## CONFIDENCE

Confidence is the life of trade: the bond between employer and employe; the open road from seller to consumer; the builder of good will; the creator of credit and the heart of finance.
Through all our dealings with you we have tried to create confidence in our organization, not merely an organization to make money, but an organization to do big things in a big way. In a measure we feel that we have succeeded-our We believe that with a thorough feeling of confidence, both the merchant and the consumer will come to understand that there is more in their business relations than just dollars and cents. ing, have never quoted misleading prices-prices Ing, have never quoted misleading prices-prices are of no importance unless there is yalue to back it up. We are now making special prices on every article in the store, so we can clean up our racks, and have good, clean, new merchandise
to show you next year. to show you next year.
We have always made good our promises. Come in, it will be our pleasure to show you our merchandise.

## THE PARISIAN

LADIES' OUTFITTERS
Wall Street
Bend, Oregon




