

Read the Book, "Excuse Me," Before Seeing the Play, at Heilig the 24th—On Sale in Book Store, Basement, \$1.18—Easter Post Cards Business Men, Shoppers, Entertainers—All Enjoy Luncheon in Beautiful 7th Floor Restaurant—Orchestra Music—Express Elevators

THE MEIER & FRANK COMPANY, ESTABLISHED 1857

WEATHER REPORT—Fair tonight and tomorrow.

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

The 1155th Friday Surprise Sale Begins Promptly at 8 A. M.!

FOR THE 1155TH FRIDAY SURPRISE SALE TOMORROW

\$1.50 to \$1.75 Dainty Lingerie Waists
Fully 8 Different Styles in Fine Materials **\$1.18**



REMARKABLY dainty and pretty even at the regular prices \$1.50 to \$1.75. Eight different styles to choose from. Nicely made in fine lawn and sheer marquisette. Dainty trimmings of the new thread lace and inserting, cluny weave lace, embroidery and Val. combined with rows of tiny tucks.

Many in the popular side frill style. Made high neck and long sleeved. Also open front styles of all over embroidery. Collars detachable.

Don't fail to see the \$1.50 to \$1.75 Lingerie Waists that are special at \$1.18 for Friday Surprise.

Second Floor—Main Building.

NOTHING but savings of the most extraordinary sort enter this great 1155th Friday Surprise Sale at the Big Store! And behind every purchase stands the 55-year-old Meier & Frank guarantee, satisfaction or your money back, the same as if you had paid full price.

FOR THE 1155TH FRIDAY SURPRISE SALE TOMORROW

50c to \$1 New Neckwear

Dozens of Charming Styles, Fresh and Immaculate **43c**

YOU'LL find it hard to resist buying a dozen pieces, when you see what dainty new Neckwear we have, and how extraordinarily priced at 43c.

The lot consists of Venise Lace Collars, Stocks, Yokes, Dutch Collars. Also lovely lace Guimpes and Chemisettes.

250 Dozen Women's 20c Handkerchiefs at **12c**

900 Yards 50c to \$1.00 Silk Ribbons, at **43c**

Women's \$1 to \$1.50 Knit Under-vests, for **57c**

A great purchase of all-pure linen hemstitched Handkerchiefs at this ridiculously low price. Embroidered in many beautiful one-color designs, all fresh and new. Buy a dozen, at least.

All rich, beautiful Spring Ribbons, from 5 to 3 inches wide. Handsome fancy print warps, jacquards, stripes, ombre, beautiful Dresdens and striped moires. For millinery, sashes, fancy work.

High grade, Spring and Summer weight Vests of several famous makes, each garment with the label. Plain and fancy yokes. A great cleanup of regular \$1 to \$1.50 grades.



FOR 1155TH FRIDAY SURPRISE SALE

Women's \$25 Smart New Spring Suits of Handsome Fabrics, Perfectly Tailored \$15.85



TODAY'S express brought just 100 of these Tailored suits for women and there's not an undesirable, unattractive garment in the group—all fresh and new—just from their wrappings.

Jaunty jackets in straight and cutaway style as illustrated here with two and three button front and side fastenings. Collars are plain notched and with deep and wide revers finished in rich corded silk.

Skirts cut on straight, narrow lines, though graceful. Plain and finished in buttons. Splendid new spring materials—whipcords, twilled serges, chevots, homespuns and tweeds. In rich tans, grays, blues and black—plain, in stripes and mixtures. You'll agree they're \$25 Suits in every particular. The price for the Friday Surprise is only \$15.85.

Second Floor—Main Building.

FOR THE GREAT 1155TH FRIDAY SURPRISE SALE—TOMORROW

Women's 35c and 50c Hosiery

OVER 2400 pairs of Hosiery in this big Surprise Sale—an opportunity no woman should overlook! Imported and domestic grades, in medium and light weights. Plain and silk lisle Hose in blacks, tans, and full line of wanted colors. Full fashioned, with garter proof tops, high spliced heels and double soles. Broken lines of our regular 35c and 50c Hosiery—the utmost of quality at regular price; Think of the saving at 23c a pair.

23c

—First Floor, Main Building. Mail Orders Filled.

FOR THE 1155TH FRIDAY SURPRISE

\$5 Silk Kimonos

\$3.45



THEY'RE just as pretty and graceful as can be—these long Silk Kimonos! Fresh and new—every one of them! for they've only just arrived!

In both plain shades and pretty figures and color combinations.

Several different styles—plain and finished in satin and striped silk bands or self-embroidered scalloped edges. In all shades of blue—navy, copenhagen, king's and light blue, pink, rose, Nile, tan, helio and white.

They're worth coming early in the morning for—these long Silk Kimonos, at \$3.45.

Second Floor—Main Building

FOR THE GREAT 1155TH FRIDAY SURPRISE SALE—TOMORROW

Women's 50c Long Lisle Gloves

WE'LL be surprised if there is a pair of these Long Lisle Gloves left by noon—an astonishing bargain, right at the season's beginning! Regular 50c quality of 16 button Milanese Lisle Gloves, highly mercerized. Choice of black, white, tan and the demanded spring and summer shades.

29c

Excellent Gloves for every day wear—neat appearing and good fitting. Come early if you wish to share in this surprise.

—First Floor, Main Building.

FOR THE GREAT 1155TH FRIDAY SURPRISE SALE—TOMORROW

\$2.00 Bordered Silk Voiles at

LESS than half for these beautiful black Silk Voiles, with fancy colored borders—a "capture" which included every yard the mill had! Handsome for afternoon and evening Dresses. All are in black silk voile, with red, blue and purple silk borders. And nothing more exclusive than the beautiful bordered designs. Full 44 inches wide. Every yard would sell for \$2 in the regular way—89c Friday!

89c

—First Floor, Main Building. Mail Orders Filled.

FOR THE GREAT 1155TH FRIDAY SURPRISE SALE—TOMORROW

50c New Figured Silk Mulls

A WASH goods special that should bring throngs tomorrow, with the many new spring and summer Frocks to be made! Over 2000 yards of these beautiful filmy new figured Mulls in cream grounds, with pretty stripes and figures of lavender, blue, yellow, pink. We're selling scores of yards every day at 50c for dainty street Dresses, party Frocks, children's wear. It's a phenomenal special at 35c for Friday.

35c

—First Floor, New Building. Mail Orders Filled.

FOR 1155TH FRIDAY SURPRISE TOMORROW

Silver Mesh Bags

In Various Sizes, Worth \$3, \$3.50, and \$4.00, Special **\$1.98**



MILADY never seems to tire of these handsome German silver Mesh Bags. They're more popular now than ever.

When in New York our Jewelry chief searched for weeks before he found this lot of Mesh Bags to sell at a saving worth while.

Strong machine made links, with 4 and 5 inch beautifully embossed frames. White kid lined and extra money pocket.

Even the smart drawstring top Mesh Bags are included, with long chain handle. Not a Bag in the lot worth under \$3—most of them \$3.50 and \$4. Smaller shops would ask even more. You may choose any one of them at \$1.98 for Friday. First floor, new building. Mail orders filled.



8000 Prs. Men's 50c Onyx Socks

A Tremendous Mill Purchase From Lord & Taylor, New York! Beautiful Summer Weights and Styles, in Black and Colors, for Friday, at **25c**

WHEN the opportunity came to secure this mill surplus of the world famous "Onyx" Socks for men, we grasped it eagerly, for they are Hose which thousands of Portland men know well at 50c.

Every beautiful Summer weight, style and shade. Silk plaited lises, pure lisle thread, silk lises, pure silk, in black, tan and all plain colors. Also hundreds of beautiful self-figures, stripes, two-tones, embroidered and lace boots.

All in original "Onyx" boxes, with the famous "Onyx" label on each pair. Every man should supply at least a dozen pairs Friday at 25c.

—Just Inside Morrison Street Entrance. Mail Orders Filled.



1155TH FRIDAY SURPRISE

\$1.75 Semi-Made Corset Covers Tomorrow at 75c

JUST a hem at the bottom and front and one of these dainty semi-made Corset Covers is complete. In pretty floral and eyelet designs on sheer lawn. Ideal for wear with lingerie waists.

A splendid special for the Surprise at **75c**.

First Floor—New Building

1155TH FRIDAY SURPRISE

Cut Tumblers 11c

SUNBURST Glass Tumblers, just as illustrated. Thin blown and brilliantly finished, each with three genuine Sunburst cuttings in wreath design. Sell regularly at \$2 a dozen. See them in basement. Main building.

Spice Pound Cake, the loaf, **30c**
15c Egg Rolls, dozen, only **10c**

1155TH FRIDAY SURPRISE

35c Layer Cakes, Spec'l Friday, 25c

MADE here in our own bakery dept. They're light, delicious Layer Cakes that equal, if not better, the home-made.

Spice Pound Cake, the loaf, **30c**
15c Egg Rolls, dozen, only **10c**

FOR 1155TH FRIDAY SURPRISE TOMORROW

Smart Low Shoes

For Women;—sold formerly for \$3.00 **\$1.98**

A SPLENDID saving on spring and summer Shoes—all the more important, coming just as it does at the beginning of the season. And not a Shoe in the lot that was made to sell below \$3 a pair.

Smart Oxfords and Pumps of patent colt, gunmetal, tan, Russian calf and vici kid leathers.

Blucher and regular lace and button styles, with light extension soles, Cuban heels, plain and tipped toes.

Then, too, clever little toe Pumps, with one and two ankle straps. You'll find many a good appearing shoe in the group specialized tomorrow at only \$1.98.



See Fifth St. Window Display

\$2.50-\$2.75 Lace Curtains \$1.65

THEY'RE remarkably neat and attractive Curtains even at the regular prices \$2.50 and \$2.75—So they're a splendid Surprise offering at only **\$1.65**.

Carefully woven Nottinghams and Cable Nets in various patterns—plain centers with borders, allovers and bungalow designs. In white, cream and ecru, 2 1/2 and 3 yards long. All with good, firm edge. **\$1.65** a pair is the Surprise price tomorrow.

—Third Floor—Main Building



TELEPHONES—PAC. PRIVATE EXCHANGE 4, HOME A-6101

Grocery Surprise, Butter, 2lbs. 70c

BUTTERNUT Butter—that high grade, delicious Butter for which there's always a demand. Special Friday **70c**

Navel Oranges, special, dozen, **18c**
Blue Ribbon Butter, 2 lbs., at **72c**
Special Coffee, per pound, only **26c**
Meierfrank Coffee, per pound, **35c**
Tea Room Blend Coffee, lb., at **39c**
Fancy Imported Figs, the lb., **15c**
Small Eastern Hams, per lb., **15c**
Canned Pumpkin, 2 cans for **25c**
Puget Sound Salmon, 3 cans at **25c**
Victor Japan Tea, per pound, **32c**
English Breakfast Tea, the lb., **25c**
Swansdown Pastry Flour for **30c**