



Sunflower Wall Papers
Best Under the Sun

For Latest Patterns
Demand This Brand

OPENING EXHIBIT of HOME DECORATIONS

WE INVITE the homemakers of Portland and environs, and all others interested in economical home beautification, to the opening of our new retail store and our first exhibit of Modern Wall Decorations, at 248 Washington Street, from February 14 to 19. During this week no sales will be made. We want you to feel free to come in, inspect the hundreds of suggestions for modern interior decoration shown on our great display screens, get acquainted with the remarkable values this store will offer—without feeling in the least compelled to buy. Therefore, no sales will be made during this Opening Exhibit, though where desired, reservations may be made to avoid the necessity of returning later to purchase.

The Finest Wall Paper Store in the West

We believe that the increasing metropolitanism of this city and the demand for more tasteful and up-to-date home decorations at more reasonable prices than present methods of distribution make available—these conditions demand such an establishment as this, devoted exclusively to home decorations, where the finest and most distinctive and beautiful, modern wall papers can be secured in greater variety and at lower prices than ever before in this city.

Enormous Stock

More than half a million rolls of new, 1916 wall paper in the latest designs and colors, to satisfy your individual requirements, to meet your taste and harmonize with your home furnishings. Many hundreds of beautiful, modern patterns from which to select—from the finest products of the wall paper mills of the world to the least expensive—but all new goods in desirable patterns and attractive colorings, suitable for the finest homes in the country!

Our stock includes all that is latest and most modern in fabric effects, Grass Cloth, Oatmeals, etc.—papers for living-room, library, dining-room, dressing-rooms, bedrooms, halls, kitchen, bathroom—for any style of decoration, for any color of interior finish or furniture. We will gladly assist you in working out your decorative scheme.

Improved Methods of Display

In order to make selection from this enormous stock practicable and to help you in planning your decorations, we have introduced the latest improved method of displaying wall paper on great screens, showing the wall paper with borders, etc., just as it will appear on your walls—each screen suggesting a complete scheme of decoration. These screens are illuminated by brilliant "daylight" lights, so that whatever the weather or the time of day, you see the papers just as they will appear in bright sunlight rooms at home.

Lower Prices

Because of the economy of our method of doing business and our tremendous purchasing power, we offer you this new and up-to-date stock at much lower prices than any other establishment selling wall paper in this city.

There is no way to prove that statement except by the goods themselves. We invite your close inspection of these, all plainly priced. You will find at 10 to 25 cents a roll better paper, more attractive designs, newer colors, than is sold by the most progressive wall paper stores in the city at present for 25 and 50 cents a roll. Confirm these statements for yourself during our Opening Exhibit Week—or later.

Convenient Location

Our business will occupy the entire building at 248 Washington Street, in the heart of the shopping district, the large and attractive rooms on the street level being devoted to our retail trade. Note our windows in passing—try to find time to visit our store during this Opening Exhibit. You will find it interesting and suggestive whether you intend to decorate now or not.

Real Estate Men and Property Owners

having homes for lease or sale will find it to their advantage to visit our store and learn how inexpensively attractive, up-to-date wall papers can here be secured. You can make your property more attractive to desirable tenants, or purchasers, at the expense of a few dollars for redecorating.

Remember: No sales during Opening Exhibit, though reservations may be made. If you can't come in, ask your paperhanger to show you the Sunflower Sample Portfolio. Names of Good Paperhangers in Your Locality Gladly Furnished.

THE UNITED WALL PAPER STORES CO. 248 Washington Street—Between Second and Third

Our artist has illustrated, as far as is possible, in black and white the exquisite charm and refinement of one of our latest papers—

ENGLISH BRIAR PATTERN
which comes in the newest shades of two-tone grays and tans. Ask to see this paper.

Sketch to right shows the convenient method of displaying wall paper in our store.

