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## Many Find It a Convenience to Utilize

 The Kafoury Bros.Deferred Payment Plan in Making Their Purchases
Through this plan your expenditures can be extended over a number of months, with the result that you can secure all that you desire and enjoy it, while paying for it, without being inconvenienced by a large outlay.

## New Spring Woolens

These first arrivals have many style notes you will recognize as brand new.

Outstanding among the entirely new notes that appear in woolen dress materials for spring are the delightful and striking color combinations.
Wool Challies, Cheralaine Worsteds, Neubleaux. Worsted, Scotck Tweeds, Pästelaino Worsteds, Twills, French Flannels and others
A Yard $\$ 1.25, \$ 2.25, \$ 2.75, \$ 2.98, \$ 3.45, \$ 3.75, \$ 3.98$
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FIRSTIN PROGRESSIVE SERVICE

## MERCHANTS!

We ${ }_{\frac{1}{2}}^{\frac{1}{2}}$ Haveithe Exclusive Rights to

## THE'WORLD'S GREATEST NEWSPAPER ADVERTISING SERVICE



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OU can now secure, free of all cost, artwork, copy and mérchandising ideas of the highest calibre, prepared by stars of the retail advertising field, if you exclusive arrangements with the Chicago Tribune for the rights in this city to theip Newspaper Advertising Service, conceded the world's best!
If you want better-looking ads and better pulling ads, you want the service that is proven and tested - the same service that the country's shrewdest merchants are now using. We have it, and only we have it, in this city.

## The World's Finest eArtwork The World's Best Copy Written Specifically for 1 Tou!

 Long ago this paper discove buy servicechants want to buy service and results instead of white space. Nowwe have secured the exclusive rights to this new and better advertising service after an investigation covering every angle of newspaper advertising. We selected it because it is the product of the country's foremost artists, adver. tising men and merchants. These men, backed by the resources of the

> Chicago Tribunesareproduc inganew kind of advertising based on sound principles, employing the fundamentals of successful selling, rooted in the psychology of making readers, respond.
> Advertising matter scientifi cally prepared in this man ner, much of which is proven, tested and run by the Chicago Tribune before it is offered to you is naturally better advertising and the merchants who usevi secure better resilts.

To Increase Pulling Power Use This Proven Tested:Methad That

Ask for a Representative to Call -
Telephone 23 or 583 Tomorrow The Oregon Statesman

