



WEBFOOTER EXTRA

NOVEMBER 2014

FRED MEYER - NORTHWEST MERCHANT



Fred Meyer was one to help those who were less fortunate. Every year, he donated food and merchandise to the Sunshine Division. He is shown here at the Sunshine Warehouse in 1964.

WEBFOOTERS POST CARD CLUB

PO Box 17240
Portland OR 97217-0240



www.thewebfooters.com



◆ Fred Meyer – Northwest Merchant – see page 3.

SALEM COIN – STAMP & POST CARD SHOW DECEMBER 6-7, 2014

OREGON STATE FAIRGROUNDS
COLUMBIA HALL

2330 17th Street NE in Salem

From I-5: take exit 256, the Market Street Exit
Go west and turn right onto 17th Street
Go about a mile and watch for the signs to the Fairgrounds on the right

Doors open: 10:00 am to 4:30 pm (both days)

\$3 Admission (Under 18 Free)

Free Parking

- ◆ Over 70 tables - Coin, Stamp and Post Card dealers from around the United States
- ◆ A.N.A. and P.N.N.A. Information/Exhibits/Hourly and End of Show Raffles
- ◆ Type and Proof Coins/Gold and Silver/Mint and Proof Sets
- ◆ Tokens/Currency/Stamps/Post Cards/Ancients/Books
- ◆ Free Grab Bag for young collectors/Penny squisher machine demonstration

Appraisals made on Sunday Dec. 7th at 1:00 pm

Sponsored by: **The Salem Numismatic Society**

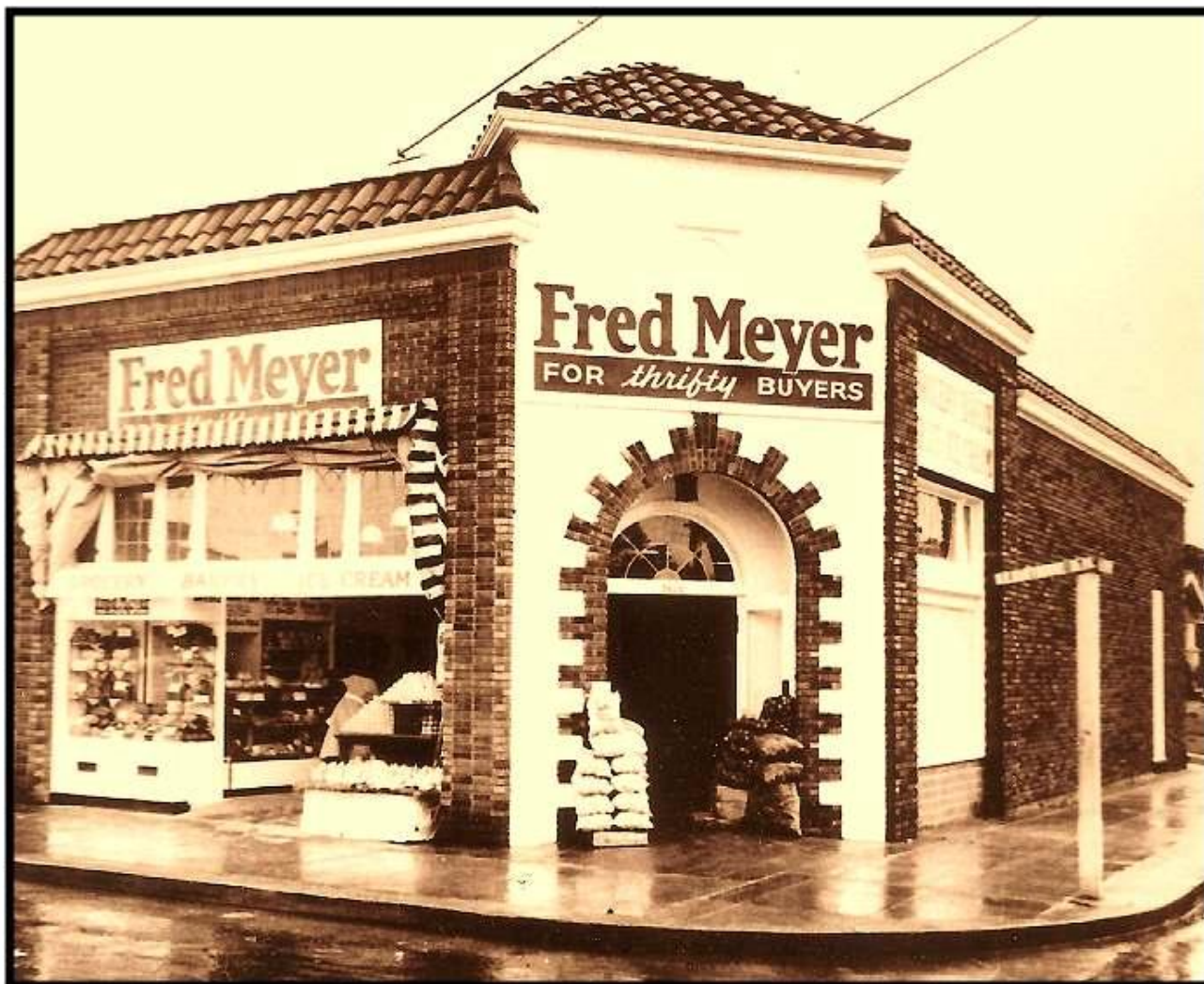
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www.oregoncoinclubs.org

(paid advertisement)

FRED MEYER - NORTHWEST MERCHANT



Fred Meyer store in Portland at 36th and SE Hawthorne in 1938.

Postcard by John Staub

First and foremost, Fred G. Meyer was a retailer with a great idea: One-Stop Shopping. But he was more than that. He was also a philosopher, semanticist and teacher. The Wall Street Journal once described Meyer as "the last of the great American entrepreneurs." At birth, he was given the name Frederick Grubmeyer and he was born in Brooklyn, New York on February 21, 1886. Fred and his brothers shortened the last name to Meyer and moved west. When he was 22 years old, Fred traveled through the American West before settling in Portland, Oregon in 1908. Drawing on his experience working for his family's grocery business, Mr. Meyer began selling coffee from a horse-drawn cart to workers at farms and lumber camps.

Meyer went in search of new ventures in Alaska but he returned to Oregon where he founded a coffee shop, the Java Coffee Company. The name was later changed to Mission Coffee Company in 1915. In 1922, Meyer opened a grocery store bearing his name in downtown Portland. He expanded this store into the Fred Meyer chain of supermarkets and department stores.



A view of the meat counter inside the Fred Meyer at 5th & Yamhill streets in 1940.

Meyer introduced several innovative retail marketing concepts. His vision was to give customers more reasons to shop in his store than in any other. Before he opened his new store, customers went to separate shops for meat, produce, cheese and other goods. Meyer placed these all under one roof and put an expert in charge of each area. In 1933, he built the Hollywood Fred Meyer, his first full-block megastore, on Northeast Sandy Boulevard at 42nd Avenue in Portland. This building has housed a Rite Aid since Fred Meyer's relocation to Hollywood West, near 28th & Sandy Blvd., in 1988.

Fred Meyer's wife Eva passed away in 1960 and Fred lived to the age of 92, dying September 2, 1978. In 1999, Fred Meyer's 900 stores merged with the Kroger Company, and they continue to operate from headquarters in Portland.



The Walnut Park store at Killingsworth and NE Union Avenue opened in November 1936.



The Fred Meyer Rose City Shopping Centre at 72nd and NE Sandy Boulevard opened in the 1940's.



A new, larger Rose City Fred Meyer at 70th and NE Sandy Boulevard opened across the street in 1949.



The new Rose City Fred Meyer opened February 14, 1949 with a Ferris wheel and a dog show.



Gateway Fred Meyer in the 1950's.



Fred Meyer
FOR *thrifty* BUYERS
LOCALLY OWNED AND OPERATED
— *Portland, Oregon* —