

Men—Choose New Spring Suit From "Invincible" Line at \$16.50—They're Equal to \$25 Suits Elsewhere—Men's Store, 3rd Flr. \$2 at Time of Purchase and \$1 a Week Sends Any Style Willamette Sewing Machine to Your Home—Fifth Floor, Main Bldg.

PURCHASE FURNITURE—on our Club Plan of easy installments. This courtesy we extend whether you purchase at regular or sale prices.

ENJOY "DOWN-TOWN" LUNCHEON—in our Beautiful 7th Floor Restaurant. Unexcelled cuisine, prompt service. Music at noontime. Special elevator. Afternoon Tea served from 2:30 to 5:30.

Meier & Frank Co.
THE QUALITY STORE OF PORTLAND
1837 1913

HOME OWNERS AND RENTAL AGENTS—submitting lists to our Free Rental Bureau are placed in direct communication with prospective tenants without charge.

BUTTERICK PATTERN SHEETS AND PATTERNS are here for April. Butterick Fashions, 25¢; including any 10¢ or 15¢ Pattern Free. April Delineator, 15¢. First Floor, Pattern Section.

Phenomenal and Not-to-Be-Found Elsewhere ^{Are the} Offerings on Wanted Articles In The Meier & Frank Store's 1206th Friday Surprise Sale

Fresh, New Spring Merchandise Enters This Great One-Day Event—Spring Apparel for Men, Women and Children—Home Needs Included

4 Big Special Groups Fresh, New Samples Women's Gowns



Nearly 500 beautiful Gowns for women enter this great one-day Surprise Sale. It's the complete sample line of one of the largest manufacturers. The four styles as illustrated at the left were sketched from the four special groups we offer for tomorrow only at extraordinary reductions! They're nicely finished Gowns of good quality nainsook. Beautifully trimmed in lace and embroidery. Included are both the popular slipover and button styles. Remember, for one day only these extreme reductions have been made! Choose the needed Gowns tomorrow with greatest economy.

Lot 1 Includes Our Regular 75c and 85c Gowns for Women **59c**

Our Regular \$1 and \$1.25 Gowns for Women Included in **Lot 2 79c**

Lot 3 Includes the \$1.50, \$1.75 and \$1.95 Gowns for Women **\$1**

Regular \$2.00, \$2.50 and \$3.00 Gowns for Women Included in **Lot 4 \$1.69**

Only one or two of a style are included, therefore mail and telephone orders cannot be filled on these Gowns.

Infants' Reg. \$1.25 Crocheted Sacques

Daintily trimmed with satin ribbon. Choice of white or combination of pink and white and blue and white. Special tomorrow at **\$1**

Infants' Regular 85c Crocheted Bootees

Of silk. In white or pink and white, and blue and white. The medium length Bootees placed on sale tomorrow only at, special **69c**

Second Floor—New Building

Albatross House Gowns



Long, Dainty Styles **Reg. \$6 to \$10 at \$3.95**

Even a glance at these beautiful House Gowns of soft texture Albatross and challies will convince any woman that this is, indeed, a most extraordinary, Surprise offering! Ordinarily you'd pay \$6 to \$10 for these Gowns we offer for Friday only at \$3.95. One of the styles is just as illustrated, but there's wonderful variety to choose from.

Cut on empire, loose or semi-fitted lines. Some Gowns have collars of messaline, with the lace striped silk fringe trimming; and others have messaline silk lace borders, pin tucks or pleats. Both plain and dotted or striped materials are used. In light and medium colors—blue, lavender, pink, etc.

Choose tomorrow only from this great lot of lovely House Gowns that regularly sell at \$6 to \$10, for only **\$3.95**.

Second Floor—Main Bldg—Mail Orders Filled

Women's \$1.00 and \$1.25 Gloves at 87c

Women should choose the needed Gloves tomorrow, while \$1 and \$1.25 grades are offered at only 87c the pair. They're overseam and pique lambskin, in white, black and colors. Sizes 5½ to 7 are included for this one-day Surprise Sale.

25c Ribbons—for hair bows and millinery. 4 and 5 inches wide. In fancy warp prints and stripes. Also plain and moire. Special Friday only at low price, yd. **17c**

Women's 17c and 25c Kerchiefs—ideal for Easter gifts. Hand-embroidered styles. Colored novelties with initials, and white with ¼-in. hemstitched edges. **12c**

First Floor—Main Building—Mail Orders Filled

Dainty Lingerie Waists \$3.50 to \$5 Grades Only \$2.45

Note the daintiness of the two Waists as illustrated at the right. They're the new styles for Spring wear, and you've five models to choose from for Friday only at \$2.45. Of mull and marquisette, attractively trimmed in Imitation Irish, fine Valenciennes and hand embroidery. Some Waists have popular Robespierre collars, others with beautiful lace yokes. All styles have long sleeves. **\$2.45** Reg. \$3.50 to \$5 Waists, Friday only



New Spring Lingerie Dresses

Reg. \$6.50 to \$7.00 Models **\$4.45**



Every woman and miss welcomes the early Spring season that permits wearing of the neat and dainty Lingerie Dresses! And for tomorrow only you've fortunate selection of new Spring styles at marked reductions. Dresses of voile, batiste and lingerie lawn. In either plain or dotted, have flounces of insertion or embroidery; others trimmed in pin tucks, lace bands and fancy sashes of silk in assorted colors.

Sizes 14 Years to 38 Bust Measure

For tomorrow only, choose from these fine new Lingerie Dresses that sell regularly from \$6.50 to \$7.50.

—at **\$4.45**

Men! Spring Showers Demand Rain Coats



CHOOSE TOMORROW ONLY
Regular \$15.00 Grade at Only

\$8.88

Men find economy as well as comfort in the possession of these stylish mohair Raincoats. They're exceptionally well finished, and the most desired weight for Spring wear. Every Coat is of

Double Texture Mohair in dark gray shade, with plaid lining. Every Coat is

Guaranteed Waterproof

Cut full box style, with military collar and storm fastening bands on sleeves. Ordinarily you'd pay \$15 for these slip-on Raincoats we specially price for tomorrow only at **\$8.88**. You'll find every size from 36 to 48. Choose them tomorrow only at this price, in our

Men's Store, Third Floor —Mail Orders Filled

Again Tomorrow! Men's Golf Shirts

Regular \$1, \$1.50, \$2 and \$2.50 Grades

All Have Popular French Soft Cuffs

79c

Mostly Sizes 15 and 15½

SEE MORRISON-STREET WINDOW DISPLAY

Other One-Day Specials!

ENTER OUR 1206TH FRIDAY SURPRISE
\$2.50 Bissell's Standard Carpet Sweepers—special for tomorrow only at **\$1.95**.

25c to 50c Patent Leather Belts—in great variety of styles and widths. Fully 1000 Belts in the lot. In black, reds, white, blues, greens and browns. See them in vast display, main aisle, Main Building. Choice tomorrow only, each **12c**.

Shadow Lace Flounces—in white and cream for waists and gowns. 12 to 18 inches deep. **85c to \$1 Flounces, the Yard 59c**

\$1.25 to \$1.75 Flounces, Yd. 85c

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Men's & Women's \$2.98 to \$5 Umbrellas at \$1.98

Men's and women's Umbrellas, 26 and 28-inch sizes, on best 8-ribbed paragon frames, with new Era runners. Guaranteed covers of American taffeta, silk and linen taffeta, Gloria and best piece dyed Gloria taffeta. Regular \$2.98, \$3.50, \$4, \$4.50 and \$5 Umbrellas, Friday only, **\$1.98**.

Women's 25c Neckwear

Plain and shadow lace Chemisettes and lace and lawn **15c** Collars. Friday only, each

Women's 35c-50c Lisle Hose at 25c

Women's Lisle Hose, made seamless and full-fashioned. In black, tan, white and colors. A few included are fancy styles. Our regular 35c and 50c Hose, tomorrow only, pair **25c**.

Infants' 35c Hose

Of soft finish, white silk and wool. Made seamless and have elastic tops. Sizes 4 to 5½ only. Special for Friday only, 3 pairs for 50c, or the pair **18c**

First Floor—Main Building—Mail Orders Filled

Scrim Curtains \$2.50 Grades

Handsome patterns of Scrim Curtains in white, cream and ecru are included in the Friday Surprise Sale. They're the season's end line of a large jobber's stock. Beautifully finished with 2-inch hems and hand drawn work. All 36 inches wide and 2½ yards long. Regular \$2.50 grades, tomorrow only, the pair at **\$1.69**

Linen Centerpieces to Embroider

Pleasing, indeed, are the stamped designs in these 22-inch round thread linen Centerpieces. In variety there are 25 patterns to choose from. In French, eyelet and punch-work designs. Regular 50c Centerpieces, each **29c**

Embroid'ed Waist Patterns

Grouped in 3 Lots

There's an individual daintiness to these hand-embroidered Waist Patterns of sheer batiste that we include at much less than their real worth, for Friday only. Fronts are beautifully embroidered in Madeira work, with trimming for collar and sleeves. Many of these Waist Patterns have combination of fine tucks and Cluny and Val. insertions. Choose them tomorrow only at these reductions:

\$4.50 to \$5 Patterns at \$3.49
\$5.50 to \$6 Patterns at \$3.98
\$6.00 to \$12 Patterns at \$4.98

Beautiful \$2.50 and \$3 Auto Veils, \$1.59

Soft and beautiful are these silk and crepe chiffon Auto Veils we offer for tomorrow only at **\$1.59**. They comprise all the new and staple shades. Unusually large size, with double and single striped satin borders. We also include a Veil Pin Free with these \$2.50 and \$3.00 Auto Veils tomorrow only, at **\$1.59**