

OPEN MONDAY AND FRIDAY 12:15 TO 9 P. M. - OTHER DAYS 9:30 A. M. TO 5:30 P. M.

at MEIER & FRANK'S - SALEM

our first

Salem College Board Convenes



IT PAYS
TO BUY AT
MEIER &
FRANK'S

and

nominates

*car coats as the
campus favorite*



MEIER & FRANK'S - SALEM

ROOFTOP STARDUST COLLEGE SHOW

August 11th - 8 P.M. - M&F's - Salem Rooftop

DOOR PRIZE: The rare find in cars pictured above - 1930 first year model De Soto will be given to lucky ticket holder.

FASHION SHOW: See back-to-college fashions from the pages of Vogue Magazine modeled.

DANCING: Bill De Souza's Orchestra will play favorite rocks and rhythms.

FREE REFRESHMENTS: Sweetheart Franks, Ann Palmer buns and eokes.

TICKETS FREE: at our Street Floor Information Booth. Admission by ticket only.

SHOP IN AIR-CONDITIONED COMFORT

Meier & Frank Co.
OREGON'S OWN STORE SINCE 1857
SALEM 3 2211

Here are the gals in the know . . . and they unanimously cast their vote for car coats as the up and coming fashion for any and every campus. We show just one of the dozens of versions of this top fashion that you'll find at Meier & Frank's. Come in and meet our College Board . . . come in and try on a fabulous car coat from our wide, wonderful collection.

left: Betty Boehm—University of Oregon—in our Budget Dress Shop . . . wearing White Stag's zipped car coat . . . \$19.95 and slim, trim cotton skirt . . . \$6.98

middle: Vicki Ward—Oregon State College in our Sports Shop also wearing White Stag's zipped car coat and slim, trim cotton skirt.

right: Mary Beth Van Cleave—Willamette University—Hi-Salem Shop wearing White Stag's car coat teamed with Slim Jim pants . . . \$8.95

all fashions from our Street Floor Sports Shop

FREE STORE-SIDE PARKING FOR OVER 1,000 CARS