

# GREAT QUARTER-OFF SALE

For the first time in the history of this store we are going to start a **REDUCTION SALE** in May—a sale that is of greater importance to the Portland public than any that has yet taken place, for the reason that **EVERY GARMENT IN THIS GREAT STOCK** will be sold at **ONE-QUARTER LESS** than the regular price. This includes **MEN'S CLOTHING**—blues, blacks, full dress, business and outing suits—no exception.

**BOYS' CLOTHING** of every description—nothing excepted. As every article in our vast stock is marked in **PLAIN FIGURES** it is not necessary for us to close our doors in order to mark down the goods.

**YOU SIMPLY SEE FOR YOURSELF** the regularly marked price and deduct **ONE-QUARTER**.

Men's \$45 Suits are now **\$33.75**  
 Men's \$40 Suits are now **30.00**  
 Men's \$35 Suits are now **26.25**  
 Men's \$30 Suits are now **22.50**  
 Men's \$25 Suits are now **18.75**  
 Men's \$20 Suits are now **15.00**  
 Men's \$15 Suits are now **11.75**

Boys' \$20 Suits are now **\$15.00**  
 Boys' \$15 Suits are now **11.75**  
 Boys' \$12.50 Suits are now **9.38**  
 Boys' \$10.00 Suits are now **7.50**  
 Boys' \$6.00 Suits are now **4.50**  
 Boys' \$5.00 Suits are now **3.75**  
 Boys' \$3.95 Suits are now **2.95**

Men's \$10 Trousers now **\$7.50**  
 Men's \$8 Trousers now **6.00**  
 Men's \$6 Trousers now **4.50**  
 Men's \$5 Trousers now **3.75**  
 Men's \$4 Trousers now **3.00**  
 Men's \$3 Trousers now **2.25**

Boys' \$2 Knee Pants now **\$1.50**  
 Boys' \$1.50 Knee Pants **1.13**  
 Boys' \$1 Knee Pants now **.75**  
 Boys' 75c Knee Pants now **.57**  
 Boys' 50c Knee Pants now **.38**

Every Shirt in our vast stock except Manhattan and E. & W. makes—**ONE-QUARTER OFF**

Every pair of Socks in our vast stock—**ONE-QUARTER OFF**

Every Handkerchief in our vast stock  
**One-Quarter Off**

Every Misses' Coat in our vast stock  
**One-Quarter Off**

The exceptions are Brewer Hats,  
 E. & W. Collars, Arrow brand Collars,  
 Manhattan Shirts

Every piece of Underwear in our vast stock **ONE-QUARTER OFF**

Every pair of Suspenders in our vast stock **ONE-QUARTER OFF**

Every Raincoat in our vast stock  
**One-Quarter Off**

Every Washable Suit in our vast stock  
**One-Quarter Off**

We want to call your special attention to the following facts: with the minor exceptions noted, everything in our stock goes

All my stores will be closed Memorial Day—Open Friday evening  
**NO EXAGGERATIONS** are ever permitted in any of my ads

**BEN SELLING** LEADING CLOTHIER