

NEW GOODS ARE RECEIVED DAILY IN THE FASHION SALONS AND OTHER DEPARTMENTS—IT IS A PLEASURE TO SHOW THEM—NEW LOWER PRICES, TOO

1631st Friday Surprise

A Store-Wide Occasion Marked by Exceptional Value-Giving on Quality Merchandise

ESTABLISHED 1857
Meier & Frank Co.
 THE QUALITY STORE
 OF PORTLAND

1631ST FRIDAY SURPRISE



500 Pairs of

Pumps and Oxfords

\$7.35

In the lot are 14 styles of pumps and oxfords made up of broken lines from regular stock—all sizes in this lot. Also a sample line of the famous

J & T Cousins Shoes

in sizes 4 and 4½ only.

Almost every kind of low shoe a woman would want will be found in this very special Friday sale at \$7.35 pair.

—Meier & Frank's: Third Floor.

1631ST FRIDAY SURPRISE

All Wool French Serge

\$2.23

Less than half price—regularly \$5 yard.

Several hundred yards of fine quality all-wool 54-inch French serge in navy and midnight blue only.

Come early—no phone or mail orders filled.

Foulard Silks \$1.89

Foulard silks in new designs and new colorings at the lowest price in recent years. Special at \$1.89 yard for Friday Surprise only.

—Meier & Frank's: Second Floor.

1631ST FRIDAY SURPRISE

Good Silk Petticoats

\$2.95

Regularly priced at \$4.95.

A special lot of all-jersey, all-messaline and jersey top petticoats with messaline and taffeta flounces.

Good selection of wanted colors.

The number at this price is limited—better come early.

—Meier & Frank's: Second Floor.

1631ST FRIDAY SURPRISE

Sassy Jane Dresses

\$1.98

Regularly priced at \$3.50.

The much-sought-after "Sassy Jane" house togs, made of serviceable ginghams in plain colors, plaids and checks, all desirable colors.

—Meier & Frank's: Third Floor.

1631ST FRIDAY SURPRISE

Women's New Gloves

\$1.89

Regularly priced at \$3 pair.

1080 pairs of women's kangaroo capeskin gloves in two-clasp style with spear-point backs.

White, champagne, mode, beaver, tan, gunmetal and black are the colors. Sizes 5½ to 7½.

Gloves 31c

Limited number of women's "Wear-Right" fabric gloves in slip-on and strap-wrist styles. White and pongee. Sizes 6 and 7. Very specially priced at 31c pair.

—Meier & Frank's: Main Floor.

SURPRISES

Women's Silk Hose \$1.69

300 pairs of women's full fashioned silk stockings with reinforced heel and sole. Black and white.

—Meier & Frank's: Main Floor.

Vests 45c

Women's fine cotton Munsing vests in low neck sleeveless style with band finish. White. All sizes.

—Meier & Frank's: Main Floor.

Neckwear 39c

49c-65c values. Net vests with collars. Eyelet embroidered roll collars. Lace tab collars. Swiss embroidered collars and sets.

—Meier & Frank's: Main Floor.

Corsets \$1.98

\$3 values. Late styles of La Lucia pink and white coutil corsets in medium low and elastic top styles. Also a few odd sizes in pink satin.

—Meier & Frank's: Third Floor.

Aprons 98c

Polly Prim aprons of plain, checked and plaid ginghams in all colors. Some trimmed with rickrack braid, others with plain binding.

—Meier & Frank's: Third Floor.

Knickers \$1.85

\$3 values. 250 pairs of boys' full cut corduroy knickers with taped seams. Mode color. All sizes 7 to 18. Guaranteed not to rip.

Boys' "Arrow" Collars 13c

25c values. Each 13c, 2 for 25c, 12 for \$1.25. Discontinued lines of boys' "Arrow" collars in soft and stiff styles. Sizes 12 to 14 inclusive.

—Meier & Frank's: Third Floor.

Filet Laces Reduced

65c-75c laces, yard 50c. The 85c-11c laces, yard 75c. The \$1.25-1.75 laces, yard 98c. Hand-made filet edges and insertions for blouses and lingerie. 1½ to 4 inches wide.

—Meier & Frank's: Main Floor.

Nainsook 29c

45c quality. Limited quantity of 36-inch white nainsook.

—Meier & Frank's: Second Floor.

Challis 15c

36-inch challis in dark colorings suitable for comforter coverings.

—Meier & Frank's: Second Floor.

Table Cloths \$2.25

\$3.75 values. Mercerized table cloths in 70x70-inch size with circular designs, neat floral patterns.

The \$4.50 cloths, 70x88 inches, \$2.95.

Crash 13c

18c values. 16½-inch kitchen crash suitable for dish or kitchen towels.

—Meier & Frank's: Second Floor.

New Stamped Aprons 89c

Women's new house aprons, stamped for embroidery on serviceable unbleached muslin. Shoulder-strap style.

Pillow Slips 98c

Regularly \$1.65 pair. 400 pairs of pillow slips stamped for embroidery on good quality pillow tubing.

Collar Sets 35c

New collar and cuff sets stamped for embroidery on white batiste.

—Meier & Frank's: Second Floor.

1631ST FRIDAY SURPRISE



THREE STYLES SKETCHED

A Big Surprise!

SILK DRESSES

\$15

Astonishing sale in the Fashion Salons. Dresses from REGULAR STOCK very specially priced. Worth coming a long distance to get such dresses at fifteen dollars.

Tricolette—Crepe de Chine—Taffeta

One of the season's best offers judged from the price taken in conjunction with the quality of materials, newness of styles and variety of colors, which include:

Black Tan Brown Navy Light Blues



THREE STYLES SKETCHED

Coats, Capes, Wraps

\$19.50

Choice of Bolivia, Ramona, Polo Cloth and Velours. The styles are all this season's; the colors those in demand.

—Meier & Frank's: Fourth Floor.

1631ST FRIDAY SURPRISE

New Silk

Blouses \$4.65

At this price it will pay to procure the summer supply of these blouses of georgette and crepe de chine. The assortment offers over-blouse and tuck-in models; long and short sleeves; round, square and V neck styles. Some with roll collars of venise lace, others embroidered in contrasting color. They may be had in fashionable new shades of honeydew, tomato, gray, navy, flesh, white and combinations and are decidedly worth having at \$4.65.

—Meier & Frank's: Fourth Floor.

1631ST FRIDAY SURPRISE

\$2.95 Is a Small Price

for these smart sailors, softly draped or strictly tailored, in black, black-and-white, brown-and-sand, navy-and-white and other combinations. Exceptional values for Friday and Saturday while the quantity lasts.

—Meier & Frank's: Fourth Floor.

Grocery Specials

Swift's Picnics, formerly known as picnic hams, sugar cured and smoked, lb. 20c
 Butter, Royal Banquet, roll, 65c
 M. & F. Coffee, freshly roasted and blended, 3 lbs. 89c, lb. 30c
 Red Salmon, Libby's Red Alaska, No. 1 cans, 3 cans \$1, can 35c
 Sliced Pineapple, No. 2 cans, doz. \$2.75, 6 cans \$1.39

Jewel Shortening, Swift's, No. 8 cans \$1.15, No. 4 cans 60c
 Eastern Shrimp, No. 1 cans, doz. \$2.85, can 25c
 Cut Macaroni, fresh Portland make, 3 lbs. 25c
 Kipperd Herring, Wakefield's, No. 1 oval cans, doz. \$1.75, can 15c
 Naptha Soap, Easy Day, 10 bars 49c

—Meier & Frank's: Ninth Floor.

SURPRISES

75c Cocoa Rolls Lb. Box 39c

About half-price for Meier & Frank chocolate dipped cocoa rolls. None delivered.

—Meier & Frank's: Main and Ninth Floors, Basement Balcony.

Remnants of Ribbons 25c

Thousands of loom-end ribbon remnants—satins, taffetas, grosgrains, moires, etc. Lengths from ½ to 2 yards. Widths from ¼ to 6 inches.

—Meier & Frank's: Main Floor.

Kerchiefs 8c

15c-20c values. Women's sheer white embroidered lawn handkerchiefs in many one-corner designs.

4 Kerchiefs 35c

Were 3 for 50c. Women's and misses' plain white medium-weight lawn handkerchiefs with hemstitched hems.

Kerchiefs 15c

25c values. Women's and misses' new sports silk crepe de chine handkerchiefs.

—Meier & Frank's: Main Floor.

Kerchiefs 31c

65c-75c values. Men's fine imported cambric lawn handkerchiefs in many colored designs.

—Meier & Frank's: Main Floor.

Curtains ½

Were \$4 to \$10, now \$2 to \$5. About 60 pairs of one and two pair lots of curtains.

Extension Rods ½

50c goose neck 54-inch extension rods now 25c.

60c goose neck 72-inch extension rods now 30c.

—Meier & Frank's: Seventh Floor.

4 Pkgs. Ivory Soap Flakes 25c

Regularly 10c package. 10c Creme Oil Soap, 4 cakes for 25c.

35c Tooth Brushes, pure bristles guaranteed to stay in, 19c.

Moth Balls, lb. 25c. Flake Naphthalene, lb. 25c. Oil Cedar Leaf, 2 oz. 50c. Enoz Moth Sprayer and 8-oz. bottle of liquid, \$1.25.

40c Moth-proof Garment Bags, 36x34 and 26x55 inches, 29c.

\$2.10 Moth-proof Garment Bags, side opening style, \$1.49.

\$1.85 Moth-proof Garment Bags, side opening, \$1.19. Mothex, cedar chips and naphthalene, 40c.

White Tar Cedar Mixture, 40c.

—Meier & Frank's: Main Floor.

Blankets \$3.35

\$5.50 values. Full size double blankets in assorted plaids.

Comforts \$2.95

\$3.50 values. Extra long cotton filled comforts with pink, blue, tan and green coverings. Stitched centers.

—Meier & Frank's: Second Floor.

Books 75c

\$1 to \$5 values. Books of fiction, travel, war and history.

—Meier & Frank's: Fifth Floor.

Switches \$2.59

\$3.25 values. Wavy hair switches made on three separate stems.

15c cap-shape hair nets, large size, doz. \$1.

20c fringe-shape hair nets, doz. \$1.19.

—Meier & Frank's: Fifth Floor.

Stationery 49c

70c values. Sunset Tint stationery consisting of 24 sheets paper and 24 envelopes. White or colors.

Cards 53c

75c values. Broche de Paris correspondence cards—assorted colors in box or any one color in box.

—Meier & Frank's: Main Floor.



Men

We're putting some very exceptional opportunities in your way for Friday and Saturday (while lots last). The fact that the merchandise is of the quality it is makes these offerings all the more extraordinary.

Silk Shirts at \$4.95

Government Tax 20c

Little more than the price of a good cotton shirt for fine pure silk and fiber silk shirts Friday and Saturday while any of the 1500 remain. Included are broadcloth, baby broadcloth, silk jersey and crepe de chine. They are qualities for which men paid twice this price not so far back and the shirts may be had in all sizes from 14 to 17, both inclusive.

Victor Flannel Shirts \$3.45

2 for \$6.50. Celebrated Victor wool mixed and all-wool flannel shirts in navy, oxford, medium gray, olive and striped patterns. Sizes 14½ to 17.

Knitted Silk Ties \$2.50

Pure silk knitted grenadine ties beautifully patterned and expertly made.

Cotton Sox 3 Pairs 50c

Dozen pairs \$1.90. Finely serviceable cotton sox.

"President" Suspenders 39c

Another special: "Pioneer" silk web suspenders \$1.

Cotton Pongee Shirts \$1.95

Finely serviceable summer shirts of white and tan cotton pongee with flat or military collars. Sizes 14 to 17.

Knitted Silk Ties 85c

Every man wants a knit tie on occasions and these are excellent at 85c.

Men's Gloves Pair \$1

Cordovan and tan, oxford, spearpoint and regular backs. Some silk lined.

"Vassar" Union Suits 95c

A remarkably low price for the famous Vassar make union suits in athletic style.

—Meier & Frank's: Main Floor.

Center Aisle Sale

Famous "Oregon City" Blankets and Robes

\$5.45

Astonishing values. We secured an immense lot of genuine Oregon City blankets and fringed automobile robes at a remarkable price concession from the manufacturer—in accordance with our policy, we pass the savings thus effected along to our patrons in this Surprise Sale.



To the special lot we have added

Broken Lines From Regular Stock

The blankets are in bright Indian designs, the robes are in reversible plaids.

For Friday only, \$5.45 while any remain.

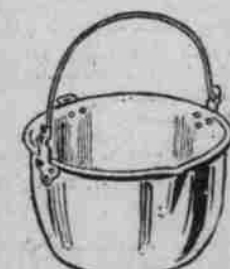
—Meier & Frank's: Center Aisle, Main Floor.

1631ST FRIDAY SURPRISE

\$1.75 Preserving

Kettles \$1.15

6-quart size. The \$2.25 preserving kettles in 8-quart size, \$1.49. Good quality sheet aluminum preserving kettles at these very special prices while any of the 400 remain.



Kettles \$1.69

\$2.35 values. 6-quart covered aluminum Berlin kettles.

Jardiniere \$1.98

\$2.75 values. 8-inch brass jardiniere with three ball feet. Dull finish.

Baskets \$1.49

\$2 values. 7-inch hanging baskets in brass finish.

Casseroles \$2.49

\$4.50 values. 8-inch nickel-plated casseroles with brown and white fire-proof linings.

—Meier & Frank's: Basement.