

It's Only a Short Way From Our Sixth Street Building to Our Temporary Annex Across Fifth Street When You Use the Arcade Way

STORE BUILDING vs. BUSINESS BUILDING

Merely to erect a Store Building is not the intention in our present construction activity—but Business Building is our determination.

Too often have we learned of the erection of business structures where the business building spirit was lacking, resulting in store building alone.

To be permanent and successful, any store must be continuously Business Building and the foundation of that success must be the cardinal principles of courtesy, fair dealing, reliable and wanted merchandise, modest prices and prompt service.

These are the constructive ideals on which this institution was founded in 1857, and the persistent following of these ideals is resulting in our Business Building.

Meier & Frank Co.



MEIER & FRANK'S 1275th FRIDAY SURPRISE SALES. SIXTH-STREET BUILDING. 3 Veritable Surprises in Millinery. New Satin Shapes—Friday only \$1.75. The popular Hats for midsummer wear are these smart new Satin Shapes in black and white—and for this Clearance-Surprise Sale you may select one for only \$1.75.

Today Only! Our 1275th Friday Surprise Sales

Combined With Our Mid-Year Stock Reduction-Clearance Sales to Make This a Shopping Day of Noteworthy Activity

MEIER & FRANK'S 1275th FRIDAY SURPRISE SALES. SIXTH-STREET BUILDING. Fancy Silk Ribbons, Yard 69c. Formerly Priced, \$1.25, \$1.50, \$2 and \$2.50. Nearly 5000 yards of Fancy Silk Ribbons—ends of stock of several lines—were ready to enter our Clearance Sale—and have been marked as a "Surprise" for Friday at, yard, 69c.

MEIER & FRANK'S 1275th FRIDAY SURPRISE SALES. SIXTH-STREET BUILDING. Special Purchase of Shadow Lace Flouncing. A Manufacturer's Overstock. Worth 50c to \$1—Friday's Price Yard 25c. White and cream Shadow Lace Flouncings, 24 and 27-inch widths, in plain and hexagon mesh. Suitable for waists and tunics.



MEIER & FRANK'S 1275th FRIDAY SURPRISE SALES. SIXTH-STREET BUILDING. Women's 65c Kerchiefs, Six for \$1.35. 75 dozen pure Irish Linen Kerchiefs of very fine quality—with real Armenian Lace edges. Nicely hemstitched. Usually 65c each—special for Clearance-Surprise Sale 6 for \$1.35; each, 25c.

MEIER & FRANK'S 1275th FRIDAY SURPRISE SALES. SIXTH-STREET BUILDING. "Sillue" Kerchiefs, the Dozen Only 75c. 300 dozen of the new "Sillue" Kerchiefs comprise this offering. They're made with wide hems—come in white, blue, lavender, pink and gray—guaranteed fast colors.

Surprises in the Temporary Annex

Two Splendid Surprises for Men

MEIER & FRANK'S 1275th FRIDAY SURPRISE SALES. TEMPORARY ANNEX. Men's Summer Weight Union Suits Friday, Suit 79c. Ribbed Balbriggan Union Suits, in ecrú color. Short sleeves and ankle length. Form-fitting garments, nicely finished, made with patent closed crotch.

Meier & Frank's 1275th Friday Surprise Sale TEMPORARY ANNEX. Broken Line Men's Socks, Pr. 18c 25c and 35c Grades. Silk, silk lisle and mercerized silk Socks—broken lines of colors—including black, tan, gray, navy, heliotrope, green, burgundy, etc.

MEIER & FRANK'S 1275th FRIDAY SURPRISE SALES. SIXTH-STREET BUILDING. Clean-Up Sale of Lace Drape VEILS! Today at 29c. Worth 75c to \$2.00. All styles and patterns, including plain and lace-bordered effects.

MEIER & FRANK'S 1275th FRIDAY SURPRISE SALES. SIXTH-STREET BUILDING. Wonderful! Clearance-Surprise Sale of Women's and Misses' Summer Coats! At \$9.65. Regular \$20 to \$30 Models. Silk Coats of Taffeta, Moire and Poplin, in black, navy, Copenhagen, tan, green, taupe, plum and changeable effects.

MEIER & FRANK'S 1275th FRIDAY SURPRISE SALES. TEMPORARY ANNEX. \$2 Aluminum Rice Boilers Friday Only, \$1.19. This is a notable Clearance-Surprise offering that will interest all Housewives—a high-grade Aluminum Double Boiler, 2-quart size, usually selling at \$2—special for this Friday event.

MEIER & FRANK'S 1275th FRIDAY SURPRISE SALES. TEMPORARY ANNEX. If You're Going Camping This Year. Procure Your Blankets and Pillows Friday at Reduced Prices. \$5.50 6-lb. Oregon gray camping Blankets, Fri. \$4.15 \$3.75 4-lb. Oregon gray camping Blankets, Fri. \$2.95

MEIER & FRANK'S 1275th FRIDAY SURPRISE SALES. SIXTH-STREET BUILDING. Women's 25c and 35c Summer Hose, Pr. 19c—3 Prs. 55c. Plain and mercerized Lisle Hose. Seamless and full-fashioned feet. Black, tan, white and a few assorted colors.

MEIER & FRANK'S 1275th FRIDAY SURPRISE SALES. SIXTH-STREET BUILDING. Utility Coats Worth to \$18.00, Friday's Price Only \$6.25. Materials are tweeds, serges, chevots, golfine in checks, plaids and plain colors. All the leading and attractive shades of the season, and the favored styles. Coats regularly \$12.50 to \$18.00 reduced to \$6.25.

MEIER & FRANK'S 1275th FRIDAY SURPRISE SALES. TEMPORARY ANNEX. Sidewalk Sulkies for Beach Use. Reduced in Price for Friday. \$1.50 Sidewalk Sulkies, rubber-tired wheels, reduced to 99c. \$2.00 Sidewalk Sulkies, rubber-tired wheels, high back, with springs, \$1.49.

MEIER & FRANK'S 1275th FRIDAY SURPRISE SALES. TEMPORARY ANNEX. Japanese Brown Baskets. Reduced for Friday's Clearance-Surprise Sale. 25% Less Than Regular Price on All. Japanese Brown Fruit Baskets. Japanese Brown Waste Baskets.

MEIER & FRANK'S 1275th FRIDAY SURPRISE SALES. SIXTH-STREET BUILDING. Women's 50c Outside Hose Pair 39c. Imported Ingrain Lisle Hose, with double lavender banded tops and high spliced heels. Outsizes only. Priced regularly at 50c.

MEIER & FRANK'S 1275th FRIDAY SURPRISE SALES. SIXTH-STREET BUILDING. Admirable Waists at 95c! For Friday's Clearance-Surprise Sale. These cool, summery Waists, in white and colors, have just been received in time to enter this great Friday event.

MEIER & FRANK'S 1275th FRIDAY SURPRISE SALES. TEMPORARY ANNEX. 25c Bordered Scrim, Friday Yd. 15c. Bordered Scrim for Curtain use greatly reduced for Friday. Firm texture material with borders of attractive and durable colors.

MEIER & FRANK'S 1275th FRIDAY SURPRISE SALES. TEMPORARY ANNEX. 15c sets Rush Table Mats, 5 in set, 9c. 50c, 40c and 25c Brown Shida Waste Baskets, 39c, 25c and 19c. 60c, 50c and 35c Green Shida Waste Baskets, 49c, 39c and 23c.

MEIER & FRANK'S 1275th FRIDAY SURPRISE SALES. SIXTH-STREET BUILDING. Women's 50c "Richelieu" Union Suits Today 29c. Light weight ribbed Union Suits—the favorite "Richelieu" make. Low neck, sleeveless and tight-knee style.

MEIER & FRANK'S 1275th FRIDAY SURPRISE SALES. SIXTH-STREET BUILDING. Ruffling Remnants, Yard 5c. Worth 25c to 75c Yard. White, cream, ecru, black and many colors in net, lace and chiffon Ruffling.

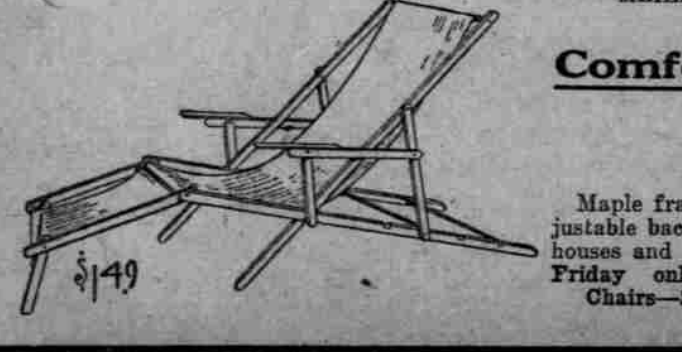
200 Wash Suits for Boys On Sale Friday at 79c

MEIER & FRANK'S 1275th FRIDAY SURPRISE SALES. TEMPORARY ANNEX. Russian-blouse styles, with sailor or cadet collars. Also a few Suits in the popular Oliver Twist style. Galatea, chambray and gingham materials, in a variety of fancy patterns and effects. Good durable colors. These Suits 79c are deeply reduced in price for Friday's Clearance-Surprise Sale to only 79c.



Comfortable Steamer Chairs \$1.49

MEIER & FRANK'S 1275th FRIDAY SURPRISE SALES. TEMPORARY ANNEX. Maple frames with canvas seat and foot rest. Made with adjustable back. Exactly as illustrated. Ideal for beach, country houses and porch use. Friday only—for Clearance-Surprise Sale—\$2.50 Steamer Chairs—\$1.49.



MEIER & FRANK'S 1275th FRIDAY SURPRISE SALES. SIXTH-STREET BUILDING. Clearance Sale of Mesh Veilings Friday 50c to \$1.00 Qualities Yard 39c. Odds and ends of this season's buying. Plain and fancy meshes. Tuxedo, Shadow and Shetland soft-finished effects. Black, white and colors. Splendid assortment. Regularly 50c to \$1.00. Friday, the yard, 39c.

MEIER & FRANK'S 1275th FRIDAY SURPRISE SALES. SIXTH-STREET BUILDING. Women's 2.50 Glove Silk Knickers at \$1.65. Made of good quality glove silk cloth, in black and white. Regular and outsizes. Because we wish to close out the line, we have made this radical reduction for Friday's Clearance-Surprise Sale—\$2.50 Glove Silk Knickers, \$1.65.

MEIER & FRANK'S 1275th FRIDAY SURPRISE SALES. SIXTH-STREET BUILDING. Neckwear at Less Than Cost Regularly \$1, \$1.25, \$1.50 to \$2, Now 75c. Great Clearance-Surprise Sale of Women's Neckwear—samples, broken assortments, etc. Fichus, Gimpes, Collar and Cuff Sets and Gladstone Roll Collars with ties attached.

MEIER & FRANK'S 1275th FRIDAY SURPRISE SALES. SIXTH-STREET BUILDING. Surprises in Grocery Department BLUE RIBBON BUTTER—Churned specially for us by one of Oregon's best creameries. Special, roll, 58c. Rolled Oats—Freshly milled. No. 9 sack, 30c. Challenge Coffee—Four pounds for \$1.00. Seedless Raisins—Fancy grade. No. 1 pkg., 75c.

MEIER & FRANK'S 1275th FRIDAY SURPRISE SALES. SIXTH-STREET BUILDING. Children's 59c to \$1 Rompers 33c. Sizes 1 to 6 Years. This is a broken assortment of sizes in Children's Rompers. Materials are chambray, gingham and seersucker. Well made, with high or low neck, beach pants or gathered; in plain pink, blue or tan; also checks and stripes.

MEIER & FRANK'S 1275th FRIDAY SURPRISE SALES. SIXTH-STREET BUILDING. Lancaster Gingham Aprons 19c. Best quality Lancaster gingham, in blue and white checks. Entire Apron bound with band of plain gingham. Cut round, large bib fastening at the neck and large pocket.

MEIER & FRANK'S 1275th FRIDAY SURPRISE SALES. SIXTH-STREET BUILDING. Children's 75c to \$1 Dresses 44c. This Clearance-Surprise lot of Dresses includes "Amifrench" styles of soft white nainsook, Dutch style, with kimono sleeves, finished with buttonhole stitch and embroidered front. Also attractive little frocks made in French style, finished with pretty laces, embroideries and tucks. High or low necks. Sizes are 3 to 5 years. Friday only, 44c.

