

See the Wonderful Exhibit of 70 Pictures in Lobby of Our 7th Flr. Restaurant Showing Portland, a City of the Future

Edna Howard Baker's Free Cooking Lesson Tomorrow, 4th Fl.—2 P.M. She'll Make Honeymoon Cake & Lemon Queens



THE MEIER & FRANK COMPANY, ESTABLISHED 1857

MEIER & FRANK

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THE MEIER & FRANK CO., 5TH, 6TH, MORRISON, ALDER

The Meier & Frank Store's Great 1131st Friday Surprise

October Events Continued!

Great October Sale of Toilet Goods and Drugs. The Big October Sale of Excellent Kid Gloves. Great Semi-Annual Bed, Mattress and Bedding Sale.

HERE are big, broad, timely economies for tomorrow—the sort which have made the Friday Surprise a household word in every part of the northwest for over 20 years!

Every department manager realizes that his offerings must be of extraordinary import to gain a place in the Friday Surprise sale. Those who come early will get first chance at the bargains, of course. Read every item below!

October Events Continued!

Great Semi-Annual Sale of Fine Wool Blankets. The Opening Sale in Our New Clock Department. Great Sale of Famous William Rogers' Silverware.

1131st Friday Surprise

\$5 to \$7 Lace and Net Waists \$3.98



OUR artist has sketched three of the charming models—we only wish there was space to show them off! Beautiful new black and white all-over lace and net waists, bought at a splendid price concession, which you in turn are given the advantage of in this rousing Friday Surprise.

One style as pictured shows the popular side frill. Another of black net embroidered in polka dots. Still others of plain tucked net. All are made with short kimono sleeves and high neck. Regular \$6.00 and \$7.00 Waists for Friday

\$3.98

The 1131st Friday Surprise

Men's \$15.00 Raincoats \$9.50



RIGHT on the threshold of the rainy season, we were lucky enough to secure a maker's surplus of genuine Priestley Cravenettes. They've arrived just in time for the 1131st Friday Surprise.

—\$15 Raincoats in every detail, made of neat gray and tan worsteds and black thibets in all sizes, 34 to 48.

The Worsteds come in light, medium and dark grays and tans, staple black Thibets that are always in demand. All are cut 52 inches long with 3/4 lining and satin sleeve lining. Neat Coats that'll give good wear. Friday Surprise **\$9.50**

1131st Surprise

Women's \$25 New Fall Suits, \$16.45

ANOTHER opportunity to buy one of those handsome \$25 fall tailored Suits at \$16.45, which brought women from far and wide last Friday!

Besides that, a new shipment of Suits has arrived which goes on sale at the same price. Plain tailored models of mannish mixtures and tweeds. Others with round collars and large revers of velvet satin and plain broadcloth. Splendidly tailored and well lined. All sizes, 34 to 44. They are \$25.00 Suits in every particular, tomorrow

-\$16.45



1131st Surprise--Women's 50c Cashmere Hosiery 39c

IT'S worth while to provide for winter Hosiery needs tomorrow, with these splendid 50c Cashmere Stockings selling at 39c!

Plain black cashmere, full fashioned with sturdy reinforced gray heels and toes. A big mill purchase of 2000 pairs, some slightly irregular. In 1131st Friday Surprise, 50c grade **39c**

The Great 1131st Remnant Surprise Sale Wash Goods & Flannels 1/2

FULLY 8000 yards in Remnants offered Friday at half price. Two big tables piled high with the accumulation of end lengths of the month's selling.

The great lots include everything in Wash Goods, from prints for the making of aprons to Wash Silks for pretty waists and dresses. Gingham, Madrases, Prints, Wool Flannels, Flannelles, Serpentine Crepes, Wash Silks, etc. Lengths from 2 to 10 yards.

Don't fail to come early for your choice of these remnants worth 10c, 12 1/2c, 15c, 20c, 25c to 60c a yard. For Friday Surprise only at exactly **1/2 Price**

Lovely Marabou Stoles Surprise, at Fourth Less

WHAT woman has not at some time or other longed to own one of these beautiful Marabou Stoles? And so this stirring Friday Surprise reduction of one-fourth on our entire line of Marabou Stoles is bound to bring scores tomorrow. Black, brown and various shades, from 2 to 3 1/2 yds. long, marked from \$5 to \$30 at **1/4 Off** \$10 to \$15 Marabou Muffs—A special lot in shades to match above Stoles. For 1131st Friday Surprise **\$7.98**

The Great 1131st Friday Surprise Men's to \$2.50 Wool Underwear Tomorrow Only \$1.49



MEN, you'll certainly heed this phenomenal saving on warm woolen winter Underwear, coming as it does, right at the first of the season! There are styles and weights to suit all. Heavy natural wool Shirts and Drawers, selling at \$2 a garment. Plain gray cashmere and silk-and-worsted garments, selling at \$2.50. Also for those who want a medium weight, we include our best \$1.75 grade. So you see what a really sensational Friday Surprise this is, garm't **\$1.49**

The Great 1131st Friday Surprise \$6 to \$8 New Fall Hats at \$4.95

PRETTY, becoming fall Hats in dozens of jaunty styles, many from our own trimmers, others from makers whose labels you'll recognize as the best!

Fully 200 Hats in all, go out on tables for your choosing in this 1131st Friday Surprise sale at \$4.95. Fetching Hood and close fitting effects, as well as broader shapes of silk and velvet, trimmed in ostrich bands, wings, bows and fancy feathers. Friday Surprise **\$4.95**



The Great 1131st Friday Surprise Women's 50c Fine Winter Underwear Tomorrow for Only 37c

WITH winter Underwear needs still to be supplied, no prudent woman will pass this stirring Friday Surprise by unheeded!

Women's fine ribbed, fleece-lined Vests and Pants in high neck, long sleeve and ankle length style; best 50c grade in all sizes. Friday **37c**

Women's 85c Ribbed Union Suits—High neck, long sleeve ankle length, warmly fleece-lined. Fri., all sizes **57c**



For the Great 1131st Friday Surprise. Special Blend Coffee, lb. 23c

OUR delicious Special Blend Coffee, freshly roasted. Friday Surprise, 5 lbs. for \$1.10; per pound, only **23c**
Butternut Butter, 2 pounds at 63¢
Grizzly Bluff Butter, 2 lbs. at 62¢
Royal Banquet Butter, 2 lbs. 70¢
40c Early Dawn Coffee, steel cut, at 32¢
Roy. Banquet Coffee, steel cut 47¢
40c Meierfrank Superior Coffee, special sale tomorrow, lb. 35¢
Delicious Ready Cooked Foods always to be found in our delicat's. Try our delicious French Pastry and Home-Made Bakery Goods.

For the Big 1131st Friday Surprise. 25c China Cups and Saucers, 17c

A ROUSING Surprise on 5000 pairs of English Bone China Cups and Saucers. A purchase made on our buyer's last European trip.



Pretty designs, just as pictured, decorated with 3 gold lines. Regular 25c Cups and Saucers, tomorrow, pair **17c**
English Bone China Plates—Neatly decorated, 15c 5-inch size, 10¢; 25c 6-inch size, each 17¢.

A Great Surprise on Newest Embroideries

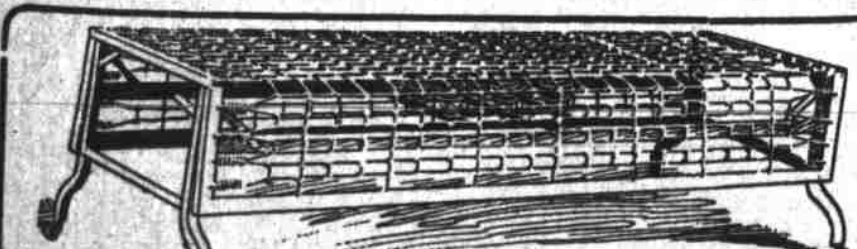
AN IMMENSE assortment of beautiful new Swiss matched Embroideries, including Insertions, Galloons and Flouncings, 1 1/2 to 18 inches wide. Scores of handsome, deeply worked eyelet and floral patterns for waists, dresses, undermuslins, etc. For the 1131st Friday Surprise—
35c to 50c Matched Embroideries on special sale for tomorrow at, yard **25c**
50c to 75c Matched Embroideries on special sale for tomorrow at, yard **39c**
85c to \$1.25 Matched Embroideries, on special sale for tomorrow at, yard **69c**

For the Great 1131st Friday Surprise \$1 Framed Pictures at 69c

IT'S a phenomenal Picture Surprise for Friday only. Good assortment of subjects. Just the sort of pictures to brighten the living room, bedroom or den. Pretty colored landscapes and marines—all neatly framed, oval and oblong styles of fancy and plain antique gilt. Not a picture in the group sells for less than \$1 regularly. For the 1131st Friday Surprise they are **69c**

For the 1131st Friday Surprise \$6.50 Sanitary Couch \$4.49

ALL the extraordinary items in our great Semi-Annual Bed and Bedding sale continues tomorrow, with this extra special just for Friday. High grade Sanitary Steel Couches, exactly as illustrated above. Our own regular price is \$6.50. Friday Surprise **\$4.49**



For the Great 1131st Friday Surprise \$5.50 Beautiful, New Silk Kimonos \$3.85

BEAUTIFUL new figured Silk Kimonos, in a wide range of handsome Persian and floral designs in small and large figures. Side pleats, trimmed down front and on sleeves with 1-inch satin bands. Dainty shades of pink, Copenhagen, tan, light blue, old rose, wistaria and white. Splendid \$5.50 Kimonos, Friday at **\$3.85**

