

Every Lover of Music Should Hear Francis Richter, Blind Pianist, Play at Noontime in Our Tea Room—All This Week

Ajax Guaranteed Hose in Summer Weight and Colors—Six Pairs, for Men, Women or Children, at \$1.50, \$2.00, \$3.00

THE MEIER & FRANK STORE, ESTABLISHED 1857

WEATHER REPORT

Fair and continued warm.

The MEIER & FRANK STORE, 5th, 6th, Morrison, Alder

"Gotham Week" Begins Tomorrow at Meier & Frank's

This Is the Gotham Store of Portland!

"Shirts, Underwear and Pajamas of a Gentleman"

WE HAVE given up this week in our Men's Furnishing store to the featuring of the immense lines of "Gotham"—the Shirts, Underwear and Pajamas of a Gentleman—sold here exclusively in Portland.

In the smart haberdashery shops of Fifth Avenue and Broadway, "Gotham" is preeminent, and from New York the fame has spread until today it is the hallmark of quality with millions of men from coast to coast. Gotham Shirts lend themselves to a man's personality. The fabrics are as fine, the patterns as smart and distinctive and workmanship as essentially correct as was formerly thought to rest wholly with the custom shirtmaker. "Gotham" is the original Summer athletic underwear—the Twentieth Century idea of eliminating hot-weather discomforts. And Gotham Pajamas and Soft Collars are equally demanded by the man who knows. Why not come in tomorrow and let us show you these beautiful new Gotham garments? It will be a pleasure to us—and a pleasure to you, when Summer weather starts in earnest.

Gotham Shirts There is a proper Gotham Shirt for every occasion. The pleated and semi-stiff bosoms for business, the negligee styles with soft turn-back cuffs for warmer days. We carry Gotham Shirts in a multitude of handsome patterns priced from \$1.00 each, to the luxurious pure silks which are priced at \$5.00, \$6.00, \$7.00 and \$8.00 each.

Gotham Underwear "The Underwear of a Gentleman"—the finest garments made for hot weather wear—not alone supremely and comfortably cool, but distinctly above the ordinary in fit and fabric. Gotham coat-style shirts and knee drawers at 50¢ to \$3.50; Gotham Improved Union Suits with patent drop seat from \$1.00 to \$4.50 a garment.

---Special Purchases for Gotham Week

AS THE largest Gotham agency in the United States, outside of New York City, The Gotham Company has cooperated with us in furnishing special lots of Shirts, Underwear and Pajamas for "Gotham Week." All fresh, new garments at splendid savings.

Special Lots Gotham Pajamas

Regular \$2.50, \$3.00 and \$4.00
Gotham Pajamas Special \$1.98

Over 600 Suits of Gotham Pajamas, made of fine voilettes and mercerized fabrics in white, blue, pink, lavender and fancy designs. Regular \$2.50, \$3.00 and \$4.00 grades, placed on sale for Gotham week at only \$1.98

Regular \$5.00, \$6.00 and \$7.00
Gotham Pajamas Special \$2.65

Beautiful silk-and-linen and pure Silk Pajamas, made after the usual Gotham Standard. With and without loops, in various colors. Worth \$5.00 to \$7.00. Placed on sale for Gotham week at the low price of only \$2.65

3200 Gotham \$1.50 Golf and Negligee Shirts, Special Only 95c!

Fresh, crisp, new Gotham Golf and Negligee Shirts, every garment with the Gotham label. Fine madras and percales in scores of smart stripes and small figures. Plain and pleated fronts. All sizes and sleeve lengths—regular \$1.50 shirts 95¢.

\$3.50 and \$4 Gotham French Flannel Shirts, handsome line of stripes, with soft French cuffs. For "Gotham Week," special at \$2.39

Special Lots Gotham Underw'r

Regular \$1.00 to \$1.50 Gotham Underwear Special at Only 59c

A special purchase of cool Gotham coat-style Shirts and knee Drawers. Fancy silk-stripe madras and mercerized fabrics in all sizes. The original athletic Underwear. For "Gotham Week," on sale, the garment 59c

Regular \$1.50 Famous Gotham Union Suits Special at Only 98c

Gotham Union Suits are made with the patent drop seat—a feature which means much for Summer comfort. Fine, cool-plaid nainsook in all sizes. Our regular \$1.50 grade, priced for "Gotham Week" at the low price of 98c

Millions of Votes Have Been Cast in the Great \$4000 Scholarship Contest!

May Sale of Muslinwear

THE event that Portland women look forward to—and well they might, for here in our second floor section are thousands and thousands of beautiful, new, immaculate garments at savings of 20 to 50 per cent. Portland women have come to recognize the supremacy of our May Undermuslin sale—for nowhere are fresh, new styled garments offered at such exceptionally low prices.

GOWN SPECIALS—
\$1.50 Gowns, for only \$.98
\$2.00 Gowns, for only \$1.47
\$2.50 Gowns, for only \$1.68
\$4.00 Gowns, for only \$2.73
\$6 and \$6.50 Gowns, for \$3.22

CORSET COVERS—
75c Corset Covers, special 47¢
\$1.25, \$1.50 Corset Covers 98¢
\$2.50 Corset Covers, at \$1.47

WHITE SKIRTS—
\$1.50 White Skirts, at only 98¢
\$1.75 White Skirts, only \$1.39
\$2.25 White Skirts, only \$1.73
\$3 and \$3.50 W. Skirts \$2.33

COMBINATIONS—
\$2.00 Combinations, at \$1.29
\$2.50 Combinations, at \$1.63
\$3.50 Combinations, at \$2.29

DRAWERS—
To \$1.25 extra size Dw's 79¢
\$1.50 Drawers, special at 98¢
75c to 85c Drawers, only 49¢

\$3 SILK VESTS, \$1.95—
Famous Kayser Italian Silk Vest, with reinforced Arm Shield. Lovely hand embroidered yoke effect. White, pink and blue. Special for this sale, for only \$1.95

SECOND FLOOR—MAIN BUILDING—MAIL ORDERS FILLED

Color Books of Travel, 1/2

SCORES of volumes of these beautiful Illustrated Books of Travel, published by A. & C. Black of London, went to delighted buyers today!

These are genuine descriptive Books of Travel, with from 20 to 100 full-page illustrations in colors. The publishers send their surplus to America, rather than lower prices abroad. We secured 800 volumes to sell about half standard prices.

\$2.00 to \$2.50 Books Special at \$1.25

Each Book contains 16 to 28 illustrations in colors. The Tower of London, Isle of Wight, Geneva, and 13 other titles. Standard \$2.00 and \$2.50 Books, at \$1.25

\$2.50 and \$3.00 Books \$1.50

These contain 20 to 40 illustrations. Worcestershire, Scottish Life and Character, and 10 other titles. Standard \$2.50 to \$3.00 Books of Travel, on sale tomorrow at \$1.50

Less than half price for these elegant art Books of Travel. From 50 to 100 illustrations in colors in each. Happy England, The Alps, Canada, Florence, and 17 others, at \$2.50

FIRST FLOOR—MAIN BUILDING—MAIL ORDERS FILLED

Anniversary Sale Ribbons

Over 100,000 Yards to Go at Phenomenal Prices Tuesday

"WHEN will you have the Anniversary Sale of Ribbons?" a dozen patrons have asked us. Here is the answer in this advertisement—and it's safe to say that the sale of Ribbons tomorrow is the most important Ribbon event of the year!

Over 100,000 yards of Ribbons of every weave and color combination—every staple and novel style. And for dozens of uses—milliner, girdles, sashes, trimmings, fancy work, etc. Read every item—note the reductions.

20c All-Silk Ribbons Special Tomorrow 12c
All-Silk Taffeta and Moire Ribbons in all plain colors. Extra good quality, 3 1/2 ins. wide. For hair bows, etc. Regular 20c grade 12c

Novelty Ribbons Tomorrow at 20% Off
An unusual offering—all high-grade, novelty weaves and all Fancy Ribbons in regular color, from \$1 to \$7.50 a yard. Tomorrow 20% OFF

35c Moire Ribbons on Sale Tomorrow at 19c
5 and 6-inch Plain and Moire Ribbons in a full range of staple shades. Splendid grade, suitable for hair bows and millinery uses; 35c Ribbons at only 19c

35c and 50c Ribbons Special Tomorrow 25c
Plain and Fancy Ribbons, all colors in the 5-inch Satin Ribbon, and a varied assortment of fancy warp prints, Dresdens, stripes, plaids and checks; 35c and 50c grades, tomorrow, yd. 25c

50c to 75c Ribbons on Sale Tomorrow at 37c
Fancy Dresdens, warp prints and broadened Novelties—both silk and satin Ribbons in a lovely range of colorings; 50c to 75c grades, tomorrow, yd. 37c

Wash Ribbons Special for Tomorrow at Less
No. 1 and 1 1/2 Wash Ribbons, 5 yards, for 7c



No. 2 and 3 Wash Ribbons, 5 yards, at 12c
No. 5 Lingerie Ribbons, 5 yards at only 10c
To \$1.00 Fine Ribbons Special Tomorrow 43c
Beautiful, high-grade Ribbons, novelty bordered; warp prints and Dresdens. Also a splendid assortment of fancy Ottoman Ribbons; 6 and 7 inches wide; 65c to \$1 grades, on sale at 43c
12c and 15c Ribbons Special Tomorrow 5c
Pretty, fancy Dresden Ribbons in a good variety of shades. For the little girl's hair bows, fancy work, etc.; 1 1/2 and 2 inches wide. Regularly 12c and 15c a yard. Tomorrow only 5c

FIRST FLOOR—MAIN BUILDING—MAIL ORDERS FILLED

Dresses for the 'Sweet Girl Graduate'

ALL the anxiety of the making of the graduation dress done away with if choice is made from our beautiful assortment of Lingerie Gowns. Words can't express their unusualness and dainty beauty. Scores of models with a deal more style than even the expert dress-maker can fashion. Exquisite creations of fine, sheer, lingerie materials with rare combinations of all white laces and fine embroideries. Others with the new ecru and white laces, both fine and heavy. And several styles with striking finish of black velvet ribbon.

All are the charming, close fitting, one-piece models. Some with peplum extensions at waist, others with plain band. Some in semi-Princess style. See them tomorrow in our second floor section. Prices range from \$15 to \$135.

At \$7.45 A special group of dainty new Wash Dresses. Pretty styles of sheer voiles, zephyr ginghams, etc. Light and dark colorings. Also tailored styles in white pique.

Gotham Mannish Waists for Women \$1.75 to \$6.50.

SECOND FLOOR—MAIN BUILDING—ORDER BY MAIL



May Sale of Pure Foods

DID you see our big full-page advertisement of this May Sale of Pure Food in Sunday's Oregonian? Hundreds of extraordinary specials that no housewife can afford to pass unnoticed.

25c Blue Label or Libby's Catsup, 18¢.
Freshly Roasted Coffee, 25¢.
Tea Room Blend Coffee, 39¢.
English Breakfast Tea, 25¢.
Eastern Corn, 3 cans, at 25¢, dozen 95¢.
Table Peaches or Apricots, three cans, 50¢.
Log Cabin Maple Syrup, gallon can, \$1.
Pure Eastern Lard—large pails, \$1.35, medium, \$1.00, small, 70¢.

Dry Gran'd Sugar 100 lbs. for \$5.85
None to other dealers and only one sack to a customer at this price! Less than prevailing wholesale quotations: 100 lbs. special \$5.85
Victor Flour, bbl., \$5.20, sack, \$1.35.
Eastern Sugar Cured Ham, pound, 16 1/4¢.

Eastern Sugar Cured Bacon, 17¢.
Crosse & Blackwell's Luc-ca Oil, 76¢.
Cream of Wheat, pk. 15¢
E. C. Cornflakes, 3 pkgs. for 25¢.
Royal Baking Powder, lb. 39¢.
Holly Milk, 4 cans, 28¢
Aunt Jemima's Pancake Flour, 2 pkgs., 25¢.
Butter Butter, roll 52¢
Armour's White Soap—5c cake, 6 for 25¢, 10c cakes, 4 for 25¢.

PURE FOOD GROCERY, BASEMENT, MAIN BUILDING

A Cleanup of Handbags

\$1.00 to \$2.00 Bags Tomorrow for Only 49c
\$2.25 to \$4.00 Bags Tomorrow for Only 98c

A CLEARING out of odd lines of Leather, Fabric and Suede Handbags in cordellere and shopping styles.

Fully 250 Bags grouped at these two, ridiculously low prices tomorrow, on the center aisle. They'll surely go in a hurry!

FIRST FLOOR—NEW BUILDING

Sole Portland Agents for
John S. Brown & Co.
Mending Underwear, Sewing Machines, Acorn Stoves and Ranges, Fulton & Whitney Sewing Machines, Original Craftsmen Furniture.



Sole Portland Agents for
Guthrie's Shoes, Perrin's Gloves, Ajax Guaranteed Hose, Knickerbocker, Gotham Shirts and Underwear, Madame's Dress Corsets, Hippo Petticoats, Samspe's Clothes for Boys.

Bread Baking Contest!

Cash Prizes for Best Loaves of Bread Baked in "Way-Kuk" Paper Bags
So wonderfully has interest in Paper Bag Cookery increased since we began the daily lectures and demonstrations by Mrs. Baker, that we have inaugurated this novel contest.
Cash prizes of \$10, \$5 and \$2 will be given for the best loaves of bread baked in a "Way-Kuk" Paper Bag. Miss Paxon La Monte, domestic science director of the Y. W. C. A.; Miss Hedwig Biege of the domestic science department, Public Schools, and L. H. Gilmore, steward of the Hotel Oregon, have consented to act as judges. Loaves must be entered before noon Thursday. Judging takes place Thursday, 4 p. m.
Mrs. Baker's Paper Bag Cookery lesson at 2:30 tomorrow, 4th floor, on Baked Chicken.

PHONES—Pacific, Marshall 4600; Home, A-6101. Only Portland Store With Complete Mail Order Service and Catalogue