

# EXTRA!! GOOD NEWS

This Special Page Tells How Pay Less Drug Store Can and Does Cut Prices

PD. ADV.

KLAMATH FALLS, OREGON, THURSDAY, MAY 1, 1952

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# PAY LESS DRUG STORE CUTS PRICES ON FAMOUS REVERE WARE

## Big Savings for Klamath People At Pay Less Drug Store

Sensational Cut Prices on Nationally Known Products This Week End at Pay Less Drug Store



Copper clad stainless steel Revere Ware cooks all foods better, distributes heat evenly and holds heat longer. Foods don't burn or scorch. There is only one quality in Revere ware . . . the finest! Look at the savings when bought at Pay Less Drug Store. Covered sauce pans . . . quart size, reg. \$3.75 . . . at Pay Less, 1.97; 1 1/2-qt. size, reg. \$4.95, at Pay Less 2.98; 3-qt. size, reg. \$5.50, at Pay Less 4.59; 3-qt. size, reg. \$6.35, at Pay Less 5.19. Skillets . . . 8-in. size, reg. \$5.75, at Pay Less 4.49; 10-in. size, reg. \$7.00, at Pay Less 5.89; Saucepot . . . 4-qt. size, reg. \$7.00, at Pay Less 5.89; Teakettle . . . 3-qt. size, reg. \$5.50, at Pay Less 4.49; Percolator . . . 6-cup size, reg. \$8.25, at Pay Less 6.79.

## New! The only face make-up that actually beauty-treats your skin!



### Revlon's "Touch-and-Glow"

the fabulous flattery of candlelight—captured in a liquid make-up!

Why is "Touch-and-Glow" changing the make-up habits of millions? Because it's more than a make-up. . . it's a beauty prescription that softens, smooths, protects your skin. Never masky, never greasy, never drying. . . gives your skin a naturally flawless finish! 8 divine shades, 1.10\* and 1.60\*



Revlon Face Powder in shades in harmonious 1.30\*

Discover today why "Touch-and-Glow" is changing the make-up habits of millions!



Local store is one of a group of eleven of the largest Drug Stores on the West Coast. Huge buying power enables them to purchase at lowest prices. Policy of firms is to sell at lowest prices. Self-service policy helps firm to cut costs which, together with favorable purchasing arrangements, made cut prices possible.

## PAY LESS CONTINUES TO CUT PRICES ON FAMOUS GENERAL ELECTRIC AND OTHER APPLIANCES

All New Models in Original Factory Cases . . . Guaranteed!

Pay Less, with its low operating costs and self service policy, has been slashing the "factory fixed" prices on electrical appliances. As a result, Pay Less' customers have saved thousands of dollars.

All appliances sold at Pay Less is of nationally known quality and will be sold at prices set by Pay Less and in accordance with Pay Less' low price policy. These appliances will carry the same guarantee as those sold at other firms at higher, "factory fixed" prices. The quality remains the same; the only thing cut is the price!

Shipments are arriving daily and even larger shipments are expected; all will be offered at bargain prices. If you are planning to buy appliances or housewares, it will pay you to make it your policy to shop Pay Less first!

## SHOPPING IS ENJOYABLE and CHEAPER

Payless Drug carries only the nationally accepted and advertised drug items, for in their type store the customers choose their own items from the self-service shelves . . . and it would defeat their purpose to stock unknown brands.

For example, Payless carries sixty some brands of shampoo, the largest selection in Southern Oregon, and each customer is allowed, and urged, to look over the entire section and choose the one she particularly wants, with no pressure on her to buy any certain brand.

This same policy is true throughout the store, whether it be the vitamin, deodorant, shave cream or baby needs department. You are allowed to look merchandise over, compare the sizes and prices, and purchase the one you want.

Of course, there are always several efficient salespersons to assist you, if you so desire.

Thrifty People Save Money at This Store

## Quality Comes First at Pay Less Drug Store

Big Drug Firm Tells How Buying And Featuring Quality Products Has Built It's Business Rapidly

Noel Flynn, Manager of the local Pay Less Drug Store said today that the group of eleven super drug stores with which the local firm is associated have had a phenomenal growth of business by following a strong policy of featuring quality products at the lowest possible prices. "We feature nationally advertised merchandise because the companies manufacturing these items have to use the very best ingredients in their manufacture in order to gain full customer acceptance," stated Flynn.

## BUYING POLICY HELPS

The question most frequently asked Pay Less Drug Store Managers is "How can Pay Less sell so cheaply," according to Flynn. "We have a very simple and modern answer to this question. We buy direct from manufacturers and have the merchandise delivered to each store and not to warehouses where it would have to be transhipped, thus raising cost. This simply means we pay less for our merchandise and are therefore in a position, especially with our large volume of business, to sell for less."

Flynn goes on to explain how the different departments in the store operate and why business in these departments has grown so rapidly:

## ALL APPLIANCES TOP QUALITY

Every single one of these appliances sold by Pay Less is new and fully guaranteed by the manufacturer. They are packed, of course, in the original shipping containers from the factory. Besides popular items such as mixers, toasters and irons, the Pay Less Appliance Department is more complete in that it has the kind of Hair Dryers, Massagers, Fan Heaters, etc., which people like because they are sturdy and are sold at prices people can afford to pay.

## ELECTRICAL APPLIANCE DEPT.

Pay Less has been able to save its customers thousands of dollars on such nationally known lines as General Electric, Toastmaster, Hamilton-Beach, Dormeyer and many others.

Instead of offering these products at prices suggested by the manufacturer, Pay Less, with its volume buying and volume selling plan lowers these prices saving the Pay Less customer as much as \$10.00 to \$12.00 on some items.

## Pay Less Cuts Prices On Electric Shavers



Left: The New Model Schick "20" which the manufacturer asks to be sold at \$24.50 is being sold this week at Payless at only \$19.99.

Right: The New Model Remington "60" on which the manufacturer sets a price of \$26.50 is being sold by Pay Less for only \$22.85.

## Pay Less Slashes Prices on Ronson Lighters



Regular 6.60 standard Ronson cut to 5.33, regular 7.25 Rhodium finish Ronson cut to 5.98. Reg. 12.25 Ronson Crown table lighter cut to 7.99.

## Pay Less Cuts "Factory Fixed" Prices on Drugs and Toiletries

Here is How Plan Works

Some prices "set" by manufacturers are cut every day of the year by Pay Less. For example the most popular baby food, SIMILAC, which has an established price of \$1.09 and is rarely sold at less than 98c is sold every day at Pay Less for 79c.

Some prices "set" by manufacturers are cut each week so as to give everyone an opportunity periodically to make substantial saving on items in daily use. These lists are too long to be included in their entirety in the Pay Less weekly newspaper ads. Any specials ever used by competing firms are always found on Pay Less shelves at the same or lower prices.

Here are some examples of saving this week. Prices show the lowest "set" price by the manufacturer and this week's Pay Less price.

## PAY LESS FOR TOILETRIES

- 48c Arrid . . . . .39c
- 59c Aqua Velva . . . . .33c
- 57c Burma Shave . . . . .43c
- 89c Drene Shampoo . . . . .69c
- 89c Halo Shampoo . . . . .73c
- \$1.19 Kream Hair Tonic . . . . .73c
- \$1.00 Lustrer Cr. Shampoo . . . . .69c
- 55c Lady Ester Cream . . . . .43c
- 43c Mollie Shave Cream . . . . .33c
- 89c Mollie Shampoo . . . . .69c
- \$1.39 Pond's Creams . . . . .99c
- 79c Vaseline Hair Tonic . . . . .57c
- 59c Veto Deodorant . . . . .43c
- 98c Wildroot Cream Oil . . . . .69c
- 39c Woodbury Lotion . . . . .29c
- 63c Ipana . . . . .49c
- 63c Pepsodent Paste . . . . .49c

## PAY LESS FOR DRUGS

- 98c Anacin-100's . . . . .79c
- \$1.13 Amphojel Tablets . . . . .89c
- \$1.20 Anusol Suppositories . . . . .97c
- 80c Bisodol-100's . . . . .34c
- 59c Bayer Aspirin-100's . . . . .47c
- 60c Bromo Seltzer . . . . .41c
- 69c Baume Bengue . . . . .57c
- 100's . . . . .47c
- 33c Carters Pills . . . . .23c
- 25c Cuticura Soap . . . . .19c
- \$2.00 Doan's Tablets . . . . .1.49c
- \$1.35 Empicon Compound . . . . .98c
- 100's . . . . .43c
- 55c Fasteeth . . . . .43c
- \$2.25 Konnyl . . . . .1.89c
- \$2.25 L. A. Formula . . . . .1.49c
- \$2.88 Metamucil . . . . .2.19c
- 54c Murine . . . . .41c
- \$3.43 One-A-Day Mult. . . . .41c
- Vitamins . . . . .2.98c
- \$1.09 Serutan . . . . .89c

## CANDY DEPARTMENT

So many people ask how Pay Less can sell candy specials so cheaply. The answer is that instead of buying 25 pounds or 50 pounds of candy for a week end, this group of stores pool their orders and contracts with a quality candy manufacturer weeks in advance for tons of candy thereby buying on a very favorable basis. Candy is brought in fresh in this way, at a low cost and the result is—Pay Less has a real week end Bargain Special.

The next time you are in Pay Less look at those big candy tube holding the week's current special. The world's largest selling quality box of chocolates, Whitman's Sampler is, of course, featured at Pay Less.

Candy bars come directly from Hershey, Mars, and others so they are always fresh and are sold at savings of 5c on each 25 cent purchase every day of the week.

Chewing gum comes direct from the Wrigley, Beeman and other factories so it's fresh and is not sold at straight 5c—Pay Less always offers it at 3 packages for 10c.

## PRESCRIPTION DEPARTMENT

The manager of the Prescription Department is George Verling, who has been a registered pharmacist for eleven years.

Pay Less Pharmacists are most particular to have only the highest quality drugs and pharmaceuticals for the filling of prescriptions.

Leading Companies such as Squibb, Parke-Davis, Abbott, Upjohn and many others sell direct to this store, thus assuring fresh drugs at lowest prices.

Speaking of price again, — Pay Less customers can be assured of getting not only the highest possible quality but also the lowest possible prices on their prescriptions.

## COSMETIC DEPARTMENT

The Manager of the Cosmetic Department is Marjorie Pfordorbec.

Here is another department that specializes in selling quality merchandise only. If a cosmetic manufacturer will not give the consumer real value for the money, is not carried by Pay Less. Such well-known manufacturers as Revlon, Tussy, DuBarry, Lenthier, Old Spice and a few other companies qualify under this policy and therefore complete stocks of their cosmetics are carried.

So that cosmeticians in this group of Pay Less stores can be properly trained, they are sent to other cities periodically to attend schools where they are taught skin care, the art of make-up and the use of new important beauty treatment items.