

THIS IS THE FIRST OF A SERIES OF MESSAGES TO TELL YOU ABOUT WHAT YOU CAN EXPECT FOR YOURSELF, YOUR FAMILY AND YOUR HOME...FROM MEIER & FRANK'S—SALEM



from a woman's point of view.....  
a  
preview  
of

# MEIER & FRANK'S—SALEM

ladies! we'll  
offer you  
huge selections  
of all these at  
your new store

- HATS
- SUITS
- COATS
- DRESSES
- SPORTSWEAR
- SHOES
- LINGERIE
- FOUNDATIONS
- BRASSIERES
- SKIRTS
- BLOUSES
- HOSIERY
- NECKWEAR
- TOILETRIES
- JEWELRY
- HANDBAGS
- BELTS
- UMBRELLAS
- FLOWERS
- HANDKERCHIEFS
- ROBES
- GLOVES
- APRONS
- UNIFORMS
- MATERNITY CLOTHES
- AND MANY MORE!

You'll enjoy shopping at Meier & Frank's because it will be easy, convenient, quick and comfortable. From the moment you park your car in the tremendous parking facility and stroll directly into the store, you are under our wing, so to speak. And when you enter this bright, new store with its modern design, fixtures, lighting and air-conditioning, you'll experience a new delight, a new thrill in shopping.

And what will we have to offer you? The biggest assortments of fine, nationally advertised brands in every line of apparel and accessories that you could wish for. We'll have complete stocks of sizes and colors to suit everyone. Time-honored and respected brand names that, in many cases, can be found only at Meier & Frank's. Smart shoppers know that, in Salem, as it has been in Portland for nearly 100 years, "fashion" will mean Meier & Frank's.

Yes, ladies, we look forward eagerly to the opportunity of bringing you the finest merchandise of America, and from abroad... yours to select in ease and comfort. You'll find us going "all-out" to satisfy you. You can expect great things from Meier & Frank's-Salem...the store of quality, values, assortments, service and integrity.

we invite you to open and use your charge account now at Meier & Frank's — Portland. Use it later at Meier & Frank's — Salem and Portland



*Meier & Frank Co.*  
**SALEM**

OREGON'S OWN STORE ★ SINCE 1857

Meier & Frank's invites you to open a charge account by mail...

Full Name \_\_\_\_\_

Home Address \_\_\_\_\_ City \_\_\_\_\_

How Long Have You Lived There? \_\_\_\_\_

Former Home Address \_\_\_\_\_

Husband's Occupation \_\_\_\_\_ Employed by \_\_\_\_\_

Business Address \_\_\_\_\_

Wife's Name and Occupation \_\_\_\_\_ Employed by \_\_\_\_\_

Where Else Have You Established Credit? \_\_\_\_\_

Where Do You Bank? \_\_\_\_\_ Branch? \_\_\_\_\_

Commercial or Savings Account? \_\_\_\_\_

Please Sign Here \_\_\_\_\_

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