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PORTLAND'S NEW STORE

THESE few introductory WORDS will PROVE BENEFICIAL to every student of quality and economy, as this store is connected with forty-eight of the largest department stores in the West, who are organized for the protection of their patrons and themselves. This institution's business policy is conservative, yet broad and colossal, and every environment here is of a BOLD AND FEARLESS TYPE that signifies a determination to win in the race for public patronage. We seek no favors. We do not beg for trade, but we bid for it on the CHARACTER, SCOPE AND CONDUCI that shall be pre-eminent in this store's daily life! Progressive methods shall find recognition here and when we make the ASSERTION that we can save you money on every article you buy, we stand ready to prove THAT statement in every SOLIIARY SENSE or you get your money back for the asking. Tomorrow, at 10 A . M., our doors will be thrown "open wide" to the appreciative people of Oregon, and while our location is not the best, yet the economy in trading here will be made so decidedly plain that you will readily realize this the trading "Mecca" for all economical people. And then again, we promise to build a more elaborate shopping "home" when events and occasion demand it. Ourfloor space is inadequate, but accommodating and pleasant salespeople will make things agreeable. Come to our opening tomorrow. You are thrice welcome! Come!
The StOre
Over 25 different departments, each of
vital interest to the Home, beckon you to
the greatest shopping center in this section
of the country! In Dry Goods, Notions,
Clothing and Shoes our leadership is ems-
phatically pronounced in style, quality and
price. Newness and originality, attract-
iveness and exclusiveness is indelibly
stamped on every article finding represen-
tation. Our New York buyers have
permanent qrders from us to purchase any-
thing that is up-to-date in style and ma-
terial that vividly protects our customers
in price. We buy the Best in the Market at
an invariable saving of cost-you ask why
-IT'S CASH.
Cardinal
Our system of doing a strictly cash busi-
ness protects you as well as ourselves.
You in the low price quotations we are
able to give, and us in the discounts we
secure and in the BIDDERS our Eastern
buyers secure for the CASH we control.
The "System" of selling for cash is one
from which, for no consideration, will we
depart! We gladly return money on any
unsatisfactory purchase and our salespeo-
ple receive Special Instructions from us, to
exchange goods precisely as obligingly as
they sell them. You are welcome here
either to Look or Buy and the same care-
ful courtesy will mark your treatment un-
der any and every condition. Our guar-
antee guarantees, and this can't be truly
stated of many other stores.

## A Permanent <br> Shopping Place

This store is not instigated for a limited existence-its HOME will be here for
years to come, and its treatment of you will always be of that cheerful and honest kind that attracts by merit alone. trade will result in the conclusion that this is the place to trade, for SERVICE, Style,
Quality and Low Pricedness. Service truly signifies in the uniform price quotatruly signifies in the uniform price quota-
tions, in the System of Buying and Selling for Cash, and in the Free and Prompt De-
livery of any and all purchases to any part livery of any and all purchases to any part
of the city. The Store will grow bigger Brighter and Better and as it's of mutual interest, we ask your assistance.

Tomorrow's Sale In tomorrow morning's Oregonian you will find attractive items displayed in this
space. Let it be understood now, that this store is a permanent fixture here, and that
when it pleasesit will give special yalues in public way. Our New York buyers knew no better method by which to gain your at-
tention than by sending to us over $\$ 16,000$ worth of sample goods and mill ends! To-
morrow we place these goods on sale and
you can use them as a criterion of what you can expect from a store as GREAT and
HONEST as this! Quality stands behind
every price we quote, and this sale will prove a VALUABLE, introduction to our
nethods of doing business and to the FAIR
EALING policy, always pre-eminet our business policy, We argays pre-eminent in
y shopping-it's better for you advise for us. shopping-it's better for you and for us.
tore opens at io A. M.

## A MoneySaving Place

LOCATION
Seventh Street, between Alder and Morrison Sts.

