and cutaway models, with ruffneck, Byron or V-necks.
See the Window Display of Sample Sweaters
—Meier & Frank's—Fifth Floor—Sixth-St. Bldg.

1268th FRIDAY SURPRISE SALE.

Needs of the Summer Home!

\$1.50 Feather Bed Pillows, 92c

Covered with fancy art ticking and filled with pure, clean, odorless feathers. Regularly \$1.50. Friday's price, each, **92c.**

\$3.25 Woolnap Blankets, \$2.35

In fawn and white, with fancy borders. Full-size Blankets. Reduced for Friday from \$3.25 to **\$2.35.**
—Meier & Frank's—Ninth Floor—Temporary Annex

There's Freedom and Comfort FOR ALL MEN WHO WEAR Gotham Athletic Underwear

\$2 "Gotham" Union Suits \$1

REGULAR ATHLETIC STYLE
Sleeveless—knee length—of very fine light-weight mesh and plain material—in white only. Cool and comfortable for Summer wear—priced for Friday only—Suit, **\$1.00.**



\$1.00 "Gotham" Athletic Shirts and Drawers—Friday, Garment 50c

Very fine light-weight Shirts and Drawers—in mesh and plain material—white only. Drawers come in knee length. Special for Friday's Surprise Sale—Garment, **50c.**

A New Shirt Free!

Is Guarantee of the "Nofade" \$1.50 "Nofade" Shirts, 95c
Special Friday Only

These Shirts are made of fine quality Percale—with soft negligee bosoms and stiff cuffs attached—in a variety of patterns—neat pin stripes in black, blue and lavender—and fancy designs. For Friday, **95c.**
—Meier & Frank's—First Floor—Temporary Annex

Toilet Goods SURPRISES

Lyons' Tooth Powder at **10c**
Mennen's Talcum Powder at **10c**
Tango Perfume (direct from Paris), oz. **\$1.89**
Oriental Cream (Gourard's) **89c**
—First Floor—Sixth-St. Bldg.

Meier & Frank Co.
1857 1914
THE QUALITY STORE OF PORTLAND
Fifth, Sixth, Morrison, Alder Sts.

OUR FRIDAY GROCERY SURPRISES

VICTOR BUTTER—Fresh from one of Oregon's best creameries. **53c**
Special, the roll.....
Challenge Coffee—Four lbs., **\$1.2**
lbs., **55c**; lb., **28c**
Cream of Wheat—Popular cereal. Special, the package..... **15c**
Blue Ribbon Butter—Well-known brand. The roll..... **57c**
Seedless Raisins—No. 1 pkg..... **9c**
"Sultan" Sliced Pineapple—No. 2 can. Special, the can..... **10c**
"Economy" Naptha Soap—Eight bars for..... **25c**
"American" Mustard Sardines—No. 3/4 cans. Six for..... **25c**
Rolls Oats—Freshly milled. No. 1 sack. Special..... **35c**
Gloss Starch—No. 1 cartons. Four for only..... **25c**
Laundry Soap—Oval cakes. Ten bars for only..... **25c**
"Quaker" Corn Flakes—Freshly toasted. The package..... **7 1/2c**
—Meier & Frank's—Pure Food Grocery, Basement.