

Our Color Scheme "Tan and Brown" The Talk of the Town

From the Atlantic to the Pacific coast, Pilcher Stores are easily distinguished by those colors. Our store fronts are uniform. Tan with a brown trimming. This same color scheme is carried out on the fixtures and interior decorations.

"It's Tan and Brown"

OUR POLICY

Our policy may be summed up in three words—"Buying For You." However, this means a great deal more than it appears to at the moment. In order to buy for you we must know your needs, and we must have your confidence, for in buying for you, we do so with the aim of pleasing you. Satisfied customers do more to advertise a concern than all the advertising that can be printed. Consequently, our advertising will be truthful in every respect, and will from time to time contain merely the description of the goods and the prices. This will serve as a means of reminding you just what we have. By buying for cash, selling for cash and having no delivery service, we cut down our overhead expense and as a result, you benefit thereby. Such a policy makes it possible for you to buy only the highest quality merchandise at the lowest possible prices. In carrying out the policy outlined above, it will never be necessary for us to have special sales. Do not look for them. Our prices at all times will be the same—the lowest possible. We believe in an "Even-Flow" six days in every week. Isn't Bargain Day, Every Day, the Better Way? We invite you to shop around at the other stores, examine the merchandise and prices and then compare them with the identical articles in this store. We feel sure you will make your purchases here and go home SATISFIED.

R. A. Pilcher Co., Inc.

Corner Fifth and Main Streets

What Chain Stores Do for a Community

Chain Stores! These two words which have risen to such prominence and importance within recent years, have caused many a furor in small towns and even in some cities. We say "small towns" because the larger cities have learned to recognize the indispensableness of chain stores and welcomed and treated them as is their due. But the individual merchant often sees these stores, with their immense capital and purchasing powers, and ultra modern methods of distribution at lower rates as competition with a "Huge Capital C." But to the knowing this very competition is the heart and life of the retail trade. The following is an analysis of the advantages to a community having chain stores represented:

- I. By their progressiveness they add to the appearance of Main Street with an up-to-date building, with an attractive and an appealing store front.
- II. The R. A. Pilcher Company entering a city or town, come to be a real service to that community, not only in selling dependable merchandise at lower prices, but help in the city affairs by joining the local organizations, and always ready to support any move that will make it a bigger and greater city.
- III. Due to their purchasing power, rapid turnover, with corresponding small stocks, they are able to reduce expenses and pass this saving on to the buying public.
- IV. By their progressive methods in business they develop real estate, increasing its value and thereby providing additional revenue in real estate taxes for the city, county and state.
- V. They bring managers and salesmen with families to a town, and in addition employ local help.
- VI. They contract for large advertising space and help support the local papers.
- VII. R. A. Pilcher Company purchased for their local store, the furniture and furnishings; also office and store fixtures from Klamath Falls Merchants.
- VIII. Chain stores are the direct means of bringing new customers to a town, whereby everybody profits.
- IX. Chain stores by their progressive methods are recognized by the large mail order houses as their strongest competitors.
- X. You can say of chain stores' progressive methods, as the little boy, who, when asked why he did not like his course in spelling, replied: "'Cause they change the words as fast as I can learn them."

Confidence

Confidence occupies just as important a position in the business world as it does in the social world. And by confidence we mean having faith in the other fellow. Just as we have faith in our merchandise, you must have faith in us. Our dealings with you will bring about such a faith.

Remember, in purchasing any article from us, regardless of its price, that article is just exactly as we represent it. In selling you this article, we want you to be satisfied with it.

If for any reason or other you are not pleased with it, then by all means bring it back. We will not only be glad to refund your money, but we shall do it without questioning you. For, as you have confidence in us, so we have confidence in you.

R. A. PILCHER CO., Inc.