

INTERIOR WORK IS ALSO PERFORMED BY CITY WORKMEN

Numerous Trades Called Upon To Complete Finishing Of Store Interior

In line with set policies of the Pilcher Company, local craftsmen were given the work of finishing the interior as well as the exterior of the Pilcher store. In each city the company follows the practice of giving work to local contractors and of purchasing wherever possible materials to be used on the structure from manufacturers and merchants living in the city or district where the store or building is being built or renovated.

On Klamath Falls' new store and building, or which is practically new, so complete were the renovation plans of the company, Cofer Bros. were given the general contract for the entire work, on condition that the company's policies in respect to favoring local industries were carried out. This was practically an unnecessary precaution, as Cofer Bros. also hold the same views on patronizing local industries where possible.

Brick and Concrete
Harry Daily, well known local contractor, secured the work of laying the brick and concrete. Lumber was furnished by the Lakeside Lumber company, for the greater part, although the Big Basin company also furnished a considerable portion of the manufactured wood materials.

Hoffite has been used also for flooring material. This gives the same appearance as a regular tile floor, and is rated as more practical in many ways, while setting off the interior work of the building in general effect. The Hoffite flooring is a new process in this phase of building construction work. It is held to be more rapidly laid than the old tile, is strong and durable, in addition to being of pleasing appearance to the eye.

Plumbing Modern
Lorenz company held the contract for plumbing work, one of the most extensive features of the structure. The plumbing has been laid out upon the most modern and sanitary lines, affording many conveniences over buildings equipped with the older systems. The Lorenz company also were given the heating contract, as important as that of the plumbing. Evenness of heat throughout, affording comfort, yet at the same time bearing in mind health of employes of the building, formed the chief problems of the Lorenz company in this respect. These requirements have been met successfully. Heat is to be supplied the

building through the Central Heating company, also a flourishing local enterprise, eliminating one source of fire hazard, itself a large factor in such institutions of commerce.

Lighting and Painting
Lighting of the building has been placed in the care of the Electric Shop, located at 733 Main street. New and modern lighting systems laid out through later day study of this art by leading engineers of that profession, have been strictly adhered to in the general scheme. Painting of the building was awarded to Francis Olds of this city.

Mezzanine Floor
Space has been utilized also to the best of advantage. This is noticeable in the construction of a mezzanine floor. This floor is to be used only for office space and the display of various goods and wearing apparel. The office will be situated in the rear of the store, with a stairway leading to it and offices where consultations may take place without interference from noise of the store. There the business management will hold forth—cashiers, bookkeepers and other clerical employes attached to the general office.

Cash Carrier Modern
The Pilcher Company has installed the Baldwin cash carrier system. James L. Baldwin was one of the pioneers in development of the cash carrier and package carrying systems. Prompt and efficient service was the objective toward which Mr. Baldwin was working in devising some plan of receiving cash, delivering change and at the same time arranging for the delivery of the purchased article, wrapped neatly and transported quickly.

To this end Mr. Baldwin worked with the result that through the idea of improved propulsion, combined with simplicity and neat appearance, came the present Baldwin flyers.

Hoffite Flooring
Hoffite, used in surfacing the floor of the Pilcher store, may be termed a contributing local industry. It is furnished by the Hoff Magnesite Company, of which the Lakeside Lumber Company is the exclusive distributor in Klamath

Falls. Jack Slater of the Lakeside Lumber Company says there are a great many local business houses using Hoffite in flooring, some of which are the Blehn garage, Murray apartments, Pilcher building, W. O. Smith building, Munzer laundry, Altamont auditorium, Grizzle building and others, including the Christian church. On this latter building the Hoffite space is laid on steel fabric direct in the studs and is a new outside fireproof construction.

BRIEF NOTES ABOUT CITY AND DISTRICT

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reserve adjoins free range, stockmen being allowed pasture privileges of 100 head of cattle or 1000 head of sheep per season at the following rentals per head: Sheep 7c, cattle 7c, and horses at \$1.05.

For winter feeding the irrigated farms offer an excellent quality of alfalfa which may be fed either alone or in combination with grain. Alfalfa hay and alfalfa and barley are used extensively in lamb feeding with good results. The weather conditions are usually very favorable for open lot feeding.

Free from disease—hog cholera being unknown—and an abundance of alfalfa pasture makes hog raising profitable. Livestock markets are Portland and San Francisco.

Langel valley presents very good opportunities for the dairyman. On a number of farms good natural grass pasture is to be found. Climatic conditions make expensive dairy barns unnecessary. Langel valley presents a very attractive field for diversified farming. The farms in general being rather large, present land owners must reduce their acreage in order to farm adequately. "A 40-acre to 160-acre farm carrying some dairy cattle, hogs, sheep and poultry, offers the most profitable combination.

OUR COLOR SCHEME
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 trimmings. This same color scheme is carried out on the fixtures and interior decorations.
"It's Tan and Brown"

The Fine NEW AWNINGS for the Pilcher Building Were Made By The Bobby Ryan Auto Top Shop
Local distributor for Rex Enclosures and Tops.
1315 E. Main
The Trading Place for Klamath's Most Discerning Motorists.
The only exclusive auto top shop in our city.

SUCCESS

To The

R. A. PILCHER Company Inc.

IF IT'S CONCRETE FOR PERMANENCE

SEE

W. D. MILLER Construction Co.

Phone 293 6th & Commercial St.

The Baldwin Flyer Cash & Package Carriers
for R. A. Pilcher Co.
Installed by
O. G. Gilstrap,
Dist. Agent
1116 E. Caruthers St.
Portland, Ore.

Are You Going To —MOVE— —SHIP— or —STORE? Then Phone 187 Western Transfer Company 419 Main St.

SUCCESS TO THE R. A. Pilcher Co., Inc

The Painting and Decorating For This Fine Store BY **FRANCIS R. OLDS** Phone 192-W

BIG BASIN LUMBER COMPANY

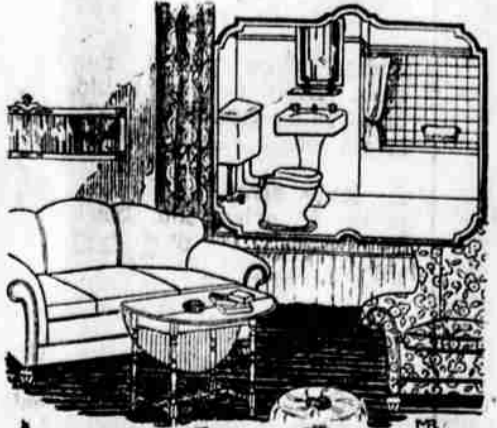
SPRING & MAIN STREETS

We furnished the Oak Front Doors, and the Pine Rear Doors, Finish Lumber for shelving and fixtures. We furnished the stepping for the big rear stairway to the offices upstairs.

SAY, Blubber Bay Lime, the best American Lime, was used in laying the brick work for this building. BIG BASIN has the exclusive agency in the Klamath country for this lime. It does better work for plaster and brick mortar. One barrel of Blubber Bay Lime will equal a barrel and a quarter of most other limes when used in laying brick. It doesn't pop in plaster.

WM. H. LODGE, Manager

The Fixtures and Installation in the **Pilcher Building** Are the Last Word in MODERN PLUMBING



As modern as the living room

PLUMBING That Endures FURNACES Pipe or Pipeless

Try Lorenz Co first