

What Chain Stores Do For A Community

Chain stores! These two words have risen to such prominence and importance within recent years, have caused many a furore 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 have 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 better city.

III. Due to their purchasing power, rapid turnover, with corresponding small stocks, they are able to reduce expenses and pass on this saving 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 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 have we confidence in you.

R. A. Pilcher Co., Inc.