

Fred Meyer Founder's Days Sale

54 Years of Savings and Values

Only A Sale This Great Could Deserve The Founder's Endorsement

Fred G. Meyer, founder of the chain that bears his name was born in Brooklyn, New York in 1886. He spent his childhood helping his father and uncle in their neighborhood grocery store.

At the age of twenty, Fred looked for new horizons to fit his unfolding ambition. A short time in Alaska convinced him there was "no gold in them thar hills". After two years in Seattle, he migrated to Portland to begin a career in retailing. He began with a coffee, tea and spice business, on a horse and wagon, going door to door. He soon enlarged his merchandise selection to include grocery items and expanded his market by reaching into remote logging camps and boarding houses.

Later, he opened the Java Coffee Company in the old market on First and Washington where their prospective buyers could see coffee roasted and ground before their very eyes. The company flourished until the Broadway bridge was completed and business started moving uptown. As the merchants moved out from the traditional concept of the one-specialty store into the supermarket idea, later he moved to Fourth and Yamhill. After a short spell, he took an option on the southeast corner of 5th and Yamhill and in 1922 he opened the first store bearing the company's present name. This is considered the parent of today's 63 store chain. It offered groceries, meat, produce, fresh roasted coffee, delicatessen, mayonnaise, tobacco and lunch under one roof.

At the Fifth and Yamhill location he instituted the department store concept — a startling departure for citizens who were used to shopping in one store for meat, another for produce and another for dairy products and another for apparel and general merchandise.

About this time, he tested and adopted another "strange" idea — pre-packaged commodities normally sold out of a barrel, like sugar, flour, beans and rice, so customers didn't have to wait for the clerk to measure out and sack up the goods and where customers could see the bargains. From here, it was a logical step in the Meyer mind to go to complete self-service and cash and carry.

Fred Meyer, shown here in an early photo in the 5th and Yamhill store, credits the firm's success to offering the customer four basics: Greater Value, Wider Selection, Quality Merchandise and Better Service.

He likes slogans and two of Mr. Meyer's favorites are: "Customers must receive 16 ounces to the pound" and "Try to do business the way a customer wants it done." These have evolved into the company motto, "Think like today's customer".

Great Value

For 54 years, Fred Meyer has been known for low prices. By operating in volume, being efficient and eliminating many "frills", costs have been kept to a minimum. These savings have been passed on to the customer. As you can see in the photo, Fred Meyer Brands, such as MY-TE-FINE have been featured. These offer first quality goods at great savings to customers. Fred Meyer offers more "specials" than most stores because there are more things to put on special. Fred Meyer also does everything possible to help customers take advantage of the specials. The newspaper ads are posted in many places throughout the stores, there are "Special" signs on the displays and most items are remarked with the advertised price to eliminate errors at the checkstand.



This is the first store to bear the Fred Meyer name. It was opened in 1922, 54 years ago, on 5th and Yamhill in downtown Portland.



The latest version of a Fred Meyer Super Shopping Center is located in Everett, Washington with a twin recently opened in Gresham, Oregon. Called a 747, it has 135,000 square feet.



Listen To
Fred G. Meyer and
Peter Mudie
Friday 12:15 PM

KOIN
RADIO/97

Mr. Meyer and Peter Mudie, along with Clint Gruber will be talking about the good old times on the Consumer News radio program. Peter was on KOIN for 32 years at 8:15 in the morning talking to listeners about food news, shopping tips and recipes. Join us.

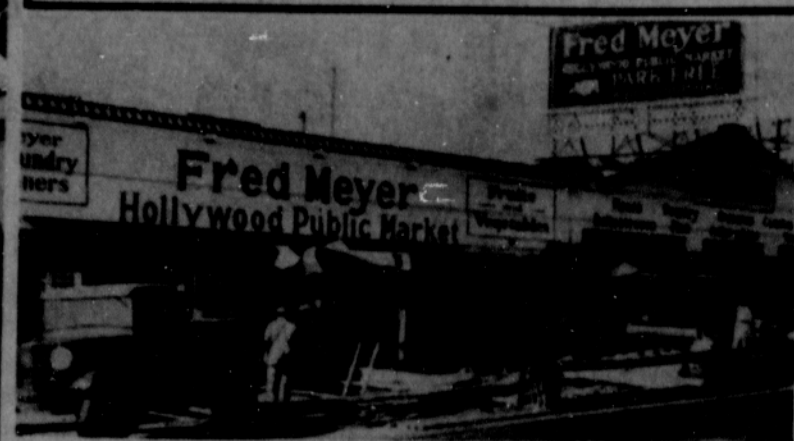
Hey Kids, Parents, Grandparents!

Remember the Old MY-TE-FINE Gang Saturday Morning Meetings at the Oriental Theatre? You're invited to a reunion at Meyer Theatres Eastgate and Westgate.

Saturday May 15, 10:30AM

- Eastgate 2025 SE 82nd
- Westgate 3950 SW Cedar Blvd.
- Shakiest Gun In The West
- Laurel and Hardy Short
- Cartoon

FREE admission with any Fred Meyer Brand label.



The Hollywood store was the first suburban shopping center in this area. Opened in 1931, at 41st and Sandy in Portland.



First known self-service drug store in the world was opened in 1928 on S.W. Broadway and Alder.

Our Finest Quality

Fred Meyer Brand
MY-TE-FINE

Mayonnaise

Reg. \$1.05
32 oz. Jar

73¢ each

Compare To:
Best Foods
Mayonnaise 32 oz. Jar \$1.22 each

Kraft Colby Longhorn

Cheddar Cheese

Reg. \$3.59
2 lb. loaf

\$2.48 each

Colby cheese is similar to cheddar, but is softer and has a more open texture. Colby has a rich mild flavor, ideal for sandwiches, snacks or melt for cheese burgers.

Available Delicatessen Sections

Plastic Coated

Playing Cards

Reg. 39¢

19¢ each

Bridge or Pinochle cards in assorted patterns. Replace your old worn cards for fresh new ones. Save at this low price.

Available Variety Sections

INFANTS' POLYESTER

Knit Pants

Reg. \$2.99

\$1.96 pair

Elastic waist for easy wearing. Machine wash and dry. Variety of solid colors. Sizes 12-24 months.

Available Apparel Sections

BARBEQUE TIME

Briquets

10 lb. bag
Reg. \$1.39

89¢ each
first 2

All Additional, 99¢ each

More than the sizzle of a barbecue... you get savings too! Easy starting and slow burning enough to cook the entire meal.

Available Variety Sections

Men's Ties

Reg. \$5.00 and \$6.00

\$3.96 each
"Charge It"

Fashion right ties of polyester in color-cued stripes and solids. 4" fashion widths, four-in-hand styles.

Available Apparel Sections

Sonny Boy

Tomato Juice

Reg. 59¢
16 oz. Can

39¢ each

Available Grocery Sections

FRED MEYER BRAND

Light Bulbs

Reg. 69¢

6 Bulbs for 89¢

first 6 Reg. 35¢ bulb

All Additional, Regular Price

Economical inside frost light bulbs for home, shop or industrial use. Choose 40, 60, 75 or 100 watt. Available Variety Sections or Home Improvement Centers

* Cash value 1/20th of 1¢
* Coupon good Wed. May 12 thru Sat. May 15, 1976
* Available Variety Sections or Home Improvement Centers

Women's

Tank Tops

Reg. \$4.99

\$3.96 each
"Charge It"

Get ready for those hot summer days ahead in a cool tank top. Assorted stripes, prints or solids in 100% poly or poly/cotton blend. Sizes S,M,L.

Available Apparel Sections

Fred Meyer Advertising Policy
Each of these advertised items must be readily available for sale at or below the advertised price in each Fred Meyer store, except as specifically noted in this ad.

Fred Meyer
Shopping Centers

To insure that you pay only the advertised price of any item, most advertised items at Fred Meyer are remarked with the advertised price. This makes it easier for you and for us.

Open 9am to 10pm daily, including Sunday. Always plenty of free and easy parking.

63 Stores Serving You In Oregon, Washington, Alaska And Montana