

Extra Service in the Restaurant This Week—Breakfast, 8 to 11—Music at Noonday Luncheon—Dainty Afternoon Tea Service 2:30 to 5 Telephone Herald Programme, 24 Numbers, 1 to 4 P. M. in the Lobby Seventh Floor—All Butterick Patterns Here, on the First Floor

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

WEATHER REPORT:

FAIR TODAY.

THE MEIER & FRANK COMPANY, ESTABLISHED 1857.

WELCOME, VISITORS!

We want you to feel that this is YOUR Store—Oregon's Store—THE Store of the Northwest! Look to your heart's content—shop if you wish. Visit our beautiful 7th floor Restaurant and Tea Room. Ladies' Waiting Room, on second floor. Free parcel and luggage checking station, basement.

WELCOME DELEGATIONS!

We welcome every delegate and visitor to the various conventions to be held in Portland this week: Admon. Postmasters, Sons of Norway, Daughters of Norway, Masonic Rotation, Box and Paneling Manufacturers, Livestock Exchange, Chemical Society, Athletic Union, Wash. Oregon Title Man, Osteopathic Association, Turn Verein, Executive Committee Festival Association—all are welcome to The Big Store, whether you purchase or not. Make Meier & Frank's YOUR store—there's everything for your convenience.

Rose Festival Sales--June White Days Last Week of Scholarship Contest!

DON'T waste a single duplicate sales-check this week—give your support to some of the ambitious young men or women who are working to secure one of these splendid Scholarships.

It'll be little trouble for you to redeem the sales-checks for ballots and cast them for some contestant. They deserve your help. Every vote will count this week—the contest ends at 9:30 next Saturday night and the winners won't be decided until the last ballot is in.

Timely Rose Festival Sales are in progress—it is also the last week of our great Annual June White Days. Every article in white except contract goods is reduced. Undermuslins, Linens, White Wash Goods, Embroideries, Laces—every need for the Summer should be supplied before it is too late. Why not come today—come in the morning.

STANDING OF 40 HIGHEST CONTESTANTS UP TO 3 P. M. MONDAY.

THE WOMEN CONTESTANTS. Miss A. G. Crossley, 1023 Vaughn, 3079900; Eva L. Gentry, 4422 12th Av., 2180825; Mattie Smuckler, 215 E. 95th, 1392030; Georgia Flossie, 549 Ford, 1144725; Evelyn Reed, Allen Prop., 1014533; Vera Hale, St. Mary's Acad., 712075; Helen Clark, Grays Pass, Or., 600520; Edna Metcalf, Reed College, 404130; Eva Johnson, 171 E. Ash, 370725; Nettie Drew, 157 E. 30th, 432735; Florian M. Linklater, Reed College, 444215; Maude Levy, 4 E. Sumner, 411130.

Louise Royer, Wash. High Alumni, 272900; Mary C. Davis, Washington High, 272540; Alice Johnson, Arden, 268450; Eva May Vore, Wilson Piano Sch., 242500; Agnes Bryan, Oddfellows Home, 232900; Lillian E. Peterson, 741 E. 12th, 214340; Esther Olsen, Woodlawn, 187025; LOWELL CONTESTANTS. Lowell Bradford, Wash. High, 388800; Joe Hallock, 30 N. 10th, 281970; Harold Berges, 875 E. Salmon, 184230; Clifford Thomas, Cal. Univ., 145715; Fred Pritch, 430 2d St., 1260075; Fred J. Barber, Wash. High, 1014325; Malcolm McLean, St. Lawrence, 822125; Harry Clay, B. W. Bus. Col., 807700; Harry Parsons, P. R. L. & P. Co., 120875; Chas. Bies, Archer & Wiggin, 708475; Archie McCauley, Wash. High, 696525; Edw. Schweitzer, B. W. Bus. Col., 612500; Harry Posarty, 24th and Irving, 212500; John Higley, 444 Rodney, 214400; Raymond Fryer, Wash. High, 440775; Harold Atkin, Furland Acad., 481725; Gen. Maxwell, Jefferson High, 318825; Harold Malson, Jeff High, 218275; Paul Adams, Washington High, 200200; Ezra Mears, C. H. Business Col., 124675.

The Great Jewelry Sale!



The Tremendous Summer Event Continues Today

NEVER have so much high-grade Jewelry, Watches and Clocks been offered in a sale before in Portland, you'll say when you see these offerings!

Beautiful Parisian novelties—great purchases from the big New York, Attleboro and Providence manufacturers. Every piece guaranteed to give satisfaction. Just a few of the special lots:

Parisian Earrings

Rhinestones, pearls and semi-precious stones set in gold-filled sterling silver and solid gold mountings. 50c to \$1 Earrings, 39c \$3 to \$4 Earrings, \$1.98 \$2 Watch Earrings, \$1.49 \$4 to \$6 Earrings, \$2.98

Lorgnette Chains

Long Opera Guard and Lorgnette Chains in sterling silver and gunmetal. Pretty stone settings. All \$1.50 Chains 98c All \$2.00 Chains \$1.98 All \$3.00 Chains \$2.98 All \$5.00 Chains \$4.98

\$7.50 Watches \$4.89

Splendid Guaranteed Swiss and American Movements in ten-year gold-filled cases. Open-face or hunting styles. For men or women. \$5.50 to \$7.50 Watches are \$4.89 offered for only

\$17.50 Watch \$11.98

Twenty-Year Gold-Filled Watches in men's or women's sizes. Fitted with 15-jewel Elgin or Waltham; also 17-jewel adjusted. 15amped on movements. \$15 to \$17.50 watches \$11.98

Mesh Bags Reduced

High-grade Sterling Silver Imported Gunmetal and Gold-Filled Mesh Bags. \$6.50-\$7.50 Bags \$4.98 \$10-\$15 Bags \$6.98 \$15-\$20 Bags \$10.98 \$22.50-\$30 Bags \$16.98

Imported Jewelry

Two big center-table tables filled with a wonderful collection of imported Valieres, Brooches, Bar Pins, Hat Pins, Belt Pins, Buckles, Lockets, Chains and other pieces, so low that we'll not quote their real worth. \$25c & 49c

Alarm Clocks—Fully guaranteed. Special at 49c.

\$15, \$18, \$20 Coats at \$9.85

An offering in Coats that can't be equaled the city over—smart, new, modish Garmets at only \$9.85. They're a specially purchased lot bought at a price—that's why we can special them at only \$9.85. All cut on the narrow silhouette lines. Coats of navy serge, gray and tan tweeds, pongees, cloth of gold, tussah silks and smart worsteds.

Finished with attractive medium and large collars of white serge and black satin. They're splendid, new styles. Coats that you'd pay \$15, \$18 and \$20 for regularly. Still good choice today at \$9.85

Handsone Apparel of White Reduced for White Days

White Suits, Dresses, Coats—all are reduced for the June White Days. Savings on fashionable garments that women are sure to appreciate. Every late fashion feature shown.

A special offer in the fine man-tailored Suits of White—the beautiful \$55 to \$85 models at one-fourth off.

Silk Petticoats, Special \$2.85

You'll wonder that we offer them at \$2.85! Of splendid quality messaline and soft, firm taffeta. Lengthened with pleated, shirred and tucked flounces. Plain and changeable colors. An extra good value, at \$2.85



Lovely Neckwear Below 1/2

IT'LL be a long time before you'll have another such opportunity to buy this beautiful, real lace-trimmed Neckwear!

A high-grade maker's entire sample line—real Irish Crochet and Net Top lace-trimmed Jabots, Stocks, Yokes, Dress Collars, Circular Collars, Chamusettes, Guimpes, etc. Still splendid selection today.

50c, 75c \$1 Sample Neckwear, 33c \$5, \$5.50 Sample Neckwear, \$1.98 \$1.25, \$1.50, \$1.75 Neckwear at 87c \$6, \$6.50 Sample Neckwear, \$2.47 \$2 to \$2.75 Sample Neckwear at 57c \$7, \$8.50 Sample Neckwear, \$3.98 \$3 and \$3.50 Sample Neckw'r, \$1.19 \$12 to \$18 Sample Neckwear, \$5.98 \$4, \$4.50 Sample Neckwear, \$1.47 \$20 to \$40 Samp. Neckwear \$12.98

Sale of Parasols

Lovely Parasols are reduced for Rose Festival week. Now's the time to complete your costume with a pretty sunshade. All \$1.25 Parasols, special, only 98c \$1.75 to \$2 Parasols, special, \$1.63 \$3.50 Parasols, special at \$2.98 \$4 to \$5 Parasols, special for \$3.67 \$12 to \$35 Parasols ONE-THIRD OFF

Lovely Hand-Made Ribbons

Made of silk and satin Ribbons—for corsage wear and millinery. 25c and 35c Ribbons, special, only 12c 50c and 75c Ribbons, special, only 25c All \$1.50 Ribbons, special, only 50c 25c All-Silk Ribbons—Taffetas, Moires, Satins, in plaids, stripes, Dresden, etc., 3 and 4 inches. On 15c sale for today, the yard, only

Hand-Loomed Emb'd'y Flouncings

SWISS and Batiste Flouncings, 48 inches wide, woven on hand-loom—strong patterns and edges that will not fray. Lovely Baby Irish and blindwork designs. \$2.50 to \$3 grades, \$1.69; \$3.50-\$4.50 val. \$1.98

40c to 75c Embroideries—5000 yards of Swiss, nainsook and cambric Edges and Insertions, 1 1/2 to 6-inch; Flouncings, 9 to 18—25c price, the yard, only 10c 12c to 18c Laces—dainty Round Mesh Val. Edges and Insertions, 3-4 to 13-4-inch, for trimming waists and dresses. Special 10c price, the yard, only 10c 18-inch Corset Cover Embroideries—pretty floral and eyelet designs, on sheer Swiss. Regular \$1 to \$1.50 grades, 80c; 85c to 1.50 \$1 grades, special at 69c

Rose Festival Pennants, Banners, Etc.

ON the Fifth Floor you'll find a great assortment of Rose Festival Pennants, Banners, Flags, Decorations and Souvenirs of all kinds. Rose Festival Pennants at 15c, 25c, 50c, 75c and \$1 Rose Festival Pillows, \$4 to \$7.50 Rose Festival Souvenirs, hand-paint'd, \$1 Rose Festival Official Souvenir Programme, at 25c Rose Festival Banners, at 50c

June 14th Is Flag Day

Help make this our great National Flag Day. Every loyal American should wear a little flag on Friday, June 14. Every home and place of business should display the Stars and Stripes. A complete line of Flags in every size, here at lowest prices.

Clothing Facts That Count



DOUBTLESS you've realized how much harder it is to find Summer Clothing that will "hold up" as your heavier Suits do. The lightness of the woollens and absence of undue linings and padding, make skillful tailoring all the more imperative.

The high-grade Summer Suits we are showing for Rose Festival week are distinctive for fine tailoring—the kind which has given the custom tailor a right to his usual high prices

Hundreds of beautiful patterns in Summer's favorite fabrics—handsome light grays, tans, browns, fancy blues, purple tones, that can't help but please. Sizes for men of every build—those who think they're hard to fit. See our unrivaled line of Suits at

—\$20, \$25, \$30 and \$35!

Trimmed Hats Half Price

YESTERDAY the great Millinery Salons were thronged with enthusiastic shoppers, this first day of this phenomenal half price offering. Every lovely Mid-Summer Trimmed Hat in our immense showing included in the sale.

Pretty creations from our own work rooms—lovely models of New York and Paris makers, imported direct.

Hats for every occasion—for street, for afternoon, evening, theater and dinner wear. Simple and stunning styles—beautiful combination of materials and colorings. Priced regularly from \$7.50 to \$150. Again today

--All Hats 1/2 Price!



Summer Fiction at 19c, 39c, 50c

HERE'S Summer reading for all—in the Big Book Store!

Books to please young and old. Hundreds of titles in good wholesome Fiction, well worth the reading, among these priced at 19c, 39c and 50c.

At 19c Works of--

Holmes, Carey, Cooper, Alger, Southworth, Garvice, Wilson, Henty. Pleasantities of the Opera, The Great Mogul, The Green Diamond.

New Books at 50c

Poppy, The Depot Master, The Key of Yesterday, The Prospector, Going Some. The Danger Trail, Hidden Water, The Master's Violin, Mario Clark, Store, Basement Annex.

The King of All Rotaries!



See Famous Willamette Machines Demonstrated—\$2 Sends One Home

WE especially want out-of-town people to have an opportunity to see our wonderful Willamette Rotary Sewing Machines this week. You'll find a few minutes spent in our Sewing Machine Department, in front of the elevators, second floor, New Bldg., will prove mighty interesting.

Our woman Sewing Machine expert will point out to you all the exclusive features of the Willamette Rotary. The rotary bobbin, the automatic tension, and many other points which make this the best Sewing Machine we know of.

The Willamette Rotary in Colonial style cabinet, as illustrated, \$32.50. Mission design, \$35. Rotary Desk Cabinet, \$40. On Club Plan, pay \$2 at purchase, \$1 a week. No interest or extras.

Red Ribbon Canned Goods Reduced

HERE are unusual Grocery Savings for the housewife today, that'll help in planning Festival week menus. Read the big reductions on Red Ribbon Canned Goods. Delicious ready-cooked foods of all kinds in the big Delicatessen. And don't forget our unequaled Bakery Goods and French Pastry.

- Red Ribbon Maine Corn, two cans, 24c
Red Ribn. solid pk. Tomatoes, 2 cans, 22c
30c Red Ribbon Asparagus, can, 22c
Red Ribbon Pumpkin, two cans, 25c
Mixed Tea, lb., 25c
Red Ribbon Mince Meat, 3 packages 25c
Special Coffee, pound at only 24c
25c WALTER BAKER'S COCOA POW 15c
Full sized 25c cans of this famous Cocoa.
BAKER'S CHOCOLATE POW ONLY 39c
Pound cakes of Walter Baker's unsweetened Chocolate.
Victor Flour, 5 lbs., \$1.25
Quaker Corn Flakes, four pkgs. 25c
Eagle Milk, can, at 15c
Pioneer Milk, 4 cans, 28c
Fresh Creamery Butter, 2 lbs., 57c
Walnuts, pound, at 15c
Raisins, 3 packages, 22c

Watch for the Silk-Maid—Of Interest to Every Woman!

Grafonola Outfit at \$58.90

Superb 'Favorite' Machine, 23 Selections, 10 or 12 in., Record Album, 1000 Needles

YOU who are interested in music in the home—shouldn't fail to investigate this wonderful Phonograph Offer—the outfit as advertised recently by the Columbia Company in the Saturday Evening Post.

The superb, beautiful-toned Grafonola "Favorite" machine, as illustrated, together with 12 double-disc records—23 selections, including one from the "Spring Maid"—10 or 12-inch Record Album and 1000 needles.

Use our Club Plan of Easy Payments if you like—\$7 purchase and \$5 a week. Complete at \$58.90



—Fifth Floor, New Building. Mail Orders Filled.

Kodak Rose Festival

TAKE your own pictures of the Rose Festival events—in time to come they'll bring back a pleasant recollection and record of your pleasures.

Complete line of Eastman Kodaks, Cameras and supplies always here. Developing and printing by experts at 24 hour's notice. Festival Week specials:

- 20c Developing Trays, 4x5, at only 16c
75c M. & F. Developer, 19c
\$1.75 Loose-Leaf Albums, 11x 14, \$1.23
75c Dark Room Lamps, 49c
30c Print Rollers, 6-in., 23c



EST. 1857 THE MEIER & FRANK STORE. PHONES—Pacific, Marshall 4600; Home, A-6101. Only Portland Store With Complete Mail Order Service and Catalogue.

Demonstration Today of the Yankee Cleaner

REALLY, you'll say Yankee Cleaner is a marvel, once you see it demonstrated. Cleans sinks, porcelain bathtubs and cooking utensils. Will remove stains and soil on woodwork—painted, varnished or enameled surfaces, without damage. We've never seen anything to equal Yankee Cleaner.

- Pint cans, 30c
1-gallon cans, 50c
1/2-gallon cans, 90c
1-gallon cans, \$1.50