

THIS IS THE EIGHTH 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



**We're planning a paradise  
for you who have a Green  
Thumb...and a 4-season  
haven for all outdoors lovers**

Calling all Green Thumbs! Bulb and perennial planters!

Rose garden cultists! Vegetable garden enthusiasts! Landscapers!

Young "sprouts" bent on fun! Backyard chef-ers! Fishermen and sportsmen! Yes, all you take-it-easy, just laze-in-the-sun fans!

Meier & Frank's—Salem will be the place to shop for

all the family's outdoor activities.

Here you can shop in casual comfort, enjoy the warm welcome

of a store that shares your enthusiasm. You'll find large assortments of every outdoor need and luxury — at all prices,

to please all budgets. Colorful, comfortable furniture to make your terrace, porch or lawn a gay summer living room. All the fixtures

for Pop to do a bang-up job of barbecue chef-ing. Wonderful tools for easier, better gardening. Games and sports equipment

to please everyone from Junior to Grandpa. In fact, you can count on Meier & Frank's—Salem to bring you practically

everything but the sunshine and steak sizzle for your life outdoors.

You'll find, like so many thousands have discovered for the past

ninety-eight years, that for quality, value, assortments, service

and integrity, It Pays To Buy at Meier & Frank's.

# MEIER & FRANK'S—SALEM

**We'll bring you  
huge assortments  
of these and many  
more items for  
your life outdoors!**

Garden Tools  
Lawn Seeds  
Fertilizers  
Peat Moss  
Hand Mowers  
Power Lawn Mowers  
Trellises  
Fences  
Arbors  
Ladders  
Garden Hose  
Plants  
Shrubs  
Rose Bushes  
Bulbs  
Window Boxes  
Young Trees  
Summer Furniture  
Awnings  
Hammocks  
Picnic Supplies  
Play Gyms  
Wading Pools  
Swings  
Camping Needs  
Golfers' Equipment  
Fishing Gear  
Boats  
Bicycles  
Barbecues and  
Accessories  
Binoculars  
Sun Glasses  
Tennis Rackets  
Badminton Sets  
Croquet Sets  
Horse Shoe Sets  
Camera Equipment  
Archery Sets



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 700 cars**



**Meier & Frank Co.  
SALEM**

OREGON'S OWN STORE ★ SINCE 1857