

Agents for Butterick Patterns, Nemo Corsets, Madame Irene, Gossard Lace Front Corsets—John Brown Linens—Arnold Baby Goods

Tomorrow---The Greater Meier & Frank Store's Clearance Sales in All Departments

Tomorrow the 1040th Friday Surprise Sales With Unusual Attractions

Browniekar Contest—Boys or Girls Writing the Best Composition on "Why the Children Like to Visit The Meier & Frank Store"—Contest Closes February 1—Any Boy or Girl Between Ages of 6 and 16 Eligible

To Our Many Mail Order Patrons

An unexcelled service in our Mail Order Division—To our out-of-town friends you may do your shopping at home, especially so during our Great Annual Clearance—the saving event of the year. Orders filled on the same day as they are received.

FOR THE GREAT 1040th FRIDAY SURPRISE SALE

Men's Golf Shirts

75c and \$1 Values at 49c

Tomorrow morning at 8 o'clock the men's furnishing section offers, in addition to the hundreds of unequaled bargains now before our patrons—a great and varied assortment of

500 Doz. Men's Golf Shirts

This lot comprises plain and pleated shirts, light, dainty patterns, broken lines of madras and percale shirts, cuffs attached or detached; values up to \$1.00, on sale at, each 49c

ANOTHER FRIDAY SURPRISE SALE TOMORROW

Men's - Women's Sweater Coats, \$1.75 Vals. at 89c

In the men's section tomorrow we place on sale a great line of men's and women's Sweater Coats, Oxford and gray Merino, plain or fancy trimmed front. These have large pearl buttons; \$1.75 values, Friday's surprise sale price, each 89c. Don't fail to make your selection early—these values won't last.

Surprise Sale All Bibles at 1/4 Off

Take advantage of the Friday Surprise clearance sale opportunity and provide yourself with a handsome Bible and 1/4 Less 15c Table Novelty Calendars, Shaving Pads, Match Safes, etc. Note the great Friday Surprise specials. Book Department.



Great Friday Surprise Sale Women's Tailored Suits

Surprise Sale Price For Tomorrow is **\$13.95**

Tomorrow in the Great Coat and Suit section, occupying the entire second floor of main building, we will offer for sale an excellent line of Ready-to-Wear Tailored Suits in Cheviots, Homespuns, Serges, Broadcloths and Tweeds—Colors are tan, mode, walnut, navy, black, brown, olive, hunter's green, fancy mixtures and raisin—Jackets are medium and long lengths, semi or tight fitting—Some plain tailored with notch collar and small revers, others fancy braid, satin band and button trimmed—Values to \$35.00, special for tomorrow's Surprise Sale at only

Tailor-Made Suits a Friday Surprise Values to \$35.00 for Tomorrow Only at \$13.95

FOR THE 1040th FRIDAY SURPRISE SALE

\$1.25 Union Suits for Women for 71c Each

For tomorrow's Surprise in our women's Underwear we announce 1000 ladies' heavy fleeced lined Union Suits, cream and white; sizes 4, 5, 6, 7, 8 and 9; high neck, long ankle lengths; regular \$1.25 value, each 71c

FOR THE 1040th FRIDAY SURPRISE SALE

20c Child's Hose 11c Infants' Hose 18c Pair

Tomorrow only at the prices quoted—20c children's medium-weight black cotton Hose, 2x1 ribbed, 11c 35c Infants' all Cashmere Hose, with silk heel and toe; shown in black, white and colors, clearance price, 18c

Good Friday Luncheon 35 Cents

Our new restaurant was filled yesterday—the good meals the Meier & Frank store is serving are well known to hundreds of satisfied patrons. You should arrange to lunch here every day.

ANOTHER 1040th FRIDAY SURPRISE SALE OF

Untrimmed Hats Values to \$8 Surprise Sale Price \$1.98

Tomorrow's Surprise Sale in our millinery will consist of an assortment of ladies' and misses' untrimmed Shapes in velvet and silk felt—all new and desirable, in a variety of the new leading colors. Values up to \$8.00 are included in this \$1.98 great Friday Surprise sale at the very low price of, each \$1.98

FOR THE GREAT 1040th FRIDAY SURPRISE SALE

Feathers, Flowers, Foliage Fancy Feathers, at 1/3 Off

To any of the many patrons who have seen our great assortment of fancy feathers, the announcement of one-third off the regular price will be welcome news. This price for our Friday Surprise Sale tomorrow. Be sure to take advantage of this.

Flowers and Foliage 1/4 Off

The greatest stock of flowers and foliage in the city. At tomorrow's Friday Surprise Sale we offer the entire assortment for one day only for one-fourth off the regular price. Supply your wants tomorrow at Surprise Sale prices. Great savings.

Demonstration Stencil Outfits First Floor

See this demonstration on the first floor and see how easy it is to beautify your home at little expense by the stencil method. Suitable for decorating walls, curtains, center pieces, sofa pillows, etc. Complete line of the latest and best patterns for stencil work.

FOR THE MEIER & FRANK STORE'S 1040th FRIDAY SURPRISE SALE

\$2.50, \$3.50 Shams and Scarfs \$1.39

Tomorrow's Great Friday Surprise Sale of swiss and muslin Spachtel Shams and Scarfs, plain, dotted and cut out designs, 30x30 and 18x54. Regular \$2.50 to \$3.50 values, special \$1.39 for Friday's great surprise sale at the remarkably low price, each—take advantage of sale \$1.39 All new and reliable goods. Supply your wants at this great saving only to be found here.

FOR THE MEIER & FRANK STORE'S 1040th FRIDAY SURPRISE SALE

\$1.00 Lace Veils 25c Each

\$1.00 Lace Veils, 1 1/2 yards long, with fancy patterned lace borders, shown in a very large assortment of colors. This great special Friday Surprise Sale price, 25c each. Tomorrow only on sale at this remarkably low price.

\$1.50 Chiffon Veils 78c Each

\$1.50 chiffon made Veils, full 2 yards long, hemmed edges, satin finish border, shown in brown and navy. Friday, each, 78c

65c Women's Hose 38c Pair

Black Cotton Hose, out size, with ribbed top and split Maco foot, silk finish; a good, durable Hose. Regular 65c value, on sale at this low price, pr., 38c

35c Women's Hose 18c Pair

Plain black cotton Hose, prime Egyptian quality, double silky fleece lined. The best regular 35c value, for Friday's Surprise Sale only, the pair, 18c

THE 1040th FRIDAY SURPRISE SALE

Tailored and Fancy Waists, Values up to \$9.00 at \$3.89

Another one of these great Meier & Frank store Friday bargains in Waists. The kind of news that our patrons are constantly looking for and which will insure quick selling when we offer tomorrow an unusually great assortment of messaline taffeta or net Waists, tailored or fancy, trimmed with lace net 1/2-inch tucks, figured fancy stripe. Plain white, black and colors. \$3.89 Values up to \$9.00, Surprise Sale price, \$3.89 The sale starts tomorrow morning at 8 o'clock.

FOR THE MEIER & FRANK STORE'S 1040th FRIDAY SURPRISE SALE

Five Great Surprise Sale Specials Umbrellas, Neckwear, Hat Drapes, Gloves, Kerch's

75c TO \$1.50 NECKWEAR FOR 39c 50c to 85c GOLF GLOVES FOR 29c

1000 pieces women's Neckwear in silk tailored stocks, fancy collars, croats, jabots, ruffs and feather boas. Regular 75c to \$1.50 value, 39c, on sale at this extremely low price, ea. 39c

25c AND 35c HANDKERCHIEFS 14c 10,000 women's Handkerchiefs, initial and embroidered and swiss scalloped and hemstitched. Great Friday Surprise Sale offering; regular 25c and 35c Handkerchiefs, special, ea. 14c

\$3.50 Umbrellas 1.98 Friday for 1.98 Tomorrow's Friday Surprise Sale—1000 women's Umbrellas, 26-inch, with 12-inch Directoire handles, sterling trimmings, tape edge, American taffeta, rainproof. Regular \$3.50 values, on sale for Friday's Surprise, at the price, each, \$1.98

Surprise Sale of 35c Hair Rolls 18c

Newport net-covered Hair Rolls, 24 inches long, soft and pliable; shown in all the natural shades; a regular 35c value, for Friday's Surprise sale only at 18c

18c Laces at 8c Yd.

Tomorrow for the 1040th Friday Surprise Sale, a lot of 1000 yards of plat Val and Point de Paris lace in edges or insertions, from one to four inches wide. Regular values to 18c the yard, special for tomorrow's Surprise sale 8c

5000 Yds. Lace 10c Yd.

Tomorrow for the 1040th Friday Surprise Sale, 5000 yards of laces in bands, medallions, Venise, imitation Baby Irish and net top designs. Splendid for waist and dress trimmings. Come in white, cream or black, 1 to 4 inches wide, regular values to 60c the yard, at only 10c

2000 Yds. Embr'dry 89c

Tomorrow for the 1040th Friday Surprise Sale, at the embroidery counter, we offer two thousand yards of fine embroideries at less than half the real values. Swiss waistings, eyelet and Filet designs, regularly worth to \$2.60 the yard, special for the great Surprise-Clearance Sale at, per yard 89c

\$1.75 CAPE Gloves at \$1.29

Tomorrow, for our 1040th Friday Surprise Sale, 1500 pairs of women's cape walking gloves, Perrin's make, \$1.75 values, pair, \$1.29 1000 pairs of women's 16-button kid gloves, in all colors, sizes 5 to 7 1/2, regular \$3.50 value, \$1.39

Ideal Skirt Markers, Special 25c

Tomorrow in the Notion Aisle for the 1040th Friday Surprise Sale, nickel-finished Ideal Skirt Marker, with heavy steel base, inch gauge, adjustable; 50c value 25c

The Great "White Fair" Now in Progress--Dainty White Lingerie Is Greatly Reduced

Friday Surprise of Soaps 20 Kinds Soap at Sale Prices

Palm Olive, for Friday's Surprise Sale the price is, per cake, 8c
Pond's Extract Soap, Friday's Surprise Sale price, the cake, 17c
Floating Toilet Soap—Armour's Oatmeal, Buttermilk and Turkish Bath Soaps, large cakes, for Friday's Surprise Sale, the cake, 4c
Jergens' Old-Fashioned Soap, Surprise Sale special, the cake, 8c
Jergens' 9-cake assortment, all in box; special at, the box, 28c
Meier & Frank special Toilet Soaps, just the thing for hotels and rooming houses. On special sale at, the dozen cakes, 23c
All 25c boxed Toilet Soaps, all popular odors, special, box, 19c
La Premiera Castile Soap, on special sale at, the cake, 7c
Life Buoy Soap, the great disinfectant, special sale price, 4c
Pumol Soap—removes grease, paint and all kinds of stain, 4c
Sanitol Soap, our price, 16c. Pompeian Soap, our price, 16c
Bathasweet Soap, for Friday's Surprise Sale, the cake, 16c
Conti Castile, 4-lb. bars, special sale price, the cake, 59c
Woodbury Facial Soap, special at this low price, the cake, 14c
Cuticura Soap, our price for this splendid soap is, per cake, 19c
The prices named above are for tomorrow's special selling only.

Surprise Sale Creamery Butter

The best Butter procurable in the market. This is quality Grocery Store. The best for the least money always. Tomorrow's Butter sale offers creamery butter at, 79c

\$1 Fancy Silks, Friday Price 59c

Tomorrow we offer for the 1040th Friday Surprise Sale, Fancy Silks, in Jacquard effects, foulards, taffetas, etc.; plain colors or fancy patterns; silks that sell regularly at \$1.00 the yard; a great special for the clearance sale, the yard, only 59c

Great Friday Surprise Sale of \$28.00 and \$30.00 Men's Overcoats at \$16.89 Ea.

A special collection of new, up-to-date "Priestley's" Cravenetted Overcoats—52 inches long—Made with new military collar for men and young men—These Coats are all \$28 and \$30 values and were especially purchased by our buyer on his recent trip from the leading clothing manufacturer of Rochester, the celebrated Adler's make—Each garment hand-tailored with greatest care—Made of all-wool fabrics, in new and stylish patterns and guaranteed for durability—These coats can be subjected to the most rigid test of all kinds of weather, rain or cold—The make and colorings are stylish, dressy and classy; new shades of dark blue with shadow stripes, gray with lighter gray stripes, black with gray stripes, fancy olive mixtures, dark greens and sage greens—All desirable shades and patterns—Coats full 52 inches long, of all-wool materials, genuine "Priestley" cravenetted, \$16.89 every garment \$28.00 and \$30.00 values, for Friday at \$16.89 See Sixth Street Window Display of Garments on Sale Tomorrow



Friday Surprise of Rugs Big Rug Bargain Tomorrow

Body Brussels Rugs, elegant quality, oriental effects. Bargains, the size 9x12, price, \$22.95—The size 8-3x10-6, at, \$20.00 Bigelow and Hartford Axminster Rugs, rich effects, extraordinary reductions. Regular \$30 and \$35 values. Priced as follows: The sizes 9x12, for Friday's Surprise selling, special, each, \$22.65 The sizes 27x60, for Friday's Surprise Sale they go at, each, \$2.17 The sizes 36x72, for Friday's Surprise Sale they go at, each, \$3.38 Arts and Crafts Rugs, light colorings, pastel shades. Prices: The size 30x60, for Friday's Surprise Sale they go at, \$2.47 The size 36x72, for Friday's Surprise Sale they go at, each, \$2.97 For tomorrow only at the prices quoted. Take advantage of sale.

Great Price Reduction On Our Entire Stock of New Furniture--5th Floor

Clearance sale savings on everything you need to furnish your home. Dining-room furniture, bedroom furniture, parlor goods, and all sorts of handsome home fittings—every piece fresh and new, on sale at clearance sale prices. Indian Seats, in genuine Spanish leather, in all colors, \$1.79 all finishes, extra special for the great Surprise Sale \$1.79 Tabourettes, in mission or golden oak finish, 18 ins high, with a 15-inch top; grand Friday Surprise Sale special at \$1.39