

# BUYING FOR YOU PILCHER'S POLICY

## Study of Customer's Needs Is Essential to Success of Increased Patronage

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 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 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 Sts.

## Furnishings Are Supplied in City

Office furniture for the Pilcher building is being supplied by the Perkins Furniture Company, another instance of where local business is being patronized by the R. A. Pilcher Company in following out its policy of home industries first.

All of the fittings and furniture for the office will be secured from the above company, in addition to a number of large mirrors especially for this trade.

Some of the furniture fittings, however, will have to be manufactured to order. In such cases Cofer Brothers were given the work. This work applies to special cabinets, tables, sales tables and racks patterned for some particular nook of the store, and which are not manufactured by furniture houses.

All printing and stationery orders were placed with the W. O. Smith Printing Company on Fourth street. Manager McDonald declared the Smith plant had turned out the neatest and most serviceable stationery he had found anywhere. He expressed some surprise, rating the work of this firm equal to any he had come across in some of the largest metropolitan cities.

Just a ton or so of plate glass was also a necessary part of the building and store equipment. This glass was also furnished by Cofer Brothers, of Klamath Falls, and figured no small item in the costly finishing work of the store.

# Executive Force of R. A. Pilcher Co.



E. J. Marlow  
Men's  
Furnishings  
and  
Clothing  
Department



A. A. McDonald  
Men's Furnishings and Clothing Department



Mrs. K. E. Ambler  
Cashier



E. F. Andriano  
Shoe Department  
and Window  
Decorators



A. A. McDonald - MANAGER  
R. A. Pilcher Co., Inc.



D. F. Cowley  
Shoe Goods and  
Ready-to-Wear  
Department



K. E. Ambler  
Shoe Department



Mrs. F. Andriano  
Hosiery and Millinery Department



Mrs. P. D. Schroeder  
Piece Goods Department



Mrs. Jeanne Brown  
Millinery and Ready-to-Wear  
Department

Above are shown department heads of the R. A. Pilcher Company, folk you will meet when you attend the opening reception Friday evening, invitations to which are extended the general public through Manager A. A. McDonald. It is upon the heads of the departments that owes its success. All are experts in their own particularness of service which is always a boon to the shopper.

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—PHOTOS BY THE PEARLEYS

CRAFTSMAN  
GIVEN P  
LOCAL

Exterior Work  
Meets Entire  
Of Business

Aside from its the city, the structures in the architect. Chased to the ultra handsome magnificence in mind the color owners, while at trying out a gray ing an aspect of beauty to the who

In this Klamath and business establishments possible here. The Lakeside Lane finished the magnificence Slater who annual of building construction indication of boom

Native rock has where possible. In ground for the firm name, R. A. adherence to the tan and brown has out. The paper brown border an magnetic, also be

A special feature which will undoubtedly for future structure fact that street chiseled in the can see when approacher building that corner of Main and

With an eye to special attention to front entrance. The color scheme of has been carried out. show windows the a border in color, the larger area to concrete squares the entire front entrance will be highlighted. Arcade designifying feature of the

Modern arrangement front included in will be the exhibit, tructed of the unobstructed view displayed therein. feature of the store in large plate glass a tendency to bright and prove an addition, as well as a display of merchandise

The Pilcher store distinctive and well the line of fine along Main street, substantial monumentness growth of the

Manager McDonald all of the contracts on the building and in rushing this construction along the contractors work night hours, light with electric arc light power.

Harry Dally and concrete workers in finishing up the and to them belong closely following out the architect.

Not only will the the Main street section of Fifth will show windows will for still more display

# Congratulations and Best Wishes For A Successful Business Career To The R. A. Pilcher Company

CHAS. N. COSEBOOM