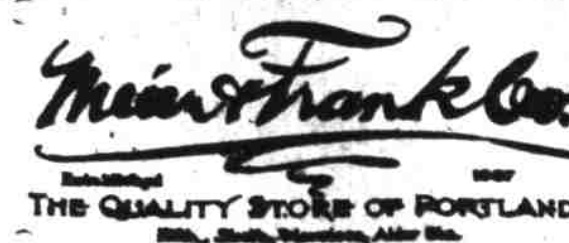


CHALK UP ANOTHER CENTURY—

1600th FRIDAY SURPRISE

SALES REACH THEIR 1600TH MILESTONE TOMORROW AND OUR

"Giving Portland Lower Prices" Movement Brings Forth New Fruits Daily



Meier & Frank's Lower Price Store

Twenty-two big saving items for patrons of the store which brings lower prices to Portland day by day throughout the whole year. All sorts of savings will be possible Friday on outing flannel, toweling, cretonnes, muslins, blankets, taffeta, sweaters, chemises, underwear, stockings, curtain scrim, men's and boys' furnishings. You will want to read every item.

Domestics For Less

- Bleached Muslin 28c**
Regular 35c Grade
Nearly a thousand yards standard bleached muslin, 36 inches wide. Good quality. No dressing.
- Outing Flannel 19c**
Regular 25c Grade
2000 yards outing flannel in plain white, also medium and dark colors. Good for women's, men's and children's underclothes and pajamas.
- Silkoline 25c**
Regular 40c Grade
5000 yards silkoline in light and dark patterns. Yard wide. Mill lengths only, but they can be matched.
- Cretonnes, Etc. 25c**
Some Were 50c
1000 yards of cretonne, silkoline and cotton challis in full bolts or mill lengths. Plenty of patterns from which to choose. All yard wide.
- Toweling 17c**
Regular 20c, 25c Grades
Cotton crash, huck and twill toweling of good weight and regulation widths.
- Bureau Scarfs 69c**
Regular \$1.00 Grade
500 squares and bureau scarfs trimmed with heavy lace or round motifs and insertions. They make home homelike.
- Blankets, Each \$2.98**
Regular \$3.79 Grade
200 pairs good cotton blankets in size 64x76 inches. Plain white and tan with colored borders. Heavy fleeced surface.
- Curtain Scrim 10c**
Half Price
About 2500 yards figured bungalow curtain scrim in pretty floral patterns. 24 inches wide. While any remains it will be sold at half its original price, making it now 10c yard.

Yard-Wide Black Taffeta \$1.59

Early Season \$2.50 and \$3 Grades
2500 yards of standard black taffeta, including the well known gold edged taffeta. 36 inches wide. Excellent weight for dresses, skirts, blouses.

Specials For Women

- Night Gowns \$1.49**
Were "Special" at \$1.98
300 night gowns of pink and blue striped outing flannel to be cleared away at \$1.49. Full cut slip-over style with round and V necks. Regular sizes only.
- Women's Underwear 25c**
Regular 49c Grade
Vests or pants light weight fleeced cotton in all regular sizes. Vests have long sleeves and high neck; the drawers are ankle length.
- Women's Chemises 98c**
Were As High As \$1.50
Made of flesh colored, main-silk, trimmed with valenciennes laces and some bound with ribbon. Included are plain white muslin chemise of equal quality.
- Knit Bloomers 89c**
Regular \$1.00 Grade
Knee and three-quarter length in these well made knit bloomers which come in black and colors.
- Fiber Stockings 50c**
Some Were As Much As 98c
Sizes 8 1/2 to 10 in these pretty heather mixed stockings of silky fiber. Their lace stripes fit them for afternoon wear.
- Mercedized Stockings 25c**
Regular 50c and 65c Grades
Good serviceable stockings for boys' and girls' school wear. Fine or heavy rib. Black, brown and white. Sizes 5 1/2 to 10.
- School Stockings 25c**
Regular 29c and 35c Grades
Good serviceable stockings for boys' and girls' school wear. Fine or heavy rib. Black, brown and white. Sizes 5 1/2 to 10.

Men's Dress Shirts \$1.39

1000 of these finely serviceable shirts in handsome striped and dotted patterns and in good colors. Some of madras and cheviot, but the majority of durable percale. All cut in coat style with the popular soft French cuffs. Many regular \$2 values in this sale at \$1.39. Sizes 14 1/2 to 17.

Men's Union Suits \$1.89

Very Special Value
This lot of 300 union suits is about equally divided into light and heavy-weight garments. All are in long sleeves, ankle length. The heavier weight garments are in natural gray, wool finished; the light weight garments are in ecru, ribbed and lightly fleeced. Sizes 34 to 46.

3 Pairs Sox \$1

Good Wool Mixed
These natural gray wool mixed sox are in a good medium weight and will give satisfactory wear. Elastic tops. Sizes 10 1/2 to 11 1/2.

MEIER & FRANK'S 1600TH FRIDAY SURPRISE

Silk Blouses Drop to \$4.35

A few hipline models of georgette and contrasting lace. Quite a number of striped tub silk, a few tailored styles of taffeta, several others of georgette crepe.

Altogether more than a hundred remainders of better lines—some perfectly fresh, others with marks of handling, at this new low price of \$4.35.

Sizes up to 46.

—Meier & Frank's: Blouse Shop, Fourth Floor.

MEIER & FRANK'S 1600TH FRIDAY SURPRISE

250 House Dresses at \$1.95

Gingham and percale frocks to wear in the house all winter. Plain pink and blue, also black and white checks and other kinds planned for becomingness and practical use. Elastic at waist line or straight lined dresses just as one likes. Mostly made with belts. Sizes 16 to 44 in the lot but not in every style.

No telephone orders filled, no exchanges, none C. O. D.

—Meier & Frank's: House Dress Section, Third Floor.

MEIER & FRANK'S 1600TH FRIDAY SURPRISE

Center Aisle Bargain Square

Serge, Checks, Plaids, Coatings

About Regular Wholesale Cost

Hundreds of yards of manufacturer's lengths running from 1 to 3 1/2 yards.

Navy blue serge, all wool, up to 54 inches wide—
Blue and black serge, half wool, 36 inches wide—
Shepard check, part wool—
Plaids, part wool—
Mixed suitings in English style—
Heavy coatings and skirtings.

Prices from 60c to \$2.98 yard. Lengths sufficient for skirts, dresses, children's clothes and for combination dresses.

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

MEIER & FRANK'S 1600TH FRIDAY SURPRISE

"Martha Washington" Electric Irons \$4.99

List Price Is \$8

Martha Washington electric irons weigh 6 pounds and are plenty heavy to iron easily. Complete with 6 feet of cord and stand. The Electric Shop is glad to be able to offer them at this small price because they are of such great help to the housewife.

Guaranteed for one year and thoroughly satisfactory.

Electric Toasters \$3.19



When Mr. and Mrs. Newlywed sit down to their breakfast table Mrs. Newlywed simply puts two slices of bread in this electric toaster and in short order both pieces are crisp, brown and piping hot. Then the process is repeated and more toast is ready as you finish the last crumb of the preceding piece. Each toaster is complete with cord for attachment to the light socket above the dining table.

—Meier & Frank's: Electric Shop, Basement Balcony.

MEIER & FRANK'S 1600TH FRIDAY SURPRISE

Jazz With These

Ukuleles \$2.69

Were Priced \$3.50

Does your boy or girl want one of these moonlight music makers? If you are thinking of a birthday gift or a Halloween party don't hesitate.

—Meier & Frank's: Phonograph Shop, Sixth Floor.

MEIER & FRANK'S 1600TH FRIDAY SURPRISE

"Good Byes"

Pearl Beads for 79c

Regularly \$1.25. 54 inch necklaces of imitation pearls which make a pretty finish for an afternoon dress.

—Meier & Frank's: Main Floor.

Pin Seal Bags \$6

Were \$9 and \$10. \$3 and \$4 less for real pin seal and morocco hand bags in black. Some have oxidized metal frames. Moire linings. Not only good looking but they wear well. Quite a number of styles.

—Meier & Frank's: Main Floor.

Platinum Finished Bread Trays \$2.69

Extra heavy silver plated trays in medium size with Empire decoration at the edge. For rolls, bread, hot biscuits, crackers, sandwiches. Subject to 5% war tax.

—Meier & Frank's: Main Floor.

Women's and Men's Handkerchiefs

11c for women's regular 17c and 20c grades of handloom embroidered handkerchiefs with narrow hemstitched hems.

27c for men's regular 35c and 50c grades of imported and domestic lawn handkerchiefs with woven satin stripes, cords and taped borders.

—Meier & Frank's: Main Floor.

Hair Switches for \$2.69

Regular \$5 grade of dependable quality hair switches now \$2.69. All shades except gray. Three separate stems.

At \$5.69, regularly \$9, gray and white switches of first quality hair, three stems.

—Meier & Frank's: Fifth Floor.

Almond Log Rolls Lb. 44c

Regularly 75c. Judging from the popularity of this confection, nearly everyone likes it in Portland. Soft creamy centers coated with chocolate and rolled in nuts. Packed in pound boxes. None delivered.

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

40 Couch Covers at \$4.75

Regularly \$7.50. Mixed green, blue and brown effects which blend in with the furnishings of most rooms. 34 inches wide. Particularly serviceable for homes where there are children.

—Meier & Frank's: Seventh Floor.

Figured Flannelette Yard 29c

Regularly 40c. Large variety of patterns and colors in these heavy fleeced flannelettes which are 36 inches wide. Desirable for comforter coverings and kimono.

—Meier & Frank's: Second Floor.

Half Price for Ribbon Remnants

Remnants of the best grades of satin and satin taffeta ribbons. New assortments of lengths, widths and colors. Also many novelty ribbons and lovely velvet ones. Good for bags, art needlework, sashes and hairbows.

—Meier & Frank's: Main Floor.

Children's Books Down to 25c

Robinson Crusoe, Esop's Fables, Peter Rabbit, Man Without a Country, Little Red Hen, Black Beauty, Mother Goose, One Syllable Series and many other books for children.

—Meier & Frank's: Fifth Floor.

MEIER & FRANK'S 1600TH FRIDAY SURPRISE

Children's Dresses \$1.85

Originally \$3.50 to \$7.50

Considerably less than half price for most of these dresses for little girls of 2 to 5 years. Mothers will find pretty styles in colored and white organdy, figured and plain lawn, cross-barred dimity and plain voile. With and without sashes.

No telephone orders, none on approval, no exchanges.

—Meier & Frank's: The Store for Girls, Second Floor.

MEIER & FRANK'S 1600TH FRIDAY SURPRISE

"Franco" Flash Lights

Regularly \$1.50, \$1.75 and \$2

98c, \$1, \$1.25

Flash lights with bullseye or large reflectors. Popular trademarked kinds immensely useful for these dark autumn nights. Always safest to have one in the car.

—Meier & Frank's: Sporting Goods Store, Sixth Floor.

MEIER & FRANK'S 1600TH FRIDAY SURPRISE

Remnants of Lace, Georgette, Net and Metal Novelties

1/3 to 1/2 Less

Hurrying out 1/4 to 2-yard lengths of all sorts of pretty things. Among them imported and domestic laces, embroideries, georgette crepe, metal novelties and nets, both plain and figured. Suitable to use with other contrasting materials.

—Meier & Frank's: Main Floor.

MEIER & FRANK'S 1600TH FRIDAY SURPRISE

2 Needlework Surprises

There are always scores of interesting things to be found in the Art Needlework Shop. Generally there are several opportunities to save money. Friday we offer

Boudoir Lamp Stands \$2.79

Regularly \$4.00. 100 of these boudoir lamp stands are ready for painting. They will make unusual Christmas gifts.

—Meier & Frank's: Needlework Shop, Second Floor.

Oilcloth Doilies 19c

Regularly 35c. 12-inch oilcloth doilies, tinted in attractive shades for the table or decorative use.

MEIER & FRANK'S 1600TH FRIDAY SURPRISE

1800 Pairs Silk Stockings 69c

What sorts of stockings can one get at 69c?

A regular pre-war value with 17-inch silk boots, mock seams and lisle tops. Substandards of much better grades. They come in black, white and cordovan. Early shopping is advised.

—Meier & Frank's: Hosiery Shop, Main Floor.

MEIER & FRANK'S 1600TH FRIDAY SURPRISE

\$25 Women's Wool Jersey Autumn Suits



Just In by Express From New York

Four practical styles for the busy everyday life of the modern woman. Tailored of the wool jersey that is warm enough for cold weather—that is quite prepared for rainy days—that seems entirely happy and self-possessed anywhere, any time.

Women who own such jersey suits as these always have something just right to depend upon for any weather.

Plain and heather mixtures in brown, several blues and olive green.

Sizes to 44.

—Meier & Frank's: Fashion Salons, Fourth Floor.

MEIER & FRANK'S 1600TH FRIDAY SURPRISE

3-Piece Sets

\$1.34



Sets of 3 Aluminum Sauce Pans \$1.34

Lowest price in years!

We've just received a shipment of one thousand 3-piece sets of "American Maid" aluminum lipped sauce pans—

1, 1 1/2 and 2-Quart Sizes

To the fact that they were ordered about a year ago you can attribute this extraordinarily low price, although this ware has advanced considerably in the meantime.

Be sure to get yours early.

—Meier & Frank's: Housewares Store, Basement.

2-lb. Rolls

Royal Banquet Butter \$1.32

Finest freshly churned Oregon Creamery butter, put up especially for the Meier & Frank Company.

Sweet Potatoes, select California, kiln dried, 6 lbs. 39c, 3 lbs. 20c.

Meier & Frank Coffee, our special blend, possessing plenty of strength and flavor, 3 lbs. \$1.20, 2 lbs. 81c, lb. 41c.

Tuna Fish, Halfhill Packing Co.'s yellow tail, No. 1 cans 38c.

Ceylon Tea, pure and healthful, regular 75c grade, lb. 55c.

Competent grocery saleswomen take phone orders from 8 a. m. to 5:45 p. m.

Can Sugar, refinery pack, 25 lb. cotton sacks, while they last, \$3.59.

Karo Syrup, Blue Label quality, No. 10 cans \$1.09.

Macaroni or Spaghetti, Golden, 3 lbs. 28c.

Laundry Soap, Crystal White, 10 bars 69c, 5 bars 35c.

Washing Powder, Sea Foam with Napha, large pkr. 28c.

Genoa Pound Cake 49c

A quality cake with cherries and other fruits, baked in oblong tins. Friday special while they last, each 49c.

Raisin Bread, made from Sun Maid raisins, loaf 20c.

Cinnamon Rolls, correctly spiced, dozen 40c.

Meier & Frank Bread, the standard of excellence, loaf 17c.

—Meier & Frank's: Ninth Floor.