

## ThreeofPortland's Millionaires

Met at the Counters in Aronson's Jewelry Store Yesterday and They All

## BoughtDiamondsforChristmas

"THERE'S something that doesn't happen very often," said Mr. Aronson to me yesterday
"What's that?" I inquired. minute. I'm going over to see if I can help a little
"Say," said I," "did those three Portland millionaires buy diamonds?
"Every one of 'em bought," said he. And then he told me who they were.
I wish I could print their names, but it wouldn't be courteous to do it withut permission-and BIG people are, not looking for free publicity, anyway.
But, as a result of this visitation of millionaires, yesterday's sales jumped into the thousands again. Naturally, everybody was "De-lighted!"
$\mathbf{T}^{\mathrm{HE}}$ salesmen were tickled at making such fine, fat sales. And "You just bet I'm glad!" said he; "we want the money!"
"Well, you'v
"How's that?" be thankful, most of all, for the confidence these people have shown in you and your store. One of those millionaires is the head of a great mercantile house; he could buy diamonds as cheaply as you do, if he wanted to go to the trouble. The fact that he and the others come here and pay you thousands of dollars, shows they believe in the sale, and the store, and the advertising. Those are the things to be thankful for! An ancestor', he"
"Well," said Aronson, "Tm perfectly willing to admit that Solomon knew what he was talking about
$\mathbf{T}^{\mathrm{HIS}}$ is the last advertisement for Aronson's sale I'm going to write. ean take care of
I omitted all advertising last week for the same reason.
This "ad" is largely in the nature of a "note of thanks."
For the cash receipts have already exceeded my own sanguine estimate by a For the cash recepipts have already exceeded my lill five days to go-five days
little over ten thousand dollars, and there are stil that, we know, will pile up the money to "beat the cars.
$\mathrm{O}^{\text {F COURSE, the sale has been "roasted" to a fare-you-well in some quarters. }}$ One man bought a silver mesh bag here yesterday for thirty"I was in mare bought a silver mesh bag here yesterday fake up my mind. To tell you the truth, I know no more about silver mesh bags than a hog does about feathers! But I, went shopping, and the way you fellows got roasted in some of
the other stores convinced me that you were ' $\mathbf{O}$. K.'. So I'm back for the bag. the other stores convince
Will you take my check?
And we did
And we did!
I really believe that the "roasts" we got in the newspaper ads helped immensely. A little opposition stirs one to best efforts, you know., One big store sold a bread tray for a dollar-beat us fifteen cents! (Aronson's price was a dolar-fifteen for a one-seventy-five tray. what we don't know about never worries us.
 $\mathbf{O}^{\text {F the hundreds of people who have bought at this sale, not one has said an unkind word, either. Port- }}$


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## $\mathbf{I}^{\mathrm{N}}$

 ight till Christmas
Please keep to the right in the aisles and leave by the Broadway-street door


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from the heart and less from the per. CI soum da aroof of this s.

Jewelers and Silversmiths
Broadway and Washington Streets


