Our 7th-Floor Restaurant Is An Ideal Luncheon Place-Lola Ridgeway, Soprano, & Jeffrey's Orchestra, Special Attractions

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

WEATHER REPORT:

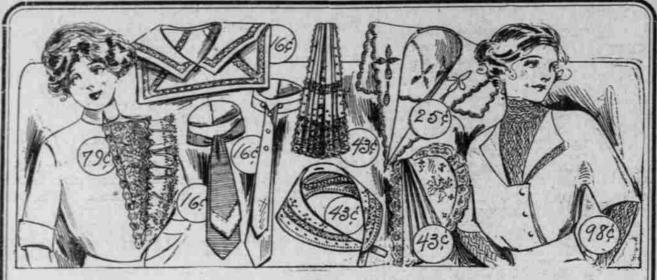


Ajax Hosiery in Summer Weights and Shades-For Men, Women, Children -- Six Pairs Guaranteed 6 Months, \$1.50, \$2, \$3

SHOWERS TODAY.

THE MEIER & FRANK STORE, ESTABLISHED 1857.

The Whole Northwest Is Watching This Scholarship Contest



Anniversary Sale of Neckwear!

SIDE from the scores of phenomenal offerings from our own regular stock, two great A special purchases culminate in making this the most all-embracing and important

All the daintiest, new conceits so necessary to the completion of the Summer's apparel are included in this Anniversary Sale of Neckwear, which begins today!

An offering of interest to every woman. Real hand-embroidered, real cluny and real Irish Crochet Neckwear at 20 per cent off. Collars, Coat Sets, Jabots, Fichus, Side Pleats, Round and Square

TO \$2 NECKWEAR, 98c Hand-embroidered Jabots

with Irish erochet and cluny laces. Also dainty side effeets, shadow lace Guimps, with and without sleeves. soft linen sailor collars and silk and satin roses, 98c Reg. \$1.25 to \$2, at

25c NECKWEAR, 10c Round embroidered soft Dutch Collars, Jabots and

lars and lace lawn; square Dutch Collars. Embroid. square Dutch Collars, Emb. eollar and cuff sets; also soat collars; 35c to 25c 75c grades; special 25c

TO \$1.75 NECKW'B, 79c Lovely hand-embroidered

Jabots trimmed with cluny lace. Also Plauen lace Col-

All Fine Neckwear 20% Off HandCrochet Neckwear, Less

Neckwear found delighted owners yesterday. Large Collars, Collars and Cuffs, Dutch Yokes and dainty Crochet Medallions and Motifs for waists and infants' wear. At 1-3 to 1-2 less worth. Sale prices are Dutch Collars, etc. Priced regularly 20% Off fants' wear. At 1-3 to 1-2 less worth. Sale prices are from \$1 to \$50. Today at exactly 20% Off 10c, 35c, 47c, 79c, 98c, \$1.19, \$1.98, \$3.67, \$6.98, \$7.98

TO 85c NECKW'R 43c.

Handsomely embroidered Trouville Collars, embroi'd standing Collars and striped end Windsor Ties. Also prettily embroide'd Jabots. Three for \$1.25. 12 Three for \$1.25. 43c

25c NECKWEAR, 12c Various styles of laun-

ered standing collars, also Byrou and Buster collars in

Hundreds of pieces of this lovely Hand-Crochet

LACE GUIMPS 50c

So pretty and convenient for Summer wear, these dainty shadow lace yoke Guimps. Lower part of fine lawn. Finished with elastic to keep them in place. Plauen lace Collars also included in the lot. 50c Special at only, ea.

TO 35c NECKWEAR, 16c Pretty embroidered By-

ron Collars and embroidered Dutch collars and colpretty embroidered patterns, for the Anni-12c ored stocks. Dainty 25c and 35c styles for Anni-16c vers Sale, special at 12c THE race is not yet half over-dozens of contestants are entering each day and you need not be surprised if some of them are among the winners! It all depends upon the interest and enthusiasm you put into it-by interesting every person you know buys at Meier & Frank's. Tell them to save the sales checks with every eash or credit purchase, redeeming for ballots and voting them in your favor.

Thirteen scholarships in the greatest colleges and schools of America will be awarded in this \$4000 contest. The judges are Pres. P. L. Campbell, Oregon University; Pres. W. J. Kerr, of Oregon Agricultural College; Prof. Frank Rigler, Supt. Portland City Schools; Prof. T. T. Davis, Lincoln High; G. F. Johnson, Manager Sherman Clay & Co.

40 Highest Contestants to 3 P. M. Monday. Complete List Posted at Booth

May "Baby Week" Begins Today!

department for little tots.

One-Fourth Less

For May "Baby Week," a re-

Hand-Made Dresses and Slips,

from \$1.75 to \$10. Finest of ma-

terial-nainsook and batiste

with dainty embroidered yokes;

skirts lace-trimmed or finished

An Array of Splendid Savings From

Nettle Drew, 587 E 38th. 191925
Piorian Linkinter, Reed Cel. 181830
Alice Johnson, Arleta. 164150
Louise Royer, Wash. H. Alum, 163700
Maude Lossy, 46 E. Summer, 187050
Edina Vennior, St. Mary's Ac. 136825
Lillian E. Peterson 120975
Lillian E. Peterson 120975
Louise Royer, Wash. H. Alum, 163705
Harry Clow, B. W. Bus. Col. 335675
C. Bleeg, Archer-Wiggins Co. 335023
Archiel McCauley, Wash. High 38975
Harry Fogarty, 28th & Irving 221123
E. Schweitzer, B. W. Bus. Col. 847430
CHifford Thomas, Col. Univ. 567795
Pred J Harber, Wash. High 542100
L. T. O'Brien, U. of O. 334106
Ezra Mears, Chr. Bros. Bus. C. 142050

Portland's Best Infants' Wear Store

One-Fourth Less

from \$1.50 to \$10, made of nain-

sook, batiste and lawn, plain

hemstitched, scalloped or with

lace-edged ruffles. During this

Infants' \$1 Crochet Sacques—several very pret-ty styles, white, with pink or blue combinations,

Infant's \$3 Pique Buggy Robes-embroidered

Infants' \$5 Plannel Skirts-best grade of flan-

nel, hand-scalloped, \$3.29 Infants' \$1.35 to \$16 Pillow Slips—of fine

hand-embroidered lawns batistes and linen, ONE-

This includes our entire line

MOTHERS need hardly be told the importance of this news—for years now, "Baby Week"

The May "Baby Week" opens today with savings more unusual than ever. Don't miss reading an item.

Infa'ts' Hand-Made Dresses | Infants' Hand-Made Skirts

duction of 1/4 on all Infants' of exquisite Hand-Made Skirts

with hem. Save 1/4 Less May "Baby Week" 1/4 Less

and scalloped, \$1.98

FOURTH OFF.

A Little Chat

N a few days we shall

A herald news probably of greater interest to men

than any we ever published!

men to watch the Meier & Frank back page every day

Don't know the exact date ourselves, as yet. It will pay

Want an Outing Hat? Then see the clever new styles of the popular white crash toweling fabric. They're mighty fetching, perched jauntily on Milady's fair has been the monthly feature of our wonderfully complete of head. Plain stitched and finished with crown band. Priced at only \$2.50.

—By all means learn the new fad of Paper-Rope Making. This, and the making of flowers, paper favors, baskets, novelties—taught by the pleasant young woman who's here straight from the Dennison Paper Company. New York. In Stationery Section, first floor.

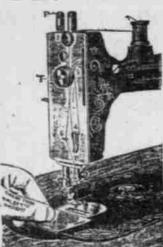
—An exclusive New York house has sent the prettiest of Hair Bands and Ornaments. Beautiful creations of gold and silver crystals of gold braids. Priced from 50c to \$10. And the charming Juliet Caps of pearls that are worn over the hair to the forehead in true Grecian style. These at \$15.

-What's more invigorating than to sleep out of doors? And you may do so with the highest degree of comfort if you choose from among the new Outdoor Sleeping Couches they're showing on the fifth floor. Complete with screen cover-\$13.50 to \$20.

-Minstrel Cloth—a stunning new woolen fabric, shown in the first floor section. Of rough, though firm weave—and it's sheer or transparent. Over a color it's fascinating. In cream and white, 66 inches wide, and only \$1.79 a yard.

Second Floor-New Building.

Velvet Bows. Priced regu- lars and dainty side effects. larly at 25c. Anni-10c | \$1 to \$1.75 grades, 79c



The Willamette Rotary Is Fast Revolutionizing the Sewing Machine Business

> OU won't wonder why when you once sit down and sew a few stitches on our new 1912 Rotary Machine. You'll recognize how much faster and easier it runs with the same exertion how the noise is minimized.

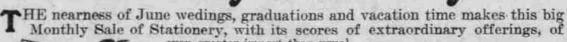
The Rotary Automatic Tension, hown in illustration, adjusts itself nstantaneously, without changing, to any size thread. It will sew through 32 thicknesses of cloth as easily as the finest chiffon. You'll find this feature on no other machine but the Willamette Rotary. The Rotary Bobbin eliminates all lost motion and vibrations-posi-

Buy a Rotary on Our Club Plan --\$2 at Purchase and \$1 a Week

No interest or extra charge. The Willamette Rotary in Colonial style woodwork, for \$32.50. Mission style, \$35.00. Desk cabinet Rotary-splendid for apartments and limited space-\$40. Come in today and let our woman Sewing Machine Expert point out all the features of our wonderful Rotary models.

-Second Floor-New Building.

Our Monthly Stationery



even greater import than usual. Note the splendid savings on Wedding Invitations and Engraved Stationery. With every purchase of 25c and over in this sale a mailable souvenir of Portland, with 14 views in metallic globe of the world, FREE!

ONE-THIRD OFF.

ENGRAVING SPECIALS. 100 Wedding Announcements, 8 lines, engraved in plain script; reg-nlar \$10 at \$7.98. Ten lines, regu-

larly \$15, at \$10.50 100 At Home or Reception Cards, 4 S1.50 Fancy Ice Cases and Baskets, lines. Regularly \$6.50, at \$4.98 S1.28 100 Cards from your plate, 60¢. 100 Cards and plate, plain script,

\$1.40. 100 Cards and plate, Old English, \$2.20. 100 Cards and plate, shaded Old

English or French script, \$2.90 DENNISON PAPER GOODS. We have continued the great demonstration of Dennison Paper goods during the May stationery sale. Free lessons on making of paper flowers,

rope, table decorations, daily at the booth, and in 5th-street window. 25c Dennison Lunch Sets-paper tablecloth, napkins, doilies, plates, special at 21¢.
5c Fancy Napkins, dozen at 4¢

5c Waxed Paper, roll 4¢

10c Crepe Paper, for rope-making,

Infants' \$12 to \$50 Hand-Made Dresses-finest

Persian lawn, nainsook and handkerchief linen.

Yokes beautifully embroidered, neck and cuffs

trimmed with real Val. lace. Skirts trimmed with

real Val. or with hemstitched hem. Special,

Infants' 85c Comb and Brush Sets-White cel-

luloid, with hand-decorated design in pink or

blue, 63¢ Infants' \$2 Plannel Gertrude Skirts—prettily

trimmed with hand feather-stitching, \$1.49.

15c White Paper Napkins, 100, 11¢ Paper Flower Outfits-25c at 21¢,

Paper Ice Cream Dishes, dozen, 6c STATIONERY SPECIALS 50c Initial Stationery-broken lines,

19¢ Crane's Mousseline de Paris Pound Paper, 35c Paper at 21¢; 10c envelopes to match, pkg., 7c. 5-Inch Commercial Envelopes, box

of 250, 21¢ 35c Box Letter Files, 21¢ 25c Paper Plates, all sizes, pg. 21c 35c Crane's High Linen Stationery, box 21¢

PLAYING CARDS 50c Congress Bridge and gilt edge Oregon Souvenir Playing Cards 15c Bridge and "500" Pads 7c

Smart, New Mannish Waists

WHEN she golfs or goes a-shopping — when she goes to school or college, or when she's at business—the woman or girl will find comfort in these smart, mannish waists.

Then, too, they're popular for their chic, trim appearance, combining smartness and practicability. Scores of chic styles in all fabrics, from the light-weight Summer woolens, fine cottons to handsome silks.

of plain and striped madras and soi-settes. Also of white linene and linen with laundered collars and cuffs.

At \$2.25 to \$3-plain linen mannish Shirts and Shirt Waists. Also models of Madras.

At \$3.50 to \$10-beautiful Waists of linen, finished with tailored pleats and tucks. Many hand embroidered styles. At \$2.50 to \$5-chic styles of fine

At \$1.50 to \$2-neat mannish Waists | madras, plain and fancy striped and plain soisettes. At \$4 to \$6.50-eool, attractive mod-

els of washable Jap silks; plain and in pretty colored stripes.

At \$5 to \$7.50-stunning Waists of olain and striped habitau silks; the ideal wash silks.

At \$2.25 to \$2.75-Clever models for yachting and outing, of light-weight Summer wool, in all colored stripes. -Second Floor-Main Building.

Shirts, 68c

A "White Mountain" Will Mean Perfect Refrigeration This Summer!



TO the manufacturers of White Mountain Refrigerators, probably above all others, is due the credit for the wonderful advancement made in re-frigeration the past half century. Inventive and constructive ingenuity has established the standard known as "White Mountain" quality.

Insulation is one of the vital elements of economic refrigeration. The production of cold dry air by the unrivaled 'White Mountain' ice compartment would be a waste o energy without absolutely air-tight walls to keep this cold, pure, refrigerating air within the chambers. The strong currents of this purified and chilled dry air sweep constantly own between the separate bars of the steel grate, circulating to every nook and corner of the provision storage.

"White Mountain" Refrigerators Are Sold Here Only, in Portland

Lard \$1.35

Eastern Lard, extra spe- \$1.35 cial for today's selling

Ripe Olives, special, 3 cans for 256 Jap. style Rice, 5 pounds only 25¢ Split Peas, four pounds only 25¢ Butternut Butter, two pounds, 57¢ Minced Clams, two cans for only 23¢ Sliced Pineapple, two cans for 35¢ Quart bottle Grape Juice only 35¢ 25c Kippered Herring, the can 15c A. & L. Oysters, small sizes, 3 for

28c. Large cans, 19c Post Toasties, 3 packages only 25¢ Baked Beans, three cans at only 25¢ Eastern Bacon, the pound at 17¢ 2X Coffee, the pound special, 27¢ Eastern Corn, dozen cans only 90¢ Sliced Beef, 15c cans, 3 for 25¢ 10c Ivory Soap, four bars, only 30¢ 10c Sapolio, four bars at only 30c Large package Rolled Oats, at 20¢ 30c cans Asparagus, special for 22¢

250 Dozen Men's New \$1 T WO HUNDRED dozen new, perfect, well-made Shirts in a phenom-

enal purchase from one of the biggest Troy, N. Y., manufacturers. We've also added 50 dozen samples from two other well-known makes.

Negligee and Golf styles with plain or pleated fronts. Hundreds of patterns, principally light colors.

Percales and madrases in dots, stripes, selfwoven patterns, corded madrases, plain white madrases, blue chambrays. Every size, 14 to 18, and all sleeve lengths.



Full-cut, well-made Shirts that no man can have too many of for Summer wear. We bleieve you never bought better grades regularly for \$1.00. A crowd-bringing Auniversary Sale feature at special price of 3 for \$2, each 68c.

White Mountain Ice Boxes and White Lined Refrigerstors-A beautiful white enamel, mirror-like surface is btained by the White Mountain Baking process-lining is saked and rebaked by tremendous heat. White Mountain lee Boxes, \$10 and \$13.50. White enamel-lined Refrig-erators—fear sizes—\$12.50, \$15, \$17, \$18.50. White Mountain Real Stone-Lined Refrigerators.—The

ly Refrigerators lined with genuine white stone. The chamber of a White Mountain "stone-white" Reto a fraction. Air-tight, water-tight and resplendent in a clear, deep, shining white. Prices, \$27.50, \$32.50, \$35, \$45, \$50, \$52.50. Other styles (not stone-lined), \$18.50, \$21 and \$24. rigerator is of cold, unyielding, quarried stone, trimmed

SOLE PORTLAND AGENTS FOR John S. Brown Linens. Cousin's Shoes. Munsing Underwear. Will amette Sewing Machines. A corn Stoves and Hanges. Hanges. niton & Whitney Go-Caria. atermoor Mat-



SOLE PORTLAND
AGENTS FOR
Perrin's Gloves.
Ajax Guaranteed
Hosiery.
Gotham Shirts and
Underwear.
Madame Iren e Corsets.
Eppo Petilicats.
Sampeck Clothes for
Boys. Boys.

uatave Stickley
Original Craftaman
Furniture. 35c Bath Towels, Now at 25c

A SPECIAL today on these large, full-bleached, spongy Bath Towels, which you are accustomed to pay 35c for! Full 25c 24x44-inch size, red border; special at, each 25c

All-Linen Table Cloths- | 121/2c Linen Crash Towelsnow-white bleached, in several pretty patterns. \$2.50 cloths, 70x70 inches, \$1.98; red, blue or white border.

\$3.00 Cloths, 70x \$2.48 Special for Tuesday's 10c selling, the yard only

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