

I THINK THIS IS A SPECIAL OFFER, DON'T YOU?

(J. M. A.)

Thirty Thousand Dollars' Worth of Groceries Free to Introduce Our New Grocery Dep't

MORE OR LESS, ACCORDING TO GOODS SOLD FOR ONE WEEK

I never misrepresented or misstated facts or conditions in my announcements and don't propose to begin now. Therefore, I wish to say that during the past two trying and critical months, you, the people of Oregon and Portland have not failed me. You seemed to quickly recognize this as being in many respects the most magnificent store in the land. This statement is borrowed from Eastern representative store people who have seen the best Eastern stores, and now that you have made it a fact that this beautiful store shall stand, I can assure you from my personal inspections of other stores that in many respects this store has no equal, and you may well count it as one of the sights of Portland. Those of you who know me personally, know that the honor of being the founder and supervisor of this establishment is more to me than dollars and cents. Therefore, it is not my money that has made this store—it is the people's—and what there may be of this

big plant mostly belongs to hundreds of different people—some well to do, but most of them of very moderate means—and many day workers; and during the trying months when the financial wind storms were blowing hard and many thought the store craft could not weather the gale, when wreckers and agents of wreckers were near at hand ready to board as soon as she struck (for it's a valuable ship on a valuable carrier), I want to say that all stockholders, big and little were firm (except two or three). None rushed in nor complained. This beautiful fact brought forth unknown latent energies that brought this fine store ship through and the people of Portland will still have it for their convenience and pride.

partments that owing to the condition of the times have of necessity been delayed. Now it is the intention of this company to carry out several of the original plans. I will here announce that we have completed the fine five-story brick building, known as the Acheson building, on Fifth adjoining our department store proper, and that we are operating the same, a part of which we will use for our new grocery department, and the fifth floor for our woolen and merchant tailoring business.

OPEN THE GROCERY STORE

The first additional plan will be to open the grocery department. Hundreds of people have been impatiently waiting for this, as our usual energy is expected to be displayed in this line as others. You will not be disappointed.

THE STORE PLANS

Were laid long ago. They included a number of other de-

WEDNESDAY, JANUARY 22, 1908, THE GROCERY OPENS—TO SCOOP OUT GROCERIES

And simultaneous and in conjunction with the opening of the grocery store,

OUR BIG STORE CLEARANCE SALE WILL RUN

The equal of which never has been in this city nor in the United States that I know of, as follows:

First—About \$30,000 of merchandise must be cleared from our store within the next few days.

Second—Every man and woman in Portland must and shall know of our grocery store at once.

Third—Every man and woman in Portland must and shall know that I have opened the men's tailoring department again—and as of my old practice, nothing but absolutely all-wool cloths will be sold. Everybody who knows me knows that's a fact.

BECAUSE WITH EACH DOLLAR'S worth of goods purchased in our big store or men's merchant tailoring department

ONE DOLLAR'S WORTH OF GROCERIES GOES FREE AS FOLLOWS:

I have never done or allowed any trick or false advertising to be done in this store. Therefore, when I say that you get GROCERIES FREE equal to the amount of your purchases in our big store, I mean it and make it plain as follows:

One-fourth (¼) of the groceries you hereafter buy of us will be given you free—until the amount of your purchases in our big store is delivered to you free in groceries—except sugar.

THIS MEANS THAT YOU BUY GROCERIES FOR 75 CENTS CASH ON THE DOLLAR.

THIS MEANS THAT YOU CAN CLOTHE YOUR FAMILY FREE WITH YOUR GROCERY BILL. THIS MEANS THAT YOU GET YOUR MERCHANDISE YOU BUY IN OUR BIG STORE FREE.

FOR THIS WEEK, TO INTRODUCE OUR GROCERY DEPARTMENT

Grocery prices will be listed and posted in plain view so you can see that we are selling groceries as reasonable as any grocery in town, quality being equal—CLEARANCE SALE PRICES speak for themselves. We want the goods to get out—and you know we have a grocery. **THINK OF IT—**

- Buy a LADIES' COAT and get equal value of groceries.
- Buy a LADIES' SUIT and get equal value of groceries.
- Buy a SKIRT and get equal value of groceries.
- Buy a PETTICOAT and get equal value of groceries.
- Buy HANDKERCHIEFS, GLOVES, UNDERWEAR, HOSIERY, BELTS, BAGS, UMBRELLAS, CORSETS, Etc., and get equal value of groceries.

MEN, SEE HERE

LADIES, SEE THAT YOUR MEN SEE HERE. **BUY A GENTLEMAN'S TAILOR-MADE SUIT AND GET EQUAL VALUE OF GROCERIES.**

I know you never heard of such an offer. **IT IS GOOD AND ON ONLY DURING THIS CLEARANCE SALE** in our big store.

For instance, come and buy muslin underwear—it is as staple as gold pieces—and **GET EQUAL VALUE IN GROCERIES.**

If you don't use any groceries, you can sell the grocery credits. They will bring cash.

Big store will open promptly as usual at 8:30 A. M., tomorrow, Monday. Grocery credits will be given and orders

taken for delivery Wednesday. The day we begin to scoop. **THE GROCERY WILL OPEN AT 12 O'CLOCK NOON, WEDNESDAY, JANUARY 22,**

And with each of the first 100 ten-dollar purchases of groceries, we will give away a box of fine apples, just to advertise the grocery.

YOU MUST KNOW OF THIS GROCERY.

Orders taken and registered for men's suits made to order to be made and delivered any time before July 4, 1908, and will apply on groceries.

HERE IS AN IDEA FOR MEN

Think of it. You say: "I need a suit now, or I don't need a suit until March or until Rose Carnival time in June. Order it now and you pay \$10 on it. You can at once start to buying groceries in our new grocery store, applying the \$10 on the groceries and as you have to eat and have to buy groceries, so when you eat up the \$10 you have paid on your suit you can give Acheson & Co. \$5 or \$10 more on your suit order and go on that way, and when your suit is delivered to you, you will have it free for you have had groceries for it. **WE WANT YOU TO KNOW WE HAVE A GROCERY DEPARTMENT,** and J. M. Acheson wants all his old customers and thousands of new ones to know that his men's merchant tailoring department is now in full swing and the largest display of woollens on the Pacific Coast is to be seen in this department. Hundreds and hundreds of different styles of cloth. Five thousand square feet is given to this department. A sea of goods, indeed. If you don't want to or can't buy, come and see the display anyway.

THE J. M. ACHESON COMPANY FIFTH AND ALDER STS.

P. S.—It is generally well known that I do exactly and all that I advertise; also that I don't do much that I don't advertise, and that I expect to follow these two rules as long as I do business.

J. M. ACHESON.

CLEARANCE SALE SPECIALS FOR THIS WEEK



- Brown, blue and black, 50-inch-long Kersoy Coats, regular \$15.00 values; Clearance Sale price..... **\$6.95**
- Evening Coats, values up to \$75; Clearance Sale price..... **\$29.85**
- Caraoul Jackets in black and colors; vals. to \$27.50; Clearance Sale price..... **\$9.75**
- Golf Gloves, regular 65c value, Clearance Sale price..... **30c**
- Black Suede Cashmerette Gloves, 75c value; Clearance Sale price..... **35c**
- Bath Robes, \$5.00 values; Clearance Sale price..... **\$2.25**
- Leather Belts, 50c values; Clearance Sale price..... **25c**
- Belt Buckles, values up to \$3.50; Clearance Sale price..... **\$1.65**
- Shopping Bags, regular \$1.75 values; Clearance Sale price..... **85c**
- Back Combs, values up to \$1.75; Clearance Sale price..... **39c**
- Lace and fancy Handkerchiefs, 50c values; Clearance Sale price..... **20c**
- Jersey-ribbed Wool Underwear, regular \$1.50 value; Clearance Sale price..... **79c**
- Muslin Drawers, regular \$1.00 value; Clearance Sale price..... **45c**

HERE'S A SPECIAL YOU DON'T SEE EVERY DAY

During This Sale—During This Week Only, We Will Make to Your Order Ladies' Blue and Brown Suits at From \$25.00 to \$50.00

—and you get it all back in groceries—Free Too

In explanation of this, will say no orders for black suits will be taken, from the fact that we have hundreds of black suits ready to wear in stock—and if you want a black suit, we have it for you, at cost price, and you get groceries free for the whole amount at that—for we want to advertise our grocery.

But we have very few blue or brown suits in stock, and they can't be had quick in the East—factories and every one else seemed to be scared stiff and afraid to get out goods. Therefore our long experience in the manufacture of ladies' garments, coupled with the necessary equipment which we have, comes in handy at this time to jump in and supply the deficiency that exists in

BLUE AND BROWN LADIES' SUITS

Now the hundreds of lady customers who have been in here the past few days and shopping all over town, hunting for blue and brown suits, can call in here this week and get a blue or brown suit made in the latest fashion—and made in the old reliable way that we in past years made hundreds of them—which means that they are "made," not "happened together," and the cloth tailor-style shrunk, which means that you can swim the Columbia River in one of the suits—it won't sink or spot. I have in the past, when making suits, made the above statement many times, and no wearer of one of my suits has ever accused me of misrepresentation.

Out-of-town customers desiring to take advantage of any of these special offers can do so by sending in their measurement size, together with payment of \$10 as evidence of good faith, stating that they want a \$25.00 or \$30.00 or a \$40.00 suit, etc., and a suit will be made and sent to them. If they do not like it, they can return the suit and we will return the \$10.00. And if they keep the suit they get the price of it free in groceries—that's going some. Any one can make their grocery bills for the next few months clothe them.

CLOTH USED IN THESE SUITS

Elegant, regular tailor blue serge, blue and brown broadcloth, etc., etc. We assure you that tailor cloth will wear until you are a good deal bluer than it ever was. We have the tailors, the cutters and expert fitters to turn out the garments, and our old motto is as true as ever, and has improved with age, viz.: "Nothing purchased of us shall cost you one cent if you are not satisfied. I sign this personally. J. M. ACHESON."

CLEARANCE SALE SPECIALS FOR THIS WEEK

- Children's Coats in bearcloth and fancy mixtures, values up to \$10.00; Clearance Sale price..... **\$3.95**
- Waists, in silk, wool and net, values up to \$7.50; Clearance Sale price..... **\$2.85**
- Silk pleated Black Hose, regular 75c values..... **25c**
- Tres-de-Soi Petticoats, \$3.00 values, Clearance Sale price..... **\$1.55**
- P. D. Corsets, regular \$5.00 values, Clearance Sale price..... **\$2.15**
- Silk Petticoats, regular \$5.00 values, Clearance Sale price..... **\$3.25**
- Skirts in Panama, voile and fancy mixtures; values to \$10.00..... **\$3.95**
- Suits in black only, values up to \$37.50; Clearance Sale price..... **\$14.75**
- Children's Suits, regular \$15.00 values; Clearance Sale price..... **\$4.95**
- Evening Gowns and Dresses, values up to \$100; Clearance Sale..... **\$29.75**
- Children's Fur Sets, regular \$2.75 values; Clearance Sale price..... **95c**
- Black Coney Neck Furs, regular \$3.25 values; Clearance Sale price..... **95c**
- Children's Dresses, values up to \$5; Clearance Sale price..... **\$2.25**



The J. M. Acheson Co.

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