

ARTICLE TWO - FULOP SERIES

ACHIEVEMENT

Success is built upon worthiness
-of principle-of character-of a
genuine service to the public.

EIGHTEEN years ago Fulops organization blossomed from a bud of ambition. This ambition was to render a worthy service to the public and at the same time to build the largest retail clothing business in the Northwest, an undertaking which required in the first place a genuine public benefit, and in the second place, earnest and honest endeavor.

MR. N. J. FULOP, the founder of Fulops organization, had several years of retail clothing merchandising experience back of his introduction to the Northwest. He also had a keen sense of buying and selling judgment and had made a study of the wants and likes of the public, which qualified him for the task he undertook in building the present Fulops organization.

AMONG the many valuable elements centered in Fulops policy has existed the rigid plan of following the economic demand of the public. In other words, to give the public what it wants in the way it wants to have it. Fortunately enough, Fulops have always been known as the aggressors in each of these demands, and are always first to adopt the most modern methods in order to carry out such plans. A brief resume of Fulops career will prove this fact conclusively.

WHEN the trend of the public has been for quality, Fulops have held an exalted position as distributors of quality merchandise. When the trend has been towards low prices Fulops have astounded competitors with low prices, yet maintaining the highest possible quality standard. When the trend has been towards values Fulops have led the field one hundred per cent strong and have gained an enviable reputation as value-givers.

Better Clothes for
Less Money on
Fulops Ten Payment
Charge Service.
No Interest or
Extra Charges.

NOW the economic trend throughout the country is towards the budget system. People want to buy their clothes in the same systematic way that big finances, large transactions and long time contracts are executed. They are eager to regulate their expenditures to fit their income and to obtain a control of their expenditures which is utterly impossible through promiscuous spending.

FULOPS inaugurated the TEN PAYMENT Charge Service in the Portland store about two and one-half years ago, as an improved service to the public. It was eagerly adopted and today more than 22,000 men and young men have charge accounts at Fulops and buy their clothes on Fulops Ten Payment Plan. This is the most remarkable achievement ever known in the Northwest's retail clothing history.

TO facilitate even a more convenient service to the public Fulops are at the present time opening four stores in cities of the Northwest and plans are under way for four more in the near future. The demand for Fulops Ten Payment Charge Service was not limited to Portland alone, but calls came from all parts of Oregon and Washington, and through this new chain of stores we are bringing Fulops superior service and Fulops Budget Buying Plan right to your very door.

WE are proud of the fact that we have a number of loyal local customers who have done their trading in the Portland store, and to them, as well as to the public at large, we repeat that this new store is YOUR STORE, for your service, for your convenience, for your economy and for your opportunity to dress better on a systematic budget plan of buying FULOPS TEN PAYMENT CHARGE SERVICE.

Fulops

456 STATE STREET

Portland, Oregon
Salem, Oregon
Eugene, Oregon
Longview, Wash.
Aberdeen, Wash.
Vancouver, Wash.