

WE WILL SELL FOR LESS

WE
ACKNOWLEDGE
NO
COMPETITION

WE
WILL
DISCOUNT
OTHER PRICES

Read every other Furniture Advertisement; Visit every other Furniture Store; Then come back to this Store and we will guarantee to undersell every other establishment in the City of Portland. We would not be able to do this were it not for two facts---we are going out of business and we buy for less in car-load lots, enabling us to sell for less in small lots

OUTFIT YOUR NEW HOME AT OUR CLOSING-OUT PRICES

Our Customary Easy Terms Will Prevail

It is the custom for other firms to withdraw their terms of credit when inaugurating a big sale. We have concluded to allow the same liberal terms for which this store has become so popular. Our sole desire is to move this \$100,000 stock as quickly as we can possibly do so. We realize the impossibility of doing so, unless we actually quote lower prices than ever before and treat you square on the matter of payment.

Our Sale Policy in the Matter of Prices

So far, in our advertising, we have not quoted any prices. We have a good reason for not doing so. We have actually cut the prices on some goods so fearfully that we know you will not believe the figures when you read them. Then, again, everything in our stock is on sale and it would be absolutely impossible to quote and illustrate them all. From time to time we will give prices to show the terrible discount we are allowing. A visit to the store will prove our sincerity.

LADIES' SPRING SUITS

Right on top of the notice that we have to move, our newly purchased stock of Spring suits for ladies is beginning to arrive. You know what this means. Instead of saving them and putting them on special sale at regular prices, they are being unpacked and put upon sale immediately at GOING-OUT-OF-BUSINESS-PRICES. Truly there never was such an excellent opportunity to select brand-new patterns as this sale offers. We have a large assortment and a wide range of prices. No store in the city can duplicate the values we offer.

OUR MEN'S DEPARTMENT

The same thing holds good in our men's department. Every suit, overcoat, hat, pair of shoes, shirt, collar, tie and all of our jewelry goes the same way as everything else. Not a single article is reserved. Closing-out prices prevail on every hand. It is fair to say, however, that an early visit will assure the best selections.

THIS ADVERTISEMENT means exactly what it says. It is published with a full knowledge of the provisions of the Oregon law relative to fraudulent advertising. This is the biggest furniture sale ever known in the history of business in Portland.



WE WILL PERMIT NO COMPETITOR to undersell us during this sale. We will keep our prices where they always have been---way below those of others. We will continue our same liberal policy in the matter of payments and deserve your business.