



IT PAYS
TO BUY AT
MEIER &
FRANK'S

NO TRANSACTION IS COMPLETED UNLESS YOU ARE SATISFIED

We believe one of the most important reasons why it pays to buy at Meier & Frank's is our 100-year-old policy that no transaction is completed unless you are satisfied. In this, our Centennial Celebration Year, it is well to reaffirm this century-old policy for the benefit of our customers, both old and new.

You have our assurance each and every time you make a purchase here... no matter how expensive or inexpensive it might be... that you can always return it if in any way it is unsatisfactory... if for any reason you aren't happy with it. This extremely liberal policy is of real value to you. It means that every dollar you spend here just has to be an investment you're glad you made. Our entire organization knows of this policy, has been instructed to follow it wholeheartedly, and firmly believes in it.

This is our policy... this is the kind of service you have a right to expect... this is the kind of co-operation you'll receive. That's why we repeat, "it pays to buy at Meier & Frank's!"

ONE OF AMERICA'S GREAT STORES...THE STORE OF INTEGRITY

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