

Reserve Your Table Now for Our \$1 Saturday Night Dinner, 5:30 to 8—Lola Ridgeway, Soprano, and Jeffrey's Orchestra

Special Talking Machine Concert in Newly-Enlarged 5th-Floor Section Today and Tonight—Columbia Records for June Here

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

WEATHER REPORT:

FAIR TODAY.

THE MEIER & FRANK STORE, ESTABLISHED 1857.

A Real Sensation! Society Brand \$20 to \$35 Suits

Sale on 3d Floor

See the Morri'n Street Window



THE name "Society Brand" seemed to be on every man's lips yesterday. From the opening of the doors at 8, our big Third Floor Clothing Store was the scene of eager buying such as we believe, has never been recorded in Portland.

Little wonder, when such celebrated clothes as the Society Brand, the majority being spick, span, new \$28, \$30 and \$35 Summer Suits, are selling at \$16.75. Smallest percentage are \$20 and \$25 Suits.

Every beautiful new fabric and coloring of the season among them. Exclusive foreign and domestic wools in

New Peacock Blues Plum Shades

Purple Tones Cayenne-Pepper Reds Coffee Browns

Cambridge Grays Elephant Grays Pin Stripes

Pencil Stripes Checks Plaids

Handsome pure wool worsteds, West-of-England unfinished worsteds and chevrons, vicunas, cassimeres.

Exactly 412 Society Brand Suits came in this wonderful end-of-wholesale-season purchase, made from Alfred Decker & Cohn, the makers, by our buyer in Chicago two weeks ago. In spite of yesterday's selling many of the best values remain for today.

Exclusive Society Brand models, in the two and three-button English, semi-English and Americanized styles. Also jaunty Norfolk. Name of the model is on each suit.

Any man who ever picked up a Saturday Evening Post knows Society Brand Clothes—for young men and men who stay young. Besides the exclusive models and tailoring, Society Brand Clothes have 25 unique, practical features, such as special pockets, perspiration shields at armpits to protect lining, separate belt to match trousers, etc.

All Sizes for Men of All Builds

That we might have a complete range of sizes, we have added 300 of our own matchless \$20 Suits, to this sensational Society Brand purchase. Any man can be fitted—young men's sizes, 33 to 42, men's sizes, 35

to 42 in regulars, stouts, short stouts, long stouts, slims and extra sizes, 44 to 50. Don't Miss the Clothing Sale of the Season. Come Today!

More of the \$1 Shirts Today 68c

THE two big tables of these splendid, new \$1 Golf and Negligee Shirts have been replenished for Saturday! Surplus of a big Troy, N. Y., manufacturer. Madras and percales, in scores of neat pin stripes and small figure patterns. Plain or plaited fronts. All full cut and well made. Regular \$1.00 Shirts in all sizes. Placed on sale today at the extraordinary low price—three for \$2.00—each 68c

Men's New Soft Collar Shirts, 95c

New mercerized outing Shirts, with soft collars attached. All colors. Also Golf Shirts, with plain or plaited fronts. Attached or separate cuffs. Special today only 95c

Men's New Silk Socks for 25c

Most unusual value in men's Silk Socks we've ever been able to offer. Over 200 dozen pairs for today, in black, tan and new shades for wear with low shoes. Extra special today at 25c

\$1 Keepkool Union Suits, 59c

"Seconds" of celebrated \$1 "Keepkool" Union Suits, advertised with a full page in this week's Saturday Evening Post. Athletic style, of porous sanitary mesh. Today 59c

Men's New Silk Knitted Ties, 50c

We've shown the most unusual values in Silk Knit Ties, but here are the best ever at 50c. New cross-stripes, bias stripes, accordion ribbed, etc., etc. Buy them 50c special today at 50c



—Just Inside Morrison-St. Entrance.—Mail Orders Filled.

\$1 to \$1.50 Neckwear, 79c

ALL the extraordinary specials in our Anniversary Sale of Neckwear in force again Saturday.

At 79c we offer lovely hand embroidered Jabots, trimmed with Chilly lace. Also Plauen Lace Collars and dainty side-frill, as shown in illustration. Our regular \$1.00 to \$1.50 Neckwear, on sale at only 79c



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

\$1.50 Silk Gloves, 95c

A special lot of Women's 16-button extra heavy Milanese Silk Gloves, with double finger tips. Black, white, navy and few colors. Regular \$1.50 grade. Buy them today at 95c

Chamois Gloves 1.98

Women's 16-button Monquaire Gloves, of washable chamois, in the natural color. Famous Bacio make. Regular \$3.00 grade; in all sizes, 5 1/2 to 7. Special \$1.98 today at the pair

20c Kerchiefs, 12c

Nearly half today for these dainty, all-linen Handkerchiefs with embroidered corners and initials, in all letters. Regular 20c grade. Special for this sale 12c at, your choice, only

50c Ribbons at 29c

High-grade, satin-back velvet Ribbons, 2 inches wide, in splendid range of colors. Also lovely ombre satin, faille and fancy warp print Ribbons, 5 and 6-in.; 35c to 50c grades at only 29c

\$6 Color Books of Travel for \$2.50

Rather than lower the prices in Europe, A. & C. Black, the famous London publishers, sent their surplus of these beautiful Color Books of Travel to America.

Happy England, Canada, Naples, The Alps, Northern Spain, The Holy Land, Florence and Tuscan Cities, The Riviera, Morocco, Holland, Norway, Tibet and Nepal, and others.

New Fiction

The Bridge of the Gods—F. H. Bales. Read this romance of Indian Oregon before you see the play, soon to be staged on Multnomah Field. Price \$1.18

Mother—A book of beautiful sentiment, by Kathleen Norris. \$1.00. "Just and True"—the new book by Vaughn Kester, author of "The Prodigal Judge." Released today. Priced at \$1.35.

Barefoot Sandal Sale

WE had 1200 pairs of popular little Barefoot Sandals for misses and children, made up during the manufacturer's between-season, at "a price."

Made of pliable tan leather, with strong leather soles, as illustrated. We should sell every pair in the lot at these prices today:

Sizes 5 to 8, 49c
Sizes 8 1/2-11 59c
Sizes 12 to 2, 69c



Celebrated "Boy Scouts" Shoes—we have the genuine. Of elkskin, with strong viscoelastic soles. Great for outing and vacation. Sizes 9 to 13 1/2, \$2; 1 to 5 1/2, \$2.50.

Scholarship Contest

Standing of 40 highest contestants up to 3 P. M. Friday. Complete list posted at booth, 1st floor:

Table with columns for names and scores. Includes sections for 'THE WOMEN CONTESTANTS' and 'THE MEN CONTESTANTS'.

\$15 Eastman Hawkeye Camera \$11.48

NO. 1-A Eastman Hawkeye Cameras are very popular. Fitted with rapid rectilinear lens. \$11.48. Our \$15 models, today \$11.48. 2A Box Brownies, each only \$3.00. 25c Azo Paper, 4x5 size, special, 19c. \$2.50 Leather Albums, 8x11, \$1.89. 6c M. F. General Developer at 19c. 60c Stirling Rod Thermometer, 48c. Postal Cards from your own negatives at only 5c.



—Second Floor—Main Building.—Mail Orders Filled.

Last Day of Stat'nerly Sale

TODAY is the last opportunity to share in the splendid savings possible in this big Monday Sale of Stationery. But a hint of the specials here: 15c Purity Linen Tablets only 9c. 40c Crane's Caledonian Check Linen Paper, box, 29c. 35c Fancy Gill-Edge Playing Cards, package, 23c. 25c package Paper Plates for 21c. 15c plain white Paper Napkins, 100 for 11c. 5c Fancy Dennison Napkins, dozen for only 4c. Wax Paper, the roll, special at 4c. 25c Dennison's Lunch Sets, at 21c. Sanitary Drinking Cups, 2 for 5c and each 5c. Specials on Wedding Stationery and Card Engraving.

\$6 German Hair Switches, \$3.49

ARRANGE the coiffure in any number of becoming ways with one of these splendid quality German Hair Switches. Full 24 inches long. Our \$6.00 Switches today only \$3.49. \$10 Switches—of German wavy hair, 34 inches long. \$6.49. Special today at only \$4.99. \$4 Switches—of German wavy hair, 22 inches long. \$1.98. Special today at only \$1.49. \$3 Puffs—of German wavy hair. Specialized for today at only, your choice \$1.49. Manicuring, hairdressing, electrolysis, children's hair cutting and facial massage done by experts at moderate prices. —Balcony Parlors, New Building.

Women's 50c Silk Boot Hose, 38c

A SPLENDID quality Silk Boot-Hose at 38c and they're so dainty for Summer wear! Silk where they show and lisle where they wear. Reinforced heels and toes. Our regular 50c grade, special price for this sale, 2 pairs for 75c; or the single pair priced only 38c. Women's Imported Hose—of gauze lisle with high spliced heels and double welt tops. Black and tan. Special, 3 pairs for only \$1.25. 45c. Today, the pair 45c. Women's Extra Size Hose—of plain black lisle. Reinforced heels and toes. Ribbed garter tops. Three pairs for only \$1.25. The 43c pair, today only 43c. Misses' 25c Hose—also children's sizes, of fine ribbed light weight seamless cotton. Black, white, tan and colors; 3 pairs for only 20c. Children's 20c Hose—ribbed cotton Hose for boys and girls. In black and tan. Special for today, three pairs at 35c. 12 1/2c pair, today 12 1/2c.

The \$1.50 'Nevertip' Sulkies for Today 99c

A CARLOAD of the famous "Nevertip" Sulkies were shipped to Portland instead of Seattle, by mistake. In the complications that arose, we made an offer which brings the entire lot here away under price. Good, serviceable Sidewalk Sulkies, as illustrated, with large seat, long handle, and 10-inch rubber-tired wheels. Adjustable foot-rest, regular \$1.50 Carts—on sale today at only 99c. \$2 Sulkies at \$1.23. Just as illustrated, with reversible back and foot rest front and rear. Hand-somely painted and ornamented. Rubber-tired wheels. Regular \$2.00 \$1.23 Sulkies. Special today at \$1.23.



Fifth Floor, Main Building.—Mail Orders Filled.

\$7.00 Red Rubber Garden Hose For Today \$5.98

THE first of the out-door Summer needs—the Garden Hose. Again today you'll find splendid savings in the Big Basement Store. Full 50-foot lengths of 7-ply Rubber Hose, 1/2-inch size. Complete with nozzle. Every Hose guaranteed. Regularly \$7.00. Today at only \$5.98. \$8 Garden Hose for \$6.98. 7-ply red Rubber Hose, 3/4-inch size, 50-foot lengths, complete with nozzle. Our \$8.00 grade; fully guaranteed. Extra special for today at only \$6.98. \$1.00 Hose Reels for 79c. They're almost a necessity—and these we special at 79 cents are well made. Our regular \$1.79c Reels today at only, each 79c.

Child's to \$1.75 Bloomer Dresses at 98c

WHAT an offering this—Highland Bloomer Dresses at 98c! Probably no style of Dresses more comfortable for the girl of from 2 to 8 years than these with skirt, waists and bloomers all in one. Splendidly made, as pictured here, of ginghams, percales and chambrays. In blues, pink and tans. Dutch necks, short sleeves and pleated skirts. Ages 2 to 8. \$1.50 and \$1.75 Highland Bloomer Dresses, 98c. This sale today at only 98c.

Girls' Summer Coats. They're just as attractive and summery as can be. Of natural pongees and linens—also black satins. Large, picturesque sailor collars and plain blue, black or red. All are lined. For ages 2 to 6 years. Prices range from \$3.50 to \$9. For ages 8 to 14 years prices range from \$5.50 to \$15.00. New Bathing Suits. Going to the beach this Summer? Then choose the Bathing Suits now while the selections remain complete. Becoming models of satin, silk and alpaca. Blue, black and red. In pretty one-piece styles. All sizes for women, misses and children. Priced extraordinarily for this sale at from \$2.00 to \$15.00.



—Second Floor—Main Building.—Mail Orders Filled.

'Hercules' \$5-\$7.50 Suits at \$3.85

HERCULES was the first Suit to be produced which was guaranteed all-wool, guaranteed not to rip, and craven-tipped. Think of buying them at \$3.85, when the prices all over America are \$5.00, \$6.50 and \$7.50. Our buyer secured the maker's surplus when in Chicago a few weeks ago—that's the reason for this big sale. Nobby double-breasted styles. Full-cut, peg top knickers, full lined with all seams taped. Handsome browns, grays and tans, in guaranteed all-wool fabrics. Ages 7 to 17 years. \$3.85. Portland's Biggest Showing of Straw and Felt Hats for boys and children, 50c to \$3.00.



MEIER & FRANK STORE EST. 1857. Sole Portland Agents for various goods. Includes list of products like Peoria's Gloves, Ajax Guaranteed Hose, etc.

Big Sale Pure Foods!

NO housewife, boarding-house or restaurant can afford to overlook the unequalled offerings of this great Sale of Pure Food Groceries. Only a few of the specials for Saturday listed here. Scores of unadvertised offerings: 18 LBS. SUGAR, \$1—This is our special Sugar offer to every purchaser of \$1 worth of other Groceries today. Reports predict an advance in Sugar. Red Ribbon Shrimps, 12 1/2c special at 3 for 25c. Eastern Lard, medium pails at 70c. Standard Soap, 10 bars 25c. Cocoa nut, grated, lb. 15c. Otter Clams, 2 cans at 23c. Mecca Raisins, 4 pkgs. 25c. E. C. Corn Flakes, 3 packages at 23c. Baked Ham, special, lb. 31c. Gold Dust, package at 20c. 25c Rockwood's Cocoa, 1/2 pound, 17c. 25c Walter Baker's Cocoa, 1/2 pounds, 19c. Eastern Bacon, pound, 17c. New Potatoes, 6 pounds 25c. Tillamook Cheese, lb. 20c. Grape Fruit, 6 for only 24c. Sweet Oranges, 2 dozen 25c. Sliced Beef, pound at 33c. Imported Swiss Cheese, the pound at 33c. Fancy Dry Peas, 2 lbs. 25c. Fancy Dry Peaches, two pound, 25c. —Pure Food Grocery.