

COLUMBIA HIGHWAY GIVEN RECOGNITION IN WORLD'S WORK

June Number of Magazine to Recount Glories of Oregon's Great Thoroughfare. THE FULL STORY IS TOLD

How Road Came to Be Built and by Whom Is Related in Comprehensive Article.

World's Work magazine for June will feature the Columbia river highway. In addition to the text, ten full pages are devoted to pictures of the waterfalls, delta, scenic viewpoints and other beauty spots of the road that leads east from Portland through the gorge of the Columbia.

What World's Work has to say about the highway is not credited to any writer, but is its own editorial expression. And its opening tribute asserts that "On the 7th of this month Multnomah county, 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 Columbia river, connecting the Pacific coast east and west, which make, all together, a highway more than 200 miles in length, from the eastern side of the Cascade mountains to the Pacific ocean. It traverses some of the noblest scenery on this continent."

"Hospitality and courtesy profit a community" may be one general way of explaining World's Work's generous attention to the great Oregon highway. Herbert S. Houston, president of the Associated Art Clubs of the World, is also 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 was a trip over the highway. He was told the history of the road—the pioneer roadbuilder who first conceived the idea, of the post-engineer who laid out the road, of John B. Yeon, the millionaire 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-way.

And not alone is the article an important recognition of the place already occupied by the Columbia river highway 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 highway" could have located it to the end of revealing oil that makes the route beautiful and memorable.

Another who is remembered is George Shepperd, the farmer of modest means, 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 Amos Benson, father and son, who fitted Benson park, with its two waterfalls, for public pleasure and then dedicated it to the city. So close are the sources of the Columbia and Multnomah cascades that a chance gust might determine whether a leaf would fall into one or the other. But if the leaf followed the 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 mile through roaring canyons between soaring walls of rock; and its last view of land would be 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 ocean, the Columbia's westward march is barred by the immense Cascade Coast ranges, set like two huge garden walls running north and south squarely across the river's path. By some mighty convulsion of nature—perhaps by the bursting over its banks of a vast prehistoric inland sea—a channel 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, a peak 11,225 feet high.

Along the Highway. "Mountains 2000 to 3000 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 streams dash down these high, sloping 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 highway: "To get a comprehensive idea of the completed highway imagine a tour of it from Portland to Astoria, 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, Latourelle Falls, Shespeet Falls, Bridal Veil, Cooney Falls, Mink Falls, Wahkema Falls, Multnomah Falls, Onwenta Tunnel, Horsetail Falls, the Cascades and many to smaller falls—disclosing, besides, the endless view of mountains, river, forests and wild flowers. Always the roadway is smooth and bridges, 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 Mrs. Le-nore Kemper threw her engagement ring, valued at \$300, at her fiancé after a quarrel, he muffed it in the dark. A reward is offered.

—Skirts cut to measure free when materials are purchased here. Skirts accor-dion, box or knife-pleated, \$1—Second Floor.

—Eat and be merry and enjoy the best of health—lunch in our Men's Grill or Priscilla Tea Room, both on Ninth Floor.

—Films brought to us for developing and printing before 5:45 p. m. will be ready by 11 a. m. next day—Main Floor.

—Furs stored in our per-fectly refrigerated vaults are safe from fire, theft, moths and loss. Repairing and remodeling.

—Foot ills are quickly re-lieved by our expert Chi-ropodist. In attendance all day, Beauty Shop, Fifth Floor, Fifth Street.

—For a quick, wholesome, inexpensive lunch, eat at our Cafeteria, in the Base-ment. Soda Fountain in connection, all-day service.

—June Butterick Patterns and Subscribers' Delineator in. Butterick Fashions 25c and any 10c or 15c pattern free.—Second Floor.

Madame Coates' FREE Lectures

—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.

Meier & Frank Co. Established 1867 THE QUALITY STORE OF PORTLAND Fifth, Sixth, Morrison, Alder Sts

Duplex Alcazar Demonstration

begins here tomorrow—Sixth Floor. Come and see the range that is the wonder of America. Duplex Alcazar means TWO Complete Ranges in ONE. Every housekeeper should attend, whether thinking of a new range now or not. The ALCAZAR WOMAN DEMONSTRATOR —Will tell you all about it. —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, Fifth Street

Remember That Here We List Only a Few of the Many Excellent Offerings Which Will Feature This Third and Greatest Week of Fifty-Nine Years in Portland Our 59th Anniversary Sale! Fifty-Nine Years in Portland

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 Flouncings, 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 trimmings. Flouncings to 17 inches wide, edges and insertions 1 to 6 inches. 75c-\$1 All-over 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.

—Embroidery Shop, Main Floor



MEIER & FRANK'S 59TH ANNIVERSARY SALE

Model Gowns Worth \$75 to \$150

Paris-Inspired Gowns, Sent Us by America's Best Designer \$48.50 Every One a Picture—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

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 attractive. —Tailored models, with sports collar and tie fastening through buttonholes. Satin striped taffetas, plain and handsome and crepe de chimes 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 Floor

Announcement Extraordinary! 10c Will Place Any Eldredge 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 100 members. First Payment 10c —Each weekly payment increasing 10c until machine is half paid, 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 —Rotary Sewing Machine— A Spool Above— A Spool Below— —No bobbins. Why waste your time winding bobbins? "Pay As You Sew" —Liberal allowance for your old machine. —Second Floor, Fifth Street



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 —8-inch bowl, with lovely cutting of rose and butterfly design. As illustrated. Very artistic. \$6 Water Sets for \$4.47 —Set of 2-quart pitcher, 6 tumblers and tray, all cut in exquisite floral patterns. \$1.25 Cream Bowl, 89c —Whipped cream or mayonnaise bowls, complete with cut glass ladle—two shapes, as illustrated. \$1.50 M'malade Jar 99c —Cut glass marmalade or jam jar, with glass plate, spoon and lid, pretty floral design. \$1.50 Compot, \$1.09 —Footed jelly stand or compot in dainty rose cutting. Lovely design. —Basement Fifth Street

MEIER & FRANK'S 59TH ANNIVERSARY SALE \$13.50 to \$18.00 Tailored Hats \$10.00

One Pictured SMART, dashing, refined—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, Burgessier —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 size—and smart, while others are quite large and dressy and most becoming. —Only one model of each kind tomorrow at \$10. —Millinery Shop, Fourth Floor

We Make the Finest 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 upholstery 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 davenport and twelve in chairs for your selection. Some of these designs are original with us, the majority 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 upholstery springs are made to order from specially 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 MONTHLY OR WEEKLY PAYMENTS —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 payments. \$2.50 down brings \$25 worth of furnishings to your home. \$7.50 down brings \$75 worth of furnishings to your home. \$5.00 down brings \$50 worth of furnishings to your home. \$10 down brings \$100 worth of furnishings to your home. —Furniture Shop, Eighth Floor