

An Unequalled Collection of Columbia, Edison and Victor EASTER RECORDS in Our Phonograph Shop—Sixth Floor

Meier & Frank Co. Established 1857 Meier & Frank Co. Ask About Our Special Delineator Offer Now Open—Second Floor Meier & Frank Co. The Quality Store Meier & Frank Co.



Easter Friday Surprise Sales

Our 1523d Friday Surprise Brings These and Equally Good (Unadvertised) Values for Today

MEIER & FRANK'S 1523D FRIDAY SURPRISE SALES.

Extra Special!

100 New Capes

Just Received in Time for This Easter Friday Surprise Sale

\$12.85

When we tell you that at MEIER & FRANK'S today for \$12.85 you can select from a splendid assortment of fashionable new capes made of fine quality men's wear serge, you will, if you're a wise woman, make up your mind to be here early.

This eminently desirable assemblage features capes in the new panel and vest front effects, all-around-belted models, some with long narrow sash, overcollars of velour in contrasting shades, capes with wide shawl collars finished in flat silk braid, others with yokes shirred across the back, button trimmed, with flat braid put on in clusters.

—Meier & Frank's: Apparel Shop, Fourth Floor.

1523D FRIDAY SURPRISE.

Easter Hats

To \$10.00 Values

\$6.50

Attractive new trimmed hats for Easter wear at this special Friday Surprise price. Large, medium and small hats in black and wanted colors with trimmings of flowers, feathers and ribbons.

—Meier & Frank's: Millinery Shop, Fourth Floor.

MEIER & FRANK'S 1523D FRIDAY SURPRISE SALES.

MEN! 1328 Pairs Famous "Silk Maid" Silk Sox

Sub-Standards of the Regular \$1.00 Quality

55c

The fame of our men's as of our women's Silk Maid Hosiery is widespread—both are recognized standards of perfection. These hose are subjected to a rigorous factory inspection and the most infinitesimal deviation from specifications means a sub-standard classification. That explains how we can offer 1328 pairs of Silk Maid sox for men at 55c instead of \$1 while any remain today.

Fine, heavy silk sox with lisle tops, heels, double soles and toes. Full line of plain shades in Palm Beach, mahogany, navy, gray, tan, champagne, black and white. All sizes.

—Meier & Frank's: The Store for Men, Main Floor.

1523D FRIDAY SURPRISE.

Sale Writing Paper 79c

"Pollyanna" stationery—72 sheets paper and 72 envelopes to box. Four colors in box. Long and regular shaped envelopes.

—Meier & Frank's: Main Floor.

1523D FRIDAY SURPRISE.

Standard Make Brassieres 98c

Back-fastening brassieres with under-arm lacing—adjustable to any size. Sizes 38 to 56. Regularly priced at \$2.

—Meier & Frank's: Third Floor.

MEIER & FRANK'S 1523D FRIDAY SURPRISE SALES.

An Easter Friday Surprise Sale of Women's Fine Lambskin Gloves \$1

720 pairs in this extraordinary sale. Excellent quality lambskin gloves in one-clasp style, half P. K. sewn. All white with black embroidered backs. All sizes.

Every pair perfect. Every pair expertly fitted in this Easter Surprise Sale at \$1 while any remain.

—Meier & Frank's: Glove Shop, Main Floor.

Second Day of Our Epoch Making Introductory Offer

5000 New Columbia Shirts in a Sale

Selected, because of merchandising mastery, by the Columbia Shirt Company of New York to make their line, so well known in the East, equally so in Portland, we offer 5000 new Columbia shirts taken from the regular Spring 1919 line at wonderful reductions. Here are the three great groups:

\$2.00-\$3.00 Shirts \$1.49

Some of the shirts in this group are offered at about HALF the regular price. There are fine woven and corded madrases, crepe madrases, cambrils, self-striped poplins, fancy crepes and percales. All sizes, 14 to 17.

\$3.00-\$5.00 Shirts \$2.49

Genuine silk fiber shirts, silk striped crepes, silk striped woven madrases. All new and beautiful patterns and colorings in infinite variety of fashionable stripes. Some have separate collars to match. All sizes, 14 to 17.

\$6.00-\$7.50 Shirts \$4.95

Fine, pure silk shirts in broadcloth, tub and novelty silks in a multitude of newest striped effects and plain white. Some of these have separate collars to match. Extra heavy solid fiber silk and flannel shirts. All sizes, 14 to 17.

—Meier & Frank's: The Store for Men, Main Floor.

1523D FRIDAY SURPRISE.

\$3.50 Hand Bags \$2.98

Just in. Smart, new leather handbags with tassel. Fitted with coin purse. Black, brown and gray. Beautifully lined.

—Meier & Frank's: Main Floor.

1523D FRIDAY SURPRISE.

Brassieres Only 39c

Good quality bandeaux brassieres with taped shoulder strap. Mostly back-fastening styles. Pink and white. 34 to 44.

—Meier & Frank's: Third Floor.

1523D FRIDAY SURPRISE.

25c Silver Polish 19c

"Shinon" polish that will clean and polish silverware, glassware and brassware. The regular 25c size at 19c.

—Meier & Frank's: Main Floor.

1523D FRIDAY SURPRISE.

40c Suiting Yard at 29c

27-inch woven suitings in dark and light stripes and plain colors. Suitable for children's dresses and rompers.

—Meier & Frank's: Second Floor.

MEIER & FRANK'S 1523D FRIDAY SURPRISE SALES.

New Washable Neckwear 25c

For women's and children's wear. Organdy collars in flat and roll styles. Lace trimmed pique collars for tailored wear. Colored organdy collars. Also at this price are short lengths of chiffon and crepe pleatings, 1 to 1 1/2 yards.

Sale Waistcoats and Vestees \$1.49

Regularly \$1.69 and \$1.75. New waistcoats and vestees of pique and novelty gabardine combined with embroidery. White and colors. With and without collars.

—Meier & Frank's: Neckwear Shop, Main Floor.

1523D FRIDAY SURPRISE.

Curtaining Yard 23c

About 500 yards in this sale of remnants scraps, nets, marquises and cronnones—1 to 4 yards. All colors and patterns.

—Meier & Frank's: Seventh Floor.

1523D FRIDAY SURPRISE.

Good Muslin Sheets \$1.25

72x90 and 81x90 seamless muslin sheets with hem. ANOTHER SPECIAL—single bed sheets, 54x90 inches, hemmed, 75c.

—Meier & Frank's: Second Floor.

1523D FRIDAY SURPRISE.

Wall Paper Roll 65c

A good selection of blends, canvas effects, imitation grass cloth and damask patterns in these wall papers. \$1 values.

—Meier & Frank's: Seventh Floor.

1523D FRIDAY SURPRISE.

\$1.75 Dresser Sets at \$1.15

Scarf and pin cushion cover with pink, blue and lavender edging. Each set is in box. No phone orders. Limited number.

—Meier & Frank's: Second Floor.

MEIER & FRANK'S 1523D FRIDAY SURPRISE SALES.

Sheer Lawn Kerchiefs 9c

Women's and misses' fine sheer lawn handkerchiefs in one-corner embroidered and fancy initial styles in white and colors. Many effective patterns. Exceptional values at our Easter Friday Surprise price of 9c each.

—Meier & Frank's: Handkerchief Shop, Main Floor.

MEIER & FRANK'S 1523D FRIDAY SURPRISE SALES.

\$10 Auto Robes \$5.95

Wonderful values are offered in this sale of robes suitable for automobile, steamer, camping or bed use. We have just forty of these good, heavy-weight mixed plaid robes for this Friday Surprise Sale. Finished with fringe. These robes sell regularly at \$10. One pattern only—illustrated.

—Meier & Frank's: Luggage Shop, Sixth Floor.

MEIER & FRANK'S 1523D FRIDAY SURPRISE SALES.

Easter Sale of Fine Silk Waists \$3.18

A limited number of women's fine quality crepe de chine waists \$3.18 tomorrow. Tucked and hemstitched waists with flat and round collars, square and round neck styles. White, flesh, maize, gray, navy and black. All sizes 36 to 46 but not in every style. One sketched.

—Meier & Frank's: Waist Shop, Fourth Floor.

New \$2-\$2.50 Ties \$1.55

On Sale Today in the Store for Men

They came to us through merchandising mastery which is no new thing with this store but as old as the business itself. They're from one of the foremost makers in America and they're fashioned of the best silks. See them in our Morrison Street window and buy them in The Store for Men at \$1.55 each or 3 for \$4.50.

—Meier & Frank's: The Store for Men, Main Floor.

MEIER & FRANK'S 1523D FRIDAY SURPRISE SALES.

Embroidered Pieces 1/2

Discontinued patterns in hand-embroidered centers, pillow tops, lunch sets, children's dresses, caps and novelties at exactly half price while any remain. Many beautiful designs. Regularly \$3 to \$30, now \$1.50 to \$15.

—Meier & Frank's: Needlework Shop, Second Floor.

MEIER & FRANK'S 1523D FRIDAY SURPRISE SALES.

On the Center Aisle Bargain Square, Main Floor

A Phenomenal Friday Surprise Sale of

4000 Misses' and Children's Fine 25c-50c Jersey Ribbed Vests and Pants 14c

Wonderful value-giving! A just-consummated purchase of this fine lot of 4000 misses' and children's jersey-ribbed vests and pants accounts for this sensational Friday Surprise Sale.

The vests are in sleeveless, wing sleeves and long sleeves styles. The pants are in tight and lace trimmed-knee styles. All are first quality undergarments. All sizes, 3 to 14 years. All good Spring weights. White only.

—Meier & Frank's: Center Aisle, Main Floor.

1523D FRIDAY SURPRISE.

Fiber Silk Hose 49c

450 pairs of women's FIRST QUALITY fiber silk hose in this Friday Surprise Sale at 49c pair while any remain. White, pink, sky, Palm Beach and black. Broken line of sizes, mostly 9 and 9 1/2.

—Meier & Frank's: Main Floor.

MEIER & FRANK'S 1523D FRIDAY SURPRISE SALES.

Ribbon Remnants 1/2

Hundreds of ribbon remnants in all widths and lengths. Satins and dressings in all desirable colors.

Ribbon, Yard 39c

Fancy striped and brocaded tafeta hair bow and sash ribbons. Good patterns. 6 inches wide. All colors.

—Meier & Frank's: Ribbon Shop, Main Floor.

1523D FRIDAY SURPRISE.

Sale Ball Bearing Skates \$1.59

110 pairs adjustable ball-bearing roller skates for boys and girls from 7 to 16 years. One sketched. Excellent values.

—Meier & Frank's: Sixth Floor.

1523D FRIDAY SURPRISE.

\$5.00 Cut Glass Bowls \$3.69

8-inch cut glass fruit bowls in the desirable combination floral and mitre cutting. One sketched. Limited number.

—Meier & Frank's: Basement.

MEIER & FRANK'S 1523D FRIDAY SURPRISE SALES.

Sale of Boys' \$2-\$2.50 Pants \$1.49

220 pairs of boys' separate knickerbocker pants at \$1.49 pair instead of \$2 and \$2.50.

Carefully tailored pants of tweeds and cassimeres in plaids, fancy chevots and homespun, mixtures and diagonal weaves. Excellent patterns and colors. All seams taped. Pants are fully lined. All sizes, 6 to 18 years.

—Meier & Frank's: Boys' Clothing Shop, Third Floor.

1523D FRIDAY SURPRISE.

Union Suits 59c

Women's fine cotton and lisle union suits in low neck, sleeveless style for warm weather wear. Sizes 34 and 36 only. About 400 garments at 59c each or 2 for \$1.15.

—Meier & Frank's: Main Floor.