

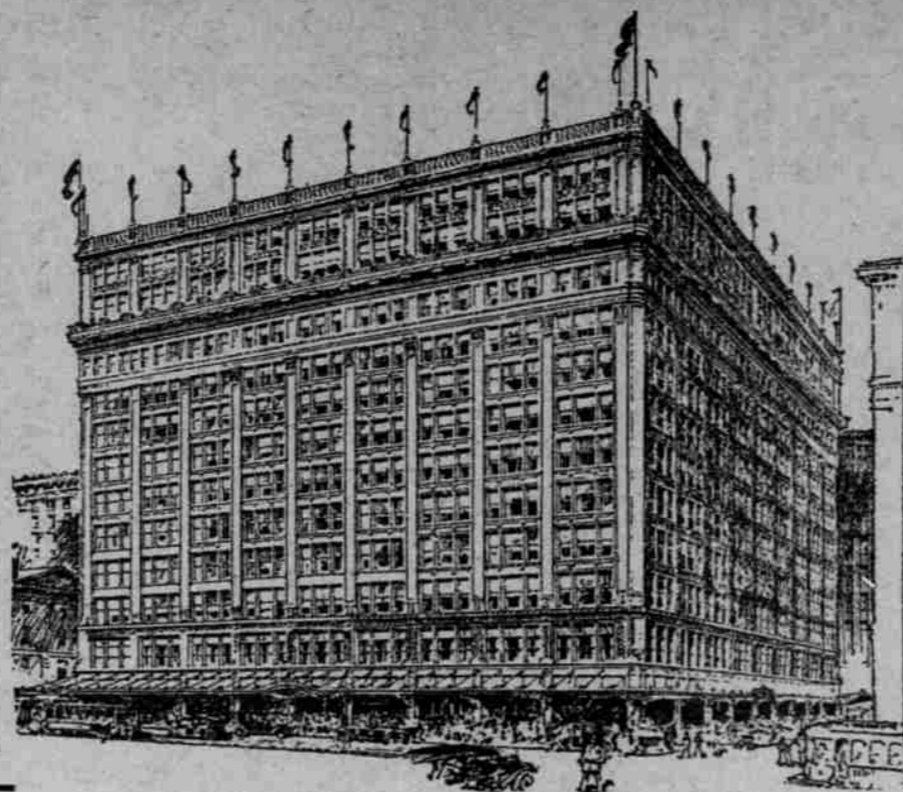
## Forward, March!

GUIDED by a feeling of optimism toward the great future of Portland, Oregon, and the Northwest, and encouraged by over 57 years of confidence enjoyed from our thousands of patrons, we recently commenced the erection of a mammoth 14-story structure to complete the 10-story Class A unit already builded at Sixth and Alder streets, and now

**The March of Progress**  
determined upon by the Meier & Frank Company is very evident in the **Itinerary of Operations**

**To Date**—Sub-contracts for material have been awarded totaling more than half a million dollars, and this entire amount has been favored to Portland manufacturers, with the single exception of terra cotta facing, which is not made here. These contracts include the granite, structural steel, terra cotta, ornamental iron, escalators and elevators, and were all awarded with the stipulation of delivery to allow the contractor to complete the work on schedule time. The elevator and escalator (moving stairway) contract alone is more than three times the largest ever issued in the City of Portland for passenger elevator service. Within three weeks from date it is expected to have the entire excavation made. By October 15 it is planned to have the foundation completed. By January 1, 185 carloads (7,400,000 pounds) of structural steel will be in place, completing the structural steel work. By January 1 also the massive masonry construction will be far advanced, 1,000,000 bricks being required, in addition to the steel, concrete and terra cotta facing. By February 1 we expect to have the outer structure completely erected and covered, including the installation of windows. Not only you, but your Eastern friends, will find cause for wonderment at this modernly equipped and handsome store in the late Summer of 1915.

"Forward, March," Is Our Slogan!  
MEIER & FRANK COMPANY.



Third Floor, Sixth-Street Building

MEIER & FRANK'S 1285th FRIDAY SURPRISE SALES.

### 10c Dress Gingham, the Yard 6 1/4c

Fall style gingham, in plaids, checks and stripes. Regular 10c quality reduced for Friday to, the yard, 6 1/4c.

MEIER & FRANK'S 1285th FRIDAY SURPRISE SALES.

### \$2.25 12-Yard Pieces Longcloth Friday the Piece \$1.50

Ideal undermuslin material of splendid grade. Regular price for 12-yard pieces \$2.25. Friday's price, piece, \$1.50.

MEIER & FRANK'S 1285th FRIDAY SURPRISE SALES.

### \$5, 13-Piece Linen Lunch Sets, \$2.98

The set consists of six six-inch Doilies, six 10-inch Doilies and one 27-inch centerpiece. All linen material, scalloped edges and eyelet work embroidery in either blue or all white. These handsome sets are specially reduced for Friday only, from \$5.00 to, the set, \$2.98.

—Third Floor, Sixth-St. Bldg.

# Today! Meier & Frank's 1285th Friday Surprise Sales!

## A Rousing 1-Day Event That Proves the Great Underselling Possibilities of This Great Store

MEIER & FRANK'S 1285th FRIDAY SURPRISE SALES.  
SIXTH-STREET BUILDING

### Apron and Cap for Usual Price of Apron Alone, 25c

Lancaster Gingham Aprons, 15c

Blue checked good grade Lancaster Gingham, with round bib buttoning in back. Large round pocket. Entire apron bound with plain colored material.

Dust Caps, Each, 10c

Made of percale in light and dark colors, also all white. Round or Dutch style, with scalloped edge.

Bib Apron and Dust Cap, 25c

—Second Floor, Sixth-St. Bldg.

MEIER & FRANK'S 1285th FRIDAY SURPRISE SALES.  
SIXTH-STREET BUILDING

### 80c Palm Olive Combination 39c



Includes

3 10c Cakes of Palm Olive Soap  
1 50c Jar of Palm Olive Cream



By a special concession from the manufacturers of the famous and popular Palm Olive toilet requisites, we are able to make this special offering for Friday only. Therefore, by purchasing these favorite requisites today, you may secure an 80c value for 39c.

—First Floor, Sixth-St. Bldg.

TEMPORARY ANNEX

MEIER & FRANK'S 1285th FRIDAY SURPRISE SALES.

### Men's Raincoats, Friday, Only \$7.00

Regular Prices \$10 to \$15  
Sizes 34 to 50

200 excellent quality Raincoats go on sale Friday morning at this very deeply reduced price—\$7.00. Gray, tan and Oxford rubberized material Coats, in sizes 34 to 50, that sell regularly \$10 to \$15. We advise early selection, as 200 Coats at so opportune a time will meet with ready sale. Friday—Men's Raincoats at \$7.00.

—Men's Store.—Second Floor, Temporary Annex

MEIER & FRANK'S 1285th FRIDAY SURPRISE SALES.  
TEMPORARY ANNEX

### Sale of Boys' Cheviot and Chinchilla OVERCOATS \$3.35

Sizes 5 to 9 Years

150 Overcoats for boys, in shades of blue, brown, tan and gray cheviot and chinchilla. The majority are all wool others wool mixed. Coats full cut, well tailored, and made with notched or shawl collars. Splendid for school wear, and unmatched worth at this very low price, for Friday only, \$3.35.

—Boys' Store.—Second Floor, Temporary Annex

MEIER & FRANK'S 1285th FRIDAY SURPRISE SALES.  
TEMPORARY ANNEX

### 25c and 50c Wash Ties 10c

for Men and Boys—Friday Only, Each

300 dozen Four-in-hand Wash Ties, including mercerized tube and French fold styles, in a great assortment of colors, and very attractive designs. Colors are all fast. In this assortment are Ties that have sold all season at 25c to 50c—as a great special offering for Friday.

Fast Color Wash Ties at, each, 10c

—First Floor, Temporary Annex

MEIER & FRANK'S 1285th FRIDAY SURPRISE SALES.  
TEMPORARY ANNEX

### Blanket and Comforter Specials for Friday Only

\$4.00 Light Gray Wool Blankets—with pink and blue striped borders. Of exceptionally good quality. Friday's price, \$2.95

\$1.50 Silkoline-Covered Comforters—very good grade material. Filled with pure, clean cotton. Friday only, each, \$1.15

—Ninth Floor, Temporary Annex

MEIER & FRANK'S 1285th FRIDAY SURPRISE SALES.  
TEMPORARY ANNEX

### Sunfast Drapery Remnants, Yd. 49c

\$1.00, \$1.25 and \$1.35 Qualities

Both plain and figured Sunfast Drapery material, in lengths ranging from 1 1/2 to 5 yards. Regular pricings from \$1.00 to \$1.35. Friday, the yard, 49c

—Ninth Floor, Temporary Annex

MEIER & FRANK'S 1285th FRIDAY SURPRISE SALES.  
SIXTH-STREET BUILDING.

### New Mesh Veilings Yard 39c

Worth 50c and 75c

Fine new Veilings, in square, plain, Tuxedo and fancy meshes, in black, white and fashionable colors. Soft Shetland-finished Veiling, selling regularly at 50c and 75c, reduced to, yard, 39c.

—First Floor, Sixth-St. Bldg.

MEIER & FRANK'S 1285th FRIDAY SURPRISE SALES.  
SIXTH-STREET BUILDING.

### Children's Middy Blouses 98c

Sizes 6 to 14 Years

A great assortment of novelty Middies, made in regulation and straight style. White galatea cloth with blue sailor collar and cuffs, laced up the front. These splendid Middies are very specially priced, for Friday only, at 98c.

—Fifth Floor, Sixth-St. Bldg.

MEIER & FRANK'S 1285th FRIDAY SURPRISE SALES.  
SIXTH-STREET BUILDING.

### Women's 25c Hose 18c

Three Pairs, 50c

Full weight, black cotton and lisle Hose. Full fashioned, double tops and reinforced feet. All sizes. Very good quality. Usually selling at 25c. Friday, 3 pairs, 50c; pair, 18c.

Misses' 25c Ribbed Lisle Hose, 19c

Fine ribbed lisle, with lisle heels and toes, elastic tops and seamless feet. Black and tan colors. Sizes 5 1/2 to 9 1/2. Regularly 25c. Friday, the pair, 19c.

—First Floor, Sixth-St. Bldg.

MEIER & FRANK'S 1285th FRIDAY SURPRISE SALES.  
SIXTH-STREET BUILDING.

### Roll Collar and Vestee, 55c

Worth 75c

Imported net top lace has been used in the making of this popular form of neckwear. High wired flare collar, and long vestee, with pearl buttons down the front. These Collars and Vestees combined come in white, cream, ecru and black lace and are priced, for Friday only, at 55c.

—First Floor, Sixth-St. Bldg.

MEIER & FRANK'S 1285th FRIDAY SURPRISE SALES.



### Waists of Remarkable Worth All New Models \$1.00 Friday Only

Four Different Styles Illustrated

Friday's special Waist offering is an exceptional one—\$1.00 for Waists of such extreme quality is unprecedented. Roman striped voile, plain and fancy crepe and linen combined with pique are a few of the materials. Colored and plain white Waists. Made in the modified basque style, to be worn outside the skirt, or in the regulation style. Many show the vest, collar and cuffs of pique and other materials, novelty buttons and smart bows at the neck. All have long sleeves. A full line of sizes in this

Collection of up-to-date Waists priced for Friday at \$1.00

—Fifth Floor, Sixth-St. Bldg.

MEIER & FRANK'S 1285th FRIDAY SURPRISE SALES.

### Women's Kid, Mocha Gloves Pair 98c

Worth \$1.25

A shipment of 200 dozen (2400 pairs) has just arrived, consisting of women's extra quality P. K. one-clasp Lambskin Gloves, in black, white, gray and tan; gray Mocha and Cape Gloves. There's a complete line of sizes in the group, which consists of Gloves selling regularly at \$1.25—offered for Friday only at, the pair, 98c.

—First Floor, Sixth-St. Bldg.

MEIER & FRANK'S 1285th FRIDAY SURPRISE SALES.

### Fashionable Silk Girdles 35c

Originally Selling at 75c to \$1.50

This is an assortment of odd Girdles and Sashes—only two or three of a kind—but every one made in the prevailing styles. The greatest variety in style, width and materials will be found. As well as a very large assortment of colors and combinations. Prices originally from 75c to \$1.50. Friday only priced at, each 35c.

—First Floor, Sixth-St. Bldg.

MEIER & FRANK'S 1285th FRIDAY SURPRISE SALES.

### Fancy Silk Ribbon, Yd. 17c

One hundred and twenty-five patterns in new, fancy Silk Ribbons and 30 different color effects. Plain Taffeta and Moire Ribbons for dozens of uses. We're making this special price for one day only—Friday—yard, 17c.

—First Floor, Sixth-St. Bldg.

MEIER & FRANK'S 1285th FRIDAY SURPRISE SALES.  
SIXTH-STREET BUILDING.

### 59c Gingham Rompers 29c



Tan, pink and blue gingham of excellent quality. Made in beach style, with square neck and medium length sleeves. Finished at neck with fancy braid to match color of Rompers. Sizes 2 to 6 years. Regularly 59c—Friday, each, 29c.

—Second Floor, Sixth-St. Bldg.

### Child's White Dresses 83c

3 to 6 Years

Regularly \$1.50 to \$3.50

This is a broken assortment, consisting of splendid little Dresses of poplin and lawns. Both Dutch and French styles. Some trimmed with embroidery, others prettily featherstitched. All are white, sizes 3 to 6 years, and have sold regularly from \$1.50 to \$3.50. Friday's price is, each, 83c.

—Second Floor, Sixth-St. Bldg.

MEIER & FRANK'S 1285th FRIDAY SURPRISE SALES.

### Women's & Children's Handkerchiefs Each 6c—Dozen 50c

Regularly Selling at, Each, 10c

Lawn and Swiss Handkerchiefs of excellent quality. Embroidered corners, all hemstitched. Plain white and colored borders. Regular 10c Handkerchiefs, Friday only, dozen, 50c; each, 6c.

—First Floor, Sixth-St. Bldg.

MEIER & FRANK'S 1285th FRIDAY SURPRISE SALES.  
SIXTH-STREET BUILDING.

### Women's Harvard Mills Union Suits

\$2.00 Regular Size Medium Weight Suits, each, \$1.19

\$2.50 Regular Size Heavy Weight Suits, each, \$1.19

Silk and cotton mixed Union Suits, in two weights, heavy and medium. High or low neck, long sleeves or sleeveless, knee or ankle length. Because this line has been discontinued by the manufacturer we are closing out the remaining garments we have in stock at this very deep reduction on

Friday Only, \$2 and \$2.50 Harvard Mills Union Suits, \$1.19

—Second Floor, Sixth-St. Bldg.

### Women's Fancy Weave Sweaters, 98c

Assortment of odd lines of Sweaters for women will be offered Friday at this very special price. Oxford, white and red Sweaters, in an attractive fancy weave, with V necks and two pockets. Slightly imperfect. Friday only will this special price be in force on Women's Sweaters—98c.

None will be exchanged. No phone orders. None sent C. O. D.

—Fifth Floor, Sixth-St. Bldg.

### Children's Norfolk School Sweaters, Today \$1.47

Wool platted and all-wool Sweaters are offered at this very low price for Friday only. Norfolk style with ruff neck, belt and pockets, or straight style with V neck and pockets. Splendid weight for school wear, and very specially priced for Friday only at \$1.47.

—Fifth Floor, Sixth-St. Bldg.

