

AD MEN WILL TEACH

School Children to Be Shown How to "Boost"

PRIZES GIVEN FOR ESSAY

Every School in City Will Be Visited by Ad Club Members Next Friday Morning and Pupils Enthused With Speeches.

Speakers from the Portland Ad Club will be present at every school in Portland, at 9 o'clock, Friday morning, to talk to the pupils on "The Advantages of Portland," and to encourage them to participate actively in an essay-writing contest, which shall serve as a primary lesson in the art of "boosting."

The Ad Club is offering prizes for the best articles on the advantages of Portland as follows: \$10 for the best essay by a high school student, \$10 for the best grammar school student's essay, \$5 for the second best and \$2.50 for the third best in each of the two classes named.

The essays must be mailed to the Ad Club not later than May 13, and must be accompanied by a statement giving the school and grade of the writer and the name of someone outside of Oregon, to whom a copy of the essay has been sent.

In arranging for the school speaking tomorrow morning, the Commercial Club has co-operated with the Ad Club.

Following is a list of names of the speakers assigned to the schools:

- Frank Motter, Rose City Park, 10:30; Lowell, 9:30.
- B. P. Relating, East Moreland, 10:30; Lily, 9:30.
- Eugene Flookings, Franklin High School, Richmond, 10:30.
- Tom Richardson, Jefferson High School, 9:30.
- Rufus Holman, Jefferson High School, 9:30.
- E. L. Thompson, Jefferson High School, Astoria.
- Tom Richardson, Shaver, 10:30.
- M. A. Miller, Shaver.
- Melvin G. Winetock, Lincoln High School, 9:30.
- Charles W. Robinson, Washington High School.
- Charles F. Berg, Washington High School, 9:30.
- Charles F. Berg, Falling.
- F. E. Myers, Alhambra, 10:30.
- J. C. English, Arleta.
- George L. Baker, Clinton Kelly.
- Gay W. Talbot, Couch, 10 o'clock.
- J. E. Werfiss, Hathorne.
- C. C. Chapman, Highland.
- William McMurray, Fernwood, 9:30; Kenney, 10:30.
- H. D. Carpenter, Ladd.
- William Marick, Woodmere, 10:30.
- H. W. Montague, Montavilla.
- R. W. Montague, Montavilla.
- R. W. Montague, Chapman.
- L. R. Alderman, Chapman.
- O. W. Middle, Oakley Green.
- W. T. Foster, Sellwood.
- Don Prentiss, Shattuck.
- S. C. Pier, Sunnyside.
- H. W. Raymond, Thompson.
- D. A. Dinamore, Vernon.
- Walter H. Evans, Holiday.
- D. N. Mossmann, Irvington.
- O. A. Benedict, Brooklyn.
- H. L. Ideman, Mt. Taber.
- F. T. Griffith, Lowndale.
- W. T. Buchanan, Hudson, 10:30; Hoffman, 10:40.
- O. M. Plummer, Multnomah; Kenton, 11:30.
- A. H. Averill, Woodlawn.
- Phil Bates, Portsmouth, 9:30.
- E. S. Higgins, Peninsula.
- E. D. Timms, Glencoe.
- Frank Tibbits, Woodstock.
- R. H. Adams, Buckman.
- O. M. Plummer, Capitol Hill.
- J. F. Carroll, Davis.
- C. Craig, Elliot.
- H. W. MacLean, Fulton Park.
- A. P. Goss, Holman.
- George M. Hyland, Burns.
- Frank S. Grant, Stephens.
- C. W. Holson, Sylvan.
- William R. Platt, Terwilliger.

LIGHT LAW DENOUNCED

COMMISSIONERS SCORE MEASURE BUT DELAY REPEAL.

Mr. Daly Says Ordinance He Fathored Has Not Been Given Fair Chance but Applied Too Generally.

Although the Daly "dazzling headlight" ordinance which has caused such a stir among motorists since its enforcement recently was condemned by members of the commission yesterday as a piece of "miserable legislation," it was not amended, as proposed by Mayor Albee. Consideration was postponed until tomorrow morning, when it will be brought up again.

Commissioner Brewster declared the whole ordinance should be wiped out, while Mayor Albee said he believed that the least that should be done is to amend it so that the strong auto headlights will be prohibited only within the fire limits of the city.

"I think we would do better by wiping out the whole thing and starting the preparation of a measure along different lines to bring about the results sought," declared Commissioner Brewster.

City Attorney LaRoche said he believed it would be difficult, if not impossible, to get a conviction under the ordinance because there are too many provisions calling for the opinion of persons who may not be competent to judge on the merits of the ordinance.

"I don't think the ordinance has had a fair chance," said Commissioner Daly. "The fact is that every one with headlights was arrested instead of only people with dazzling lights."

"That's what this miserable ordinance calls for," declared Commissioner Brewster. "It practically prohibits lights on any kind of an automobile or streetcar."

"That is an exaggerated view of it," asserted Commissioner Daly. "After much argument back and forth it was decided to make consideration of the measure a special order of business at the Council meeting tomorrow morning."

EMMA ABBOTT POPULAR

Famous Songs by Famous Singer Appear in "Heart Songs."

The winsome and witching personality of Emma Abbott will always be associated with Balfe's "Bohemian Girl," although she made a great triumph in "La Traviata" and Meyerbeer's "Faust" in London and Paris. Emma Abbott was born in Chicago in 1849 and her early death in Salt Lake City from pneumonia in 1891 deprived America of one of her most gifted prima donnas. It was her delight to sing selections from "The Bohemian Girl," "I Dreamt I Dwell in Marble Halls," "The Heart Bowed Down" and "Then You'll Remember Me."

These songs are contained in "Heart Songs"—a collection of 400 of the world's favorite songs. This paper includes this book and is now distributing it. Read the coupon elsewhere in today's issue.—Adv.

All Picture Framing Prices Reduced 25% During Removal Sale--Fifth Floor, New Building

Meier & Frank's Out-of-Town Patrons Reap Economy by Shopping Through Mail Order Dept.

THIS DEPARTMENT IS MAINTAINED ON A PRACTICAL AND EFFICIENT BASIS TO ASSURE YOUR GENUINE SATISFACTION

The Fact That We Are Going to Tear Down the Present 5-Story Building

To Be Replaced With a 12-Story Class A Structure Makes It Imperative to Minimize Our Vast Stocks of New Merchandise

Our Removal Sale With Every Article Reduced

Except Groceries, "Silk-Maid" Hose, "Willamette" Sewing Machines, "Invincible" and "Samson" Suits and Contract Goods

Offers You Most Emphatic Economies--Even on New Spring Merchandise!

Our 50c Luncheon
Is prepared in a spotlessly Clean Kitchen by Clean people, with Clean equipment.
SEVENTH-FLOOR RESTAURANT
Luncheon Service from 11 to 2:30 P. M.
Tea and a la Carte Service to 2:30 P. M.
Direct Elevators.

Vanities
Two Exclusive Designs
97c

These Vanities have fancy embossed engraved cases and are extra large size. There are two models—one with four coin holders, powder receptacle, mirror and metal handkerchief holder. The other model has three coin holders, mirror, powder box and leather handkerchief case. One is illustrated. The designs are exclusive with us, and are merchandise that has just arrived, which we are pricing very low for Removal Sale. These handsome Vanities

97c

Meier & Frank's—First Floor, New Bldg.

Incomparable! This Removal Sale of Beautiful Hand-Made Neckwear

368 PIECES—NO TWO ALIKE!

This is a rare opportunity to choose from an immense stock of high-grade Neckwear—in an extensive variety of the present season's most favored styles—at prices far below the ordinary. Included are Real Irish, Cluny and Filet Neckwear—Hand-Embroidered Neckwear—Princess and Duchess Collars in a diversity of styles—Yokes and Collar and Cuff Sets—Every Piece Hand-Made and No Two Pieces Alike.

\$3.50 Neckwear, at only \$1.75	\$7.50 Neckwear, at only \$3.50
\$4.00 Neckwear, at only \$2.00	\$8.00 Neckwear, at only \$4.00
\$4.50 Neckwear, at only \$2.25	\$8.50 Neckwear, at only \$4.50
\$5.00 Neckwear, at only \$2.50	\$9.00 Neckwear, at only \$4.75
\$6.00 Neckwear, at only \$2.75	\$9.50 Neckwear, at only \$5.50
\$6.50 Neckwear, at only \$3.00	\$10.00 Neckwear, at only \$5.75

\$12.00 Neckwear, at only \$6.00
\$13.50 Neckwear, at only \$7.50
\$15.00 Neckwear, at only \$8.50

—Meier & Frank's—First Floor, Main Bldg.

Fancy Tailored Spring Suits For Women and Misses

Regular 75c to \$1.00 Nets
NOW, YARD, 49c.

Handsome figured Curtain Nets, in white or ecru colorings. These Nets are suitable for curtains in any home, but unusually desirable for bungalow uses. Regular 75c and \$1.00 materials, reduced for Removal to, the yard, 49c.

—Meier & Frank's—Third Floor, Main Bldg.

Laces and Embroideries

ARE UNDERPRICED FOR REMOVAL.

20c to 30c Val. Lace Edges, Yard, 10c.

We've just received 300 dozen pieces of French Valenciennes Edges, from 3-4 to 2 inches wide. This is the finest quality Val. and we're reducing it for Removal Sale—from 20c and 30c, to the yard, 10c.

75c to \$1.50 Shadow Laces, Yard, 69c.

English Shadow Laces in forty different patterns, ranging from 12 to 27 inches in width. Dainty floral designs and of exceptional fineness of finish. Regular 75c to \$1.50 Shadow Laces reduced to, yd., 69c.

\$1.50 to \$2.00 Crepe and Voile Flouncings, 98c.

Voile and Crepe Neige Flouncing, 45 inches wide, suitable for lingerie gowns—about 5 yards being necessary for a gown. In solid floral designs, to a depth of 18 inches. 45-Inch Flouncing reduced from \$1.50 and \$2, to 98c.

18-Inch Flouncing to match, reduced from 75c and \$1.00 to 59c.

35c to 65c Embroidered Flouncing and Edgings, Yard, 25c.

Dainty floral designs suitable for infants' wear, and larger eyelet and floral patterns for children's and women's garments. Edges and Insertions run from 2 to 5 inches and Flouncings 12 to 18 inches. Regular 35c to 65c qualities, reduced to, the yard, 25c.

Meier & Frank's—First Floor, New Bldg.

Hemstitched Table Cloths & Napkin Sets Reduced

Table Cloths and Napkins of heavy Austrian Damask—all beautifully hemstitched and laundered ready for use—neatly boxed with one Table Cloth and one dozen Napkins in box—specially priced as follows:

Hemstitched Set, Cloth, 64x64 in., \$ 5.85
Hemstitched Set, Cloth, 68x68 in., \$ 8.00
Hemstitched Set, Cloth, 64x88 in., \$ 6.75
Hemstitched Set, Cloth, 72x72 in., \$ 8.00
Hemstitched Set, Cloth, 68x88 in., \$ 9.00
Hemstitched Set, Cloth, 72x90 in., \$10.80
Hemstitched Set, Cloth, 72x72 in., \$14.50
Hemstitched Set, Cloth, 72x90 in., \$16.20

\$5 LUNCH CLOTHS, EACH \$3.00.

Beautiful Drawn-work Lunch Cloths—of plain Linen, with hemstitched edges. Size 45x45 inches. The usual price is \$5—special for Removal Sale, each \$3.

—Meier & Frank's—First Floor, New Bldg.

BUNGALOW FIGURED Curtain Nets

Regular 75c to \$1.00 Nets
NOW, YARD, 49c.

Handsome figured Curtain Nets, in white or ecru colorings. These Nets are suitable for curtains in any home, but unusually desirable for bungalow uses. Regular 75c and \$1.00 materials, reduced for Removal to, the yard, 49c.

—Meier & Frank's—First Floor, New Bldg.

Only \$20

Wool poplin, plain and fancy crepes, serges in a variety of staple and fashionable shades, modish black and white checks, and novelty materials in tans, grays, tango, mustard, leather and other new shades will be found. They're all the very latest models, with the ruffled, tiered and overskirt effect skirts, and coats that show all the new touches. Many trimmed quite elaborately, others on plainer and more severe lines. Sizes 16 years to 48 bust measure. Every Suit in this assortment (three of which are illustrated) is worth far more than the original pricing, \$25.00.

Removal Sale Price Is \$20.00

REGULAR \$25.00 MODELS

—Meier & Frank's—Garment Salons—Second Floor, Main Bldg.

Up-to-Date Coats For Children \$2.95!

Regular \$5.00 Quality
2 to 6-Year-Old Sizes.

White hairline serges, trimmed with soutache braid and pearl buttons; navy, red, cadet and brown serges, made with moire collars and cuffs, and handsome little pongee and ratine Coats make up this assortment of Coats at this very low price. New models and attractive designs make these Coats an extraordinary offering at the deeply reduced price—regular \$5.00 garments reduced to, only, \$2.95

—Meier & Frank's—Second Floor, Main Bldg.

Important Reductions in White Goods

25c White Figured and Striped Madras, 15c
\$1.50 White Ratine, 48-in. width, yd., \$1.25

—Meier & Frank's—First Floor, New Bldg.

NEW AND DAINY Chiffon Taffeta Neck-Ruffs

Ideal for Evening Wear—
UNDERPRICED FOR REMOVAL SALE

For Milady's adornment these new Chiffon Taffeta Neck Ruffs are in great demand—and at these Removal prices, they're unsurpassed. They're fashioned of Chiffon Taffeta Silks—in pure white, black, and white with black edging—six rows of pleated silk, with silk ribbon bows in soft colors and fetching color combinations.

\$3.50 New Chiffon Taffeta Neck Ruffs \$2.95
\$4.00 New Chiffon Taffeta Neck Ruffs \$3.50
\$4.50 New Chiffon Taffeta Neck Ruffs \$3.95

—Meier & Frank's—First Floor, Main Bldg.

Goodyear's Guaranteed Garden and Lawn Hose

SPECIALLY PRICED FOR REMOVAL SALE
Complete With Coupling and 40c Adjustable Spray Nozzle.

25-foot length 1/2-inch Trout Cotton Hose. Special.....\$2.34
50-foot length 1/2-inch Trout Cotton Hose. Special.....\$4.28
25-foot length 3/4-inch Trout Cotton Hose. Special.....\$2.79
50-foot length 3/4-inch Trout Cotton Hose. Special.....\$5.18
25-foot length 1/2-inch Obelisk Cotton Hose. Special.....\$3.15
50-foot length 1/2-inch Obelisk Cotton Hose. Special.....\$5.85
25-foot length 3/4-inch Obelisk Cotton Hose. Special.....\$3.60
50-foot length 3/4-inch Obelisk Cotton Hose. Special.....\$6.75
25-foot length 1/2-inch Tortoise 5-ply Rubber Hose. Special.....\$2.79
50-foot length 1/2-inch Tortoise 5-ply Rubber Hose. Special.....\$5.18
25-foot length 3/4-inch Tortoise 5-ply Rubber Hose. Special.....\$3.38
50-foot length 3/4-inch Tortoise 5-ply Rubber Hose. Special.....\$6.30
25-foot length 1/2-inch Red Indian 7-ply Rubber Hose. Special.....\$3.15
50-foot length 1/2-inch Red Indian 7-ply Rubber Hose. Special.....\$5.85
25-foot length 3/4-inch Red Indian 7-ply Rubber Hose. Special.....\$3.60
50-foot length 3/4-inch Red Indian 7-ply Rubber Hose. Special.....\$6.75
25-foot length 1/2-inch Badger 4-ply Rubber Hose. Special.....\$3.60
50-foot length 1/2-inch Badger 4-ply Rubber Hose. Special.....\$7.65

Our Celebrated "Hippo Indestructible" Hose Reduced.

A Molded Hose That Will Not Kink, Crack or Burst.

25-foot length 1/2-inch Hippo Hose. Special.....\$4.05
50-foot length 1/2-inch Hippo Hose. Special.....\$8.10
25-foot length 3/4-inch Hippo Hose. Special.....\$4.50
50-foot length 3/4-inch Hippo Hose. Special.....\$9.00

—Meier & Frank's—The Big Basement Store.

Sale Garden Tools

AT REMOVAL PRICES!

You'll practice extreme economy by selecting the needed Garden Tools—at Meier & Frank's—while such deep Removal Sale Reductions are in force:

- 75c Long Handled Shovels—Each.....61c
- 75c Short Handled Shovels—Each.....61c
- 75c Long Handled Spades—Each.....61c
- 75c Short Handled Spades—Each.....61c
- 50c Pony Shovels—Each.....45c
- 50c Long Handled Spading Forks—Each.....45c
- 50c Short Handled Spading Forks—Each.....45c
- \$1 Three-piece Garden Set (for women).....75c
- 60c Turf Edgers—Each.....45c
- 40c Wire Lawn Rakes—Each.....35c
- 25c Twelve-tooth Garden Rakes—Each.....19c
- 40c Garden Hoe (for women)—Each.....25c
- 30c Pruning Shears—Special.....25c
- 30c Garden Trowels—Each.....25c
- Rose Sticks—3 1/2-ft. Size—Special, doz.....\$4.00
- Rose Sticks—4-ft. Size—Special, doz.....\$4.00
- Rose Sticks—5-ft. Size—Special, doz.....\$4.00
- Poultry Netting—12 in. by 150 ft.—Roll \$3.00
- Poultry Netting—18 in. by 150 ft.—Roll \$1.34
- Poultry Netting—24 in. by 150 ft.—Roll \$1.43

—Meier & Frank's—The Big Basement Store.

Oregon-Raised Dahlia Bulbs

Today, while any 10c remains, each.....10c

No Phone Orders—No Deliveries.

This lot of Dahlia Bulbs is comprised of about 40 Cactus and Decorative varieties, which are listed elsewhere from 25c to 50c each. They're all Oregon raised, healthy Bulbs—in a variety of rich and beautiful colors—and you'll do well to take advantage of this unusual offering. On Thursday, while any remains, you may select these splendid Dahlia Bulbs at the low price of **EACH 10c**

A few of the varieties are as follows:
Perle Deroy—White,
Maid of Kent—Cherry White
Strathlin Krone—Red
Else—Creamy Peach
F. L. House—Purple
Thuringia—Scarlet.

—Meier & Frank's—The Big Basement Store.

"Swat the Fly" Campaign

Headquarters at Meier & Frank's Store. Thursday the Social Committee of the Portland Woman's Club will be in charge of the fly campaign, the committee being composed of Mrs. A. Wurzeiler, Mrs. Frank A. Freeman and Mrs. G. N. Versteeg—Headquarters Third Floor, Main Building.

A SALE OF EXTRA SIZE Dress Aprons!

89c Each

The Dress Aprons are made especially for the woman of large proportions, generously cut and splendidly made. Good grade percale, in an assortment of checks and stripes, in blue and white and gray and white, trimmed with banding of plain material round the low neck, finishing the short sleeves and heading the pockets. Belted backs and pearl buttons finish these excellent Aprons, in extra large sizes. Priced at only.....**89c**

—Meier & Frank's—Second Floor, New Bldg.

\$3.00 EYE-GLASSES —TODAY, Pair \$1.50

It's a noteworthy opportunity that brings you \$3 Finger-piece Eye-glasses—gold-filled—fitted to suit your eyes—special, the pair, \$1.50.

—Meier & Frank's—Next to Elevators—First Floor, New Bldg.

Meier & Frank Co.

1857 1914

THE QUALITY STORE OF PORTLAND
Fifth, Sixth, Morrison, Alder Sts.