



# 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!**

**Kids! Shop at Fred Bear's favorite store for toys, games, records and tapes, make-up, clothes, bikes, school supplies, snacks and more!**

## 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, quality and prices. So bring them to Fred Meyer. We think your whole family will enjoy shopping here.

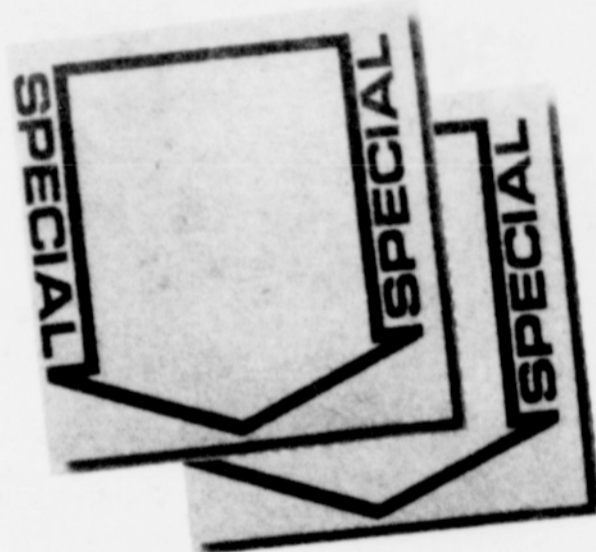
# Selection

*That means finding exactly what your family wants at a price that saves your Mom and Dad money.*

**Open til 10PM  
7 Days a week**

8-09-1-194 (DBS,LDW,MAK)

Look for the bright Orange Tags while you shop! They'll help you save money because they point to the items that are on sale now!



There are 2 kinds of orange tags to help your Mom and Dad save money:

1. *Orange Tag*  
*Advertised Specials*  
These tags show you where to look for the products you saw in the Fred Meyer ads.
2. *Orange Tag*  
*Unadvertised Specials*  
These are surprise savings your family will find only when you come into our store.

Fred Bear says: "Always be careful around fires and never play with matches, firecrackers, lighter fluid, charcoal or gasoline."



*"Help keep your little brother and sister safe, too."*



A fire may be neat to look at and fireworks make lots of noise, but **BE CAREFUL!** Last year fires hurt and killed thousands of kids just like you and your brothers and sisters. **NEVER EVER** play with matches, firecrackers, sparklers, lighter fluid, charcoal or gasoline. And help make sure all those things are put away on the top shelf where your little brother and sister can't reach them. If your friends are playing with matches or fireworks tell them not to and then tell your parents. And if you ever find any matches or fireworks, stay far away and be sure to tell your mom or dad.

**Fred Meyer** Your Best Choice For Selection, Low Prices & One-Stop Shopping