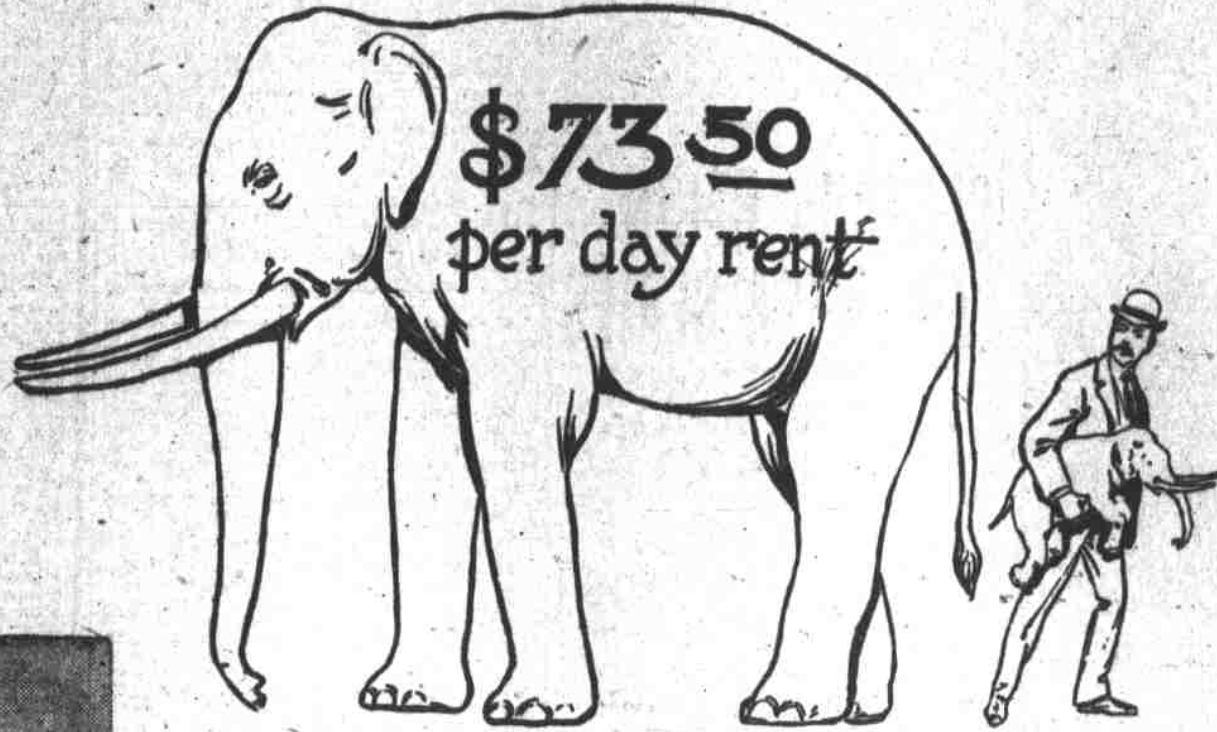


# OPENING UP NEW STORE, NEW STOCK

YOU'LL BE SURPRISED

A Larger, Finer and Better Equipped Cloak, Suit and Skirt Store Than Ever

We will "leave it to you" to confirm this when you come in. Complete new stock of Suits, Coats, Skirts, Waists, Furs, Kimonos, Riding Skirts, Gowns, Dresses, Etc., all of which were selected by Mr. J. M. Acheson during his recent trip to New York.



A White Elephant—The Old J. M. Acheson Co.—Rent Expense \$73.50 Per Day, in the Falling Building.

New Acheson Co., Rent Expense \$1.50 Per Day, Yet Larger Coat and Suit Floor Than in the Old White Elephant Store in the Falling Building.

Store Is Now Open

Ready For Business



We Are Located in the Acheson Building, Two Floors, 148 and 150 Fifth Street.

We have no room here in this announcement or opening ad to itemize, but say, notice our expense account for running this big garment store—the largest garment floor in Portland—\$1.50—one dollar and fifty cents a day rent. It ain't worth mentioning, is it? Do you think such an expense will affect retail prices? Wouldn't think a fellow an idiot to have such a low expense and yet ask high rent and expense-eating prices for his goods? Well, we are going to take advantage of the opportunity to sell at low prices, and we will make some money—don't forget that—and you will save about one-fourth to one-third if you buy of us. Prices quoted to you are, and will be, very low, simply because we can afford to do so—nothing else. They will be so reasonable that they will be very noticeable to you. But let us remind you that trashy goods will not be found in this store. It makes a man sick to buy trash in New York. It will make anyone sicker to sell it. Hence you can depend on the goods, as well as the prices of our garments.

## MY IDEA

It requires courage, but it's the thing to do, viz.: If you fall down, the place for you to get up is where you fell down. If you try to crawl away to get up you will get up dirty.

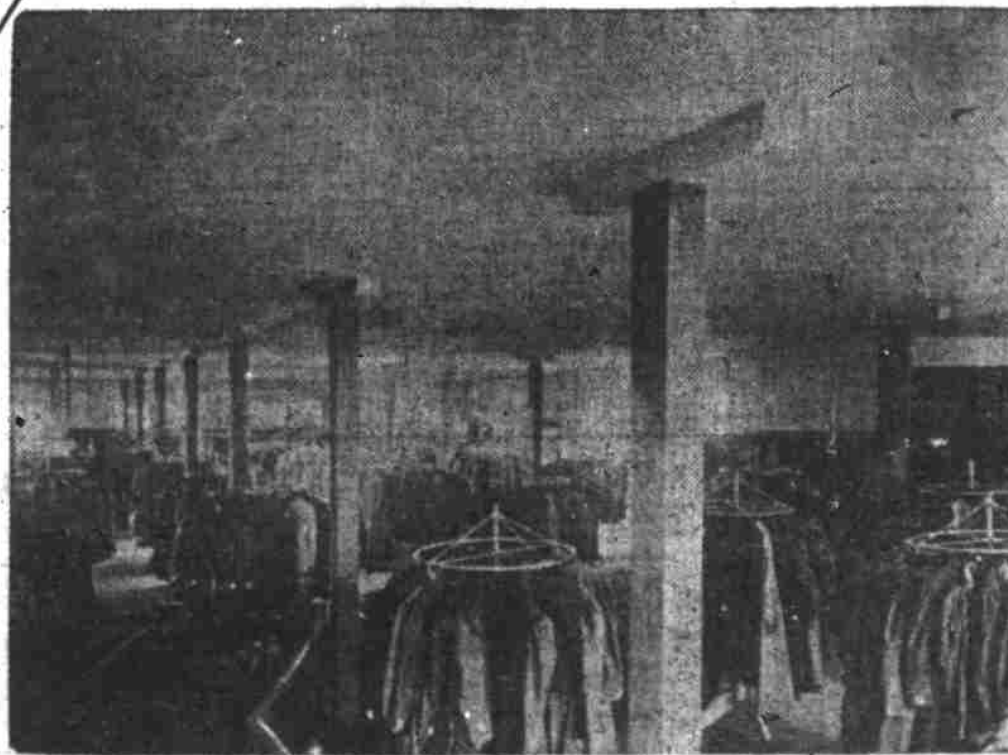
J. M. ACHESON.



A Few of the New Late Style Suits We Will Show You.



I'm Starting Up—Can't You Give Me a Lift?



Interior View of Coat and Suit Floor, 5,000 Square Feet

## WHAT YOU CAN FIND

In Our Large New Stock of Skirts and Waists, and We Will Not Exaggerate in the Least, for Some Strong Statements Follow.

**SKIRTS** The swellest bunch of voile Skirts in the city. Now that's strong talk, but we know it's a fact, for we bought them of the best skirt-maker in the East, and no one else in this city can buy the line. You had better see these. There are some of these skirts that crowd near "the limit" when it comes to Directoire style.

**WAISTS** Tailored Waists. Now, what we said about voile Skirts is surely true of these Waists. We have never seen any Waists like these shown in this city, and it took some hunting and nerve to get the line. You will realize this when you see these Waists.

You Will Observe That Our Store Will Open at 8:30 A. M., Close at 6 P. M. Saturdays 9 A. M. to 9 P. M.

# ACHESON CLOAK & SUIT CO.

ACHESON BUILDING, 148 and 150 FIFTH STREET