

Credit Purchases Today Go on May Accounts, Payable June 1 Hear "Pink Lady" Phonograph Records on Our Fifth Floor

Our Household Club Plan—Furniture, Acorn Stoves and Ranges, Talking Machines, Willamette Sewing Machines—Easy Terms

THE MEIER & FRANK COMPANY, ESTABLISHED 1857. WEATHER REPORT:

RAIN TODAY.

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

2d Day 55th Anniversary Sale and \$4000 Educational Contest

To \$30 Silk Dresses, \$13.69

Including Styles for the Street, Afternoon and Evening Wear



WOMEN enthused over this phenomenal New York purchase! Yes—and well they might, for it's one of the greatest garment captures of the season.

There's no telling the variety of charming styles. Street and afternoon models of modish plain and changeable taffetas, rich messalines, silk serges, striped radiums, etc.

\$13.69

High-Grade Wool Suits Now At 1/4 Off Silk Petticoats Special Today At \$3.85

Think of realizing a saving of a full fourth on the most handsome and stunning of wool suits in our entire stock.

PORTLAND had hardly awakened Sunday before this great \$4000 Educational Contest—the feature of our 56th Anniversary Sale—was upon thousands of lips!

The contest began at 8 o'clock yesterday morning and closes at 9:30 Saturday night, June 15. Any man, woman, boy or girl in Portland or the states of Oregon, Washington, Idaho and Montana are eligible.

How Votes Will Be Cast

Votes will be given with all cash or credit purchases of 25c and over. Retain your duplicate sales checks and present them at the special contest booth, first floor, where they will be redeemed for ballots.

- Purchases of 25c to 35c call for 25 votes. Purchases of 36c to 65c call for 50 votes. Purchases of 66c to 85c call for 75 votes. Purchases of 86c to 1.00 call for 100 votes. And so on in corresponding multiples.

Grand Double Scholarship Prize

A \$1000 Scholarship, all expenses paid for a year, in any American college, to man securing greatest number of votes.

A \$1000 Scholarship, all expenses paid for a year, in any American college, to woman securing greatest number of votes.

THE SECOND PRIZE—A \$600 scholarship to one man or woman, in University of California or Stanford, which includes a year's expenses.

THIRD PRIZE—A \$500 scholarship to one man or woman, in Oregon University, Oregon Agricultural College or Willamette University, which includes a year's expenses.

FOURTH PRIZE—\$100 Tuition Scholarship to one man or woman in Reed College.

FIFTH PRIZE—\$120 Tuition Scholarship in Portland Academy to one man or woman.

SIXTH PRIZE—\$100 Tuition Scholarship in Columbia University, Portland, to one man.

SEVENTH PRIZE—\$120 Tuition Scholarship in St. Helen's Hall, to one girl.

EIGHTH PRIZE—\$120 Tuition Scholarship in Hill Military Academy, to one boy.

NINTH PRIZE—\$100 Tuition Scholarship in Allen's Preparatory School, to one boy or girl.

TENTH PRIZE—\$50 Tuition Scholarship in St. Mary's Academy, to one girl.

ELEVENTH PRIZE—\$50 Tuition Scholarship for commercial course in Christian Brothers' College to one boy.

Judges of Contest

Our great Educational Contest will be held under the direction of the well-known Oregonians: President W. J. Kerr, of Oregon Agricultural College. Professor Frank Rigler, Superintendent Portland Schools. Professor T. T. Davis, Principal Lincoln High School. G. F. Johnson, Gen. Mgr. Sherman, Clay & Co., Portland.

Voting in Contest To 5 P. M. Monday

Contestant and address. Vote. William Luerek, Lincoln High School .....8850 L. T. O'Brien, U. of O. ....8750 James Bain, Law School U. of Oregon .....8250 Helen Clark, Grants Pass, Or. ....7975 Paul Adams, Washington High School .....7675 Maxwell Ball, Allen Preparatory School .....6450 Alfred Grantstrom, Allen Preparatory School .....5825 Elsie Reinhart .....4200 Raymond Fryer, 716 East Bush 925 Edith Rogers, 646 White ave. 300 Edna Metcalf, 531 East Conch 300 Georgia Ploigstra, 669 Ford-street drive ..... 50

\$1 to \$1.75 Gloves at 87c

ONLY 87c—and they're splendid \$1 to \$1.75 grades, every one of them. A special group taken right from our own new stock.

Glance kid and cape styles with one and two-class. Pique and overseas sewn. Light and medium weights. Black, white and all new shades. Sizes 5 1/2 to 7 1/4. Best \$1 to \$1.75 grades, pair at 87c

\$1 Neckwear, Today at 45c

Not the ordinary sort—but unusually pretty and attractive. Practically every new and popular style included. Lovely jabots, rabouts, cascades, gabby bows, Dutch collars, rielus, stocks, croats and Quaker Collars. Chemisettes, yokes, coat collars and Plauen lace collars also in the group. 65-cent to \$1.00 grades in the lot. Special today at choice, 45c

Handkerchiefs at 6 for 20c

Dainty new cross-barred and soft, checked dainty Handkerchiefs with 1/4-inch hemstitched hems. Embroidered initials of all letters. Are 20c worth 10c each. Package 6 for 20c

How Are Such Lovely Waists Possible at \$4.98

IT'S the question the scores of women asked yesterday when they visited the second floor section to share in the phenomenal Anniversary Offerings!

A wonderful New York purchase is what brings the splendid saving to you.

Of rich messalines, taffetas, chiffons, nets and marquisettes. All in charming, this season's styles. Round and high necks. Every possible shade to choose from. Again today—for the 56th Anniversary Sale—\$4.98 \$6.50 to \$15 and even higher priced Waists



35c to 75c Exquisite Shadow Laces at 25c

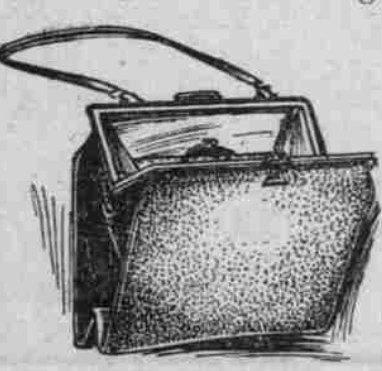
ONE of the most favored of Laces for the season—the new Shadow weaves. And varied are the uses for these dainty Edges and Insertions. Both green and white, 4 to 9 inches wide. For dress trimmings, millinery and neckwear. Regular 25c 35c to 75c Shadow Laces today at

- 30c to 60c Cluny Laces —decidedly popular are these machine-made cluny bands and edges, 3 1/2 to 5 inches wide. Pretty for waists, gowns, millinery, etc. Yard, 25c
- 45c to 85c Embroideries —18-inch Flouncings of fine Swiss, nainsook and cambric. Scores of dainty patterns for corset covers, under garments, etc. Yard today at 25c

Fine Handbags Now 1/4 Less

WHAT woman doesn't feel a deal of satisfaction in knowing that she carries a smart Handbag

of real leather? And what woman who's been wanting one, won't appreciate the importance of this offering of one-fourth off on every high-grade real leather Handbag in our immense stock? Bags priced now from \$7.50 to \$35. Every domestic 1/4 Off and imported model \$4 Handbags, Today \$2.98



The Wash Goods 25c Flaxons, at 19c

WHAT woman hasn't read in the magazines of the fine, soft woven fabric—Flaxon? Ideal for women's and children's Summer frocks, waists, etc. Mothers find it perfect for infant's wear! Plain and fancy white and in charming prints and colored tissues. 25c grade special today, a yard at 19c

18c Gingham—the grade and fine, firm weave that always gives long and satisfactory wear. Splendid for women's and children's wash dresses, aprons, etc. 62 inches wide. All new patterns and color combinations. Special for Anniversary Sale at only, yard, 15c

\$1 White Waistings—handsome quality that ladders beautifully with that snow whiteness that every woman admires. Attractive in pretty woven-in patterns of white; 32 inches wide. 79c The yard today, special at only —First Floor—New Building.

A Different Muslinwear Sale

DIFFERENT from the usual run of Muslinwear Sales—for the garments are different—a difference of quality, of styles, of trimmings. Above all, a difference of prices—they're the lowest obtainable. Every garment that comprises this great event is fresh, new and immaculate. All cut to conform with the present close-fitting styles. But a few of the offerings here.

- COMBINATIONS. \$3.50 W. Underskirts \$2.47 THE GOWNS. \$1.50 Combinations \$1.29 \$2.00 Combinations \$1.47 \$2.50 Combinations \$1.95 \$3.00 Combinations \$2.47 \$3.50 Combinations \$2.89 \$4.00 Combinations \$3.18 \$5.00 Combinations \$3.95 THE DRAWERS. 75c Drawers at only 47c \$1.00 Drawers at only 73c \$1.50 Drawers at only 98c \$1.75 to \$3.00 Drws. \$1.22 \$3.50 to \$5 Drawers \$1.95 \$1.50 White Underskirts 98c \$2.00 W. Underskirts 1.47 \$2.50 W. Underskirts \$1.83 75c Gowns, special at 53c \$1.25 Gowns, special 93c \$1.50 Gowns, at only \$1.22 \$1.75 Gowns at only \$1.43 \$2.00 Gowns at only \$1.57 \$2.50 Gowns at only \$1.98 \$3.00 Gowns at only \$2.67 \$3.50 Gowns at only \$2.87 \$4.00 Gowns at only \$3.08 \$6.00 Gowns at only \$3.95 CORSET COVERS. 50c Corset Covers at 35c 75c Corset Covers at 47c \$1.00 Corset Covers at 67c \$1.25 Corset Covers at 98c

Willamette Rotary A Marvel, \$32.50



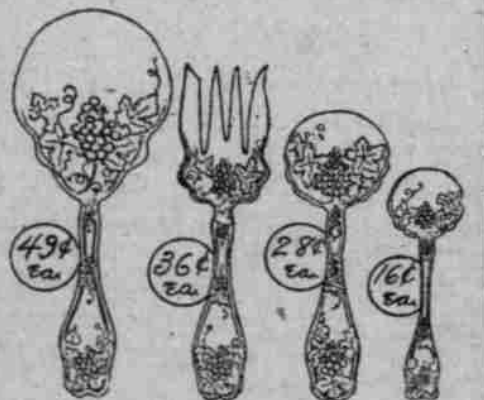
AN unequalled \$32.50 Willamette Rotary, made according to our own specifications, by the greatest Sewing Machine Factory in the world—made to satisfy the demands of those who have wanted a rotary style machine, though who did not wish to pay the higher prices of the usual rotary.

And here in this splendid, high-grade model are all the important improved features that have made our own higher-priced rotaries famous. Freedom from snarling and clogging of thread; self-adjusting to any size thread and kind of material; simple bobbin winder; improved presser foot; sews much faster and with less noise than the vibrating machine. And you may purchase yours on our club plan of easy payments if you like—\$2 on purchase and \$1 a week. —Second Floor—New Building.

A Sale of Rogers' Silverware

PROBABLY no pattern in Silverware so popular at the present time as this new "Isabella" Vintage design. And it's been introduced only some four or five weeks.

- Teaspoons, set of 6, special price 49c Dessert Spoons, set of 6, special 89c Tablespoons, set of six, special at 99c Five o'Clock Tea Spoons, special 49c Coffee Spoons, set of six, special 49c Soup Spoons, set of six, special, 99c Berry Spoons, as illustrated, at 49c Cold Meat Forks, as illustrated, 36c Medium Knives—in the new "Isabella" Vintage design. Set of six, \$1.14 special for today at only \$1.14 Medium Forks—in the new "Isabella" Vintage design. Set of six, Spe- 99c Cream Ladles, as illustrated, spl. 28c Sugar Shells, as illustrated, spl. 16c Oyster Forks—in new "Isabella" Vintage design. Set of six. Special for the Anniversary Sale today at 83c Child's Silver Set—in the "Isabella" Vintage patterns. Knife, Fork and Spoon in lined box. Special at only 42c



New Fiction

- "The Man in Lonely Land"—Kato Langley Bisher, \$1. "Polity of the Hospital Staff"—Emma C. Dowd, \$1. "Joseph in Jeopardy"—Frank Danby, \$1.35. "Janey" by Gilmore, priced at \$1.25. "The Squirrel Cage"—Canfield, \$1.25. "Mavericks"—William McLeod, \$1.25. "Pollyolly"—Jenson, at \$1.25. "Spray"—John Breckenridge Ellis, \$1.25. "The Hand Box"—Vance, priced \$1.25. "Soy's Paper Book Cookery" at 60c. "The Sign of the Cross" at 50c.

EST. 1857 MEIER & FRANK STORE PHONES—PACIFIC, PRIVATE EX. MARSHALL 4600; HOME A 6101

Wednesday, May First, Is STRAW HAT DAY. See the Morrison-Street Straw Hat Window. ALL Portland has followed the Portland Ad Club in decreeing Wednesday, May 1st, as the opening of the Straw Hat season! Our buyer secured these special lots of new Straw Hats and Panamas, but instead of holding them we will give men the advantage now, right on the opening of the Straw Hat season. The sale begins at 8 o'clock Tuesday—have a new Straw Hat for May 1st. Men's New \$3.00 Straw Hats, for Opening, at Only \$2.49. Men's New \$5.00 Straw Hats, for Opening, at Only \$4.55. Men's \$5 and \$6 Panama Hats for Opening, at Only \$4.35. An importer's surplus of fine genuine Equador Panama Hats, in telescope, Fedora, and Alpine shapes. Flat and roll brims, \$5 and \$6 Panamas, \$5.35.

This Is California Raisin Day!

ALL over the United States, Tuesday is being celebrated as California Raisin Day. California Raisins are the world's finest. Delicious, wholesome—they add to the enjoyment of many foods. These specials for Raisin Day: California Raisins Mecca Raisins, 4 pkgs. 25c Monopole Raisins, 2 for 15c Red Ribbon Raisins, 2, 15c Loose Muscatels, 5 lbs. 25c Layer Raisins, 2 pounds 25c RAISIN BREAD, ETC. Raisin Bread, the loaf, 10c Raisin Buns, the dozen 15c Raisin Loaf Cake, each 25c AT THE FOUNTAIN. Raisin Ice Cream, only 10c Raisin Pie, per cut, only 5c

Other Specials for Tuesday In Big Basement Grocery

- Royal Baking Powder—pound can, only 39c Fancy Dry Appricots, two pounds for only 33c Fancy Prunes, two pounds for only 25c. Buttermilk Butter, 2 lbs., for only 55c. Wadco Baking Powder—pound can, only 17c Fancy Dry Peaches—two pounds for only 25c Yellow Corn Meal, the sack, at only 25c. 25c Package Gold Dust—on sale at only 20c. English Style Bacon, the pound, at only 17c. Citron Peel, the pound, at the low price of 15c Jellycon, four packages at the low price of 25c \$1.75 Lace Curtains, the pair 98c \$2.00 Lace Curtains, pair at \$1.35 \$2.50 Lace Curtains, pair at \$1.65 \$3.00 Lace Curtains, pair at \$1.98 \$3.25 Lace Curtains, pair at \$2.15 \$3.50 Lace Curtains, pair at \$2.45 \$4.00 Lace Curtains, pair at \$2.85 \$4.50 Scrim Curtains, pair at \$4.85 \$3.50 Scrim Curtains, pair at \$2.35