

Hear the New March Victor Records in Our Sound-Proof Record Rooms Today—Sixth Floor

Extra Special Opportunities to Save on Wanted Things for Men, Women, Children and the Home in

Our 1570th Friday Surprise Sales

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

"Some Sale"

Was the Edict of the Many Who Shared Yesterday in our Great

Sale of Furnishings

In The STORE for MEN, Main Floor



This sale was planned and launched primarily for the purpose of further demonstrating the merchandising mastery of The STORE for MEN and its ability, thanks to wonderful purchasing power and foresighted buying, to sell quality furnishings at lower prices than elsewhere.

Extra salespeople and extra selling space have been provided for this event.

See our Morrison Street window displays. Here is a brief resume of the extraordinary offerings:

SHIRTS: fine woven and corded madras and some mercerized twill shirts in a variety of striped effects, all brand new, special \$2.95 or 3 for \$8.50. Another special lot of percale and madras shirts at \$1.85 or 3 for \$5.50.

SOX: good silk sox (substandards) 75¢; silk plated and silk lisle sox (substandards) 5 pairs \$1; warm wool sox (firsts) 95¢; durable cotton sox (firsts) 25¢ pair.

TIES: wonderful new heavy silk ties worth as much as \$3.50 on sale at \$1.85 or 2 for \$3.50. Beautiful English hand-frame silk knit ties are \$3.95.

GLOVES: washable cape gloves in tan, champagne, gray and black, sizes 7 1/2 to 10, pair \$1.29. Also all leather garden gloves at 85¢ pair.

SWEATERS: Cardigan stitch all wool ruffneck sweaters in wanted shades, sizes 40 to 48 only, \$6.95. All wool jerseys very special at \$1.50.

UNDERWEAR: 2 special groups of union suits for spring and summer wear at \$1.15 and \$1.95.

HATS: good felt hats in all the popular shades special \$3.95. Also cloth hats at \$1.75.

In Addition

to the above specials we have arranged the following for today:
1200 NEW SPRING SILK TIES AT 95¢. All brand new. Wanted patterns and colors.

50c KUM-A-PART CUFF LINKS PAIR 29¢. Popular color effects. Guaranteed. Limited number.

\$8.50 V-NECK SPORT JACKETS \$5.45. Brown and green heather, dark oxford and Havana brown. Excellent for motoring and golfing.

MEN'S GOOD CAPS \$1.29. All the latest styles in popular shades and mixtures. Good range of sizes.

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

60 Young Men's Suits

Regularly Priced \$35.00 to \$45.00

\$27.50

All have been taken from regular stock and reduced for Friday surprise.

Up-to-date styles in correctly tailored, perfect fitting suits for spring wear.

Made of fine plain and fancy chevots, velours, worsteds and cassimeres.

New and wanted patterns. All sizes 34 to 42.

Raincoats

\$7.35

Just 50—from regular stock.

Serviceable tan rubber lined raincoats in all-around belted style with convertible collars that button snugly up under the chin.

Sizes 34 to 42.

Formerly priced in our stocks at \$12.50. Extraordinary surprise values at \$7.35.

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

75 Boys' Knicker Suits

\$5.85

75 garments in large sizes only—for boys of 17 and 18 years. Not a suit in the lot that would not be a good special at twice the price.

Standard makes of belted style suits with full cut, full lined knickerbocker pants. Good patterns and colors.

Boys' Shirts 98c

300 boys' shirts made of percale, madras, fiber silk, soisette, etc. Soft cuff style in fancy striped effects. All colors. Detachable collars. Sizes 12 to 14. Regularly priced at \$1.50 to \$3.50.

—Meier & Frank's: The Store for Boys, Third Floor.



New Pumps and Oxfords

\$9.85

500 pairs—just received and just unpacked in time for Friday surprise. Our shoe buyer secured these shoes in a remarkable special purchase on his recent eastern trip—hence this great sale today.

In the lot are white kid, opera and one eyelet tie pumps. Patent and black kid pumps and oxfords. Nearly all sizes in each style.

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

MEIER & FRANK'S 1570TH FRIDAY SURPRISE SALES.

50c Peanut Brittle 25c

Exactly half price for 1500 pounds of delicious, crisp peanut brittle, freshly made in our own Daylight Candy Kitchen. With a full quota of new crop nuts. Packed in one-pound folding boxes. None delivered. A wonderful surprise value at pound 25c.

—Meier & Frank's: Ninth Floor and Other Candy Sections.

MEIER & FRANK'S 1570TH FRIDAY SURPRISE SALES.

Pink Glove Silk Vests and Bloomers \$3.95

A good chance to lay in a supply for summer.

As easy to rinse out as a handkerchief.

Vests have plain tailored tops and are reinforced under the arms.

Bloomers are plain or elaborately trimmed with insertion and ruffles of round mesh Valenciennes lace.

Both styles have elastic at waist and knee.

—Meier & Frank's: Third Floor, Sixth Street.

MEIER & FRANK'S 1570TH FRIDAY SURPRISE SALES.

A Hundred Titles of

85c Reprint Books at 50c

Good print, good paper, attractive bindings—and lots of splendid stories.

Many an evening's entertainment, many a long train journey shortened, many a convalescent cheered!

Among the titles are:

"The Long Roll," by Mary Johnston.

"The Taste of Apples," by Jennette Lee.

"The Streets of Anselon," by Robert W. Chambers.

"Cease Firing," by Mary Johnston.

"The Money Master," by Gilbert Parker.

"Mary Moreland," by Marie Van Vorst.

"The Rose of Old Harpeth," by Maria Thompson Daviess.

"The Carpet from Bagdad," by Harold MacGrath.

"The White Waterfall," by James Francis Dwyer.

"The Maid of Paradise," by Robert W. Chambers.

"Piggin Island," by Harold MacGrath.

—Meier & Frank's: Book Shop, Fifth Floor.

MEIER & FRANK'S 1570TH FRIDAY SURPRISE SALES.

3000 Pieces of Spring Neckfixings at 19c

Everything imaginable. Styles for women, misses and children. Kinds to wear with coats and dresses.

Organdy vestees with high and low necks.

Pique collars.

Cotton crepe collars with cascade frills.

Quantities of models. 19c each, three for 50c.

All are of much better quality than the price indicates.

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

MEIER & FRANK'S 1570TH FRIDAY SURPRISE SALES.

Frilled Skirtings \$2.10 Yd.

Please take warning, however, only a hundred yards!

Made of lawn, with four accordion pleated frills. 36 inches wide.

White, old rose, pink and Copenhagen.

Easy to make into lovely summer frocks.

—Meier & Frank's: Main Floor, Fifth Street.

MEIER & FRANK'S 1570TH FRIDAY SURPRISE SALES.

Handkerchiefs 5c and 14c

5c for women's and children's white and colored hankies—nicely made ones, too.

14c for women's novelty handkerchiefs with embroidered initials—sheer or soft finished shamrock lawns. Usual 20c kinds with all their better-than-ordinary embroideries to flutter out at 14c, three for 40c.

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

MEIER & FRANK'S 1570TH FRIDAY SURPRISE SALES.

Fleisher Sock Yarn 89c Hank

1000 hanks!

Genuine Fleisher sock yarn in natural color.

As all yarns are steadily increasing in price this lot at 89c is an extra special surprise.

No exchanges, no credits, none sent C. O. D.

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

MEIER & FRANK'S 1570TH FRIDAY SURPRISE SALES.

Silver or Gilt Frames \$1.19

These are the standing frames with swinging attachment. Adjust them at any angle you like.

Place them anywhere. Carry them around in your trunk.

Artistically carved. Complete with glass and back. 4x6 to 7x11-inch sizes.

—Meier & Frank's: Center Aisle, Main Floor and Picture Shop, Fifth Floor.

1570TH FRIDAY SURPRISE.

Galvanized Ash Cans

\$2.98

Well-made galvanized ash cans with 15 gallons capacity. 24 inches high, 13 1/2 inches in diameter. Sides are reinforced with steel slats.

—Meier & Frank's: Basement.

1570TH FRIDAY SURPRISE.

\$4 Table Cloths

\$3

Good firm quality mercerized table cloths woven in regular bordered designs. These will wear and launder nicely. 63x63 inches. Very special \$3.

—Meier & Frank's: Second Floor.

1570TH FRIDAY SURPRISE.

Curtain Scrim

17c

One thousand yards of durable curtain scrims with fancy woven borders—a hem at top and bottom and the curtains are ready. White, cream and ecru.

—Meier & Frank's: Seventh Floor.

1570TH FRIDAY SURPRISE.

Wilton Rugs

\$7.75

Discontinued patterns of Wilton rugs in size 27x54 inches. Desirable colorings. Regularly priced at \$12.50 to \$14. Just 50 rugs on sale at \$7.75.

—Meier & Frank's: Seventh Floor.

MEIER & FRANK'S 1570TH FRIDAY SURPRISE SALES.

Women's Wool Jersey Suits and Silk Dresses Going

at **\$29.50**

A doubly important SURPRISE. It will open many a woman's eyes who has been expecting to pay a third to a half more for her Easter clothes. It will be an event that she will remember for many a day.

Two exceptional purchases from two leading New York makers who wanted ready money are the reasons why of the price.

The Wool Jersey Suits Are Splendidly Tailored

They are little aristocrats of the sporting world. Made of medium weight jersey, not too light, not too heavy—the kind that costs retail five dollars a yard. Ever so many styles, of which six are pictured. Just the kinds that seven out of ten women want this spring. Jaunty

finger-tip length coats, medium width walking skirts, tucked, pleated, pocketed and belted. Fine for rain or sunshine.

Practically any color; taupe, lapin (rabbit), sable, jade, turquoise, rose, French green, grape, five shades of green and heather mixtures in navy, Copen, brown.

Charming Dresses of Taffeta, Satin, Georgette

One, two and three of a kind frocks. Always the most interesting because there are so many styles to choose. Four of them are sketched here, but there are far too many to risk missing the whole collection. One woman guessed that they cost \$45 to \$55—but they are not all worth quite as much as that!

Allover embroidered bodices. Window pane beading. Silk floss embroidery. Ribbon loop trimming. Narrow pleatings. Overskirts and sashes. And many other originalities. Mostly navy and brown. Sizes up to 44.

So Exceptional

are both the suits and dresses that we think most women will not be satisfied without one of each!

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

MEIER & FRANK'S 1570TH FRIDAY SURPRISE SALES.

"Hurt" Lamp Shades Priced Half

About a hundred parchment paper and silk lamp shades for table and piano lamps—all at half.

Mostly marked by handling. All sizes, colors, styles.

Too many to list the prices. Taken straight from our own good stocks and radically reduced to clear out at once.

—Meier & Frank's: Furniture Gift Shop, Ninth Floor.

MEIER & FRANK'S 1570TH FRIDAY SURPRISE SALES.

Pure Thread Silk Hose \$1.69

Surprise sale extraordinary. 1200 pairs of women's pure thread silk hose with reinforced lisle tops, heels and toes. Some are full fashioned, others have mock seams. Wanted shades of black, white, cordovan, gray, tan, etc.

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

MEIER & FRANK'S 1570TH FRIDAY SURPRISE SALES.

Women's Union Suits \$1

About half regular for 350 women's light and medium weight cotton union suits in assorted styles including bodice top, tight knee garments, low neck, loose knee and other styles. Regular sizes.

Extra sizes in bodice top, tight knee style, \$1.25.

Munsing Union Suits \$1

500 children's medium weight cotton Munsing union suits in high neck, long sleeves, ankle length style. All sizes 3 to 18 years.

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

MEIER & FRANK'S 1570TH FRIDAY SURPRISE SALES.

New Silk Blouses \$4.75

Fresh, pretty blouses of georgette crepe, just out of the boxes.

Wanted colors of bisque, flesh, peach. Mostly trimmed with attractive lace and some with hemstitching and tucks. A good maker's odds and ends. Not all sizes in every style, but sizes up to 46 in the lot. Limited number.

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

MEIER & FRANK'S 1570TH FRIDAY SURPRISE SALES.



Half Price for Girls' and Misses'

Lovely Party Frocks

Were \$27.50 to \$120.00
Now \$13.75 to \$60

Taffeta Satin Chiffon Velvet
Net Metal Brocades

Favorite pinks, pale blues, silver and white, cerise, orange, green and other colors. Medium and low necks with and without sleeves. Many are trimmed with ostrich choux, others with lace, flowers, sashes, tucks. Just what we have left from our winter's assortment.

They are ideal for after Easter functions. Sizes 8 to 18 years. Often only one dress of a kind and a few show slight marks of handling. No approvals, no C. O. D.s, no exchanges. Every sale must be final.

—Meier & Frank's: Second Floor, Sixth Street.