

THIS IS THE THIRTEENTH 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

an Oregon Product...



MEIER & FRANK'S—SALEM

Oregon was still two years from statehood when the seed of this great Oregon product—Meier & Frank Co.—took root in 1857, planted with firm faith in this great Western country by Aaron Meier and Sigmund Frank on a small 35x50-foot location at Front and Yamhill streets in Portland.

As the young mercantile venture grew, subsequent transplantings—to First Street in 1881, to Second and Taylor in 1889, and then to Fifth Street in 1898, marked those first 41 years. Three more spurts of growth resulted in the addition of property at Sixth and Alder Street in 1907, the opening of a 14-story building on Fifth Street in 1915; in 1932, the final addition at the corner of Sixth and Morrison St., and completion of the present block-square building.

A great store and a great state have grown up together, linked by nearly a century of progress. From frontier of untouched resource, Oregon has taken

its place of national importance...has become one of the leading markets of the world. Meier & Frank Co. has become one of America's great stores, and one of the few remaining locally-owned major department stores in the nation.

Today in Salem, where this great mercantile institution has again put down its roots in the Oregon country, you will soon see the full flower of this second planting. Meier & Frank's-Salem, nurtured by a 98-year-old tradition of good will, fair dealing, confidence in the community, faith in the future of the Northwest, is an Oregon product that will serve you well. It will offer one-stop shopping at its best, giving even greater significance to this famous slogan... for **QUALITY, VALUE, ASSORTMENTS, SERVICE and INTEGRITY... IT PAYS TO BUY AT MEIER & FRANK'S.**

WE INVITE YOU TO OPEN A CHARGE ACCOUNT NOW AT MEIER & FRANK'S, PORTLAND. USE IT LATER AT MEIER & FRANK'S, SALEM AND PORTLAND

MEIER & FRANK CO., PORTLAND 4, OREGON

You are invited to open a charge account by mail and receive your own, personal Charge-Plate.

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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FREE CUSTOMER PARKING for over 1000 cars

Meier & Frank Co.
SALEM

OREGON'S OWN STORE ★ SINCE 1857