



# ANNOUNCING A RE-ORGANIZED STORE

*Devoted Exclusively to the Service and Needs of  
Women and Children*

With the beginning of the new year we have "taken stock of this store, of the place this store holds in the community, of our unusual opportunity for service as a store organization, of the loyalty and patronage of an ever-increasing number of friends and customers.

With this in mind we make a sincere pledge of greater and better service in the future to those who have made a greater store possible.

With the elimination of the men's department, a complete reorganization of the entire store has been made and we now present a store devoted exclusively to the service and needs of women and children—and we will strive to express that devotion with maximum service and honesty.

Your particular attention is called to four points of store policy that will characterize this entire organization during the next year—characteristics that we believe will be worthy of your most careful attention, that will merit your continued patronage and draw new people to know and appreciate an outstanding store service.

## ADITORIALS

**It May Interest You  
To Know—**

### THAT—

We have received lots of nice compliments about our Ready-to-Wear Department since it has been remodeled and rearranged. Have you been in?

### THAT—

We believe we are going to have the most beautiful styles and widest variety of fine merchandise this year that you usually see in a city like La Grande.

### THAT—

A lot of attractive new things that will make you long for nice Spring weather are arriving every day or so. You'll enjoy seeing them.

### THAT—

There's nothing daintier than smart neckwear, crisp and fresh. Very pretty sets can be made from small remnants of white or colored bengaline, faille, and satin—charming things to brighten up a winter frock.

### THAT—

An attractively dressed woman from Union came in the other day wanting to buy some men's collars. And we had to tell her that men were so unimportant in appearance that we had quit carrying their apparel altogether.

### THAT—

If you get a little chilly when down town, we have a warm spot back by the furnace that you're welcome to occupy all day, if you like.

### THAT—

We take ALMOST as much pleasure in showing you pretty new things around the store as we do in selling them—anyhow we like to have you come in and look around.

ERNEST WATKINS,  
Manager.

## **An Absolute Guarantee of Satisfaction:**

Every article bought at this store must give you complete satisfaction in every respect. If, for any reason at any time, you feel that you have not received full value for your money, we urge you to return the merchandise and receive a new item in its place or your money back if you wish. Every article we sell **MUST MAKE GOOD OR WE WILL.** This policy is based on a firm belief in the quality and value of the goods we sell and on our demand that every customer be a satisfied customer.

## **Real Value in Highest Quality Merchandise:**

There is no substitute for true value. Buying the best merchandise of various grades that the market affords, we believe this store now offers an unusual selection in every department at a moderate price level that assures your immediate and continued approval. We are satisfied with a small margin of profit as a means of securing and holding increased customers and building store volume. Should our merchandise quality and value at any time fail to measure up to your expectations, we'll count it a privilege to have you tell us so that we may refund your money.

## **Courteous, Friendly Store Service:**

There are scores of our customers who consider it a distinct pleasure to shop at Hill's. Now, with the entire store devoted to women's and children's needs exclusively, you will find it even more attractive. It is always a pleasure for us to show you goods, even though you are not interested in buying. And while every effort will be made to carry in stock just what you want, there will be no insistence that you buy, whether or not we can show exactly what you have in mind. We want you to enjoy coming to this store, we want you to take full advantage of its comforts and conveniences. The entire organization is devoted to giving you thorough and unstinted satisfaction.

## **Truthful, Dependable Advertising Statements:**

Every woman who does the majority of the family buying appreciates the value of careful, dependable advertising as a purchasing aid. Our advertising messages to you will be of that character. Utmost care will be taken to give accurate merchandise descriptions without exaggeration, dependable price quotations and sound price comparisons. We are standing behind every advertising message of this store—your satisfaction is assured. We want to urge that you follow our advertising regularly—we believe it will prove interesting and profitable, that it is one more way in which we can serve you more and better during the coming months.

This store has enjoyed a steady, consistent growth each succeeding year. There has been sound reason for this growth and we pledge in these four characteristics of our re-organized store an increasing number of reasons why you will appreciate more and more "A Good Place to Trade."

**Hills Department Store**  
"A Good Place To Trade"