

Harrisburg Store

HARRISBURG

1417 N. Second St.

The store where
you get better
quality merchandise
for less
money

This Advertisement Tells You Why!

OOUTED
FURNITURE COMPANY

Another interior view of our Harrisburg Store

CARLISLE, PA.

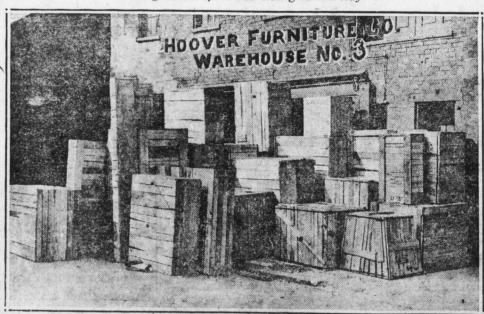
23 W. Main St.



Our Harrisburg Store at Night

THE accompanying illustrations speak louder than words of the size and enterprise of our greatly growing business. The photograph in the upper left-hand corner gives a view through the large plate glass windows of the interior of our Harrisburg store. The picture in the left center shows a night view of the front of our Harrisburg store. The lower left-hand photograph shows a shipment in front of warehouse No. 3 of a complete housekeeping outfit going to a customer in Frederickstadt, Norway.

Consignment of Goods Going to Norway



SEVERAL years ago—in 1887 to be exact, there was established what is now known throughout Central Pennsylvania as "The Hoover Furniture Company," Harrisburg's leading furniture store. At that time the business was small and so was the store room. But the business was founded on the principles that it was better to make a small margin of profit and have a large volume of business—to handle quality merchandise at a lower price—than to make a large profit and have a small business. The location of the store was at 1417 North Second street, the present location. A business founded on sound business principles is sure to grow. And Hoover's has grown.

THE object of this advertisement is to deal with the Hoover Furniture Company of today; to tell the people of Central Pennsylvania just how much this big store has grown—and why. First of all, it is our aim to have satisfied customers. To do this, there are three things to be accomplished; first, quality merchandise; second, honest prices; third, courteous treatment in every respect. These principles we have tried to live up to—and have succeeded. We have an unlimited number of satisfied customers today, customers, that when they need furniture of any kind, think of Hoover's.

HE large volume of business that we do enables us to buy our stock in carload lots—hence we get it much cheaper. Our location, out of the high rent district and the small expense of conducting our business, means a small overhead expense. Another reason for our lower prices. We maintain but a limited amount of credit. For this reason there is very little to be charged to "profit and loss." It is our aim to always sell for cash, but where reliable references are given, we extend credit. Another reason for lower prices.

N the sale of merchandise, whether the bill is a large one or a small one, we aim always to satisfy the customer, not ourselves. Should an article not be satisfactory in any way, we make good. We have confidence in every article we sell and we want our customers to have that same confidence, too. Our salespeople are all trained to be courteous to every one when they enter our store, whether they purchase goods or not. We are always glad to show anyone through our showrooms, explain the different qualities of materials, the probable cost of furnishing a home, etc., without any obligation whatever.

In the pricing of our merchandise, we take into consideration the cost of maintaining our business which is small in comparison to many stores, and add a small margin of profit. We take advantage of buying when the market is low, store the goods in our six big warehouses, and sell them to our customers at prices representing the same level at which we bought them. In this way we always are ahead of the market in buying and below in prices.

We try to arrange our stock so as to suggest many ways of furnishing the home. Our Carlisle store, which we recently opened is conducted in the same manner. We carry a complete line of home furnishings and make a specialty of distributing the famous Detroit Vapor Stove, Radiant Fire Gas Radiators and the Sterling Electric Washer. For these three articles we have a special room in which we give actual demonstration at any time. We have also added a Japanese and Oriental Department, offering bric-a-brac, vases, lamp shades, etc., of the most beautiful designs. We now have on display many of these articles that add to the beauty of our show rooms and shows what can be done in the beautifying of the home.

E want YOU to know the Hoover stores. If you are not already one of our satisfied customers, we will be glad to have you call at any time and look over our stocks. You don't have to buy. All we wish is to show you just what we carry, what our prices are so that when you do need some particular piece of furniture you will know that you can get it at Hoover's and can get it for less than you can anywhere else. Second street, Riverside and Rockville cars run past our doors. Tell the conductor to leave you off at either Calder or Reily



Warehouse No. 3 and Delivery Trucks

THE photograph in the upper right-hand corner shows another view of the interior of our Harrisburg store, giving an idea of the quality and size of the stock we carry and the lighting effects carried out. The right center picture is that of one of our warehouses (No. 3) and four of our delivery trucks. These trucks are used for both city and suburban delivery. The lower right-hand photograph is that of the interior of our Carlisle store as seen through the large plate glass window.

Interior View of Our Carlisle Store

