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Completeness is the irresistible magnet of attraction that draws you to Meier & Frank's - Salem from near and far. 77 departments, completely and fully stocked, offer the most complete assortments of every kind of merchandise you want, with emphasis on famous brands.

There's a complete store for women, a beautiful world of fashions and accessories that make it easy to be a lady of fashion, even on a tiny budget. There's a complete store for men, a handsome masculine world of distinctive and famous men's clothing and furnishings. A complete store for youth's clothing and furnishings. And a complete store for the home that's a homemaker's paradise . . . with our Home Planning Center, operated in conjunction with Better Homes & Gardens Magazine, always at your service.

There's completeness of service facilities, credit plans, free parking, convenience and ease of shopping that all add up to the complete shopping center. The sum total . . . your complete satisfaction.

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