

ARTICLE THREE - FULOPS SERIES

Fulops LEADERSHIP!

has Electrified the entire Northwest—It's Amazing.

Value Leadership!

Fulops tremendous buying power and manufacturing connections places us in a position to give the greatest values in America. We contract for thousands of suits and overcoats at one time. We buy the raw materials and have them tailored to our own rigid specifications. We mark them at a close margin and depend upon our immense volume of business to keep the prices down to the lowest level. **THE MORE WE SELL THE LESS YOU PAY.** *Dependable Clothes for Men and Young Men.*

Style Leadership!

Fulops Styles are always a mile ahead, right off the designer's tables, introduced in Fulops stores at the same time they are introduced in New York. Our constant contact with the New York market places us in a position to obtain the newest styles as soon as the stamp of approval is placed upon them. Our style aim is to be alert to the business man, the professional man, the college man, the mechanic and the laboring man. We draw no class distinction lines, but attempt to satisfy the wants of every man wanting the most for his money.

Quality Leadership!

Fulops Quality is the most important feature of our merchandising policy. We buy the finest imported and domestic fabrics. They undergo a thorough inspection prior to being offered to the public, and any merchandise failing to reach 100% perfection tests is rejected. Careful analysis of wool textures, silk textures, dye standards, tailoring and the most minute details must absolutely pass our most rigid tests before we will accept it from the manufacturer. *Quality Guaranteed.*

Service Leadership!

Fulops are not satisfied with rendering as good a service as any other store, but to give a definitely better service than any other store. We fully realize the importance of superior service to our trade. We bend every effort to make shopping a pleasure, to make it profitable for the customer, to make it easy and absolutely satisfactory. We solicit any suggestions you may offer to improve any part of our service and extend to you our most hearty thanks. *Saturday, Feb. 11th is the day.*

MAKE FULOPS TEN PAYMENT PLAN
—Your Clothes Buying Standard for 1928—

See Tomorrow's
Papers

NOW!

The Northwest's Finest and
Busiest Men's Stores make
Their Bow to this
Community.

Fulops

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

456 State Street