

CLUB BREAKFASTS—WHOLESONE, APPETIZING FOODS, TASTEFULLY SERVED—PROMPT ATTENTION—TEA ROOM, NINTH FLOOR

Meier & Frank Co.

The Quality Store

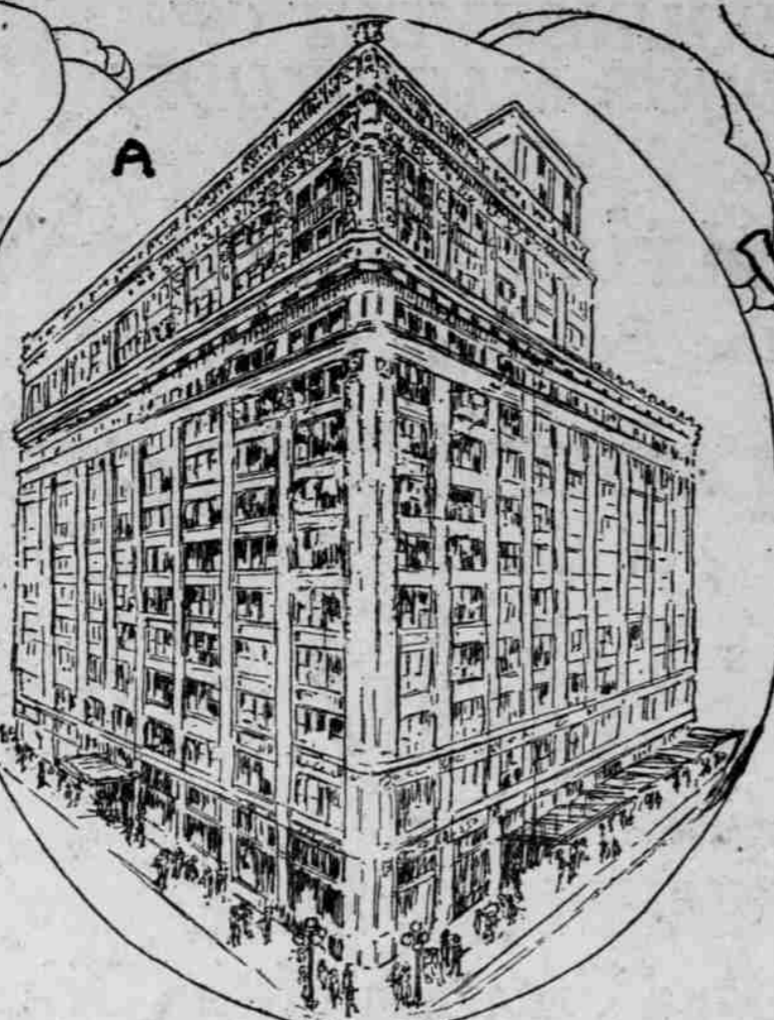
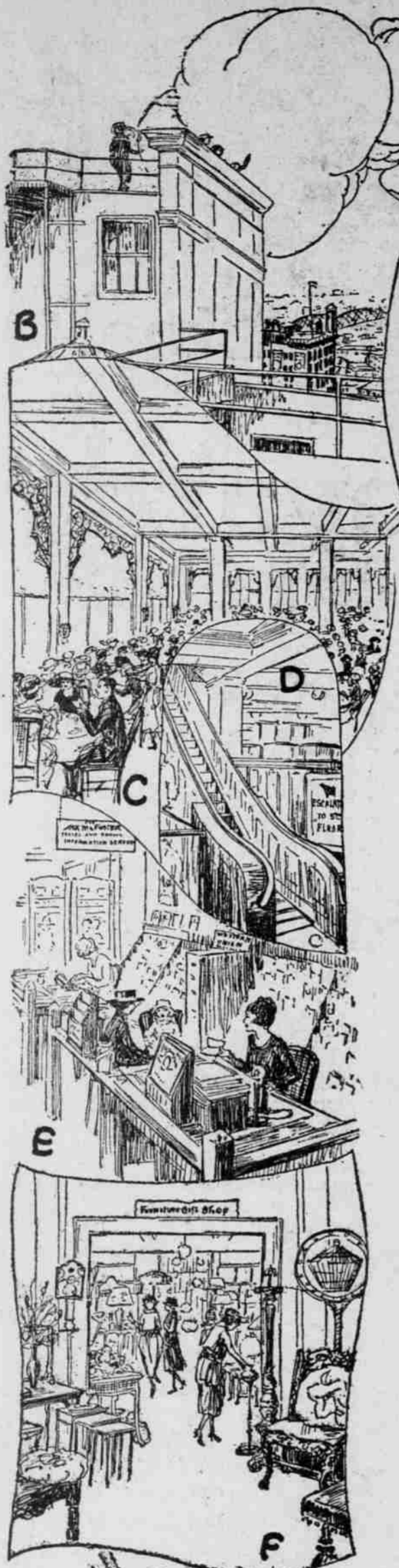
Meier & Frank Co.

Established 1857

Meier & Frank Co.

63 Years in Portland

Meier & Frank Co.



WELCOME

Portland, Oregon,
City of the West
Bids Her Thousands
of Visitors Welcome

WELCOME! WELL COME!—Shriners, your families, your friends, tourists, everybody here for this glorious Shrine-Festival time. Whether you are a few miles or thousands of miles from home, WELCOME. Portland is hoping and planning to make you glad all your life long that you came to this City of Roses at this time.

THE MEIER & FRANK STORE
(Established in Portland in 1857)
Largest Distributor of Merchandise
at Retail in the Northwest
The Home of Oregon-Made Goods and Headquarters
for Nationally-Advertised Lines

Portland, Oregon, on the far-flung Pacific coast. A mission to the Indians settled in the Willamette valley in 1834. A thousand people from Missouri here in 1843. Six thousand people in all Oregon in 1845. Today in Portland alone 258,000 by official 1920 census.

A Characteristically American City Is Portland

with all the beauty of mountain scenery and primeval forests near at hand. Where will you find a city with more picturesque environs? Portland on the Columbia River with the famous Columbia River Highway—America's great highway through the Cascade Mountains to the sea. Portland with its five snow-capped mountains—Mt. Hood, Mt. Adams, Mt. St. Helens, Mt. Jefferson, Mt. Rainier—and with nearby Council Crest, the old meeting place of Willamette Valley Indians where the modern street car takes one to see the sunset.

Portland surrounded by rich farm and pasture lands, famous for cherries, logan-

berries, strawberries, apples and scattered thick with streams in which abound famous Chinook salmon, trout and other lure for fishermen. Portland, largest lumber manufacturing city in the world, a great fresh-water port ranking as second largest wheat-shipping port in the United States in normal times, second largest wool market in the United States, largest flour-manufacturing city on the Pacific Coast, largest furniture-manufacturing city west of the Mississippi River, fourth largest implement city in the United States, largest livestock and packing center on the Pacific Coast, and with a great industry in paper pulp and paper. Portland strategically situated for commerce with the Orient. Portland a city of contentment, where good health and prosperity make the way of life easy.

The Meier & Frank Store Extends Its Fullest Hospitalities

Let us help in every way we can to add to your pleasure and comfort. Come to this representative store of the northwest as often as opportunity offers. Use our many conveniences freely. Do not come with the feeling that you will be expected to make purchases. For this is not merely a "store" but is and has been for 63 years in this one city a great public institution where patrons and visitors alike find comfort and hospitality and a kindly spirit of helpfulness.

We Have Sketched Some of the Store Features
in Which Visitors Will Be Particularly Interested

- A—Meier & Frank Store—covering eleven acres of floor space, reaching sixteen stories high from the Lower Basement; a vast storehouse of fine merchandise from America and abroad with more than eighty great departments; two thousand employees; a store of daylight and open windows; a store of PERSONAL SERVICE; a store of ready information and courteous direction.
- B—Observation Tower on the fourteenth floor, affording a magnificent view of Portland and surrounding country. Reached by Elevator No. 1.
- C—Have breakfast, luncheon and afternoon tea in the Tea Room famous in all this part of the West as a place where delicious home cooked foods are to be had.
- D—Modern transportation as applied to inter-floor travel in a busy store requires the escalator which runs from the lower basement to the Fifth Floor.
- E—The "Ask Mr. Foster Travel Information Service" on the Sixth Floor which plans tours, buys tickets, sends telegrams, advises as to automobile roads and gives every other possible travel service without charge or obligation.
- F—The Furniture Gift Shop, a maze of color and beauty, where unusual gifts are planned for particular people all the year long. New importations just received of Japanese enameled ginger jars, vases and bowls, Chinese monotone vases, crackle vases, Chinese bird cages, curious incense burners.
- G—The Millinery Salons in which are shown the latest models of sports hats and organdie and georgette crepe garden party hats.
- H—A section of the Beauty Parlors where Marcel waving is done by experts in the true French way.

"Typically Western" Might Head This Chapter

Every visitor in town will wish to take home something typical from the west. Here are a few particularly characteristic articles in which strangers will be interested.

Pendleton Shrine Blankets

Made by the Pendleton woolen mills especially to celebrate the Shrine convention at Portland, Oregon, 1920. Some are lettered "Al Kader, Portland, 1920," others are plain. —Meier & Frank's: Second Floor.

Pendleton Blankets in Indian Designs

Automobile robes, shawls, couch covers, Indian robes, fancy single blankets and pillow tops from the Pendleton mills. They are guaranteed to be all wool and they are very fine in every way. —Meier & Frank's: Second Floor.

Pendleton Bath Robes for Men and Women

All wool bath robes in authentic Indian designs and very rich Indian colors. Advance Autumn shipments already here so that visitors can see the latest styles. —Meier & Frank's: Third Floor.

Oregon City Indian Robes

Made in the nearby Oregon City woolen mills. Woven entirely of Oregon wool and designed in Indian patterns typical of this district in the earlier days. For automobile robes, couches, camping and other purposes. —Meier & Frank's: Sixth Floor.

Souvenir Spoons of Sterling Silver

A large assortment of Shrine spoons for this special occasion. Also many Oregon and Portland spoons which will prolong the memory of this Portland visit. Priced 85c to \$3.25. —Meier & Frank's: Main Floor.

Oregon Books

Guide books, maps, souvenirs of Portland and of the Columbia River Highway and tales and pictures of marvelous scenery and folk lore of Oregon. 25c to \$5. —Meier & Frank's: Fifth Floor.

- I—Another corner of the Beauty Parlors showing some of the expert manicurists at work—these manicurists take time to do their work well.
- J—A pleasant fountain and luncheon place on the Mezzanine where informal parties will find many good things and cooling drinks, and from which they can look down on the ever-shifting panorama of the great Main Floor.
- K—The Luggage Shop which specializes the famous Hartmann wardrobe trunks and the best of bags and suitcases as well as the famous "Oregon City" and Pendleton robes.
- L—The Rest Room on the Fifth Floor where friends meet friends for a few minutes' quiet chat or rest.
- M—The Men's Grill on the Ninth Floor adjoining the Tea Room where men enjoy a congenial atmosphere and good food.
- N—The Auditorium in which the lectures, concerts, Fashion Shows and other exhibitions of the store are presented.
- O—The Checking Section on the Balcony Basement where visitors' impedimenta are gladly taken care of without charge.
- P—The Book Shop which provides the latest, most talked about books—and all the other books which one wants to read.

Other Features of Interest Not in the Picture

U. S. Postal Sub. Station, Accommodation and Information Bureau on the Basement Balcony. Public telephone, Fifth Floor and Basement Balcony. Shoe Shining Parlors, Basement Balcony. See the Daylight Bakery and Candy Shops (Ninth Floor), where good things are made before your eyes. Visit Burlington House, Seventh Floor—a suite of rooms affording us a place to show some of our fine furniture. The store has many such modern features, including Dry Cold Air Pur Storage Vaults, where the temperature is always 6 degrees below freezing (Thirteenth Floor).

Personal shopper furnished on request of any floorman. Any one of our two thousand-odd co-workers will gladly give visitors information and direction or refer them to someone in our institution who will. Get your kodak supplies on the Main Floor—flags and bunting, pennants, etc., Fifth Floor—camp stools, Fifth Floor—noise makers, masks, serpentine, balloons and various novelties, Fifth Floor.

Oregon Pictures

Colored photographs of Columbia Highway views done in oil and interesting enlargements artistically framed. Special showing in the Picture Gallery. —Meier & Frank's: Fifth Floor.

Chinese Mandarin Robes and Japanese Embroideries

A Chinese interpreter will be in attendance Monday and Tuesday to explain the significance of the age-old designs embroidered on these far-Eastern garments.

Antique Chinese mandarin robes thoroughly cleaned so that they can be worn for lounging robes.

Japanese priests' robes of hand-woven brocades put together piece by piece, thus forming most diverting compositions.

Mandarin skirts of richly embroidered silks and satins for piano draperies, panels, table runners and many other purposes.

Small pieces of these embroideries can often be had at a few dollars. Old Japanese brocades in curiously quaint colors and patterns come in short and longer lengths for decorative uses. —Meier & Frank's: Seventh Floor.

Japanese Fans

A new importation of these quaint fans includes paper, silk and novelty fans with plain and carved sticks in black and almost any color. Some are printed, others have exquisite embroidery or painted flowers. 85c to \$2.50. —Meier & Frank's: Main Floor.



Meier & Frank Co.



But the Whole Is Yours—Its Service—Its Hospitalities—Avail Thereof