

A $\$ 100,000$ DEPARTMENT STORE IN OREGON CITY
is no mean thing. It does not come by chance, neither does it grow in a night. Persistent effort by the Adams system, and home-trade by the people built Oregon City's Big Department Store. It is with pleasure we announce our 1912

## EASTER OPENING

- as our stock in the various departments is more complete in larger assortments of strictly up to date goods in consequence of a greater patronage of home trade.

Easter Fashion in Women's Apparel The garment that strikes the note in the new seasons fashion is the reliable "Palmer Garment." The high standard of quality in these suits rigidly maintained, and prices are
The New Feature in the Adams' MEN TAILORED LADIES' SUITS made to your measure in three days is taking well. We give you the choice of selection in cloths from our more than suits of equal material in stock.
Women's FINE SPRING SUITS
 NEW SHOES FOR LADIES


Easter Millinery finm wism and but Hat on the purchase of your Easter the hands of expert trimmers affords you the latest opportunity of securing your Hat here at a very moderate price.
Just opened a large assortment of Misses' and Children's new Spring Hats.

## The New Furniture Department

Our spacious Furniture department is loaded with new, up-to-date goods. Furniture, Stoves, Ranges, Rugs, Linoleum, Window Shades, Draperies. The lowest prices prevail here.


MATPRESS
We sell the celebrated Ostermoor Mattress, the best made. Prices from $\$ 10$ to $\$ 20$.

Cheaper Mattresses of good quality at $\$ 2.50$ to $\$ 10$.
L. ADAMS

## Men's Suits for Easter

Our new stock of Men's Suits in the well known Hart-Schaffner \& Mark just opened and placed on our tables will make the selection of your suit a pleasure. Come in this week and select your model of your suit a pleasure. Come in this week and select your model
from our splendid collection, blues, tans, grays and brown mixtures from our splendid colection,
modestly priced at $\$ 20$ to $\$ 30$.

The Herman Wiles Suits for Men
Best make of clothing at a more moderate price, distinctively designed in navy, brown, tans and gray mixtures.

Prices from $\$ 12.00$ to $\$ 20.00$.

## BOYS' EASTER SUITS

A strong line of New Spring Suits for Boys', good looking serviceable suits, single and double breasted nickerbockers and norfolks. Priced from $\$ 350$ to $\$ 10.00$.

## NEW SHOES FOR MEN

Men's high or low cut shoes in Black or Tan, in button or lace; the CROSSETT, ABBOTT, SELZ Shoes $\$ 2.50$ to $\$ 5.00$.

Heart to Heart Talks.
$\qquad$
To A Fatrer. mie sour chum
Whille he was time to mate JIm. While he was more baby than boy
It was proper bis mother stouatd buye
persomnt charge. Ee could tell ber
 The boy ls blig enough to be called
James, and secretly he longs for long trousers Unconsclously perhars he he
is tugging to get loose from his mothers apron strings.
He beging to be a man.
This tis sour chance to get close to
him Jimme fide In. You can be that mate. He He
would rather to four pal than to take
up with any other He manger is thls:
$\qquad$ take up with some harum
scarum of the street.
Some father

 Herling that will keept the boy straight be
Such monarchial goverument will
Suther doubtless keep hlm from wron
-where tit can be found out.
 speak He may not tell son the truth.
He may deceeve sou. He may be
come not only a neeak. but
$\qquad$


UNON PLANED BY $\qquad$

