OUT-OF-TOWN MAIL ORDERS FILLED FROM THIS AD

IF RECEIVED WITHIN THREE DAYS OF DATE OF THIS PAPER.

Ours is not exactly a mail-order "system"; it is, rather, a systematized shopping service, which gives the personal attention of a trained shopper to every order.

Your order is studied and promptly filled with as much "intelligent interest" as if

you were here yourself. Should you come in person we will be glad, upon request, to have one of our experienced shoppers assist and conduct you to any or all of the 75 different departments. There is no charge.



Women's 12.75 to \$25 New Dresses for

Seventy-five Dresses in the group—hardly any two alike. Suitable for street, evening or afternoon wear. Fashioned of net, laces, satin, charmeuse, taffeta, challie and other materials—in light and dark colors. All regular sizes included. All this season's styles. Early comers will, of course, get

Today Is the 1301st Friday Surprise Sale ly at the Great Meier & Frank Stores

Boys' All-Wool Coats Broken Lot—Special 1.50

All-wool, double-breasted odd Coats, left over from suits that sold \$7.50 to \$12.50. Sizes for boys 7 to 17 years. Gray, tan and brown mix--Second Floor, Temporary Annex

Meier & Frank's 1301st Friday Surprise Sale.

Men's \$15-\$20 "College" Brand Overcoats, \$5

Full length with convertible collars or threequarter length, belted back, with regulation style collar. All wool materials, in browns and grays. Splendidly tailored. Sizes 32 to 38. -Second Floor, Temporary Annex

Meier & Frank's 1301st Friday Surprise Sale.

Men's 1.25 Shirts and Drawers, Each 65c

Good Winter weight, derby-ribbed garments, in natural gray. Noted for their splendid wearing qualities. Form-fitting, well finished, in all sizes.

—First Floor, Temporary Annex

Meler & Frank's 1301st Friday Surprise Sale.

Boys' 50c Fleeced Cotton Union Suits 39c

The very best 50c quality fleeced cotton, ribbedstyle Union Suits, in silver gray and eeru colors.

Splendidly made. Full-size garments. Sizes for boys 6 to 16 years.

—First Floor, Temporary Asnex

Meier & Frank's 1301st Friday Surprise Sale.

Women's \$2 and 2.25 Dent's Gloves, Pair 1.65

Three different styles included in the lot underpriced. \$2 Dent's 2-clasp P. X. M. sewn. Tan, gray, black and white. \$2.25 Dent's 2-pearl clasp pique sewn. Tans, gray, black and white. \$2.25 Dent's real deerskin, pique sewn. Brown and -First Floor, Sixth-St. Bldg.

Meier & Frank's 1301st Friday Surprise Sale. Women's \$5 Colored Silk Umbrellas, 2.75

Red, blue, taupe, purple and brown silk-fast color and waterproof. Steel rod and frames.
26-inch size. Plain or fancy detachable handles
in many different styles. Cased and tasseled.

—First Fleor, Sixth-St. Bids.

Meler & Frank's 1301st Friday Surprise Sale.

Women's 65c to 1.25 Fine Handkerchiefs 45c Broken lines of high-grade imported Handker-

chiefs, of Spanish, Armenian, French and Irish manufacture. Initialed, corner embroidered and scalloped edge styles. Three for \$1.

—First Floor, Sixth-St. Bidg.

Meler & Frank's 1301st Friday Surprise Sale. Women's \$3 to \$6 Neckwear for 75c

About 200 pieces, comprising a well-known manufacturer's sample line, and a great assortment selected from our regular stocks. Vestees, Collars, Sets, Guimpes and Lace Tunics included. None sent C. O. D. None exchanged. No tele--First Floor, Sixth-St. Bldg.

Meier & Frank's 1301st Friday Surprise Sale. 50c to 75c Tuxedo and Mesh Veilings, Yard 35c

In black and a good variety of colors. Fancy and plain meshes. -First Floor, Sixth-St. Bldg. Meier & Frank's 1301st Friday Surprise Sale.

> Children's 3.50 to \$5 Serge Dresses 2.19

The balance of our stocks—2 to 14-year sizes. Made in a variety of youthful styles, regulation, tunic and trimmed effects.

-Fifth Floor, Sixth-St. Bldg. Meier & Frank's 1301st Friday Surprise Sale.

Women's 3.50 and 3.75 Bathrobes at 1.85

Beacon Blanket Cloth and Eiderdown Robes. Copenhagen, cardinal, tan and oxford colors, in neat conventional and floral designs. Roll collars, square necks, plain or fancy trimmings.

—Fifth Floor, Sixth-St. Bldg.

Meier & Frank's 1301st Friday Surprise Sale. 3.50 to 6.50 Low Bust Tricot Corsets, Pair 1.59

Modeled especially for slight figures, suitable for golfing and riding wear and for the school girl. Low bust, long hip lines, with no bones over the hips. Prettily trimmed.

—Fifth Floor, Sixth-St. Bldg.

Meier & Frank's 1301st Friday Surprise Sale.

Best Quality Cotton Bed Sheets, Less 1/3

Hemmed Sheets, 2x2¾ yards, each... 80¢ Hemmed Sheets, 2½x2¾ yards, each... 90¢ Hemmed Sheets, 2½x3 yards, each... \$1.00 Hemmed Sheets, 2½x3 yards, each... \$1.05 Hemstitched Sheets, 2x2¾ yards, each 90¢ Hemstitched Sheets, 2½x3¾ yards, \$1.00 Hemstitched Sheets, 2½x3¾ yards, \$1.10 Hemstitched Sheets, 2½x3 yards, \$1.15 Hemstitched Sheets, 2½x3 yards, \$1.15 -Third Floor, Stath-St. Bldg

Dress Shoes, Pair 3.95

Four distinct styles in the lot. Black buckskin, button style, welt soles and wooden Cuban heels; patent kid vamp and top, button style, enameled French heels, light welt soles; brown and gray snede, button style, covered Cuban heels, welt soles and black ooze calf, button style, plain or tipped toes, covered Cuban heels and light hand

The HAMMERING We Are Giving PRICES Right Through the Store During This January Clearance Sale Really Makes Every Day a Bargain Day, But

FRIDAY IS THE DAY OF ALL DAYS

for the reason that all lots that have begun to dwindle-all assortments that are not as complete as they should be, will receive a parting price-clip to hurry them along double quick.

On account of the limited quantities of some of these goods they are not advertised-but you'll find them displayed in the various departments to which they belong.

There's Plenty of Each in This Great Page Array of Specials

Otherwise they would not be advertised, or else the exact quantity would be stipulated, for Meier & Frank announcements-Bargain Friday or any other day tell you

Just the Plain Statement of Facts---That's All

The goods are here—as good or better than we say they are—all you want of them—all day—but you must come Friday.

PLEASE BEAR IN MIND that these bargains are for Friday only. You cannot get them Saturday or any other day, so if you want any of them you should come here Friday.

WOMEN'S WINTER UNDERWEA PRICES YOU'LL NEVER FORGET

To say that the values are extraordinary is not strong enough; they are sensational, positively unparalleled. Come and see. You'll find it is impossible for us to make this value-giving statement strong enough.

1.50 Natural All-Wool 25c Stuttgarter's 1.75 to \$3 69c Underwear Low Price of 25c Pure Wool Underwear 69c All heavy weight, colors of red, gray or white. Pants have band tops

The famous "Koenig" brand-all strictly sanitary, heavy Winter weight; vests and drawers each at 69¢, which is wonderful.

Meier & Frank's 1301st Friday Surprise Sale.

and vests are with high necks and long sleeves.

\$3 and 3.50 Brocades and Crepe de Chine, Yard 1.47 Also satins and charmeuse. Great assortment

of light evening and dark street shades. All 40

-Third Floor, Sixth-St. Bldg

Meier & Frank's 1301st Friday Surprise Sale. \$1 to 1.50 Crepe and Voile Flouncing, Yard 69c

1915 designs, just received. Designs beautifully embroidered with fine mercerized yarns. Large floral and conventional effects. 45 inches wide, suitable for graduation and party frocks. Also \$1.75 to \$2.25 qualities, yard, 98¢. -First Floor, Sixth-St. Bldg.

Meier & Frank's 1301st Friday Surprise Sale. 2.50 to 4.50 Lace

Flouncings, Yard 1.49

Black and white Chantilly and Shadow Flouncing; light cream and ecru Maline and net-top laces. Large and small designs. Some with gold thread combinations. 27-inch widths. Suit-able for waists and tunics. All new merchandise. -First Floor, Sixth-St. Bldg

Meler & Frank's 1301st Friday Surprise Sale. For Dresses and Waists-25c Figured Voiles 10c

This dainty figured Voile for waists and dresses will be in great demand at this sur-prisingly low price. 38 inches wide. Many at-tractive figured patterns to select from.

Meier & Frank's 1301st Friday Surprise Sale. 10c Huck Towels 61/2c

In dozen lots, today only, these serviceable Huck Towels 75c the dozen. Good heavy quality cotton. Lay in a good supply of Towels today.

Third Floor, Sixth-St. Bidg.

Meier & Frank's 1301st Friday Surprise Sale. Women's \$2 to 4.50 Untrimmed Hats 75c

Silk Velvet and Silk Plush Hats, in a variety of fashionable shapes. Good assortment for se-\$2 to \$9 Fancy Ostrich Feathers for Trimming

-Second Floor, Sixth-St. Bldg.

Women's \$7 and 7.50

-Third Floor, Sixth-St. Bldg

Meier & Frank's 1301st Friday Surprise Sale. 4.50 Genuine Leather

Suitcases at 2.95 Fully sewed, leather corners, bell riveted, with one-inch leather straps all around. Linen lined and linen shirt folds. Size of case 24x6 inches. -Fifth Floor, Temporary Annex

Meier & Frank's 1301st Friday Surprise Sale. 1.75 Emmerich Feather Bed Pillows, Each 1.21

Regulation size, filled with good quality, odor s feathers. Fancy art ticking covered. -Ninth Floor, Temporary Anne

Meler & Frank's 1301st Friday Surprise Sale. \$5 Grey Wool

Blankets, Each 3.35 Dark gray wool, full size, suitable for sleeping orch or camping purposes.

-Ninth Floor, Temporary Annex Meier & Frank's 1301st Friday Surprise Sale.

90c Camera Wooden Tripods 49c 60c Glass Stirring Rod Thermometers 42¢ \$5.50 Padded Leather Photo Albums, 9x14-

-First Floor, Temporary Anne: Meier & Frank's 1301st Friday Surprise Sale.

10c and 15c Pressed Glassware at 5c

Glass spoon trays and pickle dishes, in many shapes and patterns. No deliveries. -Fourth Floor, Temporary Anna

Meier & Frank's 1301st Friday Surprise Sale. 1.25 to 2.25 Hats for Girls and Boys 50c

Velvet and Corduroy Hats in different styles Suitable for small girls and boys.
—Second Floor, Sixth-St. Bid:

Meler & Frank's 1301st Friday Surprise Sale. Grocery Surprises

Blue Ribbon Butter—fancy make, roll 6/2 Challenge Coffee, 3 pounds 69¢—lb. 25¢. Naptha Soap, "Economy," 6 bars. 19¢. Seeded Raisins, No. 1 package, 3 for 25¢. Meler & Frank's 1301st Friday Surprise Sale. Imported Sardines, "Deep Sea" brand,

9 sacks Runkell's Cocoa ½-pound cans....17½6

-Pure Food Grocery, Basement, Sixth-St. Bldg

Meier & Frank's 1301st Friday Surprise Sale.

All-Wool Steamer or Auto Rugs 3.95

Heavy Rugs, 60x72 size. Sixty-seven in the assortment, which includes handsome Indian and Mackinaw patterns. In many instances this selling price is just half regular. -Fifth Floor, Temporary Annex

Meler & Frank's 1301st Friday Surprise Sale.

3.50 Oak Plate Racks at 98c

Rack in Mission style, solid oak in golden or Early English finish. Well made and finished. —Tenth Floor, Temporary Annex

Infants' 1.25 Nainsook Dresses at 59c

Machine made. Good material, with pretty em-broidered yokes, lace at neck and sleeves. Skirts plain hemmed or tucked.

Meler & Frank's 1301st Friday Surprise Sale. \$2 Aluminum

Rice Boilers at 1.19 150 of them. Good weight Aluminum that will not crack, rust or chip; suitable for boiling milk,

Meier & Frank's 1301st Friday Surprise Sale.

25c Pressed Glassware at 10c

One-quart pitchers, 6-inch footed comports, 7-inch, two-handled nappies, 6-inch berry bowls, 7inch berry bowls, celery trays, etc. No deliveries. -Fourth Floor, Temporary Annex Meler & Frank's 1301st Friday Surprise Sale.

1.75 Well-Woven Rag Rugs for 1.15

Plain centers and fancy striped borders. Blue, -Seventh Floor, Temporary Annex Meler & Frank's 1301st Friday Surprise Sale.

\$10 Kiser Hand-Colored Photographs 2.50 Famous Alaskan series. Average size of print

\$5.00 Kiser Photographs, panel shape, Oregon Large Oil-Colored Photographs, on canvas stretchers, ¼ Original Price. \$3.00 Kiser Sepia Photographs, size 12x24,

-Eighth Floor, Temporary Annex

Meier & Frank's 1301st Friday Surprise Sale

17c Fine Underwear Crepe 61/4c

No need to launder undergarments made from this practical, cool underwear crepe. For traveling crepe undergarments are most desirable. This astonishing price reduction today only.

—Third Floor, Sixth-St. Bidg.

Meier & Frank's 1301st Friday Surprise Sale.

75c to 1.25 Fancy Silk Ribbon, Yard 25c

Immense assortment of high-grade Ribbon, ranging in width to 10 inches. Stripes, plaids, floral designs, fancy velours, in light, medium -First Floor, Sixth-St. Bldg.

Meler & Frank's 1301st Friday Surprise Sale. Women's Up to 4.50 Handbags for 1.98

Seventy-two Bags in the lot, which comprises Bags of various styles and values. Genuine seal, Saphian and goat seal, fitted with purse, mirror, etc. Many new and desirable shapes, different style handles.

Meler & Frank's 1301st Felday Surprise Saic. 1.35 Cheney Bros.' Kimono Silks, Yard 75c

Silk and satin materials. Handsome color effects and designs. 32 inches wide.

-Ninth Floor, Temporary Annex Meier & Frank's 1301st Friday Surprise Sale.

50c to 1.35 Pillow Fringes, Yard 38c

Silk and Cotton Fringes, in greens, tans and brown shades. 25c to 35c Novelties, each 19c. \$3.50 to \$5 Selled Embroid. Pieces, ca. \$1.98

-Art Needlework Section -Seventh Floor, Sixth-St. Bldg. Meier & Frank's 1301st Friday Surprise Sale.

Women's \$1 "Harvard Mills" Merino Pants 45c

Medium weight, tuck stitch, elastic and durable. Tight knee, ankle length, open style.
—Second Floor, Stath-St. Blog. Meler & Frank's 1301st Friday Surprise Sate.

Misses' 1.75 "Munsing" Union Suits at 78c

Heavy-weight fleece cotton; high neck, long sleeves, ankle length and drop seat. Misses sizes only-a discontinued line.

Meier & Frank's 1301st Friday Surprise Sale.

Women's 25c and 35c Winter Hosiery, Pair 18c

Heavy and medium weight cotton, liste and worsted Hose, in black, tan, oxford and a few reds and blues, in opera length. Odd sizes. 3 -First Floor, Sixth-St. Bldg.

Meier & Frank's 1301st Friday Surprise Sale. Women's 50c Tan Hose 25c

Imported plain and Silk Lisle Hose; four-inch double tops, high splicings and reinforced feet. -First Floor, Sixth-St. Bldg.

Meier & Frank's 1301st Friday Surprise Sale Misses' and Children's 98c-1.25

Princess Slips 49c Soft nainsook material, trimmed with laces and embroidery and ribbon-run beading. Sizes 14, 16 and 18 years. None exchanged,

Women's 1.50 to 2.98 Princess Slips 89c

Fine nainsook garments, some slightly soiled. Attractively trimmed with laces and embroideries. All sizes included. None C. O. D., none on approval, no exchanges. 89c Princess Slips, not all sizes, each 39c.

Meier & Frank's 1301st Friday Surprise Sale. Children's 59c and 75c

White Dresses 39c Made of nainsook, trimmed with embroidery. Square neck and short sleeves or high neck, lacetrimmed. Sizes 6 months to 2 years.
—Second Floor, Stath-St. Hide

Meler & Frank's 1301st Friday Surprise Sale. Infants' 75c Flannelette

Wrappers at 59c White, with scalloped edging down the front and sleeves. Well made, in all infants' sizes. -Second Floor, Sixth-St. Bldg.

Meier & Frank's 1301st Friday Surprise Sale. 10c and 15c Gift Booklets, Children's Toy Books 5c 25c to 35c Miscellaneous Novels, each 17c

& Frank's 1301st Priday Surprise Sale. 45.00 "Indestructo"

Wardrobe Trunks 29.75 Men's and women's styles, 1913 model "Indestructos," carrying the five-year guarantee against breakage of box or hardware—and insured against fire or loss. All first quality.

—Fifth Floor, Temporary Assex