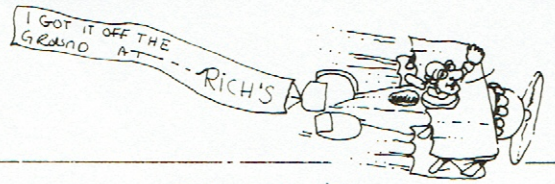


"The Store that  
Married A City"

(then romanced the rest  
of the South!)

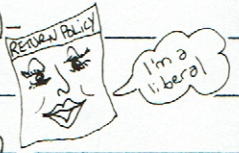
**RICH'S**

# #History



1867 MORRIS RICH borrows \$500--opens small (20x75') dry goods store. Lays planks to entrance across swamp-muddy Whitehall Street on opening day (customer service from the start!)

1880 "M. Rich & Bros. Co." to 52 Whitehall (long since paved!) - Atlanta's first plate-glass windows.



1924 Rich's completes "largest store south of Mason Dixon Line" -- the better to serve the South: Gen. Mgr. Frank Neely abolishes Adjustment Bureau ("Let our customer make her own adjustment!") Customer loyalty legendary!



1926 Walter Rich (Morris' nephew) becomes president: "We never sell an article, we sell the institution." Civic, cultural, educational good deeds earn title: "The store that married a city"

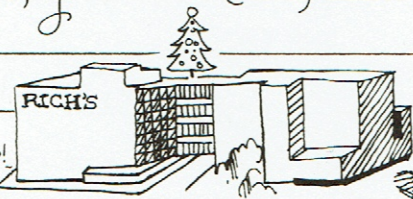
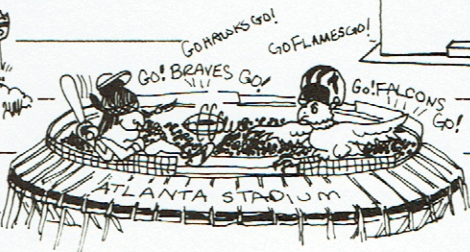
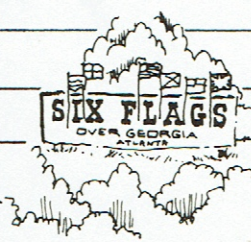
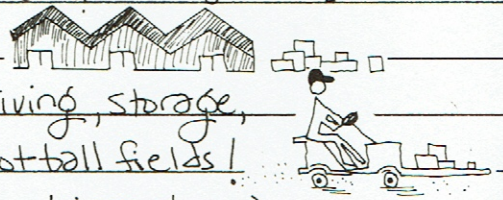
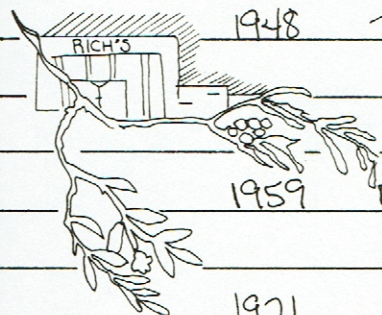
1948 Thanksgiving night: 1<sup>st</sup> "Lighting of the Great Tree" atop Crystal Bridge. "Nothing to sell but good will." Best-loved tradition, attracts thousands - national reputation.

1959 Rich's Lenox Square branch opens -- flourishes/other branches follow.

1971 New Service Center opens (mdse. receiving, storage, relay, repair) now big as several football fields!

1976 Rich's joins Federated Dept. Stores -- biggest and best.

1980 Branches 15 & 16: Shannon (Ga.), Greenville (S.C.)..... and more to come!



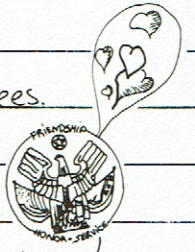
## Philosophy

People are more important than things -- customers and employees.

Success is earned, one satisfied customer at a time.

No transaction is complete 'til the customer is satisfied --

completely! Quality. Value. Fashion leadership. Excitement. Share customer community interests, involvement -- Rich's -- caring corporate citizen.



## Career Opportunities

Performance → professional growth/promotion from within / objective appraisal system.

Seeks wide range of skills.

Merchandising -- learn the business from the best! Operations -- major responsibilities early. Finance, Data Processing, Food Services, Marketing -- many fields, one (great) store!

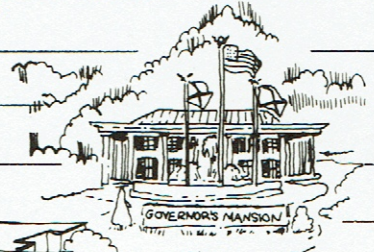
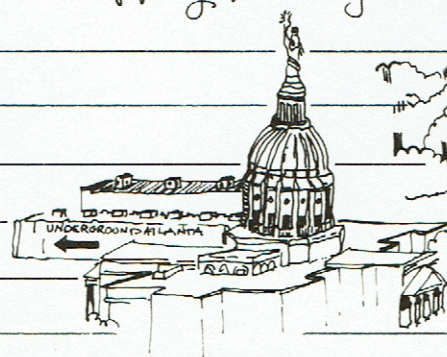
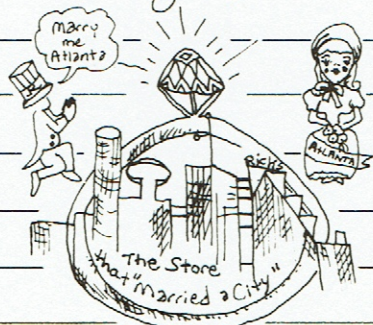
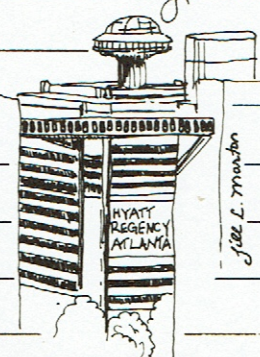
J.E.T. (Jr. Exec. Trainee) takeoff launches selected candidates after a few weeks' intensive orientation (including 1:1 w/top management) classwork and OTI practical application. Then sky's limit!

## Benefits

Industry-competitive ✓ medical and life insurance ✓ tuition assistance ✓ profit sharing ✓ vacations ✓ retirement ✓ liberal merchandise discount +++!

## Rich's Country

→ Sun-belt! → Weather, scenery -- much past, more future! Attracts business, industry, tourists from around the country, around the world! Atlanta, heartbeat of the New South -- gracious tradition, contemporary excitement! Warm, friendly, fun! Apartments, condominiums or houses people love to call home. Fine schools, theatres, symphony, restaurants, galleries. Pro and college sports. And shopping! Need you ask?



Interested?

Rich's visits campuses regularly-- ask  
your placement director or write us:

Rich's Recruitment & Development

45 Broad Street / Atlanta, Ga. 30303