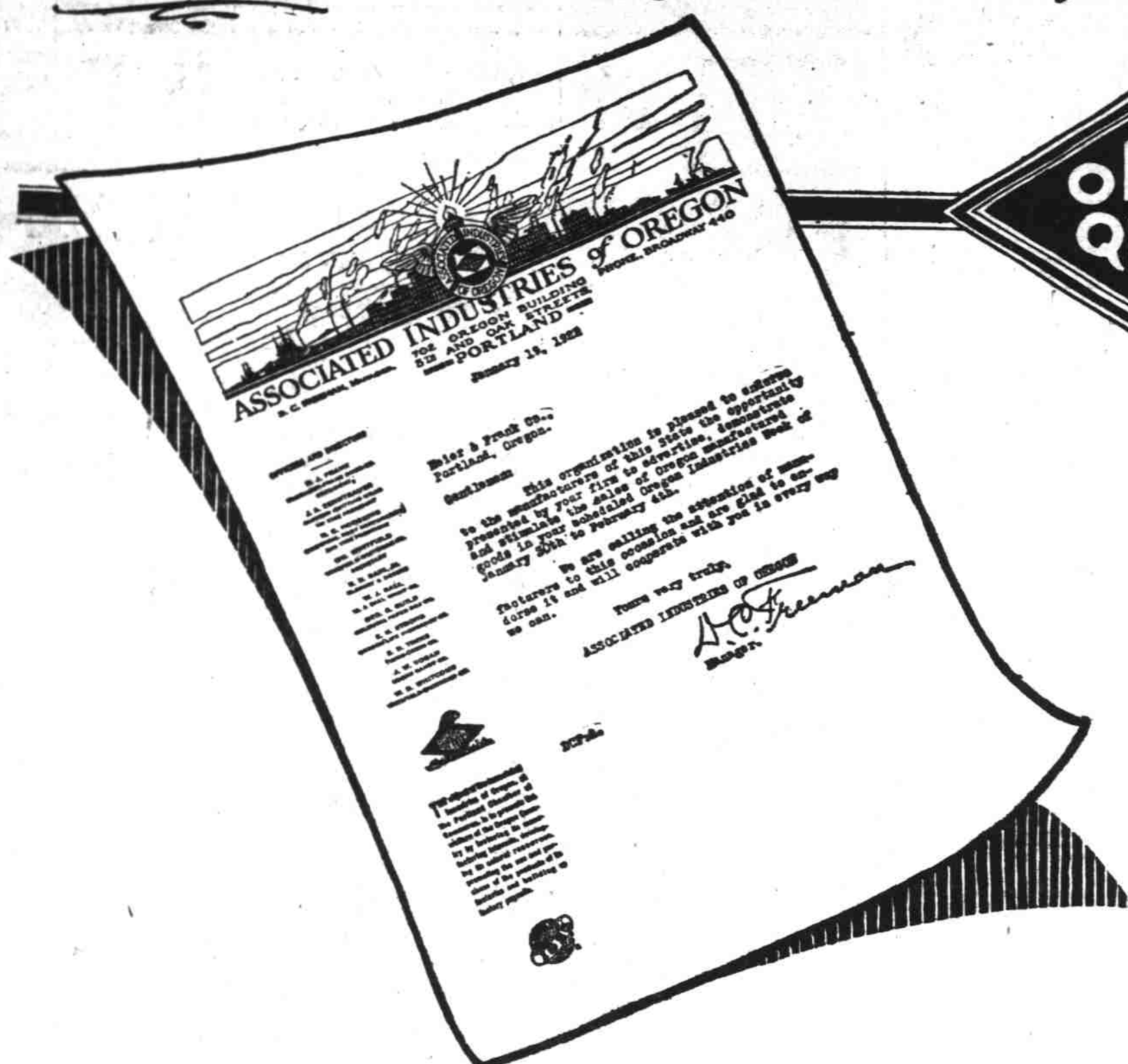


Meier & Frank Co.

See Back Page—Last Week January Clearance Sales—Every Article Reduced

(Contract Lines and Groceries Excepted)

Meier & Frank Co.



Reproduction of letter from management of Associated Industries of Oregon indorsing Meier & Frank's Oregon Products Week.

OREGON
QUALITY

Do You Know—

- That the total value of the manufactured products of Oregon for 1919 was \$366,783,000?
- That the value of Oregon's manufactured wool goods is \$13,000,000?
- That worsted cloth is made in Oregon by the only worsted mill west of the Ohio river?
- That the yarns of the textile mills of Oregon have won recognition among the best produced?
- That the largest knit goods factory on the Pacific coast is in Portland?
- That one fifth of the standing timber of the United States is in Oregon?
- That the furniture manufacturers of Oregon produce annually \$6,000,000 worth of goods?
- That the third largest furniture factory in the United States producing case goods is in Oregon?
- That the food products of Oregon attained a value of \$89,000,000 in 1919?
- That Columbia River Royal Chinook Salmon is the finest food fish in the world?
- That the condensed milk of Oregon is sent to all civilized countries of the world?
- That one of Oregon's best gifts of food products to the nation is cheese—annual value over \$3,000,000?
- That macaroni and other paste products made in Portland place the state in the lead for this type of industry.
- That the candy factories of Oregon lead the coast with an annual product of \$2,500,000?
- That news print paper made in Oregon is distributed in twelve western states?
- That 90% of the paper toweling used on the Pacific coast comes from Oregon mills?
- That Oregon is fast winning recognition for blouses, dresses, lingerie, etc., men's and women's outing clothes?
- That Oregon logging machinery, gas engines, etc., are sent to a dozen different countries?



The Meier & Frank Store, an Oregon institution, now in its 65th year, largest distributor of merchandise at retail in the Northwest.

Announcing to Oregon

Manufacturers That the Meier & Frank Store Wishes to Join With Them in a Great "Oregon Products Week"

The Benefits

of a joint movement of this kind are many and far reaching. Wider sale of the featured Oregon products will immediately result through the outlet of this store. Other businesses will benefit through the efforts of this foremost institution on behalf of "Oregon Made." Production will be stimulated. More employment will follow as a result of this stimulated demand.

Manufacturers are directly affected because in this way they are given an opportunity to exhibit their products first hand to many thousands of people.

We thus show again in a small way the appreciation of this 65-year-old Oregon institution for the benefits derived from the state whose growth has so marvelously matched its own.

Numerous Window Displays of Oregon Made Goods

Special preference will be given to working exhibits. But we won't stop at that. The public will be told through our newspaper advertisements to come and see the displays. We want to make this an event worthy of the thousands who will come in response to Meier & Frank's representations on behalf of Oregon products.

It will be a source of pride to Oregonians to see at this store, which searches the world for the best to give its patrons, Oregon-made goods side by side with the finest products of America and foreign lands.

We are glad to cooperate in this and other ways with Oregon manufacturers quite apart from any self-interest in the matter.

"FOR A GREATER OREGON"



THE efforts of Meier & Frank Company, consistently exercised over a period of many years, to create a greater appreciation for and increase the use of Oregon-made goods are a part of its history.

Now as our part in promoting "Oregon Made" for this new year, carrying on to fruition the splendid efforts of the women's clubs and other organizations that have enrolled themselves under the Oregon Industries banner, we have enlisted the entire personnel of the Meier & Frank organization, numbering more than 2000 Oregon workers and strengthening this influence many times through their families and friends, on behalf of this new campaign.

Arrangements to hold an Oregon Products Week at this store from January 30 to February 4, inclusive, have been made by us with the Associated Industries of Oregon, the letter indorsing the plan and urging manufacturers to co-operate is reproduced above.

This, then, is an invitation to Oregon manufacturers—small as well as large—to join with Meier & Frank's in staging an intensive series of Home Products Week featuring at this store during the week beginning January 30.

We propose to hold these exhibits and sales of Oregon goods at strategic points throughout the store, exact locations to be determined after consultation with the manufacturers or their representatives.

Now, then, Oregon manufacturers, LET'S GO. We ask that you get in touch with us at once to work out the details of your exhibit. Come in person or send your representative, write, telegraph or phone at your earliest convenience to the office of the General Manager on the Sixth Floor.

"FOR A GREATER OREGON"

Meier & Frank Co.

Note: Since the above was written a meeting, to which manufacturers and their representatives were invited under the auspices of the Associated Industries, was held on the ninth floor of the store, 8:30 a. m. Friday, Jan. 20. The meeting was a well attended and most enthusiastic conference and we were promised the hearty support of those present in our Oregon Products Week.

Everybody Invited

Every manufacturer who produces something which can be featured in this way is cordially invited to join with us in making Oregon Products Week a success.

We are especially concerned to insure that all manufacturers who produce goods suitable for sale in the Meier & Frank Store shall be well represented.

We want live exhibits—working exhibits where possible—for we want to fill the public's eye with "Oregon-Made."

Make reservations for space at once. The office of the General Manager is at your service.

Everything must be in readiness to launch "Oregon Products Week" simultaneously in all departments by 9:15 Monday morning, January 30th.

It is desirable that there be with each exhibit a "demonstrator" or someone capable of giving the people such information as may be required about the goods shown.

Let Us All Work Together

We carry the products of hundreds of Oregon manufacturers in the store.

There is room for many more.

All that is necessary is that the product be worthy and there is a place for it at Meier & Frank's.

Our buyers are willing to help by suggesting improvements where desirable and in other ways put Oregon products in the front rank.

"FOR A GREATER OREGON"