

IT WAS THE FAIR

That Made

Prices lower and
Values better in
Heppner

THINK THIS OVER

ONCE MORE

We Demonstrate Our

OVERWHELMING MERCHANDISING SUPERIORITY

The Fair
THE PLACE TO SAVE MONEY

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THE FAIR

Sets the pace and makes the price. Others may follow, but only when they have to. Who deserves your business, the fellow who makes the price less, or the fellow who TRIES to meet a price?

Think This Over.

AGAIN THE FAIR WILL UNDERSELL THE FACTORIES OF THE EARTH. STIRRING BARGAIN EVENTS AND GREAT SPECIAL PURCHASES MAKE IT POSSIBLE FOR US TO EXTRAORDINARY PRICING AND SENSATIONAL SELLING. OUR NEW YORK BUYERS, WITH LOTS OF GOLD AT THEIR COMMAND AND KEEN SHARP EYES FOR BARGAINS, ARE ALWAYS ON THE LOOKOUT FOR JUST SUCH OPPORTUNITIES AS THE REPRODUCED TELEGRAM HEREAFTER PRINTED, WHICH EXPLAINS VERY BRIEFLY. READ IT CAREFULLY, AND READ BETWEEN THE LINES. SALE BEGINS

SATURDAY, OCTOBER 1st, at 9 A. M. And Will Continue with Unabated Interest and Unquenchable Fury Until 10 P. M. SATURDAY, OCTOBER 15th

A FIFTY THOUSAND DOLLAR STOCK OF THE BEST MERCHANDISE ON EARTH IS NOW ON SPECIAL SALE

No Trash, No Shoddy. Come One, Come All.

CLIPPING Great Good News. Stirring Bargains. and Sensational Pricing of Men's and Boys' Clothing

The Big Sale starts October 1st. Hundreds of Men's Suits and Overcoats at prices (quality considered) the lowest ever named. If you can't come on the 1st come as soon as you can. We'll save you money. Scan the list. Miss not a line.



\$12.50, \$13.50, and \$15
Suits all go at one price.
Saturday, October 1st, at
9 o'clock A. M., each suit

\$10.00

Over one hundred of
these finest imported
Worsted and Tweed Suits,
scores and scores of hand-
some late patterns.

These are the suits we
want to show men who
have been paying \$20 to
\$25 for suits elsewhere.
We can fit any form and
guarantee the wearing
qualities of each and every
garment.

Men's
Kersey Overcoats
\$4.98

What a crowd will be here.
Spirited buying and sensational
selling is sure to follow this an-
nouncement, for where is the
man who will pay the credit
store \$8 to \$10 for the selfsame
coat? All sizes go on sale Sat-
urday, Oct. 1st, 9 A. M. at

\$4.98

Here's Another Bargain
Plum

Men's Black Beaver Overcoats
man-tailored throughout, best
lining, padded shoulders. The
credit stores ask \$12.50. The
Fair price is

\$7.50

More Unmatchable Bargains

Read closely and mark you well, no trash in this store while we guide the affairs of the business.

Men's Corduroy Pants linen stitched, a good assortment of medium sizes. per pair	Men's Waterproof Lined Duck Coats, Black, Brown and Grey	Men's and Boy's heavy blanket lined Duck Coats — Brown only	Boy's School Suits in end- less variety and every price from
1.85	1.65	95c	98c to 4.98

Form No. 1557.

NIGHT MESSAGE.
THE WESTERN UNION TELEGRAPH COMPANY.
INCORPORATED
21,000 OFFICES IN AMERICA. CABLE SERVICE TO ALL THE WORLD.

This company TRANSMITS and DELIVERS messages only on conditions limiting its liability, which have been assented to by the sender of the following message.
Errors can be guarded against only by repeating a message back to the sending station for comparison, and the Company will not hold itself liable for errors or delays in transmission or delivery of Unrepeated Night Messages, sent at reduced rates, beyond a sum equal to ten times the amount paid for transmission, nor in any case when the claim is not presented in writing within thirty days after the message is filed with the Company for transmiss-
sion.
This is an UNREPEATED NIGHT MESSAGE, and is delivered by request of the sender, under the conditions named above.
THOS. T. ECKERT, President and General Manager.

RECEIVED at HEPPNER, OR.
B M New York, Sep. 23

The Fair
Have bought at half Price and express today one hundred
and eighteen Ladies Fall Coats, one hundred and eighty-five walking skirts, and two
hundred and thirty four men's suits, the best bargains we ever bought.
MORTON BROS.

A HEART TO HEART TALK

THE FAIR STORE has been considered great, and it was a great store, but greater and more powerful it has become. Our buying facilities are certainly second to none in America. In fact all that money, brains and work can do in securing absolutely reliable merchandise at production prices and often less, is ours. We make the statement without fear of contradiction, that no other store in Oregon ever will or can meet our prices, item for item, quality for quality even at 25 per cent more. Our superior buying connections, our iron clad strictly cash business, enables us at all times to underbuy and undersell all competition.

STOP, THINK, AND PONDER.—The Merchant who does a credit business is compelled to mark his goods at least 40 per cent higher than the one who buys and sells for cash.

Four Reasons we give which cannot be successfully denied:
First. The percentage of losses which any credit business must stand will entail 20 to 25 per cent. Second. The credit Merchant cannot discount his bills, unless he borrows the money, which adds another 10 per cent. Third. He must employ bookkeepers and extra office help adding five per cent more. Fourth. The credit Merchant cannot and does not buy as closely or as well as he who has the gold to pay. Figure this out and you will see it costs our competitor 45 per cent more to do business than it than it does us. Save that 45 per cent. We promise you courteous treatment and a clear saving on every purchase.

The Sale of Ladies' Suits and Coats

Get ready. Watch and wait. Here's good news for all.

\$8 Ladies' Coats for \$5

A splendid assortment of the best of the late style Coats for Fall, black, tan, Castor and Oxfords, button and velvet trimmings, best Italian lining. The credit stores ask \$8 for these. Take your pick while they last for

\$5.00

\$15 Ladies' Coats for \$10

These are the choice of the season's styles. The justly popular and serviceable Tourist Coats in the new stylish mixtures and butcher backs, as well as the neat, dressy, short Coats in the new military cut, best satin lining and tailor finish, in black and the new colors. These are splendid values for \$15. You buy them here for

\$10.00

\$12 Ladies' Suits \$7.95

The very latest styles in the new Tourist Tailor Suits, man-tailored throughout, best linings and finishings, perfect fitting garments and guaranteed to wear satisfactorily, something entirely new in designs and shadings. The credit man is obliged to ask \$12.50 for these. We sell them Saturday, Oct. 1, for

\$7.95

\$15 to \$20 Ladies' Suits \$12.50

A splendid assortment of the newest, exclusive, man-tailored suits in blacks and the new desirable Mixed Suitings that are extremely dressy and modish. They come in short, medium and long effects, with best silk and satin linings. The kind you will be asked \$15 to \$20 for by the credit man. Our price

\$12.50

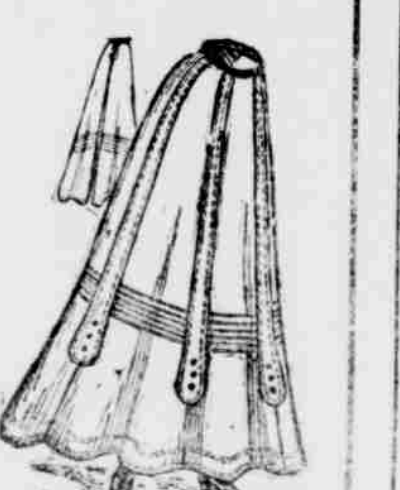


Remarkable Skirt Offerings

This time it was The Lyscombing Skirt Company, makers of the best Dress and Walking Skirts in America and on the largest scale. Our New York buyers closed a deal with this Company whereby we secured an immense assortment of the new things in Ladies' Man Tailored skirts at one third their actual value, and we offer the entire lot at the same reduction in value to our customers.



\$2.00 Ladies' Skirts for	- -	\$1.48
3.50 Ladies' Skirts for	- -	2.38
5.00 Ladies' Skirts for	- -	3.68
7.50 Ladies' Skirts for	- -	4.98



And a host of other good values to choose from, all BARGAINS

There are a Good Many of These But Don't Wait too Long

THE FAIR

We Reduce Your Living Expenses. Buy Here

THE FAIR