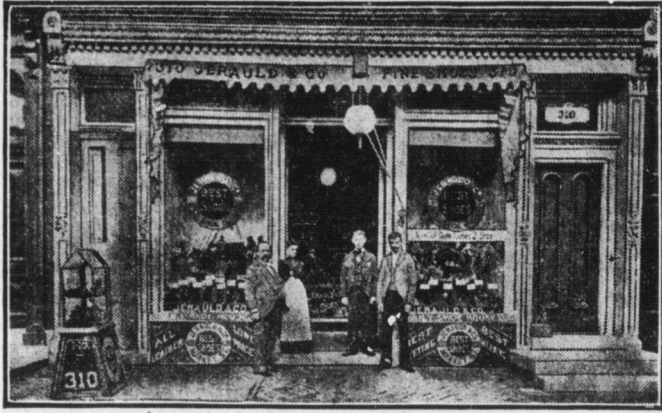


Yesterday and To-day



1890

The Store We Made For You

1890

1915

¶ To-morrow marks the twenty-fifth anniversary of this business.

¶ Would that it were possible to greet personally all those good friends who have visited this store during the past quarter century.

¶ That is impossible. Some have passed to the Great Beyond—age has brought infirmity to others—and life's duties have called many to distant lands.

¶ But in the hope that all those who are blessed with life may be reached, we have chosen this method to send forth a word of appreciation to them.

¶ To those good friends who may find it convenient to pay us a personal visit to-morrow or Saturday, the latch string will hang out and a cordial greeting await within.

¶ Welcome to all of you.



1915

The Store You Have Made For Us

Appreciation

¶ Since this business was inaugurated in 1890, twenty-five years—a quarter century—have slipped by.

¶ During that period, time has wrought many transformations in Harrisburg's civic and commercial progress.

¶ As we come to the twenty-fifth milestone in our business path, it is not amiss that we should pause to consider in what measure we have kept pace with the city's onward march.

¶ October 1st, 1890, Jerauld & Company, Limited, began business at 310 Market Street. Limited resources and a policy of straightforwardness in statements concerning qualities and prices—a broad guarantee of satisfaction with every sale—one price to all, and money cheerfully refunded on any unsatisfactory purchase—these were our only credentials with which we went forth to compete with men of experience, brains, capital and established trade.

¶ And the end of twenty-five years of strict observance of the merchandising principles upon which this business was founded finds us at the same location.

¶ The capacity of the store has been doubled and doubled and re-doubled. Exterior and interior have been changed to add to the attractiveness of the store, and to provide greater comfort and convenience to our patrons. New departments have been added, and the service improved wherever and whenever possible.

¶ And now, ere we cross the threshold of the 26th year, we pledge ourselves to give the same conscientious attention to your requirements as in the past, and strive, through a continuance of high merchandising ideals, to sustain that confidence which we have won in the years gone by.

¶ All has been changed—all save one thing.

¶ Our business policy of truthful representation of goods and prices and our guarantee of satisfaction or money refunded has stood adamant.

¶ The humble little business of the Yesterday of 1890 has grown to the largest of its kind in Harrisburg in this To-day of 1915.

¶ It is with pardonable pride that we look back over the progress we have made, and the successes we have achieved.

¶ But we are mindful that without the loyalty which the public of Harrisburg and miles around have showered upon us, our efforts could have availed nothing.

¶ To that, and that chiefly, we credit our accomplishments of the past.

¶ To all who have contributed to our successes, either by esteemed patronage, counsel and advice, or words of commendation or criticism—

¶ To those clerks whose loyalty to their duties have made possible the high degree of efficiency of this store—

¶ To all our friends we take this opportunity to say—

We Thank You

Jerauld Shoe Company

Jerauld Shoe Company
310 Market Street