lune Number of Magazine to Recount Glories of Oregon's Great Thoroughfare.

THE FULL STORY IS TOLD

Whom Is Related in Comprehensive Article.

World's Work magazine for June will feature the Columbia river high-

In addition to the text, ten full waterfalls, dells, scenic viewpoints and other beauty spots of the road that leads east from Portland through the sorge of the Columbia.

What World's Work has to say about

the highway is not credited to any writer, but is its own editorial ex-

And its opening tribute asserts that, On the 7th of this month Multnomah cunty, of which Portland is the chief city, will dedicate to the public one of the most beautiful highways in the world—a paved boulevard 42 miles long through the gorge of the Columbis river, connecting with other roads east and west, which make, all toether, a highway more than a length, from the eastern side of the length, from the eastern side of the gether, a highway more than 200 miles Cascade mountains to the Pacific ocean. It traverses some of the noblest scenery on this continent."

"Hospitality and courtesy profit a community" might be one general way of explaining World's Work's generous attention to the great Oregon

Herbert S. Houston, president of the Associated Ad Clubs of the World, is vice president of Doubleday-Page & Co., publishers of World's Work. Some months ago he came to Portland. The welcome which he received included a program of entertainment of which the chief feature as a trip over the highway. He was told the history of the road-of the roadbuilder who first conceived the dea, of the poet-engineer who laid out the road, of John B. Yeon, the millionsire citizen who contributed without salary two years of his time to direct the construction, and of other citizens whose devotion and interest had contributed to it.

Writer Is Enthusiastic.

Mr. Houston went away more than enthusiastic. Apparently the text is of his own writing or detailed suggestion. The pictures are selected from the long list of beautiful views that have been taken of or from the road-

And not alone is the article an im-portant recognition of the place al-ready occupied by the Columbia river And not alone is the article an imhighway among the world's great scenic ways, but it divides tribute and uses the picture of the engineer, Samuel C. Lancaster, who is credited with being the one man "whose skill and whose appreciation of the civic significance of the building of the Columbia river highway" could have located it to the end of revealing all that makes the route beautiful and memorable.

George Shepperd, the farmer of modest neans, who, in presenting Shepperd's Dell to the public, gave as royal a gift as generously as could any philanthropist of great wealth. And in the same spirit are remembered S. and Renson, father and son, who fitfed Benson park, with its two waterfalls, for public pleasure and then dedicated it to the city.

So close are the sources of the Co-lumbia and Mississippi systems that determine a chance gust might whether a leaf would fall into one or the other. But if the leaf followed Mississippi, says World's work, the journey would be uneventfully down the treeless continental slope. "But on the Columbia it would never

be out of sight of snow-capped peaks; It would ride many a rapids, through foaring canyons between soaring walls of rock; and its last view of land would be of a range of rugged mountains, against whose base the waters of the Pacific rise and fall. For, even when within one hundred miles of the cean, the Columbia's westward march is barred by the immense Cascade and Coast ranges, set like two huge garden walls running north and south squarely across the river's path. Ry some mighty convulsion of natureperhaps by the bursting over its banks of a vast prehistoric inland sea - a chasm was opened for the passage of the river, so that, today, it flows through a gate-like gorge not thirty miles from the base of Mount Hood, peak 11,225 feet high.

"Mountains 2000 to 4000 feet high rise steeply from the river's banks, which in some places are the shadow of sheer cliffs far higher than the Washington monument. Tributary

Along the Highway.

streams dash down these headlong slopes in waterfalls sometimes a sheer 500 feet. Spruce trees and firs from 100 to 300 feet tall and maples and larches cover the mountainsides. "This is the setting of the Columbia river highway, on the south bank of the gorge through which the river makes its dramatic exit to the sea."

The story of the highway as told by World's Work is made to carry some of the chatty incidents of construction days. It concludes with an utterance that will make thousands of the readers of the magazine restless to see for themselves the beauties and splendors of the gorge and the high-

"To get a comprehensive idea of the completed highway imagine a tour of it from Portland. Outside the city, going eastward the road runs through the meadows, the way brightened with roses planted to carry out Portland's floral symbol. At Troutdale it turns back from the Columbia to climb the mountain wall, cross a stream at Chanticleer, circles Crown Point at 725 feet above the river and passes, in succession, Latourell Falls, Shepperd's Falls, Bridal Veil, Coopey Falls, Mist Falls, Wahkeena Falls, Multnomah Falls, Oneonta Tunnel, Horsetail Falls, the Cascades and many other smaller falls-disclosing, besides, the endless view of mountains, river, forests and wild flowers. Always the roadway is smooth and broad; the bridges are permanent concrete; the outer edge of the track is protected by concrete railings. Multnomah county has built with vision and generosity a noble pleasure path to endure for all time."

A Costly Muff. New York, May 13 .- When Miss Lenore Kempher threw her engagement ring, valued at \$300, at her flance after a quarrel, he muffed it in the dark. A

-Skirts cut to measure -Eat and be merry and -Films brought to us for -Furs stored in our per- Foot ills are quickly re- For a quick, wholesome, -June Butterick Patterns pleated, \$1-Second Floor, on Ninth Floor.

free when materials are enjoy the best of health- developing and printing factly refrigerated vaults lieved by our expert Chi- inexpensive lunch, eat at and Subscribers' Delineator purchased here. Skirts ac- lunch in our Men's Grill or before 5:45 p. m. will be are safe from fire, theft, ropodist. In attendance all our Cafeteria, in the Base- in. Butterick Fashions 25c cordion, box or knife- Priscilla Tea Room, both ready by 11 a. m. next moths and loss. Repair- day, Beauty Shop, Fifth ment. Soda Fountain in and any 10c or 15c pattern day-Main Floor.

ing and remodeling.

Floor, Fifth Street.

connection, all-day service. free.—Second Floor.

Fifty-Nine Years

in Portland

Madame Coates' FREE Lectures Duplex Alcazar Demonstration

-A preliminary "talk" of great interest will be given Monday at 2:30 P. M. for beginners (Class A) and Tuesday at 2:30 P. M. for advanced students (Class B). Secure tickets for either course now at Notion Counter, Main Floor.

DRESSMAKING AND DESIGNING

will be taught in the classes.

-The instruction of Class A includes the cutting, fitting, alteration, construction and making of waists, skirts, dresses, negligee garments, etc. -Class B covers cutting, fitting, alterations, construction and making of suits, coats,

afternoon, evening and dinner gowns and many points of analytical dressmaking.

THE QUALITY STORE OF PORTLAND

wonder of America. Duplex Alcazar means TWO Complete Ranges in ONE. Every housekeeper should attend, whether thinking of a new range

ALCAZAR WOMAN DEMONSTRATOR -Will tell you all about it.

begins here tomorrow-Sixth Floor. Come and see the range that is the

-The Duplex Alcazar burns coal or wood and gas. Same oven is used for either fuel or both can be used at the same time without removing or replacing a single part. Simply "Pull or Push a Lever" and oven is ready for use.

-Bohn Syphon Refrigerator to Be Given Away Free-Ask for Particulars! -Sixth Floor, Pifth Street

Remember That Here We List Only a Few of the Many Excellent Offerings Which Will Feature This Third and Greatest Week of

Fifth Sixth Morrison, Alder Sta

Fifty-Nine Years Our 59th Anniversary Sal

59TH ANNIVERSARY

Baby Embroideries

And Hosts of Others Now Reduced

-This is to be Baby Week in the Embroidery Shop—and for it we are offering thousands of yards of the daintiest flouncings, edgings, beadings, veinings and allovers for infants' and children's garments. Scores of lovely new designs, all well made and with fast edges.

65c Baby Floucings, Yard 49c -Lovely sheer lawn and batiste 27-inch flouncing, scalloped, ruffled or hemstitched edges. Daintiest of designs.

85c Baby Flouncing, yard for 69c \$1-\$1.25 Baby Flouncing, yard for 98c

20c Embroidery Matched Sets, Yard 15c -Pretty edges and insertions to match for baby wear. Nainsook in charming handloom embroidered patterns. Three-fourths to four inches wide. 25c-30c Matched Sets, the yard 19c

10c Veining, Swiss-nainsook, yard 5c 20c-30c Flouncing, Insert'n, Edges, Yd. 15c -Either sheer or heavy foundations, embroidered in many pretty designs, suited to undermuslin trim-mings. Flouncings to 17 inches wide, edges and insertions 1 to 6 inches.

75c-\$1 Allover Embroidery, Yard 59c -Swiss and nainsook, embroidered in a variety of the prettiest, neatest designs.

New Novelty Net Flouncing, Yard 85c -White net foundation with designs embroidered in charming color effects-rose and Copen-or all white, 17-inch 85c, 27-inch \$1.25, 45-inch, yard \$1.69.

\$1.75 "Radium" Lace, Yard \$1.29 -All-over Radium lace, white, Shantung and black, 36 inches wide. For blouses.

\$1.25 Shadow Lace, Yard 89c -All-over yard-wide shadow lace, in dainty small designs, for sleeves and blouses.

Model Gowns Worth \$75 to \$150

Gowns, Sent Us
by America's
Best Designer

ture — No Two Exactly Alike -Just 135 in All

-Model Gowns from America's foremost dress house-that tells the whole story to the "initiated," and those who have never seen gowns designed by this house will have but to view our windows today to appreciate what this sale really means. Gorgeous flame-colored silk, combined with just the right shade and amount of blue. Soft raspberry chiffon over orange chiffon

and satin, with gold and blue and red embroidery in bodice, that gives the effect of the wonderfully lovely colors worn by the Russian ballet. -An emerald green taffeta with waist of Chinese embroidery in bright hues is quite bouffant, with fullness held in place by long

bow knots of violet velvet. -Silver lace and gold lace, metal nets, soft black chiffons, printed in bright blossoms-Khaki Kool, Pongee and Tussahs in dainty afternoon models. Silk Jerseys, Chiffons and Georgettes in wondrous hues and combinations-all these and more go to make them unquestionably the most exquisite gowns we have ever been fortunate enough to secure from this famous house. -Apparel Shop, Fourth Floor

59TH ANNIVERSARY

Household Linens

TableCloths, Napkins, Towels Reduced -Good, staple house linens, on which the mar-

kets are becoming more restricted weeklywith consequent advance in price. We have just finished a thorough checking of our stocks, and have taken several splendid lines and marked them at Anniversary Sale prices!

\$4.25 Linen Table Cloths, \$3.50

-Au especially heavy grade of pure linen cloths with attractive floral patterns and matching border on all four sides. Sizes 72x72 inches.

\$5.25 Pure Linen Cloths, 72x90, \$4.50 \$5.75 Pure Linen Cloths, 72x108, \$5.00 \$4.25 Napkins to match, doz. for \$3.75

\$3.50 Linen Table Cloths, \$2.98 -Fully bleached pure linen table cloths, 70x70 inches in size. Woven in attractive regular patterns-espe-

cially suited to everyday use. \$4.00 Pure Linen Cloths, 72x88, \$3.48 \$4.50 Pure Linen Cloths, 72x106, \$3.98

\$1.50 Linen Table Damask, Yard \$1 -A good, serviceable grade of pure linen damask, spot, stripe, grape, shamrock and thistle patterns. 70 inches wide. Our regular \$1.50 quality.

\$1.25 Hemstitched Table Cloths, \$1 -A desirable weight mercerized cloth that will launder nicely. Especially liked for breakfast and kitchen table uses. Hemstitched hems, 60x60-inch size.

35c Linen Huck Towels, 25c -Linen huckaback of a good weight. Hemstitched ends. Size 17x33. Dozen \$2.75.

35c Turkish Bath Towels, 25c -Turkish bath towels, heavy weight bleached terry

cloth, hemmed ends, red bordered. -Linen Shop, Second Ploo

MEIER & FRANK'S 59TH ANNIVERSARY SALE

\$6.50 Tailored White Silk **Blouses \$4.95**



One Pictured THE material in these blouses will first take your eye as making them particularly desirable-heavy Pussy Willow Taffeta and thick Crepe de Chine. And then the rich simplicity of the style will appeal to you, making them doubly attrac-

-Tailored models, with sports collar and tie fastening through buttonholes. Satin striped taifetas, plain and handsome and crepe de chines with high collar, fine tucks and embroidered dots.

-Every one a remarkably clever model that is regularly low priced at \$6.50-special tomorrow at \$4.95. Try and arrange to be here early. -Blouse Shop, Fourth Ploor



Anniversary Sale Rich Cut Glass

-Just unpacked! Some of the loveliest and richest cut glass seen for a long time! You will be interested in the new shaded effects brought out in such original manner. Beautiful crystal for your Summer table or gifts at greatly reduced prices.

\$5 Cut Glass Bowl, \$3.69

\$6 Water Sets for \$4.47 —8-inch bowl, with lovely cutting of rose and butterfly design. As illustrated. Very artistic. —Set of 2-quart pitcher, 6 tumblers and tray, all cut in exquisite floral patterns.

\$1.25 Cream Bowl, 89c | \$1.50 M'malade Jar 99c -Whipped cream or mayonjam jar, with glass plate, naise bowls, complete with cut glass ladle-two shapes, spoon and lid, pretty floral as illustrated.

\$1.50 Comport, \$1.09 -Cut glass marmalade or -Footed jelly stand or com-

port in dainty rose cutting. Lovely design. -Basement Pifth Street

\$13.50 to \$18.00 Tailored

MEIER & FRANK'S 59TH ANNIVERSARY SALE

Hats \$10.00

One Pictured

CMART, dashing, reof fined — three qualities combined in these good-looking tailored hats. You'll appreciate how really good they are when you realize they're from

Knox, Hyland, Phipps Vogue, Burgesser -Some are close - fitting

little turbans, ribbon or wing trimmed, that are utterly chic and of a comfortable size for veils-others are of the sailor type, medium in sizeand smart, while others are quite large and dressy and most

-Only one model of each kind tomorrow at \$10. -Millinery Shop, Fourth Floor

Announcement Extraordinary!

Will Place Any Eldredge C Sewing Machine in Your Home if You Join the

M.&F. Eldredge Thrift Club WE WILL open tomorrow Meier & Frank's First Eldredge Thrift Club limited to 400 First Eldredge Thrift Club, limited to 100

members. First Payment 10c -Each weekly payment increasing 10c until machine is half paid for, then decreasing 10c each week until machine is paid for in full. Every machine is guaranteed for 10 years.



-See the Wonder Machine-

Eldredge Two Spool

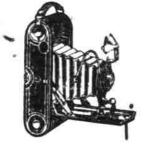
A Spool Below—

-Second Ploor, Fifth Street

-Rotary Sewing Machine-A Spool Above—

-No bobbins. Why waste your time winding bobbins?

"Pay As You Sew" -Liberal allowance for your old machine.

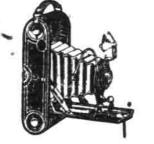


Specials in Our Kodak Shop

They're worth looking into, thinking of buying a kodak for your summer jaunting.

\$15 PREMO \$10.69 Fitted with F. 7. 7. Anastigmat lens, takes pictures 21/2x

Fitted with double lens. Takes pictures 21/4x31/4. lens, compound shutter.



too - especially if you're

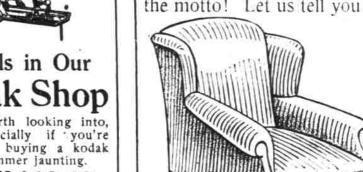
\$7 PREMOETTE \$5.23

\$60 SPECIAL \$42.50 3-A Zeiss Kodak Anastigmat 3-A FOLDING

KODAK FOR .. \$14.00 Regular \$25 model, has been used slightly. Good condition. \$28 3-A PREMO \$19.60 Aut'm'tic Shutter Planatograph lens, pictures 31/4x51/2. Including leather

Kodak Shop, Main Ploor

case, 1 plate holder.



We Make Upholstered Furniture in Our Own Shops! Copies of Artistic English and American Designs and Exclusive Original Pieces

-One of our leading specialties is Upholstered Furniture-made right in our own shops, where "Perfection" is the motto! Let us tell you briefly the advantages this brings to you:



-First-we are able to sell at much lower prices, as we save the manufacturers' profit and selling expense, as well as freight. Second-our workmanship and materials are far superior to the factory qualities. Third-our designs are an assemblage of the best-a pattern or two selected from all the great manufactured lines. Fourth-we make any pattern to your order, in any size, or make changes in designs to suit your ideas-and the upholstering can be built as soft or as firm as you desire it. Fifth-we build any pattern in qualities to meet your price requirements. Are these not telling advantages? -We have fifteen carefully-designed styles in davenports and twelve in chairs for your

selection. Some of these designs are original with us, the majority are copies of the most desirable models of the greatest eastern upholsterers-while two are copies of the famous English pillow davenports made by William Birch, Ltd., London. -Every upholstered article made by us is guaranteed absolutely in every particular. Only the best materials obtainable are used. All upholstering springs are made to order from spe-

cially tempered steel wire, to our own specifications. And we employ only the best workmen. Upholstered Davenports-Our Own Make-Priced \$42.50 to \$150 Upholstered Chairs-Our Own Make-Are Priced \$22.00 to \$80

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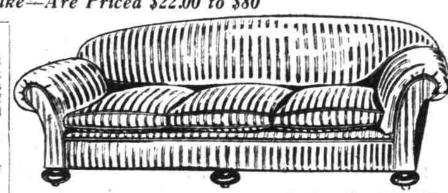
-You can buy furniture at Meier & Frank's on the most liberal credit terms. All that is required is a first payment of one-tenth the amount of your purchase and small proportionate monthly or weekly payments for the balance. Here are a few examples of how small an amount of cash is required CASH PRICES-plus a nominal interest on deferred

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furnishings to your home.

\$2.50 down brings \$25 worth of | \$7.50 down brings \$75 worth of furnishings to your home.

\$5.00 down brings \$50 worth of \$10 down brings \$100 worth of furnishings to your home.



-Furniture Shop, Eighth Ploor