

TO EXPLOIT FAIR

Expert Exposition Boomer
Heads Press Bureau.

TAKEN FROM ST. LOUIS STAFF

He Will Supply Interesting Articles
to Thousands of Newspapers—
Fair Officials Assemble at St.
Louis to Make Selections.

The work of exploiting the Lewis and Clark Exposition on a broader scale than has heretofore been attempted will be taken up immediately. For the purpose of establishing a Lewis and Clark press bureau, Frank L. Merrick, an experienced exposition writer, arrived yesterday from St. Louis, where he has been engaged for three years with the St. Louis Exposition exploitation bureau. Mr. Merrick will commence his new duties today.

From the Lewis and Clark bureau will be sent out thousands of duplicated articles bearing upon the Western World's Fair. Illustrated feature

WILL ADVERTISE THE FAIR.



Frank L. Merrick.

articles will be supplied to hundreds of big dailies. Material descriptive of the Exposition will likewise be supplied to smaller periodicals and to publications of every sort.

A list of 5000 papers has been compiled by the Exposition management to serve as the mailing list. As the publications included in the list represent every part of the United States, the advertisement and exploitation of the Exposition will receive through that medium a bound to be of great value.

This scheme of publicity has been under consideration by the Exposition management for some months, but was consummated recently. Director J. N. Fleischner, chairman of the publicity committee, has been a hearty supporter of the press bureau idea from the first, and has maintained that its value to the Exposition will be immeasurable.

Mr. Merrick, who takes charge of the bureau, bears high credentials and is regarded as thoroughly capable for the place. His connection with the St. Louis Exposition's press bureau gave him a broad experience in writing of exposition affairs. He is a native of the state of Missouri, and his separate features have been widely used by newspapers and other publications. He is a son of the late Henry Merrick, a brilliant editorial paragrapher of the Washington Post.

At a meeting to be held on Wednesday the work and policy of the bureau will be fully gone into by the committee on press and publicity.

FAIR OFFICIALS AT ST. LOUIS

Will Act Finally on Securing Exhibits
and Good Concessions.

Lewis and Clark Exposition activities have been transferred to St. Louis. With the arrival at that point of President H. W. Goode, a large percentage of the working force will be there. Besides Mr. Goode, T. B. Wilcox and J. C. Ainsworth, of the executive committee, General Counsel Dan Maloney will meet with the official party for the purpose of inquiring into the legality of all transactions. After the reports of Director of Exhibits H. E. Doan, and Director of Concessions John A. Wakefield have been heard, action will be taken in the matter of finally securing desirable exhibits as well as entertainments and features for the "Trail" with the Missouri "Pike" at their disposal. President Goode and his staff will be able to select some of the most attractive Midway features.

Before returning to Portland Mr. Goode will meet with the United States Government board relative to the Government's participation in the Exposition.

TO SPEND UNCLE SAM'S MONEY

Disbursing Officer of National Board
on Way to Portland.

It is believed that William Geddes, secretary and disbursing officer of the Government board, is on his way to Portland. As Mr. Geddes is the man who will spend Uncle Sam's Fair money, and he is probably coming to prepare a report upon the Exposition, his arrival is an important event.

There is no announcement of his impending arrival nor has he sent word he will be here. However, a letter from the War Department addressed to him in care of the Lewis and Clark Exposition headquarters would seem to indicate conclusively that Mr. Geddes is on his way.

Rules in Regard to Exhibits.

A new set of rules governing the participation of exhibitors and a new and complete classification of exhibits will be issued today in pamphlet form. Several thousand copies of this booklet will fall from the press today for general distribution.

NOT INJURED IN WRECK.

Tom Richardson Sends News Welcome to His Many Friends.

Tom Richardson, manager of the Portland Commercial Club, who was reported to have been injured in a train wreck in Kansas yesterday, has wired from Wellington, Kan., to Mrs. Richardson, and to the Commercial Club, that he was absolutely uninjured. This news will be pleasing to the large circle of friends made by Mr. Richardson since his residence in Portland.

Harris Truck Co.

Mr. Morrison is headquarters for trunks, suit cases and bags. Trunks repaired.

On sale—All the Hits from "The Office Boy," Frank Daniels' Successful Comedy Now Playing at the Marquam

"American Week"

At The Meier & Frank Store

"AMERICAN WEEK" started off yesterday with unbounded enthusiasm—in all departments eager throngs of buyers lined the counters all anxious to share in the great distribution of American-made merchandise at saving prices—This "American Week" sale was planned and prepared for long before the Philadelphia papers of two weeks ago arrived in Portland—Our Sunday Oregonian copy was in the hands of the compositors Friday evening at 7 o'clock and we will cheerfully give \$5000.00 to charity for any firm or individual to prove otherwise—This should be sufficient to refute the wilful statements of a concern which made announcement that we made hurried preparations for the sale Saturday evening—A million dollars' worth of American merchandise for your choosing—The best products of America's best mills and factories—Patronize home industries by taking advantage of "American Week" offerings

American-Made Rugs

Two great lots of Axminster Rugs from Yonkers, New York, on sale at wonderfully low prices this week—The best values of the year—Third Floor

\$2.75 Rugs \$1.78

1000 handsome Axminster Rugs, Oriental and floral designs, newest colorings, size 37x60 inches, best \$2.75 values, this sale.... \$1.78

\$4.50 Rugs \$3.39

400 beautiful quality Axminster Rugs, in all the prettiest designs and colorings, size 36x72 inches; the best \$4.50 values for.... \$3.39



Brass Beds Greatly Reduced

\$37.50 Brass Beds.....\$30 \$47.50 Brass Beds.....\$38
\$42.50 Brass Beds.....\$34 \$55.00 Brass Beds.....\$44
\$57.50 Brass Beds.....\$46 \$62.00 Brass Beds.....\$50
\$65.00 Brass Beds.....\$52 \$67.50 Brass Beds.....\$54

Remnants of odd borders and Carpets—American-made Carpets—lengths up to 15 yds., best patterns, bring dimensions of your rooms. Take your pick at a discount of.....25%

150 Brussels and Axminster Hassocks. \$1.00 Axminster Hassocks, 67c. 75c Brussels Hassocks, 57c.

20c BRASS EXTENSION RODS 14c EACH

1000 20c Brass Extension Rods, 1/2-inch tube with white ends; each rod complete; 20c value—each.....14c

Curtains---Curtain Materials

100 odd pairs of Lace Curtains, Nottinghams, Arabians, Irish Points and Madras; only one pair of a kind; 1/2 Price values up to \$15 pair; your choice—pair.....11c
3000 yards of Curtain Swiss, dots, stripes and figures; 15c quality, at the low price of—yard.....12c
18c Cretonnes, light grounds, floral designs and stripes, 36 inches wide; great value at—yard.....19c
36-inch Denim Table Covers, blue, red and green, tassel on each corner—each.....\$1.38
\$2.25 Chenille Table Covers for—each.....\$1.38

CAKE BAKERY Demonstration in the basement by Professor Chapman, an expert. Free lessons daily from 10 to 12 A. M., 2 to 5 P. M. Thursday Professor Chapman will demonstrate the different results obtained from the greased pan and one that isn't greased.

Portland's Leading Cloak Store

American-Made Ready-to-Wear Apparel
for women and children—The largest
showing of high-grade garments to be
found west of Chicago—Every new, pretty
style and material—Magnificent assort-
ments to select from

\$28.00 Suits \$19.85 Ea.

This lot of thirty Suits is representative of the best work by America's leading manufacturers—Cheviots, coverts, broadcloths and manish mixtures in tourist, director, jacket or tight-fitting models—with or without vests; velvet, guimp, or cloth strap trimmed—Blues, blacks, browns, grays, tans, light and dark mixtures—Suits that you'll find marked \$30 to \$35 each elsewhere—Our \$26 and \$28 values at..... \$19.85

Tan Covert Tourist Coats

Hundreds of them in all the newest and best styles; tight-fitting or loose-fitting, plain or fancy trimmed, exclusive models and great special values at the following prices: \$16.50, \$20.00, \$22.00, \$26.00, \$28.00 up to \$45.00.

"CRAVENETTES" in the greatest assortment to be found anywhere in the West. Every pretty style in tans, olives and Oxfords; plain or fancy styles; many exclusive models. Every fancy can be quickly pleased—\$12.50 to \$60.00.

WOMEN'S \$8.50 SILK WAISTS \$4.95

Women's Taffeta Silk, Crepe de Chine and Lace Waists; a great special lot of 100 in tans, navy, green, black, brown, blue and white; tucked or lace-trimmed; all the most desirable styles; reg. \$8 and \$8.50 value, in all sizes, ea. \$4.95
Women's Petticoats in alpaca, moreen and saten with deep accordion plaited flounce or deep flounce with three rows stitching or tucked ruffle; best \$4.00 values at the low price of.....\$3.15
Alpaca and Moreen Petticoats with silk flounce or Taffeta Silk Petticoats with deep plaiting and ruching; regular \$7.00 and \$7.50 values; great bargain at the low price of.....\$5.85
Mail Orders will be promptly filled.
Women's Flannelette Wrappers, red, navy, gray, black and white, handsomely made and trimmed, all sizes; Wrappers selling regularly at \$1.50 and \$1.75; on sale "American Week" at—each.....98c

American - Made Clothing
For American Boys

America sets the fashion for Boys' Clothing—Makes the most serviceable as well as the best appearing apparel. You'll find a representative display here and at saving prices—Second Floor

Little Boys' Overcoats in dark blue and Oxfords, double-breasted, with brass buttons, velvet collar and belted back, sizes 2 1/2 to 8 years, regular \$4.50 values, \$3.65 on sale for.....

Boys' School Suits in brown, green and gray mixtures, checks and plaids, ages 8 to 16 years, regular \$3.95 values \$2.98 on sale at.....

Boys' Overcoats in dark Oxfords, full length, velvet collar, belted back, ages 7 to 14 years; regular \$5.00 values for the low price of.....\$3.95

"Buster Brown" and Russian Blouse Suits, in reds, royals and gray mixtures, ages 2 1/2 to 5 yrs., handsome styles, regular \$7 and \$7.50 vals, for.....\$5.95

Young Men's Suits in new brown and gray mixtures, ages 16 to 20 yrs., all new styles, reg. \$18 vals, \$14.80 on sale at.....

Young Men's Overcoats, new brown plaids, ages 16 to 20 years, all this season's best garments.....\$11.15



Women's \$5.00 Shoes \$3.45 Pair

Bench-made American-made Footwear for men and women at wonderfully low prices during "American Week"—Bargains no one having shoe needs can afford to pass by—The highest grade American-made Shoe at prices about equal to what common sorts cost you elsewhere.

Five great lines of \$5.00 Shoes for women, \$3.45 a pair this week—Every pair good style and leather. All sizes and widths, vici kid, pat. tip, hand-turned Lace Shoe, Cuban heel—\$5.00 values, at.....\$3.45

\$5.00 patent calf, French heel, hand-turned Lace Shoe, wonderful value at only.....\$3.45

\$5.00 vici kid, French heel, patent tip or plain vici kid, \$3.45

\$5.00 vici kid, French heel, hand-welt Lace Shoe, patent tip, regular \$5.00 value, at.....\$3.45

\$5.00 patent leather, military heel; \$5.00 vici kid, patent tip, Cuban heel, at, per pair.....\$3.45

500 pairs of Men's patent Calf Shoes, French, Shiner & Urrer's famous make, Bal, or Blucher, all the latest styles, all sizes; regular \$6 and \$6 values, for "American week"—pair.....\$3.95

Men's vici kid Balm, light or double soles, calf lined, all sizes, best \$3.50 values, pair.....\$2.95



Groceries

The kind American people want and priced at economy point—Phone Exchange 4

16 pounds Granulated Sugar.....\$1.00
5-lb. pkg. Soda Crackers.....30c
Gallon Log Cabin Maple Syrup.....\$1.20
2 cans Table Peaches.....25c
1 lb. new Washed Raisins.....25c
1 lb. new Washed Raisins.....25c
5-lb. pkg. Domino Sugar.....50c
2-lb. can sliced Pineapple.....11c
1-lb. can Shrimps for.....10c
10-lb. sack Cornmeal for.....30c
3 pkgs. Grano Salt for.....25c
Quart Jar Hill's Pickles.....25c
Quart Jar Hill's Chow Chow.....25c
Found Baker's Unsweetened Chocolate for.....25c
Victor Flour, best made, sack.....\$1.25
1-lb. Jar Nut Butter.....25c
1-lb. pkgs. Seeded Raisins.....25c
Royal Cream Corn, can.....10c
2-lb. can Blue Point Oysters.....25c
2 cans Albert Roche Sardines.....25c
Ammonia, bottle.....10c

Picture Sale

Marvelous values in many kinds for "American Week"

11x14 Panoramant Pictures, big variety of subjects, 5c val. ea.....59c
Ballet Girls, framed in fancy black and values, for.....29c
Complete Panoramant outfits.....49c
Colored Prints in fancy green frames, 7 1/2 inches, regular 5c values, at.....37c
12x16 Oval Pictures, variety of subjects, 12 inches, best 50c values, at.....24c
12x16 Water Colors, gilt frames, regular \$2.50 value.....\$1.89
5c Glass Medallions, each.....10c
14-kt. gold-plated Bust Figures.....25c
Odds and ends in Moldings made up in frames at prices less than cost.

America Makes the Best Clothing

America produces more and better ready-made clothing than any other nation—New York City, Rochester, N. Y., Chicago, Philadelphia, and Baltimore, the five leading clothing manufacturing cities produce annually over one hundred millions of dollars' worth of ready-made clothing for men—You will find such well-known makers of high-grade clothing as Stein-Block, Adler Bros. & Co., Hart, Schaffner & Marx, Washington Co., Kirschbaum & Co., represented in our complete stock and at prices fully 25 per cent below what equal grades cost at the exclusive store. These extra special values for "American Week"

Men's \$10.00 all-wool Suits, made of American cassimere, tweeds and chevots, all the very best styles and patterns, for this sale, your choice.....\$7.35
Men's \$15.00 Suits, chevots and fancy tweeds, strictly all-wool, stylish and neat patterns, up-to-date styles, values extraordinary at.....\$12.15
Men's fine \$20.00 Suits, made of the finest quality fancy chevots, fancy double and twist tweeds, in single or double-breasted sack suits, garments the exclusive clothier asks \$25.00 for.....\$15.65
Men's \$20.00 Belt Overcoats, in the latest cut, newest and best patterns and materials, your choice this week at the low price of.....\$15.10
Men's \$22.50 and \$25.00 Long Overcoats, made of all-wool fancy covert cloths; marvelous values at the extraordinarily low price of.....\$16.65
Men's all-wool Oregon Cassimere Trousers, pair.....\$1.95
Men's fine \$6.00 fancy worsted Trousers, pair.....\$4.95



Art Goods

Stamped Art Ticking and Linen Pillow Tops, in floral, conventional and cross stitch designs, great values.....39c
Swiss Shams, tucked with ruffles, also embroidery and insets, 11x14, \$1 value.....\$1.19
Free Embroidery lessons given daily by an expert.

BLACK
Lace Specials

Great special sale of Black Laces for one week—Chantilly, Cluny, Venice Bands, Medallions, Appliques and Ridges.
5c values for, yard.....10c
25c values for, yard.....30c
\$1.20 values for, yard.....\$1.15

MEN'S FURNISHINGS

Men's superweight natural wool underwear, shirts and drawers, all sizes, \$1 value.....83c
Men's Jersey Sweaters, in navy, gold, Oxford, scarlet and maroon, best \$3 values for.....\$2.15
Men's \$11 Flannelette Nightgowns, best styles, all sizes.....73c
Men's \$11 Flannelette Nightgowns, best styles, all sizes.....83c
Men's pure linen Handkerchiefs, hemstitched borders.....10c

A Sale of High-Grade
American-Made Petticoats

200 high-class White Petticoats at marvelous reductions this week—A great special purchase from a Boston manufacturer known the country over for the quality of his product—Finest white materials, wide flounces, elaborately trimmed with dainty embroidery and laces, insertions, tucks, beadings and ribbons—Fitted Tops—Separate dust ruffles—The grandest Petticoat values ever offered \$5, \$6.50 Petticoats for \$3.98



\$7.50 White Petticoats for \$4.98

\$8.00 White Petticoats for \$4.98

\$10.00 White Petticoats for \$5.87

\$12.50, \$13.50 Petticoats for \$7.97

Great special values in American-made Underlinens, Gowns, Corset Covers, Drawers and Skirts—splendid bargains—Second Floor.

Infants' Wear Low Priced

Infants' Outing Flannel Wrappers, white ground, pink and blue stripes, 50c values.....37c
Infants' Dresses of fine nainsook and cambrics, yoke effects, fine laces, embroideries, insertions, tucks and fancy trimmings, regular \$1.50 values.....\$1.23
Infants' white embroidered Flannel Skirts, cambric waists, \$2.00 value.....\$1.57
Infants' white flannel Pinnings Blankets, on cambric waists, \$1.00 value.....79c
Infants' Knit Bands.....12c
Infants' Booties in big variety and at the very lowest prices.
2c Quilted Carriage Pads.....18c

Women's Knit Underwear

"Harvard Mills" Knit Underwear for women, fleece-lined vests, high neck, long sleeves, handsomely made and finished, white and cream only, all sizes; 75c values.....49c
Open Tights to match the above, pair.....47c
Women's heavy fleece-lined Vests and Pants; the best 50c values for.....37c
Heavy cotton-fleece Union Suits; the best styles, well made and finished; great value at.....63c
Children's fleeced Vests and Pants, sizes 18 to 34; regular 35c values, at the very low price of.....23c

Portland Agents for Butterick Patterns and Publications

AMERICAN DINNER SETS

30-pc. White Semi-Vitreous Dinner Set.....\$3.88
100-piece White Semi-Vitreous Dinner Set.....\$6.38
100-piece Green Floral Decorated Dinner Set.....\$4.60
100-piece Green Floral Decorated Dinner Set.....\$6.68
100-piece Green Decorated Gold knobs and handles, set.....\$6.10
100-piece Green Decorated Gold knobs and handles, set.....\$9.10
100-piece Pink Decorated Set, full gold tracings, set.....\$6.45
100-piece Pink Decorated Set, full gold tracings, set.....\$9.60
100-piece Blue Decorated Set, full gold tracings, set.....\$6.45
100-piece Blue Decorated Set, full gold tracings, set.....\$9.60

AMERICAN CUT GLASS

Great Special Values
Fancy Cut Glass Bowls, medium size, handsome cut, \$5.00 values.....\$3.89
Cut Glass Nappies, 5-inch size, a big variety of patterns, regular \$4.25 values, for "American Week".....\$3.37
\$2.50 Olive Dishes, medium size, very pretty cutting, great special value.....\$2.74
Cut Glass Salt and Pepper Shakers, sterling silver tops, value \$1.50 pair; sale price, pair.....\$1.43
Cut Glass Vinegar or Oil Bottles, small size, regular \$2.50 value, for "American week"—each.....\$1.69
Cut Glass Celery Dishes, all the newest cuttings, regular \$4.25 values, "American week".....\$3.19
Beautiful Cut Glass Celery Dishes, \$7.25 values, ea.....\$5.69
Small size Cut Glass Bowls, \$4.25 values, each.....\$3.23
Basement.

TRUNKS AND BAGS

Six lines of Trunks and Traveling Bags, marked at special low prices during "American week" values you can't equal anywhere in town—Third Floor.