

Fair Visitors, We Welcome You to the Greatest Fair Ever Held in Portland and Cordially Invite You to Make This Store Your Headquarters—Writing Room, Rest Room and Free Checking Rooms at Your Service—October De'ineator Now In at Pattern Counter

Today at The Greater Meier & Frank Store

Beginning This Morning at 8 o'Clock

The Harvest Festival Days and Manufacturers' Sale

EVERY DEPARTMENT REPRESENTED

Our New Tea Room Opens Today

Don't miss taking luncheon today in our beautiful new 7th-floor Tea Room—The richness of the furnishings and the excellence of the cuisine, in addition to the entrancing music rendered, from 11:30 to 2, by the Meier & Frank orchestra, make it the most pleasant place in the city to take luncheon—Special musical programme and tempting menu—Now the most beautiful Tea Room in the Northwest—The same low prices and the same high-class service as usual prevail



EVERY DEPARTMENT REPRESENTED

See Our 35-Page Announcement

Sunday papers contained a 35-page announcement of the great Harvest Festival Days and Manufacturers' Sale—This is the largest advertisement ever printed and every word in this huge announcement is news that you are interested in—We arranged to have one of these papers delivered to every home in Portland—If our carriers missed you, phone Private Exchange 4 or A-6101 and we will send you one of the papers without delay—Don't fail to secure one.

THE NEW CATALOGUE NOW READY FOR MAILING

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The Meier & Frank Store Established in 1857

The
Great
Bargain
Event
Of the
Season

Over 200 Leading Manufacturers Are Represented in This Mammoth Sale Savings on Every Want for the Home or Personal Use—Take Advantage Every Department in This Great Store Contributes Its Share of Bargain A Sale Great in Its Scope—Greater in Its Savings—Read the 35-Page Ad We Have 2200 Experienced Employes to Look After Your Every Want Seven Passenger Elevators—Thirty-five Delivery Wagons—Seven Autos Thirty Special Messengers—100 Pneumatic Cash Stations and Attendants The Best Merchandise—The Best Service Possible and Best Place to Trade Come and View the Window Displays—The Interior Displays and the Great Assortment of New Fall Merchandise Now Offered by This Great Store Free Rest Rooms—Writing Rooms—Retiring Rooms—Information Bureau The Best Stocked Grocery in the Northwest—Telephone Us Your Orders The Largest Toy Department of Any Store West of Chicago—Visit It Skirts Cut Free by an Expert if You Buy the Goods at the M. & F. Store Free Playground for the Children on the Fifth Floor—Bring the Little Ones Portland's Greatest Store Welcomes You to the Greatest Money-Saving Event in the History of Merchandising in the Great Northwest—Don't Miss It

All New
Desirable
Merchandise
In This
Great
Sale

SALE BEGINS THIS MORNING

Ask for a Souvenir Postal Card

Beautiful colored post cards, handsome and pleasing reminders of the Harvest Festival Days and Manufacturers' Sale are yours for the asking—Be sure to mail one to friends in other cities—Tell them of the good time you are having at the Fair and how many pretty things you saw in the Meier & Frank Store—Stamps are for sale at the Accommodation Desk, first floor, and writing rooms are at your disposal on first floor balcony, annex—Ask any clerk for post card.



SALE BEGINS THIS MORNING

Eat "Coffman's" Famous Candies

Oregon-made Candies, fresh every day—Our candy section is the main branch of Coffman's—If you've never tried Coffman's Bittersweet, Butter Milk or Society Chocolates, you've missed a great treat—Take home a box with you—Coffman's Chocolates are famous for their purity, goodness and quality—Made in the cleanest manner and sold from dust-proof cases—Not displayed on the counter for others to handle—Candy Section, first floor, near elevators.