

ANNOUNCING

Appreciation Day

FORM A-6

(COPYRIGHT 1937. NATL. TRADES DAY ASS'N., WEATHERFORD, TEXAS)

Owned, controlled and sponsored exclusively
in this retail trading area by

PINE CITY COMMERCIAL CLUB
Pine City, Minnesota

and operated, with our permission, by the
merchants whose names appear on the
last page of this folder

\$\$\$\$\$\$

Regardless of weather conditions
or other circumstances
this event will be
conducted
every

Tuesday—3:00 P.M.

Can You Use
\$10.00 - \$50.00 - \$100.00 - \$500.00
If So. Be Here!

Read and follow the rules inside
They mean money to you.

COUPONS ARE NOT FOR SALE. THEY ARE FREE. ASK FOR ONE AFTER EACH VISIT TO THE STORE OF ANY ONE OF THE FOLLOWING LISTED FIRMS:

Pine City Drug
 Regan's Clothing
 Nelson and Son Farm Home Supply Co.
 Dolan Chevrolet-Buick
 Erickson Station
 Challeen's Fairway Store
 Mason's
 Pine City Mercantile Co.
 W. A. Sauser Hardware & Implement
 Town & Country Cleaners
 Parrish-Boo Lumber Co.
 61 Way Cafe
 Blanchard Bakery
 Pine Poker—Pioneer
 Fair Store Meat Market
 Fair Store Dry Goods
 Fair Store Food Market
 Olson's Food Market
 Holetz Motor Co.
 Dorow Furniture
 Pine City Launderers & Cleaners
 United Variety Store
 Biedermann Red Owl Agency
 Red and White Groceries
 Mel's Texaco Service
 Simmerman Auto Co.
 Telstad Jewelry
 Borchers' Shoe Store
 Wiedemann Appliance Co.
 Coast to Coast Hardware
 Pine City Co-Op. Assoc.
 Holetz Implement Co.
 Electric and Heating Service
 S and S Furniture and Upholstering Co.

SUPPORTING MEMBERS:

1st National Bank
 C. M. Pennington Fin. & Ins. Co.
 Topic
 Swanson Funeral Chapel

THERE ARE NO STUBS TO KEEP. JUST WRITE YOUR NAME AND ADDRESS ON COUPON AND DROP IN BOX WHERE RECEIVED.

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WHAT THE MERCHANTS DO

The progressive local merchants whose names appear on the last page of this folder, have set aside a weekly **APPRECIATION DAY** as a means of showing their genuine **appreciation** for your patronage. This is their way of saying "Thank You" for trading and buying in our town.

In addition to the special **APPRECIATION DAY** values they will be announcing from time to time, these merchants through this sponsoring organization named on the front of this leaflet, have created for their customers a **COMMUNITY TREASURE CHEST** as a further token of their gratitude for your continued patronage. This **TREASURE CHEST** will grow from week to week, and from it a weekly award will be made.

Attached to this folder, you will find a **TREASURE CHEST COUPON**. You may secure others upon request at any time from any of the **APPRECIATION DAY** merchants or at the office of the sponsor. Coupons will be offered to all present at the weekly **APPRECIATION DAY** program. They are free.

An additional coupon will be offered to you every time you make a purchase in one of the participating firms. In these instances, the **percentage** punched on the coupon will bear a direct relation to the amount of the total transaction, in order that community surveys may be conducted from time to time to determine the size of the average unit purchases, the expansion of the trade territory, etc.

With purchase of \$0.25 to \$0.99 you get 5% Coupon						
"	"	"	1.00	"	4.99	" " 10% "
"	"	"	5.00	"	9.99	" " 20% "
"	"	"	10.00	"	14.99	" " 30% "
"	"	"	15.00	"	24.99	" " 40% "
"	"	"	25.00	"	49.99	" " 50% "

Don't let the merchant forget to give you a coupon with **every** purchase. It is to his advantage and that of the community that your coupons be included in the community surveys. And please do not ask him to violate the above schedule in any particular. If he did so, he would defeat the purpose of the program and be expelled from participation by the other merchants.

REMEMBER that compliance with this schedule not only makes possible accurate surveys by the sponsor, but it causes the **Treasure Chest** to grow so that your respective coupons become more valuable from week to week. A 5% coupon can sooner or later be worth **twice as much** as a 50% coupon is worth at the beginning. So use **all** your **APPRECIATION DAY** coupons, large and small; watch their value grow from week to week.

ALL YOU DO is to write your name and address on the back of each coupon and drop it in the box of some participating firm. All coupons are collected each **APPRECIATION DAY** and deposited in the community container. At the weekly **APPRECIATION DAY** program, the name of one person will be selected from the container by the same method used in selecting the members of a jury.

ALWAYS A WINNER: If the person whose name is called first is not present, another and another will be drawn until somebody wins. It may be 5, 10, 20, 30, 40, or 50 per cent, but somebody always wins.

THE REMAINING FUND will then be carried to the following **APPRECIATION DAY** and to it will be added the next week's **Treasure Chest** subscription. Tell your neighbors about **APPRECIATION DAY** coupons and where they are obtainable.

FOLLOW THESE RULES

1. Study the names on the back of this folder.
2. Secure coupons from the participating firms or sponsor.
3. For those given with purchases, see that percentage conforms with amount of the transaction.
4. If punched on the line, the smaller percentage will govern.
5. Write your own name—merchant is not allowed.
6. You can drop your coupon in the box of the merchant taking part in the plan, or at the stand on the day of the program.
7. If your name cannot be read, coupon is void.
8. Crumpled or defaced coupons are void.
9. If coupon is punched more than once it is void.
10. Clerks cannot win in store where employed.
11. Merchants and their families can never win.
12. Nobody can answer for another except **Husband** or **Wife**.
13. Coupons are not destroyed each week. The more coupons you have the greater your chance.

COUPONS ARE NOT FOR SALE. THEY ARE FREE. ASK FOR ONE AFTER EACH PURCHASE OF 25c OR MORE FROM ANY ONE OF THE FOLLOWING LISTED FIRMS

Pine City Drug
Regan's Clothing
Nelson and Son Farm Home Supply Co.
Dolan Chevrolet-Buick
Erickson Station
Challeen's Fairway Store
Mason's
Pine City Mercantile Co.
W. A. Sauser Hardware & Implement
Town & Country Cleaners
Parrish-Boo Lumber Co.
61 Way Cafe
Blanchard Bakery
Pine Poker—Pioneer
Fair Store Meat Market
Fair Store Dry Goods
Fair Store Food Market
Olson's Food Market
Holetz Motor Co.
Dorow Furniture
Pine City Launderers & Cleaners
United Variety Store
Biedermann Red Owl Agency
Red and White Groceries
Mel's Texaco Service
Simmerman Auto Co.
Telstad Jewelry
Borcher's Shoe Store
Wiedemann Appliance Co.
Coast to Coast Hardware
Pine City Co-Op. Assoc.
Holetz Implement Co.
Electric and Heating Service
S and S Furniture and Upholstering Co.
Stop and Shop Grocery
Interstate Lumber Co.

SUPPORTING MEMBERS:

1st National Bank
C. M. Pennington Fin. & Ins. Co.
Topic
Swanson Funeral Chapel
East Central Electric Ass'n.

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