

→ **BEGINNING MONDAY!** ←

# NO UNDERERS' DAY SALE

**FEATURE OF OUR CENTENNIAL**  
*with brand-new, never-before-advertised  
 values for everybody at savings of*  
**25% TO 75% OFF!**

Come in Monday . . .  
 And Sample a  
 Free Piece  
 of Our  
**100th BIRTHDAY  
 CAKE**

All Day  
 At The Ice Cream  
 Counter

Street Floor



**MONEY FROM THE SKY!**

Look up at the sky beginning Monday morning at 10! We'll release 100 balloons at that time; and 100 balloons each hour on the hour from then on to 7 P.M. from our Patio entrance on High and Center streets.

**HUNDREDS OF THESE BALLOONS ARE WORTH \$2 TO \$10 IN MERCHANDISE**

If you find a balloon stamped "REDEEMABLE" bring it to our Salem store at the information desk and redeem it for merchandise to the value stamped on it.

**\$4.00 THIS BALLOON WORTH \$4.00 IN MERCHANDISE IF PRESENTED AT OUR PORTLAND OR SALEM STORE**

*Meier & Frank Co. PORTLAND-SALEM CENTENNIAL SALE*

**OPEN MONDAY**  
 9:30 a. m. to 9 p. m.

**FREE STORE-SIDE  
 PARKING FOR  
 OVER 1,000 CARS**

**IT PAYS  
 TO BUY AT  
 MEIER &  
 FRANK'S**

*Meier & Frank Co.*  
 OREGON'S OWN STORE SINCE 1857  
 SALEM EM 3-2211