

PORTLAND, OREGON, SUNDAY MORNING, OCTOBER 13, 1912.

Powers-The Store That Can Solve the Heater Problem for You-At Your Service

Make This
YOUR
Heater
Store



\$9.95

This 3-Room Heater
With Planished Steel Body and Cast
Iron Lining Special.

\$9.95

Not just an ordinary Heater but a first class one in every particular. It has a cast iron top, bottom and front, legs are bolted to frame. A cast iron interlining extends up about 8 inches from the base. The turn stand, fenders, rim and screw draft are all beautifully nicked. Will heat three rooms easily.

YOUR OLD HEATER OR RANGE
TAKEN AS PART PAYMENT ON
THE PURCHASE OF A NEW ONE

Let Us Remind You That This Store Can Be of Great Assistance to You Now That You Are Planning for the New Heater—We Have the Kind You Want at the Price You Want to Pay

The Best Heaters Are Here

By "best" we mean Heaters that will yield the greatest amount of all-around satisfaction at the least possible outlay of money—fuel-savers and heater certainty. But we do not forget that looks count also—looks that do not belittle quality or workmanship of the various parts. We mean to make this store the one place you will think of when nipping days bring up the heater problem for the long, chilly days which are just around the corner. Powerful, efficient, good-looking heaters, quick workers for the household peace of mind. Never have we been so absolutely certain of filling exactly requirements, never has our stock been so large or the heaters so fairly priced. This is the place to come to solve the Heater problem once and for all, and for many years to come.

Quick Sales and Small Profits

You will grow enthusiastic over the price marks shown on the different styles, for we believe a quick sale and a small profit is the best way to win new trade and hold fast to the old. We want you to know this store as truly helpful—especially in Heater values. We take pride in offering you a line of Heaters that is just right and whose parts are guaranteed against imperfections. The virtue of our heaters lies in the distribution of heat throughout the room, and artistic beauty that will please the eye. It is just such a stock that we tell about today, and no doubt the largest in all Portland. There is a great stock to choose from—all good Heaters, easy to control. Probably no place in Portland can solve the Heater question quicker or more satisfactorily than POWERS.

Select Your Heater

Have It Delivered and Set Up, Then Pay Us **\$1.00** Week

Certainly no easier way to own a good Heater and remember that all our Heaters are guaranteed to give satisfaction in every particular. Certainly a safe and easy way to trade, isn't it?

Make This
YOUR
Heater
Store.



\$9.95

Select Any Heater in the Store--The Most Liberal Credit Terms Will Be Extended You

You'll find a noticeable disposition on our part to treat our patrons fairly and squarely—it is the governing principle of this store. You'll find us broad and liberal in all matters—meeting our patrons more than half way. Our Credit System is far reaching in its helpfulness—adjusting itself to the requirements and circumstances of each individual customer. We grant greater freedom to patrons in making their payments than any store in this city. Its a Credit System which you desire and will appreciate, so do not hesitate to come in and make your Heater purchase, for we are not only in a position to save you money but also to provide you with the very best that your money can buy.

It Would Be Hard to Think of a Style in Heaters That Is Not To Be Found in This Display

Remarkable Disposal of Fine Axminster Carpets

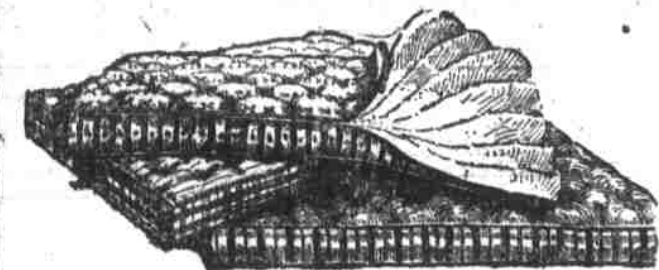
EIGHTEEN PATTERNS. \$1.75 GRADE TO GO ON SALE THIS WEEK AT

\$1.39

A beautiful high pile Axminster Carpet will be made, lined and laid on your floor at a saving of 30c a yard. For the average room this means a reduction in price of from \$8.00 to \$10.00. There is a choice selection of colors and a varied assortment of patterns to select from. All can be furnished with or without border. This is a carpet of excellent wearing quality and is suitable for use in most any room in the house. For best selections we advise early shopping.

\$15 Colonial Sanitary Layer Felt Mattress to Sell at

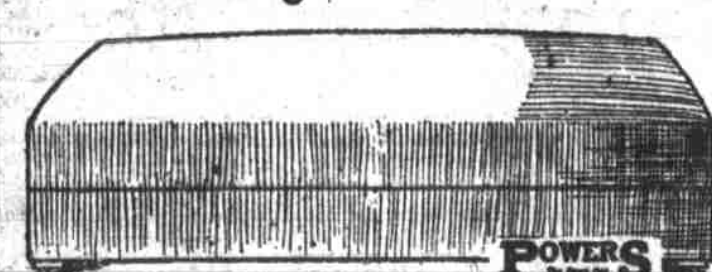
\$9.98



grade art twill ticking. It is finished with an Imperial roll edge to give greater wearing quality. The price is less than one-third usual.

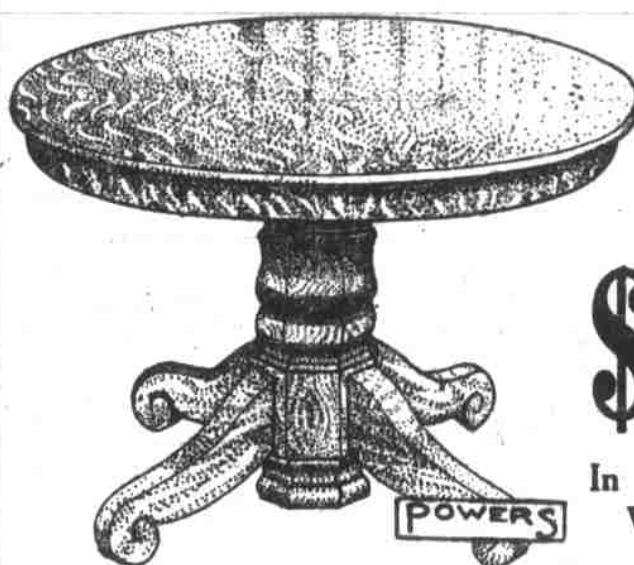
\$15 Wardrobe Couch With Soft Spring Filled Top Covered in Heavy Grade Green Denim

\$10



lifters to enable top to be raised without first removing from wall. The box is good and roomy and none but the best springs and filling are used in the construction of the top.

Great Fifty-Four Inch Tops That Will Seat Six Persons Without Extending



We Are
Selling the
\$36 Kind for

\$22.75

In the Fumed or Wax Golden.

Those who have never had the convenience and comfort of a large top extension table will surely welcome this sale of large top tables. The one illustrated is built of selected quartered oak choice of fumed or golden wax finishes. The top without opening will seat six persons comfortably, when extended there is additional room for two. It has a massive base with heavy flaring legs which are bolted to plaster. The special price brings this beautiful table down to what you would ordinarily pay for the 45 and 48-inch sizes.

Entire Line Hall Seats in Fumed or Golden Oak Offered at Just

1/2

There are some 30 designs in both golden oak and fumed. Sizes suitable for large or small halls, almost the entire line having the lifting seat with storage compartment below. The entire line will be marked at just one half the regular price for the ensuing week, making it possible to buy a seat at from \$9.00 to \$20.00, yet worth twice the price.

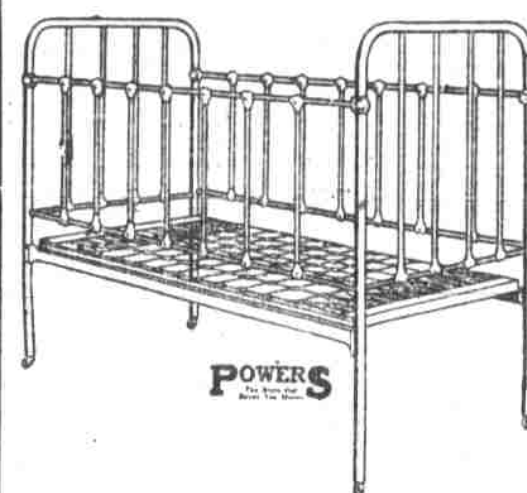
POWERS
THE STORE THAT SAVES
YOU MONEY
DIGNIFIED CREDIT FOR ALL - THIRD & YAMHILL

A Big Rug Value

\$35 BODY BRUSSELS RUGS SPECIALLY PRICED THIS Week

\$29.85

Those splendid 9x12 best Body Brussels Rugs greatly underpriced. An especially strong showing of small effects in pinks, blues and tans, suitable for bedroom use. Also a varied showing of the darker shades made for office and dining room use. As most rug buyers know Body Brussels is unequalled for its wearing qualities and long service. The grade offered at this price is the very best and will give years of perfect satisfaction. Come while the assortment is complete.



A Gold Bronze Crib for Baby

\$4.95

USUAL PRICE WAS \$6.75

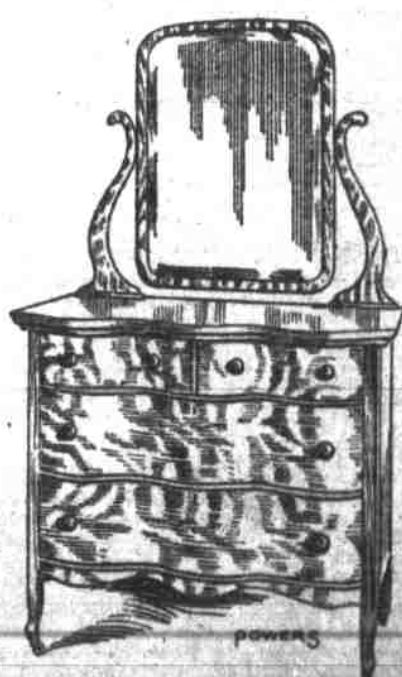
A dainty little Crib, strongly made, with drop sides and high ends, fitted with a good national weave spring and finished gold bronze. The size is 2-foot by 4-foot.

In Birdseye Maple or Selected Quartered Oak

They're On Sale This Week at

\$19.85

Good case construction, a durable finish, and true proportions, are the three essential features which go to make up a perfect dresser. The pattern illustrated is built just that way, and is indeed a bargain at the price named. It has a large French plate mirror, serpentine drawer fronts and solid ends. It is just such a dresser that you would ordinarily expect to pay a much greater price for in selected birdseye maple or genuine quartered oak.



Usual price \$28.50.