

ANNOUNCING —A— NEW PRICE POLICY

A PERSONAL MESSAGE FROM THE PRESIDENT OF C. J. BREIER CO. TO OUR THOUSANDS OF FRIENDS AND CUSTOMERS THROUGHOUT THE WEST

Portland, Oregon, Dec. 24, 1926.

TO THE PEOPLE OF THE WEST:

It seems proper that as President of the C. J. Breier Company, I should thank you at this particular time on behalf of the organization for your increased confidence and added patronage. This we can best acknowledge with renewed good-will values, which we are pleased to call our "Dividends of Appreciation."

1926 has proved our Banner Year. We have kept faith with the people of the West by maintaining an honest relation between value and price, and we have molded this institution so it will always give more before it expects more.

We are not satisfied, however, even with the "greater values" which marked the past year. We are striving for a higher goal. We want to give your dollar greater spending power in 1927. That is why we have decided to introduce with the new year a new policy of still lower prices for you and a closer margin of profit for us.



This new policy means a concentration on specific popular merchandise numbers. For instance, we will focus our strength on two uniform prices for men's suits. Four standard shoe numbers will be featured under this new policy arrangement. Naturally, by this system we increase our purchasing power and turn-over, while our selling cost decreases proportionately.

We want nothing to stand in the way of the complete and successful adoption of this new policy. That explains why I am now directing every store in the Breier chain to participate in this "Million Dollar Sale," in order to "clear the decks" of many lines we now have which do not conform to the new program. Prices have been drastically cut for quick disposal, and you are invited—every man, every woman, within reach of a Breier store—to share in this—the "West's Greatest Sale."

Very truly yours,
C. J. BREIER

The West's Epoc-Merchandising Event Starts Thursday, January 13 9:30 a. m. Sharp

Men's Fine Unions Made of wonderful long fiber knit cotton. Don't let this low price confuse you. These suits are not cheap ones. They are \$1.75 values— \$1 65c Broom Securely fastened to light blue enamel handle by double wrapped No. 19 tinned wire. Made from high-grade eastern corn, finished with wire to handle. Sewed with flax twine. At this price. Buy Early 29c	Dress Sox Long-wearing cotton sox, in green, brown and black. Easily worth 15c. Now only 9c Men's Shoes Dress shoes in calf and kid leathers. Work shoes of the strong wear-resisting sort. On sale at— \$1.95	Boys' Unions Mothers know what these heavy fleece-lined suits are worth. The savings are astonishing during this great sale. Unlimited quantities until sold out— 69c Men's Wool Unions This radical price has been made possible only because of our great desire to clean up— \$2.29	Heavy Outing That well known heavy weight Augusta fleeced outing, full 27 inches wide; guaranteed perfect in every respect. 5 Yds. only 89c Bed Spreads Idealite 80x90 In blue, green, rose, gold and helio. Thoroughly bleached and fast dyed. A leading value at— \$1.79	Men's Wool Hose A fine but heavy wool hose for men. In grey, tan and brown. A regular 3 for \$1.00 hose, on sale now—3 Pairs for 55c Ticking 8-ounce blue and white striped ticking for pillows, mattresses; also serves as economical protection for auto seats. A very low price— 19c	Ladies' Worsted Hose Ladies' black and brown worsted hose. A regular 69c value. On sale at— 39c OIL CLOTH 48-inch Certain-teed 23c	Boys' High Top Shoes 10 Inch Made of long-wearing brown calf—a good, strong, sturdy shoe. On sale at— \$2.98 TUBING 45-inch Extra Quality 27c	Ladies' Shoes Broken lines of high tops and slippers. These shoes are good quality but must be closed out. Well worth more. On sale at— \$1.95 MUSLIN Hero or Chapman Bleached 36 in. wide A very good weight, only 13c
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PARTICIPATE IN THIS MILLION DOLLAR SALE
THE SAVINGS ARE VITAL

56 STORES
C. J. Breier Co.
IN THE WEST

NO POSTPONING, NO WAITING FOR A BETTER SALE
THIS IS THE BEST