

The Greater Meier & Frank Store

54th Anniversary

54 Years of Growth

54 Days Wonder Sale

See Additional Announcements, Page 7, This Section and Pages 5, 6 and 7 of Section 3

May Day Sales In Every Section of the Store. **Neckwear,**

Ribbons, Gloves, Kerchiefs, Veilings

Night telegrams, day messages and unlimited correspondence with the greatest factories in the world, both foreign and domestic, have culminated in the launching of one of the greatest sales ever attempted.

50,000 Pieces Women's Neckwear at 16c
50,000 pieces Women's Neckwear, Dutch collars, stocks, rabats, jabots, tabs, cascades, Princess tabs and embroidered linen collars. All new desirable goods, not cheap goods just made for sales, but all regular stock goods. Regular 25c, 35c and 50c values. Special for this sale only **16c**

50,000 Yards Taffeta and Moire Ribbon
50,000 yards Ribbon, fancy warp print, taffeta and moire, 3 1/2 to 6 inches wide, black, white and all colors. All new goods, never shown before. Regular 35c to 50c values, special sale at **19c**

50,000 Pair Women's Kid Gloves at 83c
50,000 pairs women's Kid Gloves, pique overseams, Mocha, chamois and cape, black, white and all colors; sizes 5 1/2 to 7. All new, desirable merchandise; reg. \$1.25 and \$1.50; special, pair **83c**

50,000 Women's Handkerchiefs 12c Ea.
50,000 women's Handkerchiefs, initial, embroidered all around and embroidered corner effects, all with quarter-inch H. S.; beautiful new patterns, all linen. This is a lot of goods that we contracted for last September, just for this sale, and are wonderful values. Regular 25c and 35c; special **12c**

VEILING SPECIALS
Silk Mesh Veiling 16c

A lot of silk mesh Veilings in Tuxedo, complexion, magpie, Russian meshes, plain and dotted. Shown in black, white and all self-color combinations. A big assortment; special, yd. **16c**

\$2.25 Auto Veils \$1.19

A new lot of these desirable kinds at a price within reach of all; full sizes, 2 yards by 1 yard, in a splendid range of staple and soft shades. Worth \$2.25 ea. **\$1.19**
Extra special, ea. **\$1.19**



Our great Millinery Section is making a delightful showing for these bright and cheerful May days—Decorated in a wealth of the prettiest flowers and garbed in the finest of gala attire, in honor of the Greater Meier & Frank Store's Fifty-Fourth Anniversary, it is doubly interesting to visit—All the best makes of hats from the world's most renowned producers are here in the greatest variety and all priced within reach of those desiring the best at the least possible cost—For the starting of our 54-Day Wonder Sale in this department we are offering three exceptionally interesting specials—The third one, wherein we have reduced our **\$16.50** and **\$18.00** trimmed Leghorn Hats to sell at **\$10.00**, is decidedly unusual—You may look for remarkable announcements from day to day in this alive and up-to-date Section of the Greater Meier & Frank Store

Sale Misses' and Women's Sailor and Shirtwaist Hats for Summer Wear

\$2.50 and \$4 Values \$1.95
Very Exceptional Offering

\$1.95 for misses' \$2.50 to \$4.00 stylish rough straw Sailors, with bands of assorted colored velvet or patent leather. This is an exceptional offering in newest shapes at the commencement of the season.

\$4.50 and \$6 Values \$3.90
A Good Substantial Value

\$3.90 for women's \$4.50 to \$6.00 Philip's & Burgess's high-class Sailors and Shirt Waist Hats, in new fancy straws, trimmed with corded silks and wide velvet bands. They are bargains at this price.

\$16.50 to \$18.00 Trimmed Leghorns Now for \$10.00

\$10.00 for women's \$16.50 to \$18 trimmed Leghorn Hats. These hats are trimmed with flowers, fancy ribbons and popular colored velvets. Wide choice is offered from a variety of newest shapes.



May Day Sales In Every Section of the Store. **Fine Hosiery**

in 54-Day Wonder & Anniversary Sale

Women's, Misses' and Children's Hosiery in grand array for this Anniversary Sale, from the largest and most complete stock in the West, covering all the newest styles and shades—Direct from the large hosiery centers of Europe and the United States. We introduce in this Anniversary and Wonder Sale two distinct lines—All attractive bargains—First: Our regular numbers that have been tried and give the very best qualities for the price asked. Second: Our special numbers, which offer exceptional qualities at great reductions.

\$1.50 Pure Silk Hose, the Pair, only 98c

\$1.50 value, women's pure silk thread Hose, with mercerized lisle top and sole, full fashioned, Colors in black, white, pink. All sizes; sp'1 **98c**

Three Pair Women's Lisle Hose for 79c

Women's fine thread silk finish cobweb lisle Hose, full fashioned, extra wide double welt top, in black only; sp'1 at 3 pair for **79c** or, pair **35c**

Women's silk ingrain gauze lisle Hose, with fancy banded lavender gartered tops, crew foot, spliced heels; dainty Summer hose; reg. 50c **39c**

Boys' and Girls' School Hose 19c

Boys' and girls, 2x1 and 1x1 ribbed, medium weight school Hose, in black only; seamless, durable and stainless, 20c quality. Special, per pair **12c**

Infants' Cashmere Hose 18c Pair

Infants' cashmere Hose, with silk heels and toes, soft finish, fast dyes; colors in black, white and colors. Reg. **18c**

Women's Plain Black Silk Hose

Best Hose on the Market \$1.50
Women's plain black silk Hose, with 4-inch double welt, lisle lined top; also double lisle split foot. The best silk Hose on the market at this **\$1.50** price; guaranteed perfect, at **\$1.50**

Other Hosiery Bargains **54 YEARS IN PORTLAND**

54 Years of Progress

NEMO CORSETS

VUDOR PORCH SHADES

MARQUISE WAISTS

KISER PICTURES

FERRINS KID GLOVES

PORTLAND'S LARGEST AND BEST STORE

FOUNDING IN 1857

DRUCKERS TRUNKS

BUTTERICK PATTERNS

ORIENTAL RUGS

THE BEST LINOLEUM

WILLAMETTE SEWING MACHINES

VICTOR & AJAX HOSIERY

PHILADELPHIA LAWN MOWERS

COLUMBIA YARNS

MADAME IRENE CORSETS

JOHN BROWN'S TABLE LINEN

Fifty-Fourth Anniversary Shoe Sale

Put your Summer wardrobe on a good footing. All the new shoes for Spring and Summer are here for men, women and children. It will be impossible to record here a list of all the new arrivals, but our head shoeman has planned to celebrate this Anniversary 54-Day Wonder Sale with some of the greatest values that the Meier & Frank shoe section has ever put forth. The approved models, best qualities and the lowest prices go hand in hand. A few of our specials:

Women's \$4.00 Oxfords \$2.65 Pair

As this is to be a decided tan season, we will put on sale Oxfords, elite ties and strap pumps in mahogany brown, tan Russian calf and tan and brown vici kid, with Goodyear or hand-turn soles, stylish short vamps and **\$2.65**

Men's Summer Footwear in button and blucher Oxfords, tan or brown calf, patent colt, velour calf or glazed kid leathers, with swing or medium toes and welt soles; sizes and styles for all. Regular \$4.00 and \$4.50 values. Special sale at **\$3.15**

2500 Pairs of Tan Barefoot Sandals

Sizes 4 to 8, priced for this sale at **49c**
Sizes 9 to 11, priced for this sale at **69c**
Sizes 12 to 2, priced for this sale at **69c**

2000 pairs of misses' and children's tan and black Oxfords and ankle strap Pumps. The Oxfords are made in blucher and button styles, with extension or light soles, spring or very low heels. Ankle strap pumps of patent colt, gun-metal kid or tan Russian calf, with flexible sole and natural shape and plain toes. Sizes 8 1/2 to 11 for this sale at, pair **\$1.29**
Sizes 1 1/2 to 2 for this sale at, pair **\$1.49**

Wonder Sale Leather Goods and Belts

To complete the toilette of milady, she must carry one of our ultra-smart purses. The newest conceit is the black velvet bag with handle of silk cord and tassels, which makes a most charming combination for any frock or suit. For Summer, the shapes and sizes are modified, except in auto bags, which come very large. They come in all colors, in seal, walrus, pigskin and the ever popular buffed alligator. Our assortments of Belts are unequalled in quality.

Anniversary Sale in Belt Department

Wash Belts, plain white stitched patterns and fancy embroidered designs, with pearl buckles to match. Special price at **19c**

Children's Buster Brown patent leather **23c**
Belts, our 35c values, special sale at **19c**
The new Chantecler elastic Belts, special **39c**

Wash Belting. Special line of plain white and colored beltings, pretty Spring designs. Special price this sale, per inch **1c**
Children's Bags, with single or double strap handles, fitted with coin purses **49c**
Ladies' Hand Bags, vals. to \$2, special **\$1.19**

Leather Goods—Wonder Sale Values

The greatest assortment of Hand Bags ever given our friends. Large variety of styles to select from and all fitted with coin purses. **\$6.00 genuine horned Alligator \$2.89**
Bags, 9 and 10-inch frames, special **49c**

Our great \$4.49 Special. In this lot we show the finest assortment of real seal, walrus, seal goat, morocco and fancy calf leathers. All the new effects in metal frames and No Sag Bags. All leather lined, fitted with coin purses and in some cases with card cases **\$4.49** and vanities. See these specials at

Anniversary and Wonder Sale in the Men's Furnishing Department

50c Light Underwear 29c

Men's Summer weight Underwear, just like "Porosknit." Shirts are made either long or short **29c**
sleeves; regular 50c values

50c Ribbed Underwear 38c

Men's ribbed form-fitting Underwear in the medium weights; colors are blue and ecru; reg. **38c**
ular 50c values, sale price **38c**

75c Balbriggan Shirts 59c

Men's French Balbriggan Shirts in long or short sleeves, short drawers and ankle length. Reg. **59c**
75c values, price this sale **59c**

Lisle Thread Underwear 75c

Men's \$1.00 lisle thread Underwear in fancy stripes, long or short sleeves, combination colors of blue and white, pink with white stripe and fans. Special for this sale at low price, garment **75c**

25c Wash 4-in-Hands 12 1/2c

Washable four-in-hand Ties, all fine qualities, in plain and fancy colors, stripes, figures and polka dots; our regular 25c value, for this sale at **12 1/2c**

12 1-2c Linen Collars at 5c

Men's linen Collars, broken lines of the celebrated Ti Easy Collars, in the close-fitting shapes. **5c**
Always sell at 12 1/2c, price **5c**

50c Elastic Suspenders 29c

Men's 50c lisle and elastic webbed Suspenders with calfskin ends, plain and fancy colored **29c**
webs, guaranteed, 50c vals.

75c Muslin Night Shirts 49c

Men's 75c muslin Night Shirts, in plain or fancy trimmed, low or military collar, made full **49c**
size and very roomy, for **49c**

Mercerized Underwear \$1.19

Men's \$1.50 mercerized form-fitting Underwear, in colors of blue or pink, fine quality, **\$1.19**
sale at, per garment **\$1.19**

35c 4-in-Hand Ties at 17c

A great lot of men's and boy's beautiful four-in-hand Ties. A thousand different styles and colors to select from; some reversible, some with large French fold. Regular values to **17c**
35c, 3 for **50c** or, each **17c**



Since the inauguration of our business, 54 years ago, we have constantly maintained our reputation of having the most complete Men's Store in Portland—Not only from the standpoint of service, but also from the class of merchandise we carry in all our Men's Departments

\$1 Soft Collared Shirts 63c

Men's soft collared Shirts in plain colors of sateen chambray and Madras cloths; made with buttoned down collar; reg. **63c**
ular \$1.00 values; priced **63c**

\$1.75 Mercerized Shirts 95c

Men's \$1.75 Soisette and mercerized Shirts with buttoned down collars; the ideal Summer shirt; for this sale at only **95c**

\$1.00 Men's Belts for 45c

About 1000 men's Belts; some have beautiful black, oxidized or pearl buckles; in solid colors of black, gray, tan or brown. **45c**
Values to \$1.00, this sale **45c**

\$1.00 Golf Shirts for 55c

Men's \$1.00 Golf Shirts, made of chambrays, in plain and fancy colors, percales, plain and pleated bosom, cuff attached; some **55c**
have coat style; this sale **55c**

Men's Kerchiefs at 5c Each

Fancy Mercerized Handkerchiefs—just the thing for kimonos or fancy work; regularly sold at 12 1/2c ea., special for this sale, only **5c**

20c Plain-Fancy Hose 12 1/2c

Men's plain colored and fancy mercerized stripe Half Hose, the guaranteed quality and beautiful shades of tan, gray, brown, black, green and blue. Al- **12 1/2c**
ways 20c pair, price **12 1/2c**

50c Hosiery 17c, 3Pair 50c

About 500 dozen Men's Hosiery; fancy stripes, fancy plaids, embroidered and Jacquard effects. There are plain colors, broken sizes. A great lot of Hose that sell up to 50c a pair, this sale **3 pair 50c** or, pair **17c**

Men's Linen Kerchiefs 17c

Pure linen Handkerchiefs, with 1-4 or 1-2-inch hem, nicely hem-stitched, splendid quality pure linen; regular price **17c** each; **17c**
special for this sale at, ea. **17c**

Men's Nainsook Underwear

Shirts and drawers; the shirts are made sleeveless; drawers are knee length; ideal Summer garments; special values for this great **45c**
sale at the very low price of **45c**

Sole Portland Agents for the "NULIFE" Shoulder Braces

Fifty-Fourth Anniversary and Wonder Sale of Men's and Boys' Clothing Starts Tomorrow---Clothing Dep't on Third Floor

Our Men's Section of Suits plays an important part in the Anniversary Parade and Wonder Sales. Almost every section of the store is entitled to first place in the triumphant entry of the Meier & Frank Store's celebration of its fifty-fourth year in business, but our Men's Clothing Section on the third floor of our annex will attempt to revolutionize the clothing business in this city, beginning tomorrow morning. We have planned for this event for some time past, and in support of this statement we are offering three great specials at one-third off.

"THE BIG THREE" DRIVES IN OUR MEN'S CLOTHING DEPARTMENT
\$20 Suits, Special \$12.65—\$25 Suits, Special \$16.85—\$30 Suits \$21.15

Every one of these three lines of Suits are this season's garments, made by Rochester, (N. Y.) and Chicago's foremost wholesale tailors, perfect fitting and up-to-date models. Suits for the average man, suits for short, stout men, suits for tall men; \$20 suits, special at **\$12.65**, consist of fancy worsteds and fancy cassimeres in grays, tans and dark mixtures. \$25.00 Suits, special at **\$16.85**, are made of fancy Cheviots, fancy Tweeds, and fancy silk mixed worsteds. \$30.00 Suits, special at **\$21.15**, are made of high quality worsteds, velours and chevots. Patterns and styles exclusive. Every garment is made for men of fashion; fit and finish are perfect and of wearing quality. The patterns are very handsome.

WONDER SALES IN OUR GREAT BOYS' CLOTHING DEPARTMENT
200 Young Men's Suits—Our Regular \$25.00 Values, Special at \$16.85

Each garment is hand-tailored, made by New York's leading manufacturers. The materials are of the richest, softest and most fashionable shades, grays and blues predominating; latest models in conservative or college cuts; high grade **\$25.00** values. **\$16.85**
Boys' Knickerbocker Suits—Regular \$5.00 and \$6.00 Values for \$3.65
Come in fancy wool chevots, fancy tweeds and cassimeres; materials selected from good fabrics in proper shades for boys' school suits. Made in double-breasted coat and with one or two Knickerbocker trousers. You pay double the price from exclusive **\$3.65** clothiers. These suits are sold regularly at \$5.00 and \$6.00. Special sale, suit

Boys' Suits, made of fast color fabrics; Russian blouse or sailor styles, light or heavy weight, in stripes, checks or plain colors; reg. 2.00 and \$2.50 values for **98c**