

Splendid Service Our 7th-Floor Tea Room—Breakfast 8 to 11  
Orchestra and Vocal Music During Luncheon—Afternoon Tea

Official Rose Festival Program 25c—Rose Festival Souvenirs,  
Pennants, Caps, Pillows, Flags, Bunting, Etc., Fourth Floor

THE MEIER & FRANK STORE, ESTABLISHED 1857

WEATHER REPORT

Fair; Northwesterly Winds.

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

# Festival Sales and White Days—Last Week of \$4000 Contest

## All White Suits, Coats, Dresses at June Sale Prices



**WOMEN** have but to remember the wonderful and varied assortment of Apparel of White here in the great Ready-to-Wear Salons—have but to consider the high favor in which garments of White are held among the ultra fashionable—and the breadth of these June White Days offerings will be appreciated.

Stunning Suits, Coats and Dresses of White at prices that place them within reach of every woman. Garments for every use—street, afternoon and evening. All are reduced! A special offering in line-tailored Suits of White—the elegant models of from \$55 to \$85—All **1/4 Off**

**\$15, \$18 and \$20 Summer Coats on Sale at \$9.85**

An offering that women can't appreciate until you've seen for yourself the splendid quality, the smart new Summer styles included in this special group. Coats of navy blue serge, gray or tan tweed, pongees, cloths of gold, tussah silks and smart worsteds. Medium and large collars of white serge, of black satin—finished with braids and buttons. You'll agree they're \$15, \$18 and \$20 garments. Tomorrow at only **\$9.85**

**Misses' Silk-and-Wool Dresses on Sale \$6.48**  
A special such as is seldom offered for the miss of from 13 to 17 years. A New York purchase of smart One-Piece Dresses. Summer weight serges, mixtures and mannish weaves. Of soft meshalines and Summer silks—also of white serge. Remarkable price for tomorrow **\$6.48**

**Beautiful Imp'ted Linen Dresses Now at 1/4 Off**  
Words can't express their exquisite beauty. Of fine, pure linens in the most fashionable of exclusive styles. Bodices and skirts beautifully hand-embroidered, with inserts of real Irish Crochet and cluny medallions and bands—collars edged with lace. Priced regularly from \$35 to \$98. Regularly **1/4 Off** Special tomorrow **1/4 Off**

**N**OW for the final lap in this great \$4000 Scholarship Contest! Help one of these young people win the scholarship that will start them towards a higher education. Redeem the sales checks with every cash or credit purchase for ballots and cast them for your favorite contestant.

Think what winning a scholarship means! The Grand Double Prize will give the successful young man and woman each a \$1000 Scholarship in any college in America they may select. The second prize is a \$6000 Scholarship to young man or woman in Leland Stanford or University of California. The fourth, a \$5000 Scholarship in University of Oregon, Oregon Agricultural College or Willamette University. The other prizes are tuition scholarships in local schools.

This is the last week of our Annual June White Days—the great annual White Event which includes Undermuslins, Embroideries, Laces, White Footwear, Linens, White Wash Goods, White Dresses, Goods and all other white merchandise at a reduction.

### 40 HIGHEST CONTESTANTS UP TILL 2 O'CLOCK SATURDAY.

THE VOTES FOR MEN		THE VOTES FOR WOMEN	
Joe Hallack, 19 N. 20th. 8800000	Harry Fogarty, 14th & Irving 808875	Edith O'Brien, St. Mary's A. 808775	Helen Clark, Gracie Pass 808775
Lowell Bradford, Wash. Hl. 807115	Raymond Fryer, Wash. Hl. 808885	John Metcalf, Reed Coll. 814750	Eva Johnson, 271 E. Ash 814750
Harold Bergen, 275 E. Main 1851475	John Rigley, 4th Rodney 808885	Nettie Drow, 27 E. 16th 808775	Florian M. Linklater, Reed C. 808885
Clifford Thomas, Col. Ind. 1411088	Geo. Maxwell, Jeff. High 213175	Maude Loney, 48 E. Sumner 810125	Louise Hoyer, Wash. High 808775
Fred Frach, 12 W. High 808885	Harold Malson, Jeff. High 213175	Mary C. Davies, Wash. High 808775	Alma Johnson, Arista 808775
Fred J. Barber, Wash. High 894175	Paul Adams, Wash. High 808885	Eva M. Vore, Wilton Piano B. 808885	Agnes Bryan, Odd Fellows Hl. 808775
Malcolm McLean, St. Law A. 798488	Miss A. C. Crossley, 1023 V. 2017075	Lilla E. Peterson, 14 E. 18th 808775	Esther Ohlemiller, Woodlawn 187033
Hal G. Brown, W. High 808885	Eva J. Gentry, 5423 24th 808775		
L. T. O'Brien, U. of O. 707750	Hattie Smuckler, 215 E. 34th 1310400		
Harry Parsons, P. R. L. & P. 730480	Georgia Floegstra, 68 Ford 1090400		
Chas. Hleg, A. & W. Bus. 712500	Evelyn Beesly, Allen Prep. 808885		
Archie McAuley, Wash. High 808885	Cora Haley, St. Mary's Acad. 808400		

## The Legend of the Rose

**O**N the eve of the sixth Annual Rose Festival to our beautiful City of Roses, a word of sentiment and story connected with the roses will not seem out of place.

The rose is the most valuable and the most valuable thing any one can give. William Penn knew this when he came from his daughter to a single rose in payment for the brick house—the first to be erected in America—he gave to her. The rose cost nothing, for it grew the bush in his garden, yet it was the most valuable thing in the world to him, for it represented his daughter's love and good will.

The rose is the most universal of flowers as well as the most beautiful. It grows in the garden, even within the polar circle. It is the most honored of flowers. Among the ancients it was conspicuous in all ceremonial rites. It grew in the hanging gardens of Babylon, the Solomon's garden in Persia. The Greeks gave it preference over all other plants and called it "Queen of Flowers." The Romans made their couches into literal beds of roses.

So the love for the rose is universal. It knows no nation, no climate—the world over it is a symbol of life and beauty.

Portland welcomes all America to her Rose Festival and this store—YOUR STORE—whether in the city or Portland, bids you a hearty welcome.

## Dainty Lingerie Waists From \$2.12 to \$6.50

**SAFE** to say there's no more varied showing of \$2.12 to \$6.50 Lingerie Waists the city over. The daintiest of cool Summer styles. Fine mulls, lawns and voiles. Both low and high necks. Trimmings of laces and embroidery medallions. Also Peplum Waists of Marquette and nets. Choose from them tomorrow at **\$2.12 to \$6.50.**

## All Trimmed Hats

**ABSOLUTELY** nothing in our immense display of Mid-Summer Trimmed Hats is restricted in this all-important offering. Scores of lovely new models have found their places in the great Salons during the last few weeks and days. Styles refreshingly new—Hats for every occasion. Sailors and tailored models for street wear. Charming creations for afternoon, dinner, reception and theatre use, with lovely combination of materials—rich laces, chiffons, flowers, wreaths, plumes.

Both New York and Paris modistes contribute to the showing—Gage, Fiske, Hyland, Kurzman. French makers—Poiret, Marie Louise, Caroline Rebeaux, etc. Every price—



## Smart Outing Waists

The jauntiest of Waists for business and outing wear—madras, linens, voiles, wash silks. Sailor collars, short sleeves with turn back cuffs. They're clever! Priced from **\$1.28 to \$5.**

## White Dress Goods \$7.50 to \$150.00 Hats at 1/2

**Children's Hats and Bonnets Reduced for Tomorrow**  
The little daughter will want a pretty new Hat or Bonnet for Festival wear. We've splendid offerings for tomorrow. A special group of Summer Hats of milans, peanut braids and javas at only **85c**. And all the pretty styles from \$2 to \$15 are at 1-3 off. With every purchase of \$1 or more we give a little hand-made pink rose. Don't fail to visit the section tomorrow!

## White Dress Goods

Favored for Summer apparel are the Woolen Dress Goods of White. And every new Summer weave is now reduced for June White Days. Serges, Whipcords, Bedford Cords, Basket Weaves, etc. Now at **85c, \$1.35, \$1.47, \$1.67 to \$2.98.**

## The Kayser Glove Store of Portland

**WE** SELL more Kayser Silk Gloves in Portland each year than all other stores combined.

That only means one thing—our assortments of Kayser Gloves are larger and our splendid Glove service acknowledged the best. Kayser's are the original guaranteed double finger tipped Silk Gloves. The name is on every pair.

We have Kayser's Silk Gloves, both short and long styles in every shade to match the summer costume.

**Kayser 2 clasp Silk Gloves, at 50c, 75c, \$1, \$1.50**  
**Kayser 16 button Long Silk Gloves, \$1, \$1.50, \$1.75**

Ask for Kayser No. 465 Pure Silk Thread Hosiery at \$1—A beautiful, lustrous quality, with wide garterproof welt tops, reinforced heels and toes. A phenomenal value, in black only.

First Floor—Main Building



## Convenience of The Big Store

—Make Meier & Frank's your store during Rose Festival week.

—It shall be a pleasure, upon application to the accommodation bureau, to furnish you a guide, to show you through the store.

—Our beautiful tea room and restaurant on the seventh floor, with spacious lobby, writing desks, telephones, etc.

—Women's rest rooms, second floor.

—Don't fail to visit the big store at Rose Festival time. It is one of Portland's principal points of interest.

**Increased Phone Service**  
Our private telephone exchange now has 27 direct trunk lines, affording quick and efficient connection to any department of the store. Should the demands of Rose Festival week overtax even this increased service, we will be glad to have it reported to the manager's office.

## Sale Parasols for Carnival!

**L**AATEST and most complete stock of Parasols in the city, specially reduced for this great Carnival Sale. The opportunity is here, also the warm weather. Supply your needs while the assortment is complete. All the latest styles and color combinations. Women's Parasols reduced as follows:

\$1.25 Parasols, special now at 98c  
\$1.75 to \$2 Parasols, special, \$1.63  
\$2.50 Parasols, special price, at \$2.19  
\$3.00 Parasols, special price, at \$2.47  
\$3.50 Parasols, special at only \$2.98  
\$4 to \$5 Parasols, special at \$3.67  
\$12 to \$25 Parasols at 1-3 OFF  
Children's Parasols, 25c, 50c, 75c, \$1 and \$1.25.

First Floor—Main Building  
—Mail Orders Filled

## Real Lace Neckwear Half and Less

**S**AMPLES of the most exquisite real Lace-Trimmed Neckwear from one of New York's most high grade makers, are grouped at eleven prices for Carnival Week selling.

All hand made real Irish crochet and net top laces, in the season's favored styles, including Stocks, Yokes, Dutch Collars, Circular Collars, Chemisettes, Gumpes. Judge how wonderful the purchase was, by these prices:

50c, 75c and \$1 Sample Neckwear, 33c  
\$1.25, \$1.50, \$1.75 Neckwear, at 57c  
\$2.00 to \$2.75 Sample Neckwear, at 87c  
\$3 and \$3.50 Sample Neckwear, \$1.19  
\$4 and \$4.50 Sample Neckwear, \$1.47  
\$5 and \$5.50 Sample Neckwear, \$1.98  
\$6 and \$6.50 Sample Neckwear, \$2.47  
\$7 and \$8.50 Sample Neckwear, \$3.98  
\$12 to \$18 Sample Neckwear, at \$5.98  
\$20 to \$40 Sample Neckwear, \$12.98

First Floor—Main Building  
—Mail Orders Filled

## Great Sale of Jewelry!

**BY** ALL means the most sensational—for that's the only word which rightly describes it—sale of Jewelry we have ever held outside Holiday times! Even then, prices have never been more radically low. Months have been spent in preparation.

Immense purchases of beautiful Parisian Novelties—Jewelry from the leading New York, Providence and Attleboro manufacturers have joined our regular stock in the many wonderful lots. Some of the pieces are illustrated—A FIFTH STREET WINDOW IS FILLED WITH THE SPECIALS. Read every item—come at 8 tomorrow for first choice.

\$10.00 La Vallieres for only \$4.98	turned or fancy, small plain model Gentlemen's Watches, with Waltham or Elgin 7-jewel movements, sold by us at \$7.75.
\$15.00 La Vallieres for only \$7.50	At \$11—20-year Gold-Filled Watches, in women's or men's sizes—all styles of cases—fitted with 15-jeweled Elgin and Waltham or 17-jeweled adjusted Hampden movements—selling from \$15 to \$17.50.
At \$7 to \$7.50 Hat Pins of great beauty and worth, \$1.98.	At \$7.98—Small size ladies' Watches—Waltham and Elgin movements, warranted 10 years, with hunting cases, in plain or fancy.
A Great Collection of Rhinestone Brooches, Bar Pins, Scarf Pins, fancy stone Brooches and Belt Pins, etc., worth up to \$2.50, at 85c	<b>Mesh Bags</b> An opportunity to buy our high-grade sterling silver, imported gun metal and gold-filled Mesh Bags at ridiculously low prices. \$6.50-\$7.50 Purses and Bags, \$4.98 \$10 to \$15 Purses and Bags, \$6.98 \$15-\$20 Purses and Bags, \$10.98 \$25 to \$30 Purses, Bags, \$16.98 \$35 Purses and Bags only \$27.50 \$50 Purses and Bags only \$37.50
50c to \$1 Earrings special at 39c \$3.00 to \$4.00 Earrings only \$1.98 \$5.00 Earrings on sale, only \$1.49 \$4.00 to \$6.00 Earrings only \$2.98 \$8.50 to \$12.00 Earrings only \$6.98 \$12.00 to \$17.50 Earrings at \$9.98	<b>Other Specials</b> 50c Souvenir Cups, descriptive of Portland, 39c. \$7.50 Combination Brush and Mirror Sets, guaranteed quadruple silver plated, in green silk-lined cases, \$4.98.
Long Opera Guard and Lorgnette Chains, in sterling silver links—set with corals, amethysts, Rhinestones, sapphires, etc. A truly beautiful collection.	<b>Clock Dept.</b> A guaranteed Nickel Alarm Clock, with patented alarm shut-off, guaranteed one year, 49c. An immense lot of Marbled Wood and Iron Mantle Clocks—8-day, 7 1/2-hour strike, cathedral gong, in mahogany, Gothic, gilt and fancy colored Grecian designs. \$4.50 to \$5.00 Clocks at only \$3.48 \$6.00 to \$7.50 Clocks at only \$4.98 \$7.50 to \$8.50 Clocks at only \$5.98 An \$8 Mission Hall Clock—Just the thing for the bungalow; 5 1/2 feet high, 18 inches wide, polished brass hands, with pendulum weight and chains, \$3.98.
\$1.50 Chains on sale only, sp1, 98c \$3.00 Chains on sale at only \$1.98 \$5.00 Chains on sale at only \$2.98 \$9.00 Chains on sale at only \$4.98	<b>French Jewelry</b> A great purchase of French Jewelry from one of the big importing houses; also tremendous reductions from our own stock. Every conceit and fashion in Jewelry from Paris this year. The popular Drop Earrings in Rhinestones, pearls and all colored stones set in gold-filled, sterling silver and solid gold. 50c to \$1 Earrings special at 39c \$3.00 to \$4.00 Earrings only \$1.98 \$5.00 Earrings on sale, only \$1.49 \$4.00 to \$6.00 Earrings only \$2.98 \$8.50 to \$12.00 Earrings only \$6.98 \$12.00 to \$17.50 Earrings at \$9.98
La Vallieres, Festoons and fancy Necklaces—unlimited variety from simple effects in the beautiful oriental colorings and designs. \$ 4.00 La Vallieres for only \$1.98 \$ 6.00 La Vallieres for only \$2.98	<b>Bliss Jewelry</b> A big assortment of famous Bliss Belt Buckles, worth \$4 to \$7.50, at \$1.49. \$4 to \$7.50 Hat Pins of great beauty and worth, \$1.98. A Great Collection of Rhinestone Brooches, Bar Pins, Scarf Pins, fancy stone Brooches and Belt Pins, etc., worth up to \$2.50, at 85c

## Redfern -- The Ideal Summer Corset

**W**HEN thorough Summer comfort in the Corset can be enjoyed without sacrificing grace and beauty of line—isn't it a combination of features worthy of the consideration of every woman?

And here in these high-grade Redfern Corsets is found comfort and beauty supreme. And for Summer wear, they're perfect! Every pair boned with the high-grade, plant Walohn. Can be laundered—kept sweet and clean, without injury to perfection of line.

Models to suit the requirements of young and growing girls, for the young woman, for the matron. Prices range from \$3 to \$10.

AT \$3—Model 5353, that's splendid for young girls, for motor-touring and outing use. Pliant, with medium bust and hips.

AT \$6.50—Model 7070, one of the new and popular Redferns. Medium bust. Long, close and smooth fitting skirts.

AT \$10—Model 6565, a beautiful Redfern of rich brocade. Cut after the fashion of the French Corsets with snug, close fitting lines.

## All Our Linens Are Reduced

**T**HOUSANDS of homes have found our great June White Days the signal to supply Linens and White Goods needs for a half year to come.

**Apkins, \$2.25 a dozen—22x32 inch, good heavy weight of all pure linen.**  
**Apkins, \$2.48 a dozen—20x20 inch, pure linen, snow white; a good size for breakfast use.**  
**Apkins, \$3.25 a dozen—22x32 inch, of a heavy German linen, soft finish, grass bleached, very serviceable.**  
**Apkins, \$4.98 a dozen—25x36 inch, snow flake pattern, with Greek key border; Irish linen, extra heavy.**  
**Apkins, \$6.10 a dozen—27x37 inch, very soft and fine, many patterns, dinner size.**  
**Apkins, \$10.00 a dozen—Double damask, full grass bleached, an excellent quality, either Irish or Austrian linen.**  
**Damask, \$4 a yard—A good, heavy weight, unbleached table damask, floral patterns, 42 inches wide.**  
**Damask, \$6 a yard—An excellent quality of unbleached damask that will bleach snow white in the ordinary laundry. An assortment of patterns to select from, 70 inches wide.**  
**Damask, \$2.49 a yard—Our special \$1.25 grade full bleached, beautiful patterns, fine quality, 70 inches wide.**  
**Damask, \$1.18 a yard—Full bleached damask, made of pure Irish linen, in assortment of patterns, 72 inches wide.**  
**Damask, \$1.25 a yard—An extra heavy weight, Irish table damask, full bleached, 72 inches wide.**

## 75c Summer Silks, 49c

**I**NCLUDED in the lot are pretty hairline Silk Suitings of navy, tan and black. Tub Silks in light colorings and Foulards in navy, black, goblin, old rose. Small neat designs. 24 to 27 inches wide. Our regular 75c grades on sale tomorrow at the yard **49c**  
**\$1.50 Pongees at 98c—** Beautiful all-silk Grenadines, 98c—Popular Silk Pongees in natural color with attractive colored borders. Full 45 inches wide. Handsome \$1.50 quality tomorrow at **98c**

**Sole Portland Agents for**  
John S. Brown Linens  
Munsing Underwear  
Willamette Sewing Machines  
Acorn Stoves and Ranges  
Fulton & Whitney Go-Carts  
Genuine Stickley Original Craftsmen Furniture.

EST. 1857

# MEIER & FRANK STORE

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

## Pure Food Groceries

**T**HE Big Pure Food Grocery is a veritable storehouse of economies for housewife, boarding house and hotel keeper. A few Monday specials:

**East. Picnic Hams, lb. 11 1/2c**  
**Codfish, brick at only 10c**  
**Kingsford's Corn Starch, 2 packages, now only 23c**  
**Crisp Potato Chips 3 pk. 25c**  
**Golden Rod Oats, 2 pk. 25c**  
**Royal Bak. Powder, lb. 35c**  
**Pineapple, 3 large cans 50c**

**Table Peaches, 3 cans at 50c**  
**Table Apricots, 3 cans 50c**  
**Fancy Oranges, dozen 17c**  
**New Potatoes, 6 lbs. 25c**  
**Lemons, dozen at only 10c**  
**Crackers, 6 packages at 25c**  
**Corn Flakes, 3 packages 23c**  
**Sliced Beef, 3 cubes at 25c**