

GREAT QUARTER-OFF SALE

For the first time in the history of this store we are going to start a **REDUCTION SALE** in **MAY**--a Sale that is of greater importance to the Portland Public than any that has yet taken place, for the reason that

EVERY GARMENT IN THIS GREAT STOCK will be sold at **ONE QUARTER LESS** than the regular price. This includes **MEN'S CLOTHING, BLUES, BLACKS, FULL DRESS, BUSINESS AND OUT-ING SUITS**--no exception.

BOYS' CLOTHING of every description--nothing excepted. As every article in our vast stock is marked in **PLAIN FIGURES** it is not necessary for us to close our doors in order to mark down the goods.

YOU SIMPLY SEE FOR YOURSELF the regularly marked price and deduct **ONE-QUARTER**.

Men's \$45 Suits are now **\$33.75**
 Men's \$40 Suits are now **\$30.00**
 Men's \$35 Suits are now **\$26.25**
 Men's \$30 Suits are now **\$22.50**
 Men's \$25 Suits are now **\$18.75**
 Men's \$20 Suits are now **\$15.00**
 Men's \$15 Suits are now **\$11.75**

Men's \$10 Trousers now **\$7.50**
 Men's \$8 Trousers now **\$6.00**
 Men's \$6 Trousers now **\$4.50**
 Men's \$5 Trousers now **\$3.75**
 Men's \$4 Trousers now **\$3.00**
 Men's \$3 Trousers now **\$2.25**

Every Shirt in our vast stock except Manhattan and E. & W. makes--**ONE-QUARTER OFF**
 Every pair of socks in our vast stock--**ONE-QUARTER OFF**

Every Handkerchief in our vast stock
 One-Quarter Off

Every Misses' Coat in our vast stock
 One-Quarter Off

The exceptions are Brewer Hats,
 E. & W. Collars, a new brand collar,
 Manhattan Shirts

Boys' \$20.00 Suits are now **\$15.00**
 Boys' \$15.00 Suits are now **\$11.75**
 Boys' \$12.50 Suits are now **\$9.38**
 Boys' \$10.00 Suits are now **\$7.50**
 Boys' \$6.00 Suits are now **\$4.50**
 Boys' \$5.00 Suits are now **\$3.75**
 Boys' \$3.95 Suits are now **\$2.95**

Boys' \$2 Knee Pants now **\$1.50**
 Boys' \$1.50 Knee Pants now **\$1.13**
 Boys' \$1 Knee Pants now **\$.75**
 Boys' 75c Knee Pants now **\$.57**
 Boys' 50c Knee Pants now **\$.38**

Every piece of Underwear in our vast stock--**ONE-QUARTER OFF**
 Every pair of Suspenders in our vast stock--**ONE-QUARTER OFF**

Every Raincoat in our vast stock
 One-Quarter Off

Every Washable Suit in our vast stock
 One-Quarter Off

We want to call your special attention to the following facts: with the minor exceptions noted, everything in our stock goes

All My Stores Will Be Closed Memorial Day--Open Friday Evening
NO EXAGGERATIONS are ever permitted in any of my ads

SALE COMMENCES THIS MORNING AT 8:00

BEN SELLING

LEADING CLOTHIER