

**OPEN MONDAY—LABOR DAY**  
 JUST TO GIVE OUR FRIENDS A CHANCE TO PRODUCE SOME OF OUR ASTONISHING BARGAINS. ALL CLOTHING UNION MADE.

**172 Third Street, Near Yamhill**

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 JUST TO GIVE OUR FRIENDS A CHANCE TO PRODUCE SOME OF OUR ASTONISHING BARGAINS. ALL CLOTHING UNION MADE.

**"THE STORE WHERE THE PEOPLE GET A ROOSEVELT DEAL"**

(*"Every American is entitled to a square deal"—Roosevelt.*)

**YOU GET IT AT LONDON'S**

THERE'S ONLY ONE BUSINESS METHOD THAT EVER WILL BE SUCCESSFUL—IT IS THE "SQUARE DEAL" SYSTEM

THE LONDON'S CLOTHING COMPANY IS A FIXTURE OF PORTLAND—but we are very young in the city's history. When it is better known every one will agree with the declarations of these advertisements that "It is the home of flattering promises well performed." It never exaggerates; it never will exaggerate—as a business proposition it doesn't pay. Confidence is the backbone of the stability of all legitimate business. LONDON'S is already earning that priceless capital. Hundreds of Portland's good people have already discovered that "our word is our bond." LONDON'S never deceives—LONDON'S CLOTHING IS EXACTLY AS REPRESENTED—the last two days' sales has demonstrated this to scores and scores of Portland business men, Portland's professional men, Portland's laboring men, Portland's fathers and Portland's mothers, too. We have sold more Clothing, Hats, Caps, Men's Furnishing Goods and Men's and Boy's Footwear in the last two days than we expected to dispose of in the first week of our business life in Oregon, and this has given us broad opportunity to bring to the attention of every person whom we have met that THE ONE CENTRAL THOUGHT OF LONDON'S IS A "SQUARE DEAL TO EVERY MAN AND EVERY WOMAN AND EVERY CHILD THAT CROSSES THE THRESHOLD OF OUR STORE."

**Men's Suits and Overcoats**

Just to introduce ourselves we are selling Men's Elegant Custom-Tailored Suits, single and double breasted, plain and fancy all wool worsteds, in sack and swaggar swell cuts, silk serge lined and silk sewed, all union made; sold up to \$30. Now..... **\$11.60**

An extraordinary fine assortment of Satin Panel Lined Cheviots, meltons, tweeds and silk mixtures, all union made and sold up to \$22.50 a suit. Now..... **\$9.45**

A most enticing stock of Overcoats for Boys, consisting of fine paddock paleot, belt and box, usters and universities, of Tibets, tweeds, beavers and homespuns, which we are selling at—  
 \$10 and \$12 values. Now..... **\$4.25**  
 \$16 and \$18 values. Now..... **\$7.75**  
 \$20 and \$25 values. Now..... **\$9.35**

**Topcoats**

Imported Tweeds, Homespuns and Whipcords, hand-padded shoulders and collars, unbreakable front, and silk lined throughout, union made, and low priced at \$18. Now..... **\$8.65**

Exclusive and exceptional examples of the tailor's art in splendidly fashionable men's overcoats, hand-made throughout; splendid value at \$25 to \$30. Now..... **\$9.35**

**Hats**

Soft and Stiff, all blocks and shades; grand \$3 values. Now..... **83c**

Regular and Universal \$3 Sellers, fall blocks, soft and stiff, black and brown. Now..... **\$1.23**

Best Grade Custom-Made Hat; made to sell for \$4. Now..... **\$1.89**

**Men's Pants**

At \$9c, \$1.10, \$1.41, \$1.75 and \$2.23 Every Piece Worth Three Times the Price We've Placed on Them. See them and you'll buy.

TODAY WE ANNOUNCE A GRAND OPENING DISPLAY AND SALE OF

**Boys' Smart School Clothes**

The glorious vacation days are practically over and it's time now to get the children ready for school. London's is headquarters for Boys' High Quality School Clothes, and is now exhibiting the largest, best selected and richest lines of boys' apparel ever seen in the west. Parents who want their boys well dressed, in suits that will give lasting and satisfying service, should come direct to London's. We positively guarantee you better clothes for less money than can be obtained elsewhere. Come Monday and benefit by these special trade inducements.

**Boys' School Suits at \$1.95**

You'll not be able to equal them elsewhere for \$2—Splendid Suits, made from good wearing wool cassimeres, in medium and dark pattern effects, suits that are built for service as well as good looks, sizes 6 to 16 years. As a school opening Special Monday at London's, choice of hundreds for..... **\$1.95**

**Boys' School Suits at \$2.65**

They're equal and in many instances even superior to the \$8.50 kinds shown elsewhere—built of all wool fabrics in service-giving and nobby patterns, fully 20 new and clever styles in this line, sizes to fit boys of all ages. Parents will do well to carefully study the merits of these splendid clothes. As a school opening special Monday, choice for..... **\$2.65**

**Boys' School Suits at \$5.55**

The very finest School Suits shown anywhere in America at the price—products of the most talented boys' clothes tailors in the United States, over 30 distinctly different styles in this line, all the very smartest and dressiest effects for boys 3 to 16 years of age; unequalled elsewhere under \$10 to \$12. As a school opening special Monday at London's, choice for..... **\$5.55**

**Boys' Knee Pants 29c**

Good quality drab corduroy—all seams taped, hip pockets and suspender buttons, just the thing for knockabout wear; regular 75c kind. For Monday's opening sale..... **29c**

**Boys' Shirts 32c**

Of percales, cheviots and madras cloths—all the well known makes, big assortment of patterns, sizes 4 to 15 years; 75c values. For Monday's opening sale..... **32c**

**Boys' School Hose for 10c**

Absolutely fast black, double heels and toes—sizes 6 to 10, fine or heavy rib; stockings fully worth 25c. For Monday's opening sale..... **10c**

**BOYS' SHOES AT THE TRIFLING PRICES ANNOUNCED IN YESTERDAY'S PAPER!**

**Shoes**

No better for the money ever worn on human feet—

Box Calf Shoes, in plain lace and Blucher lasts; well worth \$2.75. Now..... **\$1.45**

The Standard \$3.50 Shoe—Morocco kid, warranted counter, in Blucher, plain lace, Potay and congress lasts. Now..... **\$2.15**

Patent Calf and Colt, in all the latest fall models, the Slater, Potay, Blucher and Gussal lasts; never sold for less than \$4.50. Now..... **\$2.65**

**Umbrellas**

Tremendous assortment, just now before the rainy season, going at—

\$1.50 Umbrellas. Now..... **45c**

\$2 and \$2.50 Umbrellas. Now..... **85c**

**IN THE SMALL CHANGE SECTION**

A Dollar Will Spread Over a "Barrel" of Territory in This Part of Our Store. There are bargains here that cannot be thought of in any similar establishment in this bright city. Here are the figures. Peruse them for yourselves. If they do not appeal to your pocketbook then nothing on this earth will:

Men's Wool Sweaters, in stripes, grays, blacks and blues; regular \$2 values. Now..... **55c**

Children's Long Hose, double knee and heel; standard 35c grade. Now..... **8 1/2c**

Black Silk and Satin Bows; regular 50c grade. Now..... **19c**

Shield Bows and Band Bows, desirable and distinct designs; formerly priced at two-bits. Now..... **9c**

Children's Fleece Lined Sanitary Underwear, crackerjack 75c values. Now..... **35c**

Children's Medium Weight Underwear, sizes up to 17 years; only standard 75c values. Now..... **23c**

Towels, Rough Crash; 10c kind. Now..... **4c**

Overalls and Jumpers. Now..... **47c**

Reversible Silk Four-in-Hands, good, glittering values at 50c. Now..... **19c**

Eight Cases Men's Fleece Lined Sanitary Underwear; never sold at less than \$1 per garment. Now..... **43c**

Men's Derby Ribbed Underwear; extra special values at \$1.25. Brown only. All sizes. Now..... **57c**

Silk Tecks and Scarfs, alluring and attractive; worth and well priced at 50c. Now..... **19c**

Men's Regulation Police and Firemen's Suspenders; standard and universal 50c seller. Now..... **17c**

Men's Lisle and Silk Web Suspenders; splendid 25c values. Now..... **12c**

Boys' Strong, Stout, Heavy Suspenders, 30 dozen; good 25c values. Now..... **9c**

Fancy Cotton Hose, stripes, plaids and silk embroidered; regular 25c values. Now..... **4c**

Black Cotton Hose, seamless and double heeled, also tan, same grade; regular 25c values. Now..... **7c**

White Linen Handkerchiefs; regular 10c kind. Now..... **2 for 5c**

Blue and Red Bandanas, large 10c size. Now..... **3 for 10c**

Jap Silk Handkerchiefs—7c—That's All.

And hundreds of other bargains just like these. This is the place to trade. It is a wonderful store. It came from a place of wonderful activity. It came from a good town but not so good as Portland. Portland people are being good to us, and they will always find us worthy of their friendship. We are going to be just as good, and a little better, to these splendid men, youths, boys and ladies of this smart metropolis as they are to us.

**"THE STORE WHERE THE PEOPLE GET A ROOSEVELT DEAL"**

When you buy at London's you get exactly what we tell you you are getting—you are entitled to all of that. Mail orders accompanied with certified check or P. O. orders will receive attention same day as received.

**Men's Furnishing Department**

Stylish, Up-to-Date Goods Marked at Attractively Low Prices.

Men's Negligee Shirts, in dark and light patterns, with detached cuffs, made from extra quality percale and cheviot, sizes 14 to 17. These are all new fall styles. We have marked them at, each..... **50c**

Men's Colored Negligee Shirts, all our regular \$1.50 and \$2 qualities, made either with cuffs attached or detached, best of pearl buttons, all linen neck and perfect fit. To be closed out at, each..... **95c**

Men's Nightshirts, made from heavy twilled cotton and also from white cotton with neat fancy trimmings, 32 inches long and extra wide. We have made the price at, each..... **50c**

50 Dozen Men's Fine Ribbed Balbriggan Shirts and Drawers, made from an extra quality of Egyptian combed yarn. The shirts are extra made and the drawers have spliced seats. These shirts and drawers are just the right weight for fall. We have marked them..... **50c**

100 Dozen Silk Four-in-Hands, excellent quality, rich and heavy, all good patterns; regularly sold at 50c. To be closed out this week at, each..... **25c**

**LONDON'S CLOTHING CO., 172 THIRD STREET, NEAR YAMHILL**