

The Most Astounding Spoon Offer Ever Made Here!
 Meier & Frank Co. Will Sell While They Last
 10,800 "Oregon" State Seal
SOUVENIR SPOONS

On Sale in Sixth Street and Annex Buildings—Main Floor



Bear in Mind That Every Spoon Is Sold With the Manufacturer's Printed "Money-Back" Unconditional Guarantee as Here-with Reproduced



Think of Getting Genuine R. Wallace & Co.'s Silver Spoons at 15c and With a Guarantee Like This! Did You Ever Buy Them at Such a Price?

By completing strictly exclusive arrangements with the R. Wallace & Sons Silver Mfg. Co., that famous silversmith concern and maker of the celebrated "1835 Wallace" ware, we are able to announce for

The First Time in Portland

a sale of 10,800 "Oregon" State Souvenir Silver Spoons at the astonishingly low price of 15c each.

If you have been reading the Eastern or California newspapers you will know that the souvenir silver spoon craze has swept like wild-fire nearly the whole country. Never before have we known such a popularity for a souvenir.

But the reason is plain, for these spoons are real beauties—no picture can do justice to their striking attractiveness and rare quality.

The name of the maker, R. Wallace Co.—A1, is on the back of the handle of each spoon and guarantees the

Extra Heavy and Durable Plate of Pure Silver. All Are Large Teaspoon-Size Plain Bowls. They Are Usable, Easily Cleanable and in Rich, Deep Cut Designs

The uniform crest of the state seal is at the top and below is the handsome mounting of the American Eagle and the Stars and Stripes. On the narrow part is the name "Oregon" beautifully embossed.

A New SPOON Every Week Until Further Notice

Each week we shall announce a different state seal spoon as follows, comprising:

**CALIFORNIA
 WASHINGTON
 MISSOURI
 MINNESOTA,
 IDAHO and
 KANSAS**

Every patriotic American, every lover of delightful silverware for the table, will want to procure this entire elegant collection of spoons, representing seven states of the Union.

Only at Meier & Frank's can you procure these Souvenir Spoons. We believe that this is without a doubt the greatest offer that has ever been made in Portland. We advise all our customers to secure six of these spoons, because it will give you a collection of beautiful silverware that cannot be duplicated at the price.

These Spoons Make Splendid Inexpensive Favors and Gifts

Nothing could be more acceptable as a memento of an enjoyable social occasion than the receipt of one of these spoons. Far-seeing hostesses will buy a half dozen at once, for these spoons make such an excellent appearance that their low cost is forgotten by the delighted recipient.

These Are Not Merely Souvenirs--Because

they all have plain bowls, and the pattern on the handle is not over ornate, therefore they may be used for general use, individually or as a set. Many housewives will no doubt secure the full limit—six, for a combination of utility and beauty to such a marked degree has never before been offered in a souvenir spoon.

18c By Mail To Any Address

We will give our out-of-town customers the same privilege of buying these spoons as we do on all other merchandise. They have the same advantage as those living in the city. Send your order in at once, as we will have no more after these 10,800 are gone. 18c each by mail.

Remember! We Cannot Sell More Than Six to a Customer

Meier & Frank Co.

1857

1915

THE QUALITY STORE OF PORTLAND

Fifth, Sixth, Morrison, Alder Sts.

Limit Six To a Customer

Because the demand will be so great and because the price is so low we must limit the number to not more than six spoons to any one customer, thus preventing dealers from buying them to sell at a higher price. Take them while they last at 15c each.

Come Early. We Expect Most of Them Will Be Sold Today