



Kids ARE CUSTOMERS, TOO!



cus·tom·er (kŭs tem-er) noun.

A person who shops at a store like Fred Meyer. Customers can be grandparents, moms, dads or **kids!**

Fun in the sun starts with savings at Fred Meyer. Here's why you should bring your parents in today.

SERVICE

You'll find lots of smiling, helpful people at Fred Meyer. They'll answer your questions, help you find what you want and treat your family nice.

+ SELECTION

You'll find great toys in Freddy's Toy World®, a big selection of clothes in our Apparel Department and fun shoes in our Shoe Department!

+ QUALITY

Your parents want to get you things that will last. Bring them to Fred Meyer! They'll find clothes, toys and more by makers like Levi's, Mattel and Kenner.

+ PRICE

Help your Mom and Dad look at the Fred Meyer ads every week. It's fun to find things your family really wants at low Fred Meyer prices!

= VALUE

Your family will have more fun shopping at a store that gives you great service, selection, and quality plus low prices. So bring them to Fred Meyer. We think your whole family will enjoy shopping here.

PRICE

Shop and compare. The toys, bikes and Summer games your children want most cost less at Fred Meyer.

Hey, Kids! Here's how you can make this Summer more fun than any other!

From Pogo Balls® to Beach Balls, you'll find all your favorite Summer toys and games at Fred Meyer

Summer's here! Bring your friends and come see all the exciting, hot, new Summer toys and games in Freddy's Toy World.

If you like sports, here's good news...

Whether your sport is baseball, soccer, tennis, swimming, basketball, football, softball, volleyball, golf or fishing, you'll find a large selection of top quality gear from famous makers like Wilson and Spalding.

Bikes, bikes and more bikes

Including sizzling new BMX style, track certified models from Huffy. Plus you'll find a wide selection of 10 and 12 speed bikes, skateboards and scooters.



Cool and comfortable clothes!

Look your best in the latest shorts, shirts and swimwear from Ocean Pacific®, Byer Girl®, Levi's®, Rustler®, Shah Safari®, Healthtex® and more...all available at most Fred Meyer Apparel Departments.

Make a splash!

In an inflatable or wading pool or with one of our floating toys, knee skis or air mattresses.

Where else, but Fred Meyer, can you find so many ways to have so much fun in the sun!

Fred Bear, Toy Expert



Here's a Fred Bear Water Safety Tip:

Never swim alone or unsupervised

Fred Bear says "Always closely supervise children when they're in or near the water."

Don't forget waterproof sunscreen.

Help protect children's sensitive skin with a waterproof sunscreen. You'll find waterproof sunscreen in our Cosmetic Department.

Fred Meyer For families who love
Selection,
Low Prices &
One-Stop Shopping

8-06-4-192 CORP (KDQ)

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. Except Sixth & Alder.