

An Important MEIER & FRANK Announcement

When You Want "HOOVER SERVICE"
Phone Main 3944

The Hoover lifts the rug from the floor, like this—flutters it upon a cushion of air, gently "beats" out its embedded grit, and so prolongs its life.

SPECIAL Reason Why You Should

Buy Your Hoover Here

Henceforth "HOOVER" Headquarters
Means "MEIER & FRANK'S"

IT is true that this store has always been recognized as Hoover headquarters, carrying a larger stock of Hoovers than any other store and of course selling and servicing more Hoovers than any other store. But henceforth this store will be the Hoover Headquarters in a very specific and special sense—namely

Meier & Frank's Is the OFFICIAL Hoover Headquarters and SERVICE Station

This is a momentous announcement the importance of which homekeepers will appreciate. It means that by dealing direct with Hoover Headquarters—Meier & Frank's—you can not only be sure of finding always the largest stocks of these celebrated electric cleaners, but that you will find also in effect the Hoover factory at your service—a highly specialized, fully organized Hoover department ready not only to sell you Hoovers, but to provide the last word in SERVICE long after the actual purchase.

The HOOVER
IT BEATS... as it Sweeps as it Cleans

That Your Choice Will Be a Hoover Goes Almost Without Saying

The Hoover is the largest selling electric cleaner in the world, which is of itself good antecedent reason why it should also be the preference of the shrewd homekeepers of Portland and surrounding territory. For years the Hoover has been prolonging the beauty of rugs in countless homes. It steadfastly has beaten out all the harmful imbedded grit, swept up all the stubborn litter, brushed straight the velvety nap, revived the true colorings and suction cleaned the surfaces. Only the Hoover does all this. "Just run your Hoover over" and the cleaning is complete.

We Will Demonstrate the Hoover in Your Home

We have timed this announcement for the special benefit of those who, vacation over, are providing needed things for the fall and winter home. And the Hoover is assuredly a NEED in the modern home. We advise that orders be placed now, as we expect an extraordinary demand following on this announcement and shall fill all orders in rotation.

FREE SERVICE for a Whole Year

And REAL Hoover Service, too—direct from Headquarters. So now no Portland home can afford to be without one of these wonderful labor-saving and money-saving devices. The price of the large Hoover is \$74, the price of the Baby Hoover \$60. In addition we make this exceptional offer:

Your Own Terms in Reason

We shall give special demonstrations of the Hoover in our store all this week. Come in and watch, ask questions, find out how good the Hoover is. Also demonstration daily in one of our Fifth-St. windows and displays in one of our Alder-St. and one of our Sixth-St. windows.

—Electric Store, Basement Balcony.
—Rug Store, Seventh Floor.

If You Already Have The Hoover

and if it should from any cause get out of repair, no matter where you purchased it, just notify us in person when in the store or phone Main 3944 and we'll give you Hoover hurry-up service.

The HOOVER HEADQUARTERS

Please keep in mind the fact that Hoover Headquarters is no farther away from you than your telephone—if you want a new Hoover sent out in a hurry or want some part or repair for the Hoover you already have, you can be connected with Hoover Service Headquarters by special direct wire—phone Main 3944 at any time between 9:15 and 5:45. We'll do the rest!

PHONE MAIN 3944

Meier & Frank Co.

