

SPRING OPENING

HERE IS WHAT HUNDREDS OF YOU DURING THE PAST YEAR AND A HALF HAVE BEEN ASKING US ABOUT--IF WE WERE GOING TO DO IT, ETC., ETC.

LADIES' SUITS FREE

FREE We Say, FREE We Tell You, With Each Order for a Gentleman's Suit

THREE DAYS THIS WEEK — THURSDAY, FRIDAY AND SATURDAY



We Repeat, Ladies' Suits ABSOLUTELY FREE---Conditions and Terms Very Simple, as Follows

You can select a ladies' suit equal in price to the price you pay for a gentleman's to order suit and get the LADIES' SUIT FREE. For example: You order a gentleman's \$25.00 suit, you can get a ladies' \$25.00 suit free; you order a gentleman's \$32.50 suit, you can get a ladies' \$32.50 suit free; you order a gentleman's \$45.00 suit, you can get a ladies' \$45.00 suit free; you order a gentleman's \$60.00 suit, you get a ladies' \$60.00 suit free.

The Price of All Cloth for Gentlemen's Suits and All Ladies' Suits Is Marked in Plain Figures---You Can Tell the Price as Well as We Can

The offer is a grand one for you--so plain and simple that no humbugging can be done--if we would permit it! We are told that when J. M. Acheson advertises special bargains he gives them. J. M. Acheson defies any quivering misunderstandings or flaws to be picked in this offer. It is simply as it states above--a Lady's Suit Free with each order for a gentleman's suit--and you can pick a lady's suit equal to the price of the gentleman's.

AND THE PRICES OF THE GENTLEMEN'S SUITS--WHY, LOOK AT THEM--Here is a bunch--we can't get them all in line--we have hundreds of them for you to select from. It is honest advertising--when lot numbers and descriptions and prices are here printed for you. You can pick them out--by so doing no trickery can be practiced on you. We say, look at the prices--do they look as though they were boosted up? Don't they look like popular prices? We challenge your intelligence and honest common sense on this point. J. M. Acheson has been here with you fifteen years--his prices are well known. Below we give you the reasons for this remarkable offer, as there must be sufficient reasons, grounds and cause before we will do such expensive advertising as GIVING AWAY LADIES' \$25.00 TO \$75.00 SUITS FREE. That is why you have not had such an offer from us for nearly one and a half years. It's not an every day, weekly or monthly affair--therefore

be wise--LOOK AT THESE PRICES.

- Lot Number 0513--Coal black Thibet, extra weight.....\$25.00
- Lot Number 5323--Latest brown stripes, worsted.....\$32.50
- Lot Number 1613--Wear like iron, blue or black, shell.....\$25.00
- Lot Number 3313--Unfinished, plain blue or black, herringbone.....\$32.50
- Lot Number 6223--Gunmetal and green mixed, tweeds.....\$32.50
- Lot Number 0223--New mode novelty suiting, latest.....\$35.00
- Lot Number 2533--Elegant derby style, tan colored cloth.....\$37.50
- Lot Number 3023--Ultra-fashionable striped suiting.....\$32.50

- Lot Number 7023--Wear like iron, staple tan color.....\$30.00
- Lot Number 6023--Here is a stylish chap, new color.....\$32.50
- Lot Number 5913--Nearly like and just as good as preceding.....\$25.00
- Lot Number 6913--Here, all us Scotch people see this.....\$32.50
- Lot Number 3123--Here is as good as leather, worsted.....\$35.00
- Lot Number 1023--Something nice for general wear.....\$27.50
- Lot Number 2123--Good as gold, gray worsted.....\$27.50
- Lot Number 0523--Worsteds, blue, white pin stripes.....\$32.50
- Lot Number 1323--Elegant, color brown, worsted.....\$35.00
- Lot Number 365--Tweed, mixed olive shade.....\$35.00
- Lot Number 565--Tweed, mixed olive shade.....\$32.50
- Lot Number 0914--Fine light check, all-wool tweed.....\$30.00
- Lot Number 4282--Extra heavy, gray and black check.....\$35.00
- Lot Number 5182--Fine brown and mixed stripe.....\$30.00
- Lot Number 4016--Mixed.....\$32.50
- Lot Number 8023--Extra good, small brown check.....\$30.00
- Lot Number 4182--Check and brown stripe.....\$30.00
- Lot Number 5423--A dandy brown, wide stripe.....\$35.00
- Lot Number 6023--Tweed, mixed, light stripe.....\$27.50
- Lot Number 1282--Good heavy, dark brown, stripes.....\$32.50
- Lot Number 5023--Olive and brown shade, tweed mixed.....\$27.50
- Lot Number 8814--Fine light plaid and check, tweed.....\$40.00
- Lot Number 0223--Light brown, herringbone stripe.....\$30.00
- Lot Number 1948--Finest West England, gray mixture.....\$50.00
- Lot Number 2848--Very fashionable brown novelty suiting.....\$42.50
- Lot Number 3848--London silk-mixed worsted.....\$40.00
- Lot Number 4548--West England silk-mixed worsted.....\$40.00
- Lot Number 5513--Imported black vicuna.....\$35.00
- Lot Number 7713--Imported imperial Venetians.....\$33.50
- Lot Number 9413--Finest West England undressed worsted.....\$47.50
- Lot Number 4843--This is top-notch stuff, blue.....\$45.00
- Lot Number 8843--West of England silk, diagonal.....\$47.50

- Lot Number 3843--Imported silk-mixed novelty.....\$45.00
- Lot Number 3513--Ultra-fashionable Thibets, pressed stripe.....\$35.00
- Lot Number 4223--Standard light Oxford cheviot.....\$32.50
- Lot Number 1223--Latest onlon brown novelty.....\$35.00
- Lot Number 3323--Standard blue, gray, worsted.....\$32.50
- Lot Number 0013--Standard blue serge.....\$27.50
- Lot Number 5223--Very elegant Oxford cheviot.....\$35.00
- Lot Number 2323--Here is a beauty, olive herringbone.....\$32.50

About Ladies' Suits

We have about 2,000 Ladies' Suits in our Suit Department on our second floor. There is ample selection. No garments will be laid aside unless a bona fide sale or order. The terms will be such that you can get the lady's suit when you want it, either before or after the gentleman's suit is ready.

Gentlemen's Suits

You can have the gentleman's suit made up any time you like before July 1, 1908. We are running this offer to suit your convenience--so come in and PUT IN YOUR ORDER

Stout Ladies Cheer Up

We know you are having a time of it trying to get suits your size--the color, the style you want. Here's your chance--during this sale, with an order for a gentleman's suit, we will make a stout lady's suit for

One-Half the Price

of the suit ordered for the gentleman. The lady's suit will be made from tailor cloth of which we make ladies' suits to order at from \$35.00 to \$50.00 regular. We guess this is a snap for you.

WHY WE DO THIS

TO LET EVERYONE KNOW THAT WE HAVE AGAIN FULLY OPENED THE GENTLEMEN'S TAILORING BUSINESS AND DEPARTMENT. When the Failing people began to build this big block we moved into a small shack of a store for a year or more, and we had no room or place to carry our big stock of woolens, so we sold them out in a bunch and only kept the work-room part for manufacturing. Every day we see dozens of gentlemen--our old customers on the street. It is to let them and all others immediately know that we again have the LARGEST AND MOST COMPLETE STOCK OF WOOLENS IN THIS CITY. J. M. Acheson never did and never will button-hole people on the street to buy goods of him. He thinks they don't like it--and it is a sure thing he don't. This is expensive advertising--the most expensive in the world, but the best in the world--OUR OLD RELIABLE MOTTO IS STILL IN FORCE--ONLY ALL-WOOL GOODS USED. "IT SHALL NOT COST YOU ONE CENT IF YOU ARE NOT SATISFIED."

A Tremendous Stock of Woolens for Men's Suits

That's what you will think--perhaps say--when you come in. It is double that of any concern in Portland--that means you can find what you want--we ask you to take nothing for granted. Linings, trimmings, etc., will be exhibited to you. No dissatisfaction will be tolerated. Our motto applies all over. HAVE MADE IT HANDY FOR YOU--Gentlemen's Suitings and Woolens will be displayed this week on the first floor of our main store. The cutting, fitting and making is on the fifth floor of our building--the Acheson building.

WE HAVE THE MAN TAILORS TO FIT MAN OR WOMAN

FIFTH AND
ALDER STS.

The J. M. ACHESON CO.

Manufacturers and
Dealers in Ladies' Suits,
Coats and Skirts.
MERCHANT-TAILORING