



# MEIER & FRANK'S AND

# THE CHARM OF A GREAT TRADITION



We agree wholeheartedly with Ann M. Jarvis, who believed Mothers were such special people that they deserved a special day of honor. Ever since she pioneered the idea in 1908, and the second Sunday of May was proclaimed Mother's Day in 1914 by President Woodrow Wilson, Meier & Frank's has been the favorite gift store of loving sons and daughters who wished to honor Mother with a gift that would truly mean more.

Century-old Meier & Frank's has catered to five generations of Mothers. This store was the standby of Oregon pioneer Mothers, and is the dependable family shopping center for today's busy Mothers. Naturally, with Mothers always one of our most important interests, Meier & Frank's brings you Oregon's greatest assortments of gifts for them. Whether you wish to spend a little or a lot—here is where you will find the perfect remembrance... and with it go our very best wishes to each and every Mother on her day, May 12.

ONE OF AMERICA'S GREAT STORES ... THE STORE OF INTEGRITY

