



June White Days & Rose Festival Days at The Greater Meier & Frank Store

Portland's Largest and Best Store announces for this week the greatest collection of bargains ever offered by any institution—On account of lack of space it is impossible to tell you on this page of all of the Festival and June White Day Offerings—In addition to this full page advertisement, you will find innumerable unadvertised specials throughout the store—Unparalleled reductions on all white articles (a few contract goods alone excepted)—Substantial savings on cut glass, rugs, furniture, men's furnishings, suits, etc.—The most desirable merchandise at the lowest prices.



Festival Offerings in Women's Section Apparel of Distinction Specially Priced

\$6, \$8 and \$10 Silk Waists for \$3.85

Complete line in Messalines and Taffetas—Stripes and checks in tailor-made and fancy styles in black and the latest colors—**\$3.85**
Sizes 34 to 44—Values worth to \$10.00—Sale price only

A Word About Tailored Waists

All our warranted pure linen Tailored Waists are included in the June White Sale at a great reduction—More than fifty numbers, and all are beautifully finished—Sizes 32 to 46—Specially priced for this sale from **\$1.68 to \$10**

The New Millinery for the Rose Festival and June White Days Imported Millinery at One-Half Off

An opportunity is offered patrons in the Millinery Section tomorrow—Imported Pattern Hats and designs from our own workrooms—Many especially prepared for Rose Festival week will be priced at unusual reductions—Imported Paris models from Lichtenstein, Gerhardt, Reboux and other celebrated French fashion authorities—Values worth regularly to \$60.00 now reduced to **One Half 1857**

FISK HATS ONE FOURTH OFF—New line Fisk Shirtwaist Hats, mushroom and tailor shape All Misses' and Children's Millinery, including Sailors and Outing Hats, at material reductions

54
Years
In Portland

Two Big Festival Bargains, Tailored Suits

\$15, \$18, \$20 Suits \$9.85

Your Choice of 200 Suits

Wool Tailor-Made Suits of serge, diagonal, chevrot and worsteds—Colors navy, black, gray, tan, grape, leather, rose and green—Jacket regulation length, some plain tailored or with shawl collar of moire silk and two-button cutaway—Others have soutache braid trimming on cuffs and collars—Skirts full pleated—Reg. val. **\$9.85** to \$20—Special for this great Festival Sale

Washable Suits

Vals. to \$10. \$5.45

Women's Tailored Wash Suits that are made with medium-length jackets, semi-fitted, single-breasted, small revers and notched collar—Parasol to match—Colors tan, leather, green, light blue, pink and white—Values to \$10—Special for Festival Sale **\$5.45**



Our New Optical Department Announcement

This new department is in charge of Edward W. Wheeler, a graduate of the Philadelphia Optical College, the Northern Illinois College of Ophthalmology and Otology. Also passed the state board of Oregon. Has practiced in Portland the past two and one half years. With the opening of this department our aim is to give the best satisfaction at the lowest possible prices. We do our own grinding, placing us in a position to make the lowest prices. Lenses fitted in frames at this price, the pair **\$1.00** | Kryptoks, the invisible bifocals, fitted in any style gold-fitted frame; complete, at this price **\$9.00**
A regular \$6.00 rimless, gold-filled riding bow cable temples, lenses to suit your eyes, special **\$3.48** | We fill any oculist's prescription. Visit this department. Our Watch and Jewelry Repair Department has been moved to the first floor, new building. Satisfaction guaranteed

Interesting News for Girl Graduates

We are showing a complete line of Linerie Gowns, suitable for "graduation exercises," at June reduced prices. Some are elaborately trimmed with hand embroidery, Irish crochet; others are in daintier, plainer styles with fine tucking and Valenciennes lace. Prices ranging from **\$7.50 to \$25.00**. Sizes from 14 to 18 years. We especially invite our friends to call.

Exclusive Negligee Gowns A Great Festival Event

Special low prices in full line of choice Wash House Gowns—Dotted Swiss, Batiste, French organdie, Silk Mull, Crossbar, Dimity—Made French baby yokes, round or square collar—Trimmed with lace embroidery and ribbon—Accordion pleated, lace, embroidered or shirred flounce—All white and colors—Prices are as follows:

\$5.00 House Gowns \$4.12	\$12 House Gowns \$10.35
\$6.00 House Gowns \$5.05	\$14 House Gowns \$12.25
\$7.00 House Gowns \$5.95	\$16 House Gowns \$13.60
\$8.00 House Gowns \$6.95	\$18 House Gowns \$15.25

For the Convenience of Out-of-Town Patrons

Aside from this being the largest and best store in which to shop, we have provided especially for our friends from out of town to make this store their headquarters during the coming week. Our spacious restaurant, accommodating 500 people, will be open to the accommodation of our out-of-town friends, and our rest room and writing room are at your disposal. We are giving away to our out-of-town friends, and also to those in the City of Portland, a beautifully illustrated embossed booklet, containing views of the store and other information concerning our Rose City, which we know you will enjoy reading about and find very interesting. We also have a registration booth on our first floor, in the annex, where we invite you to register your name or the names of any out-of-town friends to whom you would care to have us send our Spring and Summer catalogue, and such other information as we publish

Imp'd Hosiery

Festival Special 48c

A brand new lot of our own importation of women's fine full-fashioned Lisle Hose in all over lace and lace boots, in sheer, dainty patterns; may be had in all the new, wanted shades, pair **48c**

For Festival Week

Serviceable Hose for

Boys and Girls 25c

Serviceable Hose for boys and girls. We carry the best brands, that guarantee wear and satisfaction at popular prices, such as "Black Cat," "The Cadet," "The Victor," "That's It"; all are the best; on sale at, the pair **25c**

MEIER & FRANK Silk Hose

Manufacturer's Prices

Women's Silk Hose, made especially for the M. & F. Co. The three great specials, the best silk Hose ever offered for quality, price and service. We stand back of every pair. Ask for the numbers. In black only. On sale at this low price: Quality 804 and 806, at, the pair **\$1.50**
Quality 803, on sale at, the pair **\$2.00**
Quality 800, on sale at, the pair **\$2.25**

Infants' & Children's

50c Silk Socks 35c

50c infants' and children's Silk Socks in assorted colors. This is a special lot of broken lines in sizes and shades to be had at cost price in this sale. **35c**
We offer them at this price, pair

Festival Days in the Shoe Store 3000 Pairs Oxfords on Sale

Tan Oxford Special

\$5.00 Values \$3.19

As the season is here for tan footwear, we will put on sale 1800 pairs of Russia calf, tan or brown vici kid, in button, lace or blucher cut oxfords; elite ties or strap pumps; made with plain or tipped toes; Cuban or medium low heels; regular values up to \$5, special for this great shoe sale, the pair **\$3.19**
A great value. The M. & F. quality in every pair. Dept. 3d floor; 7 elevators

Misses' & Children's

\$1.69 and \$1.49 Pair

1000 pairs misses' and children's patent colt blucher Oxfords, light or heavy soles—Nature-shaped toes. Black vici kid button or blucher shoes, with medium weight soles and very low heels; gunmetal ankle strap pumps, with plain toes, leather bow; light extension soles. Misses' sizes, 11½ to 2, special **\$1.69**
Children's sizes, 3½ to 11, pair **\$1.49**

Men's and Youths' Oxfords Special

\$5.00 Values \$3.15

Men's Oxfords, in patent colt, black or tan Russia calf; tan, brown or black vici kid leather, with Goodyear welt soles—blucher, lace or button styles; all new, desirable lasts; values up to \$5, special for sale, pair **\$3.15**

\$1.59-\$1.99 Special

Boys' or youths' box calf or vici kid Shoes, lace or blucher cut, with good weight soles, on sale at these low prices. Sizes 9 to 13, special at, the pair **\$1.59**
Sizes 1 to 5½, special at, the pair **\$1.99**

Festival Week, Laces, Embroideries Many Unparalleled Offerings

Embroideries—Specials

A complete assortment of Embroidery Flounces, with bands to match, for lingerie gowns. Come in eyelet and floral design. Flounces 18 to 27 inches wide. Bands 3 to 5 inches wide. Notice the two special prices quoted below on these Embroideries: Values to \$2.00, specially priced at **95¢**—Values to \$3.00, specially priced at **\$1.69**
3000 YARDS SWISS, NAINSOOK AND CAMBRIC, Embroidery Edges and Insertion, 1 to 9 inches wide. Come in assorted designs for women's and children's 15c undermuslins. Values to 45c. These are placed on special sale at, per yard, only
500 yards of Swiss and Nainsook Corset Cover Embroidery. Designs in eyelet and appenzell. Note the two special prices we give below on these, and take advantage: Values to \$1.25, specially priced at **69¢**—Values to \$2.00, specially priced at **95¢**

White Chiffon and Nets—Special

Entire stock of Colored Nets and Allovers, 18 to 45 inches wide. Suitable for waists and yokes. Special price tomorrow for this great sale at **ONE FOURTH OFF** 45-inch White Chiffon Cloth, with colored border. These are designed for overdresses Values up to \$2.75, special price at **\$1.98**—Values up to \$3.50, special price at **\$2.69**

Great Sale of Women's Wash Belts

NOW IN PROGRESS
54
Wonder Day Sales
In Every Section of the STORE



NOW IN PROGRESS
54th
Anniversary Sales
Every Section of the Store Is Represented

In our Belt Section we will offer exceptional values in women's Wash Belts. Come in plain and fancy designs. All are fitted with fine mother of pearl buckles. Don't fail to see these wonderful values and take advantage of the extraordinarily low prices: Regular 75c values, special Rose Festival price at this exceptional low figure **49¢**
Regular 50c values, special Rose Festival price at this exceptional low figure **29¢**
Regular 35c values, special Rose Festival price at this exceptional low figure **19¢**

Foulard Silk

Special 89c Yd.

2000 yards of Cheney Foulard; comes in the best designs of the season, in navy, brown, old rose, Alice, wistaria, black and tan; special for this great festival sale at the low price of, yard **89c**

Pongee Silk

Special 69c Yd.

Colored Tussah Pongee Silk, in natural, brown, navy, Alice, gray, reseda, wistaria and tan. The best styled silk of the season; buy all you want of it at this special sale price, yard **69c**

Great Reductions in Wool Serges

Cream Wool Serges, in various widths, will be sold at the following very low prices: 40 inches wide, for **73¢**—42 inches wide, for **83¢**—45 inches wide, for **95¢**
48 inches wide, on sale at, yard **\$1.08**—50 inches wide, on sale at, the yard **\$1.23**
COLORS AND BLACK DRESS GOODS AT GREATLY REDUCED PRICES

Mesh and Auto Veils

Are Reduced, for Festival Week

50c - 65c Mesh 38c

200 pieces imported French Silk Meshes in all the new and staple kinds and shades, single and double thread, plain, dotted and fancy meshes; offered **38c** in this sale at low price of, yard

\$4 Auto Veils \$2.29

All-silk Chiffon Cloth Auto Veils, extra large, with wide hemstitched borders; also the double chiffon Veil, in two-toned effects; come in all shades; **\$2.29** at this special low price, each

Festival Prices on Summer Needs

\$1-\$1.50 Gloves 57c

16-button length Silk and Lisle Gloves; white, black and colors; 5½ to 8; regular \$1.00 to \$1.50, the pair **57c**

20c Kerchiefs at 10c

Women's hand embroidered initial Linen Handkerchiefs, ¼-inch hems, each **10c**

\$3.50 Neckwear 98c

Women's Neckwear in all new styles, jabots, rabats, yokes, chemisettes, cascades, side plaits and lace collars; regular \$1.25 to \$3.50, special at **98c**

\$2.50 Parasols \$1.19

500 Parasols, white with dainty pink rosebuds and rose borders; natural and enameled handles; our best regular \$2.50 values, at, each **\$1.19**

\$3.00 Silk Vests, Special \$1.98

Women's Italian Silk Vests, white, pink and blue; fancy lace edge yoke; all sizes; regular \$3.00 values, marked at this time for special sale. The same as above with embroidered yokes; regular \$3.50 and \$4.00 values, at the uncommonly low price for this sale at, the garment **\$2.69**