

FROM A \$7,000 A MONTH TO NEARLY A MILLION DOLLAR YEAR BUSINESS

These Startling Figures Are Actual History Past and Present of The People's Cash Store In Your City. They Are Compiled for the Purpose of Making Known Their Past and Present Record, Their Mighty Resources and Reliability

RELATIVE TO THEIR INAUGURATION OF THEIR LONG PLANNED FOR

FIFTH

ANNIVERSARY SALE

That
Will
Take
Place
Nov. 3d
Next
Friday



Begins
Nov.
3rd
Next
Friday

We deem it fitting upon the commencement of this celebration to give you a condensed yet detailed history of its birth and its present state



Knowing That You, The People of this Community Represent the Pillars Upon Which We Built The Foundation That Led to a Great Department Store for Salem



BRIEF:

In the year of 1917 in the month of November, on the third day the newspapers of Salem carried the first announcement that Max and Esther Solof purchased the Farmers Cash Store from Mr. Durdall and were opened for business.

Many of you can still remember the day, some of you the incident but none of you can surmise the problem that confronted Mr. and Mrs. Solof.

Brush away the veil of the past and take into consideration the price conditions that existed, and there! Stop!—that was the situation that alone compelled them to ally themselves with the people.

In a store smaller than our present "Economy Basement" Mr. and Mrs. Solof and an assistant clerk, Mr. Hopson who by the way is still in our employ) fortified themselves with only a small merchandise stock, honesty of purpose, an oversupply of grit and determination and a fixed resolved ideal as their objective.

True, selling at a close margin, a quick turnover, special sales was the method. The first month's increase of business was over 100 per cent and kept steadily increasing at an alarming rate. We then employed five sales people and later more became necessary. People walked blocks out of their way. Soon the store was becoming too small, the trade demanded a greater variety of merchandise and it was heart breaking to turn away people who walked blocks out of their way.

Necessity is truly the mother of remedy—then and there a decision was made. IT WAS TO MOVE TO SATISFY THE TRADE! We will omit the drama that every businessman plays, the toil, the work, the effort to give him a place in the sun with the credit world so that he may keep his warm bosom to the hearts of his patrons.

WE MOVED! A deal was consummated whereby we took over the store formerly occupied by Stockton's, then and there we continued, only in greater form, our policy of QUICK TURNOVER AND LOW PROFIT. The good will towards this store and its purpose is now embedded in the hearts of all the community. August of the present year we took over the adjoining building. We bought and disposed of the entire stock of the Portland Cloak & Suit Company. WE MADE A REAL DEPARTMENT STORE, that the people of Salem may shop in pleasure and safety, with the assurance of satisfaction and the possibility of securing everything you may need at the lowest possible cost.



SALE BEGINS FRIDAY November 3rd

In this event we will again make records of under-selling that will be a boon to the public as well as to further brighten the history of a store who had its birth with a purpose of giving big values.

In Thanks and Appreciation We Dedicate This Event as a Milestone of Our Progress Beginning Friday Nov. 3rd.

We Want You to Make This Store Your Store

It's conveniences are always at your disposal. Spacious rest rooms, free telephone, information bureaus, etc.

THIS FREE SERVICE IS FOR YOU

Regardless of whether you are shopping or not. Have your Friends Meet You at the People's Cash Store



Year 1917

Two salespeople
Eight feet of window display space.
A store smaller than our basement.
\$7,000 monthly business.

Compared to



Year 1922

83 Salespeople.
175 feet of window display space.
Over 48,000 square feet of selling space requiring two buildings.
Operating 18 individual departments.
And as a final touch we are striving for a million dollar year and we hope to attain it.

An Institution Dedicated to Public Service

Celebrating Our Quarter Score of Successful Business Years

The People's Cash Store operates a branch in Eugene, Oregon, which is the pride of that city.