

Fair Visitors Are Cordially Invited to Make This Store Their Headquarters While in Portland—Visit Our Rest Rooms on 2d Floor Retiring Rooms, Writing Rooms and Checking Service Free—Store Closed All Day Tomorrow, Labor Day—Big Bargains Tuesday



The Greater Meier & Frank Stores



Portland's Most
Modern Store

Portland's Largest
and Best Store



The Name of The Greater Meier & Frank Store

Stands for progress, fair dealing, for modern business methods and for advancement in all lines. The mere fact that any article came from this great store is sufficient guarantee of its quality to any woman who knows this store and its methods.

This Our Policy

For over fifty years the policy of this establishment has been as high in its ideal as it has been simple in its text—Namely, "Deal Honorably." You can rely upon us when purchasing here, having perfect confidence in any article that comes from this store, because our policy is founded on the rock of honest dealing and we're more anxious to have things right than you are. The wonderful growth of this business did not "just happen"—It is the result of a policy of business honor that began with the first day's business and it has been rigidly lived up to till this day.

Convenience Is Ever the Watchword of The Meier & Frank Store

Ever in our thoughts is the advantage of the greatest convenience to our customers. Prompt service, plenty of experienced sales people, the most modern, accurate and quickest cash system, prompt delivery, etc. Cast your eye about our vast establishment and note the result of years of study and experience. You will find on every floor and in every department, modern equipment installed, at immense expense, for the purpose of making your shopping easier, more pleasant and more convenient.

We Are Never "Satisfied" With A Transaction Unless You Are

Satisfaction is contentment with purchases. Satisfaction insured is a promise that the purchaser will be content in the purchase of whatever is purchased here. Even before purchasing our customers are secure in the knowledge that we never allow them to be dissatisfied. We have one department whose special province it is to correct mistakes—adjust unsatisfactory transactions and see to it that you get the best service; the best value; the best merchandise for your money that you receive in any establishment in the Northwest. Our success is due to this unalterable rule.

Open An Account and Shop By Mail--New Catalogue Now Ready

With one of our new catalogues in her possession, a customer who is unable to come to the store is splendidly equipped for shopping, especially if she is one of our regular charge customers. With a charge account you need not trouble to send money with order nor wait for refund if an article is returned. Neither need you leave money with servants or neighbors. Look through our catalogue or watch our announcements; order what you need and settle your bill monthly. We welcome the credit business of all reliable people, and you will find the regular charge account both to your advantage and ours. Send us references and open an account at once. Mail Order buying from the Meier & Frank stores is very easy. In the last 10 years the habit of ordering goods by mail has developed tremendously, a condition not due to accident but to the improved method of filling the order and the fact that a customer can get just as good value by mail from a house like Meier & Frank Store as she could where she comes to the city and does her shopping in person. Our handsome new catalogue is ready for distribution; if not supplied send us your name at once that you may receive one before exhausted.

The Largest Single Advertisement Ever Printed Issued Today By The Greater Meier & Frank Store

35 pages filled with news of the wonderful Harvest Festival Days and Manufacturers' Sale. Over 200 of the foremost manufacturers in the country join with us in this great event. WE HAVE ARRANGED FOR EVERY FAMILY IN PORTLAND AND VICINITY TO RECEIVE ONE OF THESE ADVERTISEMENTS. IF BY ANY CHANCE YOU HAVE NOT GOTTEN ONE, PHONE AT ONCE, PRIVATE EX. 4 OR A 6101, AND WE'LL SEND YOU ONE.

Our Proclamation

Having striven for over fifty years to reach the summit of popularity and public esteem, through the avenues of square dealing, honesty, liberality and enterprise, we feel that the results of our steadfast efforts have taken us well on the way to our goal and that the commanding position we hold in the hearts of the people of the entire Northwest is due to our earnest and unceasing efforts to serve them better than they can be served elsewhere. While we pause for a moment to view the splendid achievements of the past, it gives us fresh courage and energy for greater things in the future, and the growth of the Meier & Frank Store in the years to come will be even more rapid than in those past. In passing we wish to express our appreciation of the loyal support that has made our efforts fruitful and instead of resting on our hard-earned laurels, we redouble our efforts, strengthened by the enthusiasm of youth and the experience of age. We shall not be content until everything that stands in the way of perfect service is overcome and the name of the Greater Meier & Frank Store stands for Perfection in Modern Merchandising to all the Northwest.

The Name of The Greater Meier & Frank Store

Has spread to all sections of the Northwest and the fame of this wonderful institution as a distributor of the better class of merchandise at the lowest prices is known to all people. Whether buying in person or ordering goods through the mails from points hundreds of miles distant from Portland, the same fair treatment is accorded to all of our patrons. Customers from Honolulu, the Philippines, Alaska and Japan write us for our merchandise with the same perfect confidence of liberal treatment and prompt service as those who send in orders from towns a few miles distant or those who come to the store almost daily to supply their wants.

Visitors to Portland Ask For Free Souvenir Postal

Be sure to ask for one of the beautiful four-color postal cards which we are giving out this week, and remember the friends at home with one of these tasteful cards. There's plenty of room for a good message and you'll be glad to have one of the cards for yourself as a reminder of your trip to Portland and a memento of the biggest and busiest store in the entire Northwest. Stamps for mailing cards are for sale at the accommodation desk. Ask any floorwalker for postals.

Service Better Than You Find Elsewhere Is Always Our Aim

Every device known to modern invention and every system that human ingenuity and long experience can suggest, is employed in this store in the effort to give perfect service. We endeavor to save time and make it convenient in every way in our power. Beside the saving of time we offer personal service that proves our desire to be of real use. Every day some of us go far and away beyond the regular routine of regular business in order to serve you better. We do it because our every energy, our every thought is devoted to the upbuilding of a better and greater business: a more perfect organization and a larger list of well satisfied clients. If you are not already a customer of the Greater Meier & Frank Stores become one at once and realize today the immense saving of time, money and annoyance that will follow.

Our Newly Decorated and Improved Tea Room Is Now Ready

Tuesday morning we will welcome you to our new refurbished Seventh-floor Tea Room. The eating place that will be a credit to the Northwest. The handsomest and most perfectly appointed grill in this section of the country. The tasteful decorations; the soft, rich carpets; the harmonious blending of colors; the tasteful furnishings and perfect service combine to make it a delight to every visitor. The low prices make it popular; the pleasing viands prepared by our skillful corps of chefs, appeal to the palates of the most fastidious.

Harvest Festival Days--Manufacturers' Sale--Their Meaning to You

The gigantic announcement in today's paper is one of the greatest undertakings ever attempted by any store in the world. This great event means saving and satisfaction to every one who takes advantage of the marvelous opportunity. The foremost manufacturers of America contribute their best products at the lowest prices and the world's best merchandise is assembled for your choosing—it is a merchandising event unique in the annals of department store experience, so broad in its scope that practically everyone may be satisfied here and so great in quantity that more space has been used in its exploitation than any single announcement ever made by a retail establishment. Visitors to the fair; residents of Portland; dwellers in any section of the great Northwest are cordially invited to take advantage of the immense assortment of merchandise presented and the unusual opportunity for economy to be found during this sale.



This Great Store Will Be the Gathering Place of Throngs of Shoppers and Visitors All This Week
Plan to Shop Early