

Incomprehensible
Values
Unusual
Demonstrations

NOTICE

Rain or Shine
Will Open at Nine
Thursday Sept. 19

The most Gigantic Sale ever placed before the people of Clatsop County and Vicinity. A Clothing sale without a parallel celebrating the

21st Anniversary of Mr. Herman Wise's Advent in Business in Astoria

As a recognition of our appreciation for your past patronage, we consider it our duty to show our appreciation at this time in such a way that the name Wise as to Clothing Distributors will live long in the annals of history in the city of Astoria, and on

Thursday, September 19th at 9 a. m.,

will the doors swing open to admit the multitude to witness the greatest avalanche of majestic bargains ever placed before a public.

And Will Continue a Short Time Only

Don't Delay; he or she who does will lose money, as the sale will only be continued a short time

Look for the Big Blue Sign on the Building and the sign stretched across the street in front of 537 Commercial St.

Remember, the entire stock will be marked with green tags, a little thing to look for; a big thing to find. It is impossible to quote prices on every thing in this immense stock; it would take ten times the size of this sheet, but in order to give you an idea of how goods throughout the store will be sold, below are a few prices taken at random-

Stetsons' \$4, \$4.50 and \$5 Hat, Anniver'y Price \$2.89

AND IN ADDITION TO THE LOW PRICES.

that goods will sell for during this great Anniversary Sale, to every person buying \$5 worth of merchandise will be given a ticket entitling you to a chance in the Great Piano Prize Gift.

MEN'S, BOYS' AND CHILDREN'S CLOTHING.

Summer and Winter Underwear, Men's Furnishing Goods.

Hats, Caps, Straw Goods, in fact goods will be sold cheaper than ever before offered in this part of the country. You cannot afford to miss this great opportunity to clothe yourself at such little cost.

Men's Stylish Overcoats, latest materials and nicely made, a garment that retails anywhere for from \$12 to \$16, Our Anniversary price.....\$8.89
Men's handsome Overcoats that are made to please, in Kersey's, Melton's and Vicunes', handsomely trimmed and up-to-date in every particular, goods that are made to sell for from \$17.50 to \$27.50 at our Anniversary Sale they go for.....\$12.39

We have an immense stock of Top Coats in tan, grey, black and blues, that we will close out at about Half Former Price.

Buy your overcoats NOW and SAVE MONEY.

MEN'S PANTS DEPARTMENT.

Men's \$2 and \$2.50 pants, Anniversary Sale Price.....\$1.63
Men's \$3 to \$4.50 values, Anniversary Sale Price.....\$2.49
Men's \$5 to \$6 values, Anniversary Sale Price.....\$3.98
Men's Suits, all new, seasonable materials in plain and mixed patterns, Cheviots and Scotch Plaids, always sold for \$12.50 and worth every cent of the money; will be sold during this Anniversary Sale for.....\$7.63
Men's Fine Suits in velvet finished Cassimeres, sold at all clothing stores for \$15, will be sold at this Anniversary Sale for.....\$9.98

Men's strictly Tailored Suits, lined with finest Farmer's Satin, made of the best Scotch Cheviots and Plaids, guaranteed by Wise to be all wool, worth and sold here-to-fore for \$17.50, at this Anniversary Sale for.....\$10.49

A lot of men's extra Tailored Garments as finely finished and elegantly made Suits as the most particular dresser could desire, made from imported suitings from the best looms in the world; faultless in fashion, beautiful style materials; you've paid \$25 for the same suit many times, but at this Anniversary Sale they go for.....\$14.98

100 dozen Ties, worth 25c, Anniversary Sale price.....19c

YOUNG MEN'S AND CHILDREN'S SUITS

An Immense Assortment to Choose From at About One-half Former Prices.

Young men's three piece suits, double or single breasted, latest materials and designs, all of the Wise standard quality and sold by him for \$15; will be sold at the Anniversary Sale for.....\$9.83

Young men's highly tailored garments, exclusively tailored for Wise, and sold the world over for nothing less than \$20, Anniversary Sale price.....\$14.39

Boys' three piece suits, long pants, ages 13 to 17, made to sell and always sold by Wise for \$12.50, extra special Anniversary Sale price.....\$4.39

Boys' three piece suits, short pants, ages 8 to 16, worth up to \$7.50, Anniversary Sale price, only.....\$3.98

Boys' long Overcoats; \$7.50 is the regular selling price, but during this Anniversary Sale marked down to.....\$4.23
Boys' \$10 long Overcoats, Anniversary Sale price.....\$6.48

Children's Norfolk, Peter Pan, exclusive materials, worth from \$5 to \$7.50, all put in at one price (about 50 suits in all) Anniversary Sale price.....\$3.49

Children's Wash Suits, different patterns, worth up to \$1.50 per suit, will go at this Anniversary Sale for.....49c

MEN'S HOSE

Men's 10 cent hose, pair.....3c
Men's 12 1-2 cent black or tan hose, pair.....5c
Men's 15 cent black hose, Anniversary sale price.....8c
Men's 25 cent fancy hose, Anniversary sale price.....19c
Men's 50c underwear, Anniversary Sale price.....39c
Men's 75c underwear, Anniversary Sale price.....53c
Men's \$1 mercerized garments, Anniversary Sale price.....79c
Men's all wool \$2.50 garments, Anniversary Sale price.....\$1.79
Men's all silk finished underwear, worth \$3 a suit, Sale price.....\$2.39
Heavy all wool Cashmere Shirt, a great snap during this sale, they sold for \$2.50 to \$3; Anniversary price.....\$1.49
Men's Flannel Shirts, regular \$1.75 value, Anniversary price.....89c

Men's red or blue Handkerchiefs, each.....3c

Men's 25c Suspenders go for.....14c

Men's 50c Suspenders, Anniversary Sale price.....33c

A lot of Collars, Anniversary price.....4c

Men's Shirts, worth 50c Anniversary price.....36c

25c Belts go at this sale for.....15c

50c Belts go at this sale for.....33c
Men's white 10c Handkerchiefs go for.....5c
Men's bordered 15c Handkerchiefs go for.....8c
Men's Linen 25c Handkerchiefs go for.....17c
Men's Initial Silk Handkerchiefs go for.....39c
25 dozen Umbrellas, sold for \$1.25, Anniversary price.....83c

HATS! HATS! HATS!

During this Anniversary Sale we place at your disposal about 500 dozen Hats, all colors and shapes at prices prices ridiculously low and you should avail yourself of this rare opportunity to get in line.

Don't stop at one hat—buy several
All our \$2 Hats at Anniversary price.....\$1.39

All our \$2.50 stiff Hats at Anniversary price.....\$1.89

All our \$3 Hats at Anniversary price.....\$2.49

25c caps go for.....19c

50c caps go for.....33c

Straw Hats and Summer Outing Suits at HALF PRICE
Look at the original price and figure it out yourself.

We particularly call your attention to our nice new line of Fall Suits and O'coats all marked down

Something Doing Every Minute

The People Should Grasp This Opportunity

And supply their present and future needs, for this sale will be a bonanza for shrewd buyers and the future holds no promise for another such sale of such gigantic proportions.

Sale positively opens at the Herman Wise store, Astoria, Oregon, Thurs., Sept. 19, at 9 a. m.
Look for the Blue and White Signs on the Building.

All Goods Sold During this Sale POSITIVELY CASH HERMAN WISE

On each and every day during this Anniversary Sale we present

Absolutely Free!

to the 10th, 20th and 30th purchaser that which he has selected; no matter what the amount.

Bring the boys, bring the girls, bring the family. We want to celebrate our 21st anniversary correctly.