Our Great Mid-Month June Sale of Pure Food Groceries Begins Tomorrow—Hundreds of Specials in Force the Entire Week

Victrolas and Columbia Phonographs and Records on Club Plan
Complimentary Telephone Herald Concert Every Afternoon

THE MEIER & FRANK STORE, ESTABLISHED 1857 | WEATHER REPORT | Fair and Warmer | The MEIER & FRANK STORE, 5th, 6th, Morrison, Alder

Pioneer Week---A Tribute to Those Who Blazed the Trails!

Winners in the Great $4000 Scholarship Contest—

AMIDST the greatest enthusiasm, our $4000 Scholarship Contest ended at store-closing time last night. Today many young men and women are happy over the realization of the educational hope of a lifetime.

GRAND DOUBLE PRIZE
$1000 EACH.

Lowell Bradford, Washington High 5,759,005
Eva L. Gentry, 5432 36 av., 4,419,650

SECOND PRIZE
$600 Scholarship in University of California or Stanford.

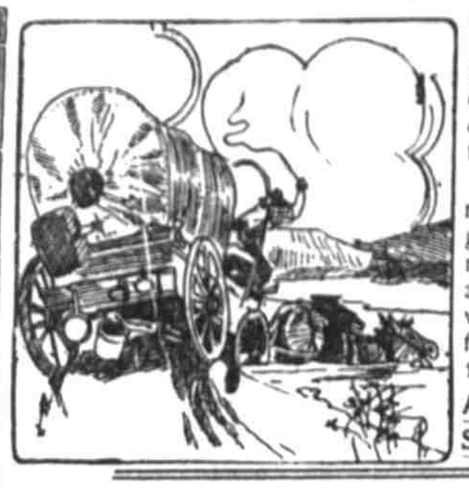
Joe Hallock, 30 N. 20 st., 4,625,900

THIRD PRIZE
$500 Scholarship in Oregon University, Oregon Agricultural College or Willamette University.

Miss A. G. Crossley, 1053 Vaughn street 4,316,375

THE OTHER WINNERS.

4—H. Bergen, 575 E. Salmon 3301250
5—H. Smuckler, 216 E. 36th 2053200
6—Fred Fritsch, 630 2d st. 2048650
7—Evelyn Segal, Allen Prep. 1735085
8—Clif. Thomas, Colum. U. 1704250
9—Harry Clow, B-W. Bus. C. 1523750
10—Mal. McLean, St. Law. 1359350
11—G. Ploegstra, 649 Ford 1315475
12—Harry Parsons, P.R.L.& P. 1252325



THOSE who came across the plains to Oregon in the '30s and '40s will gather this week to renew old acquaintances, to tell over again the stories of the hardships of early days, of their fights with the Indians, of the "blazing of the trail."

This is Pioneer Week at Oregon's Pioneer Store. On Thursday, June 20, the Oregon Pioneer Society holds its fortieth annual reunion at the Masonic Temple. We cordially invite our old friends, many of whom were personally acquainted with Aaron Meier, founder of The Meier & Frank Company in 1857, to visit the store this week.

Articles Loaned to Us by Oregon Historical Society on Display in Fifth Street Window

To $18 Summer Coats $11.85

VERY few days in Summer, especially in the evening, when comfort doesn't command a separate coat to wear with lingerie and light dresses.

Tomorrow choose from two racks of splendid Full-Length Summer Coats in dozens of jaunty models, one illustrated. Tweeds, worsteds and serges in plain colors, plaids and fancy mixtures. Large collars and revers, shawl collars or plain notched collars. Many with the smart side fastenings. Reg. $16.50 to $18.00 Coats at only **$11.85**

To $65 Suits at $35.50

High grade, exclusive Suits from our regular $50 to $65 lines, reduced for the first time. Fine imported fabrics—serges, whipcords, tweeds and mannish mixtures.

Faultlessly plain-tailored and dressy models, with chic high-waisted Coats, large fancy revers and collars. Trimmings of silk, ratine, broadcloth, braid. Tomorrow **$35.50**

To $65 Gowns, $39.75

Our own regular stock of beautiful afternoon and reception Gowns. Satins, draped in chiffons; bordered silks, crepe de meteor and marquisette. Exquisite creations, only one of a kind. Trimmings of heavy lace bands, Irish crochet, etc.

The lovely draped Skirts, shirred ruffles and panniers of lace reflect Paris. Our regular $50.00, $55.00, $60.00 and $65.00. On sale tomorrow at the low price of **$39.75**

To $10 Dresses at $6.45

Misses' and Junior Wash Dresses in many pretty styles for Summer. The peplum, the coat effect with smart leather belt, the sailor collars are used to good effect. Plain colors and stripes of navy, Copenhagen, white, tan and natural. Lace trimmings and pipings. Our regular $7.50, $8.50 and $10.00 Dresses, tomorrow at only **$6.45**

$6.50 to $8 Waists $3.85

More lovely new Summer Silk and Chiffon Waists added to this lot for tomorrow. Charming Dutch necks, with short sleeves or high neck and long sleeves. Chiffons, soft taffetas and messalines trimmed in the season's favored laces, buttons and pipings. Tailored as well as fancy styles. Regular $6.50 to $8.00 Waists tomorrow at **$3.85**

Wear Ajax Guaranteed Hosiery!

WHEN you may get the finest, coolest Summer Hosiery that money will buy, with a six months' dated guarantee in addition, why not come to Meier & Frank's for Ajax Hose?

Men's Ajax Socks in beautiful, sheer Summer weights, of Maco cotton, lisle, silk lisle and pure thread silk. Black, tan, and new shades, for wear with low shoes. Women's and Children's Ajax Stockings in black and tan. Any pair in which holes appear within six months, when accompanied by guarantee coupon, will be replaced free here at the store. A box of six pairs, guaranteed six months. See them at Meier & Frank's at **$1.50, $2, $3**

$2.50 Chenev Bordered Foulards, $1.59

NOW for the season's lowest price on Cheney Brothers' handsome Bordered Foulards, in exclusive 1912 Summer designs. Navy, tan, gobelin, green, brown—45 inches wide. Beautiful for afternoon and reception gowns. Our regular $2.50 grade. Placed on special sale for tomorrow at yard **$1.59**

75c Summer Silks—Plain taffetas, wash taffetas, fancy foulards, striped tub silks and suitings in light and dark colors. Over 5000 yards, **49c**

$1.50 Bordered Pongees—Exquisite designs on tan and blue grounds, lavender, green and old rose borders. Make beautiful summer gowns, **98c**

Genuine Hand-Loomed Chinese Pongees—The 26-inch, $1 grade, **83c**; $1.25 grade, **98c**; 36-inch, special; **73c, 98c, $1.19, $1.27, $1.39**

12c-20c Cluny Laces for 10c

FOR tomorrow we've 2000 yards of the White Cotton Cluny and the Point de Paris Laces, in such demand for Summer dress trimmings. Edges and Insertions, 1 to 5 inches wide. Excellent 12c, 15c and 20c grades, special, yard, **10c**

Clean-up of Colored Embroideries—Edges and Insertions, 1 to 5 inch; Bands and Flouncings, 6 to 18 inch. Colored and Persian designs on white grounds. Regular $1.50 to $3 grades, **98¢**; 85c to $1.50 at **69¢**.

20-Inch All-over Embroideries—dainty eyelet designs on swiss and cambric, for waists. Regular 85c to $1.00 grades, **69¢**; $1.25 to $1.50, **98¢** $1.75 to $3.00, yard, **$1.39**.

Short Lengths of Venise and Net Top Laces—white and cream. Regular 45c to 75c grades, **39¢**; $1.25 and $1.50, **98¢**; $4 to $5.50, **$3.49**.

Fifth Floor—New Building—Mail Orders Filled

$3.50 Footwear $1.89

NOT all sizes in any one style, but incomplete lines of splendid $3.00 and $3.50 Oxfords and Pumps for women, in the best makes and leathers, at a price which will spell big savings.

Oxfords are in gun metal, patent and vici kid leathers in blucher lace style. Also a few pairs of tan Russia button Oxfords. $3-$3.50 grades, **$1.89**

Pumps in one and two-strap styles, of gun metal, patent and tan calf leathers. Light and medium soles; Cuban and military heels. All sizes in the lot. Regular $3 and $3.50 grades tomorrow at only **$1.89**

Women's Pumps of the famous J. & T. Cousin's make. Every smart, nobby style. Very specially priced for Monday's selling at only **$4, $4.50 and $5**

Third Floor—New Building—Mail Orders Filled

200 Trimmed Hats Go at $3.00

FEW women can resist buying another Summer Hat when they see what an extraordinary sale this tomorrow at $5.00.

We shall offer fully 200 pretty Hats, formerly marked to sell at $7.50, $8, $10, $12.50 to $15. Hemps, tagals, milans and fancy straws, in large, medium and small shapes. Trimmings of roses, flowers, wings and fancy feathers. Many late models from our own workroom are included. Choice tomorrow at **$5**

$10 to $150 Hats at ½

Every trimmed Hat from $10 to $150, now at half price. All the charming mid-Summer models, including our white Hats, the fine Milans, Leghorns and Panamas. On sale special tomorrow at exactly ONE HALF PRICE

Sale of Sweaters

HERE are savings tomorrow on our entire line of fine Sweater Coats for women and misses. Shaker knit, plain and fancy weaves.

Popular ruff-neck, large rolling or sailor collar and "V" neck. Norfolk, semi or loose fitting. White, grey, red, brown, navy or tan.

$3.25 at only $2.79	$7.50 at only $6.45
$4.50 at only $3.85	$8.50 at only $7.45
$5.00 at only $4.15	$9.50 at only $8.15
$6.00 at only $5.35	$12.50 only $10.95

Special Lot of Sweaters—high rolling or sailor collars; single or double breasted; white, red, or grey, **$1.95**.

Second Floor—Main Building—Mail Orders Filled

Now for a Decisive Cleanup for the "June White Days"

Over $10,000 Men's 12½c Cambric Handkerchiefs at 3c

WE'LL be surprised if every Handkerchief is not sold before noon at this sensationally low price.

Over 10,000 men's soft laundered Cambric Handkerchiefs, of the famous Keiser make, used in our June White Days decoration. Neat ¼-inch hemstitched hems. Excellent 12½c grade on sale at 8 o'clock tomorrow. Limit, one dozen to a customer at, dozen, **35¢**; each, **3¢**.

Men's 25c White Wash Four-in-Hands for only 10¢
Men's 50c White Cambric Night Shirts for only 39¢

11,420 Women's 15c to 25c Handkerchiefs for 7c

SLIGHTLY soiled and mussed in their use as our June White Days decoration. Fine Swiss and lawn Handkerchiefs that'll go in a hurry tomorrow.

Embroidered, scalloped and hemstitched borders. Regular 15c, 20c and 25c Handkerchiefs, while the lot lasts, dozen at **75¢**; each, **7¢**.

Women's 17c to 25c Dutch Collars—Plain and embroidered styles. Also pretty lace-trimmed Jabots. Tomorrow, each, 5c.

First Floor—Main Building

June Sale of Underwear and Hosiery!

IN ADDITION to our regular stocks, the best mills have contributed many special lots of Women's and Children's Cool Summer Underwear and Hosiery for this rousing June Sale which begins tomorrow. Read every item—provide for future needs.

Women's 20c Sleeveless Vests—Plain and fancy lace, also colored yokes. Regular sizes, 4, 5 and 6. Sale price only **12c**

Women's 12c Cotton Vests—Low neck, sleeveless, in regular sizes 4, 5 and 6. Sale price now only **7c**

Women's 25c Vests—Fine ribbed cotton, in low neck, sleeveless style. Plain and fancy yokes, at **18c**

Women's 35c Underwear—Sleeveless Vests, with lace and crochet yokes; lace trimmed umbrella pants. Each at only **2[illegible]c**

Women's 50c Underwear—Fine ribbed lisle, sleeveless Vests, with crochet yokes; lace trimmed umbrella pants. Each at only **31c**

Women's 65c Union Suits—Low neck, sleeveless and loose knee. Several numbers grouped at this price, for tomorrow **37c**

Women's 85c Union Suits—Fine ribbed lisle; sleeveless, with lace yokes, and lace trimmed knee **67c**

Women's 65c and 75c Union Suits—Fine ribbed cotton, low neck, sleeveless, with umbrella knee. All sizes, suit **46c**

Women's $1 Union Suits—Fine ribbed mercerized lisle. Sleeveless with plain yoke, lace trm'd. pants **83c**

Children's 35c to 50c Underwear—Vests, Pants and Union Suits, in broken line of sizes and style. Light and medium weight. Specially priced, each **19c**

Children's 65c Union Suits—Ribbed cotton, in low neck, sleeveless style with drop seat. Sizes 8 to 14 years. Special now at **47c**

Women's and Children's Fine Hosiery!

Women's 50c Imported Hosiery—Fine lisle, in wanted summer shades to match any costume. To clear out, two pairs **55¢**, the pair at only **28c**

Women's 50c Gauze-Lisle Hose—Splendid imported quality in rich fast black. Double tops, high spliced heel and double sole. On special sale **38c**

Women's 50c Silk Boot Hose — Black only. Silk where they show—lisle where the wear comes. Special 3 pairs for **$1.** The pair only **35c**

Children's 35c Silk Lisle Hose — Fine ribbed, seamless, with long elastic legs. All colors. Special, three pair for **65¢**. The pair at only **23c**

Infants' 25c Lisle Hose — Full seamless, fine ribbed, in various demanded colors. All sizes for tomorrow's special sale. The pair now only **15c**

Muslinwear--Four Big Lots!

IN GOING through the incomplete lines of Undermuslins resulting from our tremendous June White Days selling we've gaahered together thousands of garments in four immense lots.

A trifle soiled and mussed probably, but at prices which are bound to bring women from far and wide tomorrow.

Lot 1—at 89c

Women's crepe, muslin and nainsook Gowns, in high and low neck styles, corset cover and drawer combinations, corset covers and drawers; regular $1.25, $1.50, $1.75 garments, **89¢**

Lot 2—at $1.33

Women's dainty nainsook and cambric Gowns in slip-over and high neck styles; also drawers, corset covers and the popular corset cover and drawer combinations. Regular $2, $2.25 and $2.50 garments, **$1.33**

Lot 3—at $1.79

Women's combination drawer and corset cover, pretty nainsook gowns trimmed in embroidery and laces, circular and narrow width drawers, new close-fitting white skirts; regular $2.50, $3 and $3.50 garments, **$1.79**

Lot 4—at $2.69

Beautiful white Underskirts in narrow and medium widths, trimmed in fine embroidery and lace, gowns of fine nainsook and cambric, corset cover and drawer combinations; regular $3.50, $4 to $5 garments, **$2.69**

Fine Linen Cloths Reduced About 1/3

THE housewife who takes pride in fine Table Linens—and what woman doesn't—will find great interest in this offering of high grade Linen Cloths at an average 1-3 reduction tomorrow.

$8 Cloths, 2½x2½ yards, special at	$5.50
$12 Cloths, 2½x2½ yards, sepcial at	$8.00
$12 Cloths, 2½x3 yards, special at	$9.00
$14 Cloths, 2x2 yards, special at	$9.00
$14 Cloths, 2½x3 yards, special at	$9.25
$15 Cloths, 2½x2½ yards, special at	$10.00
$18 Cloths, 2x2½ yards, speical at	$11.00
$18 Cloths, 2½x3½ yards, special at	$12.00
$22 Cloths, 2x3 yards, special for	$14.00
$25 Cloths, 2½x3 yards, special at	$15.00
$28 Cloths, 2½x3½ yards, special at	$18.00

$4.50 Satin Bed Spreads, scalloped and cut corners, **$3.48**; $5 Satin Spreads, **$3.98**

First Floor—New Building—Mail Orders Filled.

35c Wash Goods 15c

NEARLY 3000 yards of these dainty Summer Wash Goods tomorrow at 15c instead of 25c and 35c!

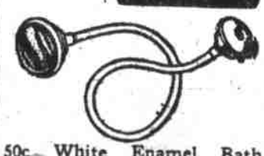
Various new silk-and-cotton weaves, in dots, stripes and figures. Pinks, blues, greens, lavender, helio, etc. Material for two airy new wash frocks at the regular price of one. Tomorrow **15c**

35c Natural Dress Linens—36 inches wide, the popular tan shade for skirts, coats, dresses and tub suits. Specially priced for tomorrow at, the yard, **25c**

First Floor—New Building

Bathroom Supplies!

AND they're the sort that will not soon wear off. Each piece is of solid brass, heavily nickel plated. This phenomenal lowering of prices for three days only.



35c Towel Bars, 15 inch, 27¢
50c Towel Bars, 24 inch, 37¢
60c Towel Bars, 30 inch, 47¢
35c Glass Towel Bars, 18 inch size, special at 24¢
25c Toilet Paper Holder 19¢
35c Wall Soap Dishes, 28¢
40c Wall Soap Dishes, 31¢
60c Bath Tub Soap Hld. 47¢
$1 Towel Racks, 3 arm, 79¢
60c Tumbler Holders, 47¢
35c Tumbler Holders, 27¢
15c Match Holders for 12¢
25c Toothbrush Holders 19¢

50c White Enamel Bath Seats, special now at 37¢
15c Toothbrush Holders 12¢
$1 Bath Sprays, special, 69¢
$2.50 White Enamel Mirrors, 12x20 inch, special, $2.10

$3.50 to $8 Corsets For Cleanup at $1.93

CLEARING out of odd Corsets, of fancy brocades, in sizes 19, 20 and 21 only. High grade makes. Former $3.50 to $8 and even higher priced models, only **$1.93**

75c and $1.00 Bust Confiners, special, only 39¢
$5 and $6.50 Gossard Front Lace Corsets; all $8.50 to $12 models are priced tomorrow at $4.95

Sole Portland Agents for
John S. Brown Linens.
Nursing Underwear.
Willamette Sewing Machines.
Acorn Stoves and Ranges.
Fulton & Whitney Go-Carts.
Gustave Stickley Original Craftsman Furniture.

Sole Portland Agents for
Cousin's Shoes.
Perrin's Gloves.
Ajax Guaranteed Hosiery.
Gotham Shirts and Underwear.
Madame Irene Corsets.
Evco Petticoats.
Sampeck Clothes for Boys.

6000 Feet of Best Garden Hose

The very finest guaranteed moulded Rubber Garden Hose, each length complete with couplings and spray nozzle. Special tomorrow:

50 feet of best ½-inch Rubber Hose—$9 value for only **$7.49**
50 feet of best ¾-inch Rubber Hose—$10 value only **$8.49**

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