In Oklahoma
The First National Bank and Trust Company was the first bank to be established in Oklahoma City. The story of its growth...from the tent which housed it on the day of the "run" in 1889...to its magnificent 33-story home now building...typifies the spirit of Oklahoma...a spirit ever restless for progress and achievement.

The public is now confronted by the most extravagant claims that have been asserted in years—grossly exaggerated claims as to values. Quoting comparative values is a practice difficult enough to do fairly in a staple market; it is utterly impossible in the declining conditions we have today. TRUTH is today, as it has always been, Kerr's policy. Your judgment of Kerr's values is invited on the basis of quality in the merchandise itself, unobscured by any consideration of irrelevant figures.

The steady growth of the Kerr store during the twenty-three years of its service to the people of Oklahoma has resulted from the application of these principles:
Fair dealings with customers;
Fair treatment to manufacturers; and
Fair play to competitors.