

Turn Page Over for Details of Our Great June Mid-Month of Pure Foods—A Full Page of Economies—Basement Grocery

Victrolas and Columbia Phonographs and Records—Club Plan Complimentary Telephone Herald Concert, Afternoons, 7th Fl.

THE MEIER & FRANK STORE, ESTABLISHED 1857.

WEATHER REPORT:

FAIR AND WARMER

THE MEIER & FRANK STORE, 5th, 6th, Morrison & Alder Sts.

Pioneer Week—A Tribute to Those Who Blazed the Trails!

Winners in \$4000 Scholarship Contest

A MIDST the greatest enthusiasm, our \$4000 Scholarship Contest ended at store-closing time last night. Today many young men and women are happy over the realization of the educational hope of a lifetime.

GRAND DOUBLE PRIZE, \$1000 EACH.

Lowell Bradford, Washington High.....\$5,750,005
Eva L. Gentry, 5432 36th Avenue.....\$4,419,650

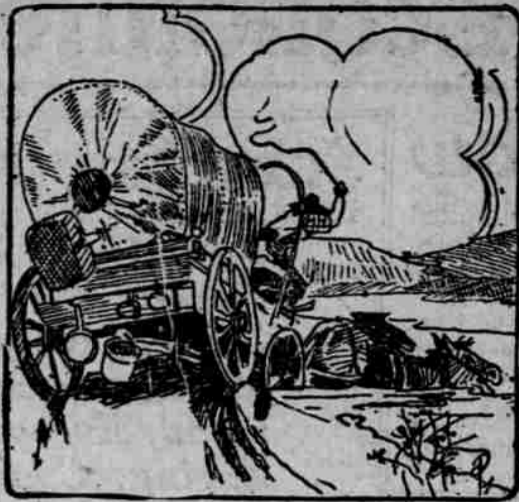
Second Prize, \$600 Scholarship in University of California or Stanford:

Joe Hallock, 30 N. 20th St. 4,625,900
Third Prize, \$500 Scholarship in Oregon University, Oregon Agricultural College or Willamette University:

Miss A. G. Crossley, 1053 Vaughn.....\$4,316,375

THE OTHER WINNERS

4th—H. Bergen, 575 E. Salmon.....\$201,250
5th—Miss Stauchler, 215 E. 34th.....\$203,200
6th—Fred Wriach, 529 2d St. 205,950
7th—Evelyn Segal, Allen Prop. 172,982
8th—Clifford Thomas, Col. Un. 170,420
9th—Harry Crow, B. V. Bus. Col 122,730
10th—M. Melgan, St. Lawrence.....\$129,930
11th—Miss Flewetter, 649 Ford.....\$124,125
12th—H. Parsons, P. R. L. & P. Co. 123,253



THOSE who came across the plains to Oregon in the 30's and 40's will gather this week to renew old acquaintances, to tell over again the stories of the hardships of early days, of their fights with the Indians, of the "blazing of the trail."

This is Pioneer Week at Oregon's pioneer store. On Thursday, June 20, the Oregon Pioneer Society holds its 40th annual reunion at the Masonic Temple. We cordially invite our old friends, many of whom were personally acquainted with Aaron Meier, founder of the Meier & Frank Company in 1857, to visit the store this week.

Articles loaned to us by Oregon Historical society on display in 5th-street window

Wear Ajax Guaranteed Hosiery

WHEN you men get the finest, coolest Summer Hosiery that money will buy, with a 6 months' dated guarantee in addition, why not come to Meier & Frank's for Ajax Hosiery?

Men's Ajax Socks in beautiful, sheer Summer weights, of Maco cotton, lisle, silk lisle and pure thread silk. Black, tan and new shades, for wear with low shoes. Women's and Children's Ajax Stockings in black and tan. Any pair in which holes appear within 6 months, when accompanied by guarantee coupon, will be replaced free here at the store. Ask to see them. Box of 6 pairs, guaranteed 6 months **\$1.50, \$2, \$3**

\$2.50 Cheney Bordered Foulards, \$1.59

THE season's lowest price on these handsome 45-inch Cheney Bros'. Bordered Foulards. Navy, tan, gobelin, brown, green, etc.; \$2.50 grade, **\$1.59.**

75c Summer Silks—Plain Taffetas, wash Taffetas, fancy Foulards, striped tub Silks and suitings in light and dark colors. Over 49c 3000 yards, tomorrow at **49c**
\$1.50 Bordered Pongees—Exquisite designs on tan and blue grounds, with lavender, green and old rose borders. Make the most beautiful Summer gowns, **98c**
Genuine Hand-Loomed Chinese Pongees—The 26-inch, \$1 grade at **83c**, \$1.25 grade, **98c**; 36-inch, **73c**, **98c**, **\$1.19**, **\$1.39** and, the yard, **\$1.27**

\$3.50 Footwear \$1.89

NOT all sizes in any one style, but incomplete lines of splendid \$3 and \$3.50 Oxfords and Pumps for women, in the best makes and leathers, at a price which will spell big savings.

Oxfords are in gunmetal, patent and violet kid leathers, in bucheer lace style. Also a few pairs of tan Russia button Oxfords. Regular \$3.50 grades **\$1.89**

Pumps in one and two-strap styles, of gunmetal, patent and tan calf leathers. Light and medium soles; Cuban and military heels. All sizes in the lot. Regular \$3 and \$3.50 grades, tomorrow, special, pr. **\$1.89**

Scores of dainty new Pumps and Oxfords in Cousins' make—\$4, \$4.50, \$5 and up.

—Third Floor, New Building.—Mail Orders Filled.

12c-20c Cluny Laces for 10c

FOR tomorrow, we've 2000 yards of the white cotton Cluny and the Point de Paris Laces, in such demand for Summer dress trimmings. Edges and Insertions, 1 to 5 inches wide. Excellent 12c, 15c and 20c grade, the yard at **10c**

Cleanup of Colored Embroideries—Edges and Insertions, 1 to 5-inch; Bands and Placements, 6 to 18-inch. Colored and Persian designs on white grounds. Regular \$1.50 to \$3 grades, **98c**; 85c to \$1.50 grades at only **69c**

20-inch All over Embroideries—Dainty eyelet designs on Swiss and cambrie, for waists. Regular 85c to \$1 grades, **69c**; \$1.25 to \$1.50, **98c**; \$1.75 to \$3 grades, the yard, **\$1.39**

Short Lengths of Venice and Net Top Laces—White and cream. Regular 45c to 75c grades, **39c**; \$1.25 and \$1.50, **98c**; \$4 to \$5.50, at **\$3.49**

—First Floor, New Building.—Mail Orders Filled.

Now for a Decisive Cleanup From the "June White Days"

Over 10,000 Men's 12 1/2c Cambric Handkerchiefs 3c

WE'LL be surprised if every Handkerchief is not sold before noon, at this sensationally low price!

Over 10,000 men's soft laundered Cambric Handkerchiefs, of the famous Keiser make, used in our June White Day's decoration. Neat quarter-inch hemstitched hems. Excellent 12 1/2c grade on sale at 8 o'clock tomorrow, limit 1 dozen to a customer, at dozen, **35c**; each, **3c**.

Men's 25c white wash Four-in-Hands special, each, **10c**
Men's 50c white Cambric Night Shirts, special, each **39c**

11,420 Women's 15c to 25c Handkerchiefs for 7c

SLIGHTLY soiled and mused in their use as our June White Days decoration. Fine Swiss and Lawn Handkerchiefs that'll go in a hurry tomorrow.

Embroidered, scalloped and hemstitched borders. Regular 15c, 20c and 25c handkerchiefs, while the lot lasts, at the special price, per dozen, **75c**; each, **7c**

Women's 17c to 25c Dutch Collars—Plain and embroidered styles. Also pretty lace-trimmed Jabots, tomorrow, each **5c**.

—First Floor—Main Building.

Muslinwear—Four Big Lots!



IN GOING through the incomplete lines of Undermuslins resulting from our tremendous June White Days selling, we've gathered together thousands of garments in four immense lots.

A trifle soiled and mused probably, but at prices which are bound to bring women from far and wide tomorrow.

Lot 1—at 89c
Women's Crepe, Muslin and Nainsook Gowns, in high and low neck styles; Corset Cover and Drawer Combinations; Corset Covers and Drawers. Regular \$1.25, \$1.50 and \$1.75 garments, 89c.

Lot 2—at \$1.33
Women's Dainty Nainsook and Cambric Gowns in slipover and high-neck styles; also Drawers, Corset Covers and the popular Corset Cover and Drawer Combinations. Regular \$2.25 and \$2.50 garments, \$1.33.

Lot 3—at \$1.79
Women's Combination Drawer and Corset Covers; Pretty Nainsook Gowns, trimmed in embroidery and lace. Circular and narrow width Drawers. New Close-Fitting White Skirts. Regular \$2.50, \$3 and \$3.50 garments, \$1.79.

Lot 4—at \$2.69
Beautiful White Under-skirts, in narrow and medium widths, trimmed in fine embroidery and lace. Gowns of fine nainsook and cambric. Corset Cover and Drawer Combinations. Regular \$3.50, \$4 to \$5 garments, \$2.69.

Fine Linen Cloths Reduced About 1/3

The housewife who takes pride in fine Table Linens—and what woman doesn't?—will find great interest in this offering of high-grade Linen Cloths at an average one-third reduction tomorrow:

- \$8 Cloths, 2 1/2x2 1/2 yards, special, \$5.50
- \$12 Cloths, 2 1/2x3 yards, special, \$8.00
- \$12 Cloths, 2x2 1/2 yards, special, only \$9.00
- \$14 Cloths, 2 1/2x3 yards, special, at \$9.25
- \$15 Cloths, 2 1/2x2 1/2 yds., special, \$10.00
- \$18 Cloths, 2x2 1/2 yards, special, \$11.00
- \$22 Cloths, 2 1/2x3 yds., special, at \$14.00
- \$25 Cloths, 2 1/2x3 yds., special, at \$15.00
- \$28 Cloths, 2 1/2x3 1/2 yards, only \$18.00
- \$4.50 Satin Bedspreads, scalloped and cut corners, \$3.48; \$5 Satin Spreads, \$3.98

—First Floor, New Building.—Mail Orders Filled.

\$3.50 to \$8 Corsets For Cleanup at \$1.93

Clearing out of odd Corsets, of fancy brocades, in sizes 19, 20 and 21 only. High-grade makes, **\$1.93**

\$3.50 to \$8, and even higher priced models **\$1.93**

75c and \$1 Bust Confiners, special at **39c**.
\$5 and \$6.50 Gossard Front-Lace Corsets, **\$2.18**; all \$8.50 to \$12 models, **\$4.95**.

—Second Floor—Main Building.

June Sale of Underwear and Hosiery

IN ADDITION to our regular stocks, the best mills have contributed many special lots of women's and children's cool Summer Underwear and Hosiery for this rousing June Sale which begins tomorrow.

- Women's 20c Sleeveless Vests—Plain and fancy lace, also colored yokes. Regular sizes, 4, 5 and 6. Specially priced for this sale at **12c**
- Women's 65c and 75c Union Suits—Fine ribbed cotton; low neck, sleeveless, with umbrella knee. All sizes; specially priced, the suit **46c**
- Women's 12c Cotton Vests—low neck, sleeveless, in regular sizes 4, 5, 7c and 6. Sale price only **7c**
- Women's 25c Vests—fine ribbed cotton, in low neck, sleeveless style, plain and fancy yokes, at **18c**
- Children's 35c to 50c Underwear—Vests, Pants and Union Suits, in broken lines of sizes and styles. Light and medium weight. Special price, each **19c**
- Women's 50c Underwear—fine ribbed lisle sleeveless Vests, with crochet yokes; lace-trimmed umbrellas. Each **31c**
- Women's 65c Union Suits—low neck, sleeveless and loose knee. Several numbers are grouped at this special price **37c**
- Women's 85c Union Suits—fine ribbed lisle; sleeveless, with lace yokes and lace-trimmed knee. Special price, a suit **67c**
- Women's \$1 Union Suits—fine ribbed mercerized lisle. Sleeveless, with plain yokes and with lace-trimmed Pants, for **83c**
- Children's 65c Union Suits—ribbed cotton, in low neck, sleeveless style, with drop-seat. Sizes 8 to 14 47c year. Special, only **47c**
- Women's 35c Underwear—sleeveless Vests, with lace and crochet yokes; lace-trimmed umbrellas. Special, each **23c**
- Women's 50c Imported Hosiery, fine lisle in wanted Summer shades To match any costume. To clear out, 2 1/2 pairs, 55c; pair **28c**
- Women's 50c Gauze Lisle Hose, splendid imported quality, rich fast black. Double tops, high spliced heel and toe. Pr. **38c**
- Women's 50c Silk Boot Hose, black only. Silk where they show—lisle where they wear comes. 3 pairs **35c** for \$1.00. Pair **35c**
- Children's 35c Silk Lisle Hose, fine ribbed seamless, with long elastic legs. All colors. Special, 3 pairs, **23c** 65c; pair, only **23c**
- Infants' 25c Lisle Hose, full seamless, fine ribbed, in various demanded colors. All sizes tomorrow, special at, the pair **15c**

Save on Women's and Children's Fine Hosiery

Women's 50c Imported Hosiery, fine lisle in wanted Summer shades To match any costume. To clear out, 2 1/2 pairs, 55c; pair **28c**

35c Wash Goods 15c

NEARLY 3000 yards of these dainty Summer Wash Goods tomorrow at 15c instead of 25c and 35c!

Various new silk-and-cotton weaves, in dots, stripes and figures. Pinks, blues, greens, lavender, helio, etc. Material for two airy, new wash frocks at the price of one. Tomorrow **15c**

35c Natural Dress Linens, 36 inches wide; the popular tan shade for skirts, coats, dresses and tub suits. **25c** Tomorrow, yard, only **15c**

New Striped Sponge Suitings, new shipment; 50 inches wide, in stripes of blue and white, helio, tan, pink, black. Yd. **\$1.50**

Bathroom Supplies

AND they're the sort that will not soon wear off—each piece is of solid brass, heavily nickel-plated. These phenomenally low prices for three days only:

- 35c Towel Bars, 15-in., **27c**
- 50c Towel Bars, 24-in., **37c**
- 60c Towel Bars, 30-in., **47c**
- 35c Glass Towel Bars, **24c**
- 25c Toilet Paper H'ldr., **19c**
- 35c Wall Soap Dishes, **28c**
- 40c Wall Soap Dishes, **31c**
- 60c Bath Tub Soap Holders, **47c**
- \$1 Towel Racks, 3-arm, **79c**
- 60c Tumbler Holders, **47c**
- 35c Tumbler Holders, **27c**
- 15c Match Holders for **12c**
- 75c Tumbler and Soap Holders, **59c**
- 50c White Enamel Bath Seats, **37c**
- 25c Toothbrush H'ldrs., **19c**
- 15c Toothbrush H'ldrs., **12c**
- \$1 Bath Sprays, each, **69c**
- \$2.50 White Enamel Mirrors, 12x20-inch, **\$2.10**
- \$5.50 White Enamel Medicine Cabinets, **\$4.49**

Sale of 6000 Feet of the Very Best Rubber Garden Hose

Guaranteed molded Rubber Garden Hose, each length complete with couplings and spray nozzle. Special tomorrow: 50 feet of best 1-2-inch Rubber Hose—\$ 9.00 for **\$7.49**

50 feet of best 3-4-inch Rubber Hose—\$10.00 for **\$8.49**

EST. 1857

MEIER & FRANK STORE

SOLE PORTLAND AGENTS FOR
John S. Brown's Linens
Cousin's Shoes
Munsing Underwear
Willamette Sewing Machines
Acorn Stoves and Ranges
Fulton & Whitney Gas-Carls
Ostermoor Mattresses
Tobacco Drug Specialties

SOLE PORTLAND AGENTS FOR
Perrin's Gloves
Ajax Guaranteed Hosiery
Gotham Shirts and Underwear
Madame Krane Corsets
Eggs Petticoats
Sausage Clothes for Boys
Guthrie's Slicker Original Craftsmen Furniture

PHONES—Pacific, Marshall 4600; Home, A-6101. Only Portland Store With Complete Mail Order Service and Catalogue.