

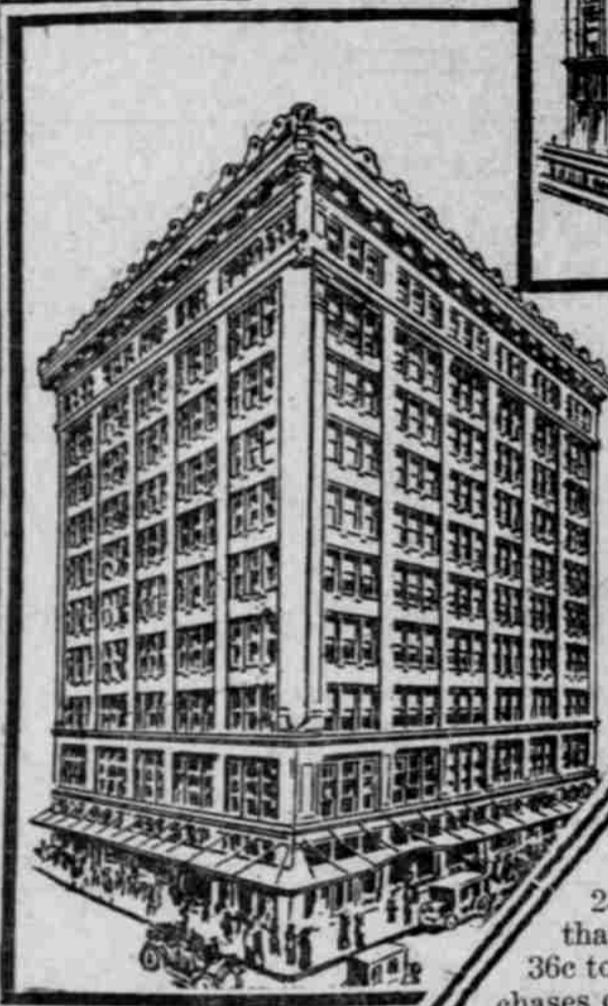
Our Newly Enlarged Book Department Now Located on 5th Floor—Complete New Stocks of Summer Fiction at Reasonable Prices Buy a High-Grade, 1911 Willamette Sewing Machine on the Club Plan—\$2.00 at Purchase and \$1.00 a Week—No Interest Charge

'Kermis' Music Today—Rosebrook's Orchestra in the RESTAURANT

ROSEBROOK'S famous Heilig Theater Orchestra will play the "Kermis" Dance Music today in our big 7th floor Restaurant, including selections from "The Hungarian Dances," "The Seasons," "The London Chappies," "The Gondoliers," and others. Splendid a la carte menu—prompt service.



MAIN BUILDING ERECTED - 1898



NEW BUILDING ERECTED - 1909

Meier & Frank's Monster 55th Anniversary Sales and Teachers' European Travel Contest

3 Teachers Sent to Paris or London 1 Teacher Sent to Chicago and New York 1 Teacher to Oregon Beach for a Month

FROM center to circumference, the whole city has taken up this unprecedented European Travel Contest for Public School Teachers—the feature of our monster 55th Anniversary Sales, which began yesterday! Thousands of votes were cast yesterday, and in right-hand section below we publish the names of candidates among various schools who have entered the Contest! We will send to either London or Paris, all expenses paid—

One Teacher From West Side One Teacher From the East Side 1 Teacher in Oregon Outside City

The contest began yesterday, May 1, and will close the night of June 17. Votes will be given with all cash or credit purchases of 25c and upward. Ballots are numbered in multiples of 25—that is, purchases of 25c to 35c, call for 25 votes; purchases of 36c to 65c, call for 50 votes; purchases of 66c to 85c, 75 votes; purchases of 86c to \$1.10, 100 votes, and so on in corresponding multiples.

CONTEST UNDER DIRECTION OF John F. Carroll, Manager and Editor, Evening Telegram. O. C. Leiter, City Editor, The Morning Oregonian. J. L. Travis, News Editor, The Oregon Journal. And two principals of schools to be appointed by the City Superintendent of Schools. Retain your duplicate sales-checks and present them at both for the ballots. Ballots to be voted at a large booth, located on main floor. Each ballot bears a date, five days ahead, and may be voted at the booth at any time until store-closing time of the final date of validity.

FIFTY-FIVE years under one name; one management; one broad, relentless policy of fair, honest merchandising—that's the honorable achievement of which The Meier & Frank Store is duly proud! There are still several old inhabitants of Portland who can remember the May in 1857, when Aaron Meier first opened the doors of that little, modest store down on Front street. From the beginning, there was that ever-dominating policy of fairness and satisfaction which today has carried the name of Meier & Frank to the farthest corner of this great Northwest—that has made it possible to transact business clear to the Hawaiian Islands, to Alaska, to California, Montana, Idaho, Washington. Service! Honesty! The famous guarantee of perfect satisfaction in each and every transaction or your money back! We cordially invite our thousands of patrons in Portland and every part of the Northwest to help us celebrate our 55th Anniversary this month. Savings of most compelling type have been provided on every kind of timely, wanted merchandise for Spring and Summer. Read below—come!

Anniversary Sale of \$25 to \$35 Suits, \$17.95

MEIER & FRANK'S—SECOND FLOOR. ORDER BY MAIL. SCORES of these smart Tailored Suits for misses and small women went to our Anniversary Sale through yesterday—but plenty more left for today! A lucky New York purchase of handsome, new Tailored Suits which couldn't be bought regularly to sell under \$25, \$28 and \$30. Beautiful light grays, tans, fancy blues. Strictly tailored models, in sizes up to 36 only. Your choice \$17.95

\$5.00 to \$7.00 New Spring Skirts \$3.35

Dozens of brand new models in tweeds and mannish gray mixtures. Separate Skirts splendidly worth \$5 to \$7. Plain flare and plaited effects of the close-fitting type. For 55th Anniversary Sale \$3.35

1000 Rich Silk Dresses

Bought just for our Great 55th Anniversary Sales! 1000 exquisite New Spring and Summer Dresses of Foulards, Messalines and Swiss Batistes, in scores of latest models. Look at these savings— \$15.00 to \$16.50 Silk Dresses \$25.00 to \$30.00 Silk Dresses \$40.00 to \$75.00 Silk Dresses \$9.98 \$18.25 \$27.45

25c and 35c Neckwear, 16c

MEIER & FRANK'S, FIRST FLOOR. ORDER BY MAIL. TIME after time yesterday crowds blocked our main aisle, so intent were women on securing a share of the exquisite 25c and 35c Neckwear, the Great 55th Anniversary Sales offer at 16c!

New Maude Adams Embroidered Laundered Collars, also wide range of lovely lace-trimmed Rabats and Point de Venise Jabots. Real 25c and 35c Neckwear, for our 55th Anniversary Sale at only, each 16c

Special Today 9 to 11 A. M. Only

Maude Adams Linen Collars, that were sold yesterday at 15c. New low shape, all in vogue for Summer wear. Of best 3-ply linen 9c From 9 to 11 A. M. today, only 9c Women's 50c Silk Gloves—all new pure silk with guaranteed double finger tips. Make famous the country over at 50c. Two-clasp style, in black, white, colors. From 37c 9 to 11 A. M. today, only 37c

Anniversary Sale Toilet Goods Well-Known Articles Greatly Reduced

MEIER & FRANK'S—FIRST FLOOR. ORDER BY MAIL. THINK of buying 25c cans of Dr. I. W. Lyons' Tooth Powder at 11c, 25c cakes of Woodbury's Facial Soap at 10c, and hundreds of other articles almost as sensationally low! Of course, we must restrict quantities, to protect ourselves against dealers, as many items are below wholesale cost. Come today! 10c Jap. Rose Glycerine Soap at 7c M. & F. Special Soap, dozen 23c 50c Pozzoni's Face Powder at 29c New Lemon Quince Cream for 25c 25c Espey's Fragrant Cream at 16c \$1.35 Red Rubber Water Bot. 98c 50c Good Bristle Hair Brushes, 28c \$1.50 bottles of Oriental Cream 98c 50c bottles of Robertina, only 29c 35c bottles Fletcher's Castoria, 19c 50c Java Rice Powder at only 29c 25c Graves' Tooth Powder for 12c

The Votes Cast Yesterday

Table with columns: Teacher, School, Vote. Lists names of teachers and their respective schools and vote counts.

To \$8 Handbags, \$4.98

MEIER & FRANK'S—FIRST FLOOR. ORDER BY MAIL. GENUINE reduction for our great 55th Anniversary Sales today on finest \$7.50 and \$8 Real Leather Handbags in all the newest shapes and styles! Fine, suede, moire, black and colored satin, red leather and other sorts that fashion has approved this season. All have imported frames in gilt or gunmetal finish. Reg. \$7.50 and \$8 Handbags, at \$4.98 \$5 Gold-Filled Bracelets, \$2.49 Half price is the Anniversary Sale reduction today on fine Gold-Filled Bracelets in beautiful etched designs, all with secret catch and lock. Plain band patterns, so popular this season. Every one absolutely warranted satisfactory. Regular \$5 Bracelets, Anniversary Sale price only \$2.49

Anniversary Sale Umbrellas \$20,000 Worth for About \$14,000

MEIER & FRANK'S—FIRST FLOOR. ORDER BY MAIL. OUR enormous stock of guaranteed Umbrellas for men, women and children goes into the Great Anniversary Sales today at sensationally-reduced prices! Guaranteed rain-proof materials on best Paragon frames. All styles of handles. \$1.25 and \$1.50 Umbrellas today for 93c \$2.00 and \$2.25 Umbrellas today for \$1.69 \$2.50 to \$3.50 Umbrellas today for \$1.87 \$4.00 to \$5.00 Umbrellas today for \$2.79 \$5.50 to \$6.50 Umbrellas today for \$3.29 All \$7.50 to \$20 Umbrellas at HALF PRICE

10,000 Yards 12 1/2c and 15c Dress Ginghams, 9c

MEIER & FRANK'S—FIRST FLOOR. ORDER BY MAIL. STANDARD grades of Dress Ginghams sold the world over at 12 1/2c and 15c a yard. Hundreds of the prettiest new patterns for Spring and Summer wear. We bought 10,000 to sell in the Great 55th Anniversary Sales at this very low price, the yard 9c

To 15c a Yard 35c Check Mulls for, Yard, 15c

And 8000 yards of staple 12 1/2c and 15c Percales in all the new light patterns for men's shirts, women's and children's dresses. The yard 9c Dainty mercerized check Mulls, that'll make the prettiest sort of Summer frocks. All colors. Over 1000 yards of 15c 35c quality to go at only 15c

Anniversary Sale Linens, 1/4 Off

MEIER & FRANK'S—FIRST FLOOR. ORDER BY MAIL. OUR Great 55th Anniversary Sales bring the once-in-years' opportunity of buying any article in our stock of fine Table Linens at 1/4 less actual marked price! All the elegant, plain and fancy Cloths for round and square Tables. Banquet Cloths, Luncheon Cloths—all with beautiful Napkins to match. Cloths, \$5 to \$100, go at \$3.75 to \$75. Napkins, \$5 to \$40, go at \$3.75 to \$30. Everything in this enormous line at 1/4 Off \$2.50 Bolts of Nainso'k \$1.98 Full 12-yd. original pieces of fine, soft-finished Nainsook or Longcloth, sold regularly at \$2.50, \$1.98 On sale at only \$1.98 25c White Batistes at 15c Fine sheer White Batistes, in great demand now for all Summer garment uses. Regular 25c quality, 40 1/2 inches wide. Yard 15c

Our Basement Bargain Square Sale of Sample Lace Curtains

MEIER & FRANK'S—BASEMENT. ORDER BY MAIL. OVER 5000 Sample Single Lace Curtains, white or ecru, 2 to 12 of a pattern. Out today at these crowd-bringing Anniversary Sale prices: 50c to \$1 Single Curtains at 29c \$1.75 to \$2.50 Curtains, ea. 66c \$1.25 to \$1.50 Curtains, ea. 48c \$3.00 to \$3.50 Curtains, ea. 89c



THE MEIER & FRANK STORE