

Meier & Frank Co.
Established 1867
THE QUALITY STORE OF PORTLAND
Fifth, Sixth, Morrison, Alder Sts.

Easter Friday Surprise Sales

Our 1573rd Friday Surprise Is Celebrated with Outstanding VALUES

MEIER & FRANK'S 1573D FRIDAY SURPRISE SALES.

Another Splendid Lot
Women's and Misses'

JERSEY SUITS \$25

Built to cost more—and they look it. Medium weight, fine wool jersey. Designed in several different sports models. Expertly tailored. Carefully finished inside. All with plenty of pockets. Easy-to-walk-in skirts. Two styles are sketched, but there are several others in the lot. A few in the much wanted navy blue as well as good brown, green, lighter blue, rose, taupe and heather mixtures.

It is only fair to say that the last shipment sold out very rapidly.

Sizes 16 to 44.



Taffeta, Satin
and Tricotine

DRESSES \$21.45

Many are late spring models with all the frills, bouffant skirts, harem hems, deep skirt headings and other originalities of this season. Short and longer sleeves. In the lot are a few georgette crepe dresses prettily beaded and silk lined, useful for informal evening wear. The tricotine comes in navy blue for street wear without a wrap.

Nearly all sizes in the lot, although not in each style.

—Meier & Frank's:
Fashion Salons, Fourth Floor.

1573D FRIDAY SURPRISE.

Novelties

1/2

—Regularly \$2 to \$10, now \$1 to \$5.

Dozens of attractive novelties for Easter gifts or personal use. Knitting sets, sweater holders, bon-bon boxes, sachets and various fancy boxes. Each article at exactly half the regular price.

—Meier & Frank's: Second Floor.

MEIER & FRANK'S 1573D FRIDAY SURPRISE SALES.

Dresses

79c

Fine white lawn dresses stamped ready for cutting, with exclusive stamped designs for delicate hand embroidery. To be finished, like the picture, with a scalloped edge. Sizes for infants and up to 2 years.

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



MEIER & FRANK'S 1573D FRIDAY SURPRISE SALES.

\$1.95-\$2.50 Rompers 98c



Sizes 2 to 5 years in Toodle Kid, beach and peg-top rompers in wonderfully nice color combinations and materials.

Gingham, chambray, devonshire and unbleached muslin in plain colors combined with

stripes, plain colors embroidered with colored spades and rakes, and wide pekin stripes trimmed with plain color.

Many good looking styles.

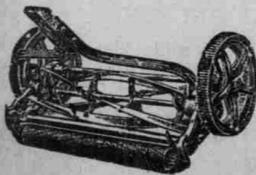
Limited number.

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

MEIER & FRANK'S 1573D FRIDAY SURPRISE SALES.

\$9.00 "Reliance" Mowers

\$7.49



Just when the Spring grass is shooting upward! They are the fine 14-inch "Reliance" ball-bearing kind with three cutting blades and eight-inch wheels. Easy to run.

—Meier & Frank's Garden Supply Section, Basement.

1573D FRIDAY SURPRISE.

Going

New Moire Hand-Bags \$2.45

In the four popular colors for Easter—lilac, navy, brown and black. Each hand bag prettily lined and fitted with coin purse and mirror. Several styles. —Meier & Frank's: Main Floor.

Metal Handbag Frames 98c

Several shapes in these astonishing metal hand bag frames with chased borders and white metal chains. Perforated so that the home needle worker can easily sew them on to the bag. —Meier & Frank's: Main Floor.

Frilly Collars, Fichus and Sets 39c

Two pieces for 75c. Neckwear for women, young girls and children. Frilled collars, fichu collars and cuff sets and high or low neck vestees. Made of colored or white organdie, colored satin, net and embroidery. Some good pique collars for children's wear. —Meier & Frank's: Main Floor.

Ribbon Remnants 1/2 5c to \$3 Each

18c to \$6 short lengths of all kinds of ribbon are 5c to \$3 a remnant for this Friday Surprise. Hairbow ribbons, cash ribbons, Easter package ribbons—thousands of them: Taffeta, satin, moire, brocaded wash ribbons and many others. All sorts of lengths. —Meier & Frank's: Main Floor.

Chocolate Walnut Fudge 39c

80c kind. That creamy confection of the Daylight Candy Store which is such a favorite among all lovers of sweet things. Made of chocolate, walnuts, cream, sugar, cream, butter, honey and rich, fresh cream. None delivered. —Meier & Frank's: Ninth Floor.

Veiling Remnants 45c Each

Some are imported. Colored chenille dots on dark grounds, self-colored chenille dots in cluster effects, woven meshes and smart little designs. Black, navy and brown. —Meier & Frank's: Main Floor.

Plated Silver 25c

500 pieces of silver plated knives, forks, tea spoons, pickle forks and mustard pots. Fine for summer use at beach or camp. —Meier & Frank's: Main Floor.

Bordered Scrim 17c Yard

Six yards for \$1. Regularly 30c yard. A good firm weave in all white with taped edges. Enough for 400 pairs of curtains. —Meier & Frank's: Seventh Floor.

Kitchen Crash 20c Yard

Mixed linen and cotton crash for wiping dishes and all kitchen purposes. Bleached, with colored side borders. 16 inches wide. —Meier & Frank's: Second Floor.

Japanese Crepe Kimonos \$3.45

Actually 9 colors—pink, blue, green, rose, navy, yellow, lavender, copenhagen. Ever so pretty with their attractive hand embroidered flower designs. —Meier & Frank's: Third Floor.

Women's Kerchiefs 17c

Women's 20c and 25c handkerchiefs are 17c. Shoor lawn with one-corner embroidery of butterflies, cyclotons or flowers, also copies of Appenzel designs and narrow hemstitched hems.

Men's—at 15c

Men's 20c handkerchiefs at 15c or 6 for 85c. Initialed on soft white lawn, the letters in open work block style, mostly with quarter-inch hemstitched hems. —Meier & Frank's: Main Floor.

15 Rolls Toilet Paper \$1

Large 7-ounce rolls of Pilgrim toilet paper. Usually 16c roll or 12 rolls \$1—today 15 rolls for \$1. —Meier & Frank's: Main Floor.

MEIER & FRANK'S 1573D FRIDAY SURPRISE SALES.



Trimmed
HATS at
\$7.75

An Easter Surprise

Regular \$9 to \$12.50 hats at this new price two days before Easter. A fascinating assortment.

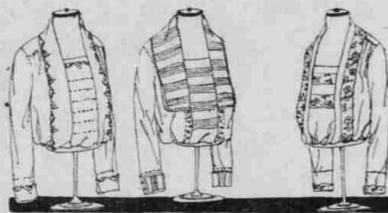
Hats for women who like large, small or medium sizes. Hats for the young miss and her older sister who want lots of flowers. Hats for matrons. Hats for everyone.

Lisere, milan hemp, haircloth, batavia and fancy straws. Black and colors. Some are trimmed with feathers.

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

MEIER & FRANK'S 1573D FRIDAY SURPRISE SALES.

Aren't These Blouses Unexpected—\$4.95!



Blouses to wear with the new Easter suit and lacy ones to companion new sports skirts for wear under sweaters and short coats. Our own \$6.50 to \$7.50 grades offered in this just-before-Easter "surprise."

Illustrated Are:

A georgette crepe blouse with wide insertions of round mesh valenciennes, a biege georgette with collar and trimmings of embroidered navy georgette, a white organdie with hundreds of tiny pin tucks and small crochet buttons.

The Sale Also

includes hand-made, hand-embroidered imported blouses of batiste and other American-made georgette blouses in unusual styles.

Some show slight marks of handling. Not every size in each style.

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

MEIER & FRANK'S 1573D FRIDAY SURPRISE SALES.

Half Price for Women's Imported Vests—63c

Regularly Priced at \$1.25

250 Swan brand imported Swiss ribbed vests in sizes 4 and 5 only. Extra fine lisle. V neck. Comfy cut. Mercetized tapes, adjustable yoke and shoulder straps. Women who find their size will congratulate themselves upon the saving.

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

MEIER & FRANK'S 1573D FRIDAY SURPRISE SALES.

Silk Stockings 98c

Direct From the Mill

500 pairs only. Good luck for any one fortunate enough to get a pair. "Irregulars"—but they would be double the price if they were "firsts." Lisle tops, reinforced heels and toes, seamless feet, mock seam legs. Black, white, cordovan and navy.

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

MEIER & FRANK'S 1573D FRIDAY SURPRISE SALES.

Women's Low Shoes

\$4.85

300 Pairs Only



Radical clearaway of broken sizes and discontinued styles of women's and misses' pumps and oxfords—all at less than present wholesale cost.

Patent leather, black kid, and tan and dark brown leathers. Every pair has been taken from our regular stocks so

that you are assured of their quality.

Not every size in each model, but every size in the collection.

Because of the extremely low price each sale must be final—no telephone orders, none sent on approval or C. O. D., no exchanges. —Meier & Frank's: Shoe Shop, Third Floor.

MEIER & FRANK'S 1573D FRIDAY SURPRISE SALES.



Second Day

OF THE SALE

Young Men's \$45.00 to \$55.00 Suits \$38.50

By young men's suits we mean that the predominant trend of this assortment is toward styles with a snap and go to appeal to youthful dressers.

By \$45.00 to \$55.00 suits we mean standard suits that sold for these prices or between these prices in our regular stock.

By \$38.50 we mean VALUE such as will most forcibly impress every man who examines the garments, notes the quality of the material, the distinction and cleverness of the designing, the smart character of the styles and the thoroughness of the tailoring.

Correct new patterns and colors. Sizes 33 to 42.

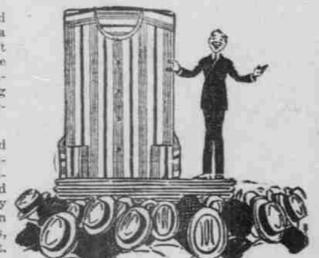
—Meier & Frank's: The Store for Men, Third Floor.

Next to giving them away it is hard to see how we could be more generous than to sell these

600 Shirts at \$1.39

This price should sell them out in a hurry even if we didn't tell you that these shirts duplicate in value garments selling up to \$4.00 in our regular stock.

Woven and corded madras, percales, flannels. With and without collars. Soft and stiff cuffs. Fancy striped patterns in broken lines of sizes, but all sizes in the lot.



Night Shirts
\$2.35

A sample line of 600 night-shirts secured in a special purchase from a leading manufacturer and offered at a price which is in some instances close to half. English longcloth, cambric and muslin. Silk trimmed or plain. Sizes 15 to 20

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

Pajamas
\$4.85

Samples from the same maker as sent us the night shirts. Same number—600 garments. Equally good values—these, too, are in some instances close to half. Silk striped cloths, English longcloth. Silk frog trimmed.

MEIER & FRANK'S 1573D FRIDAY SURPRISE SALES.

Boys' "Dubbelbilt" Suits

\$11.85



A big surprise that parents of hard-on-clothes boys will not be slow to take advantage of. Dubbelbilt suits are built to stand hard knocks. They have twenty additional points of wear; there are special reinforcements at every point or strain. Each suit has double seat, knees and elbows.

150 Dubbelbilt suits in this sale—a clearaway of oddments that are priced in regular stock from \$14.75 to \$16.75. Good vigorous American-boy style. Many patterns and colors. Sizes 6 to 12 years.

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

MEIER & FRANK'S 1573D FRIDAY SURPRISE SALES.

For One Day Only!

Choice of Any \$4 Quality Printed Georgette Crepe in Our Stock at \$2.98

An invitation to save practically a third on the regular price of printed georgette crepe of standard \$4 grade. Our entire assortments of this season's designs and colorings in the best \$4 quality all-silk printed georgette crepe. 40 inches wide. You know what fashion thinks of georgette for her 1920 spring and summer costumes.

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