

15
Days of
Unusual
Bargains

THE SALE OF SALES OVERSTOCKED!

Dallas'
Leading
Clothing and
Furnishing
Store.

Caught With the Goods. Must Reduce Stock. A Commercial Festivity for Dallas and Surrounding Vicinity. An agreeable Surprise to all concerned

It requires lots of NERVE and PLUCK to start a cut price sale just at a time and season when all merchants have a right to expect and obtain fair prices. **A large Overstock**, and the need of ready cash **Demands a Monster Reducing Sale.** Therefore take notice.

On THURSDAY, MAY 16, at 8:30 A. M.

Our doors open wide to **one of the greatest Mercantile Events of the season.**

Every Article (except Collars and Overalls) **in our store reduced.** Men's Clothing, Young Men's Clothing, Boys' Clothing, Hats, Shoes, Shirts, Underwear, Hosiery, Neckwear, Belts, Suit Cases, Grips, and many other articles too numerous to mention will be sold at reduced prices.

As everyone knows that this store is only two months old, it is useless to state that our entire stock consists of nothing but **this season's most up-to-date styles. POSITIVELY NOT ONE ARTICLE OF OLD OR OUT OF DATE STOCK.** Everything fresh from the makers.

The price on everything in our store is marked in plain figures. We have only one price and it is always the lowest at all times. The original prices will remain marked as they are, and the reduction comes off of these prices.

This is a legitimate bona fide stock reducing money raising sale. **No Exaggeration. No Misrepresentation. EVERY ARTICLE SOLD UNDER AN ABSOLUTE GUARANTEE, TO BE AS REPRESENTED OR YOUR MONEY BACK.**

It is too hard a task to enumerate everything in the store and give the price thereof. Therefore we will just quote a few items and assure you, upon investigation, you will find the prices more attractive than herein stated

Men's Suits

ANY SUIT IN OUR STORE THAT YOU SEE MARKED \$10.00 (AND THERE IS A LARGE VARIETY) TAKE IT AND GIVE US **\$8.00**

ALL SUITS MARKED \$12.50, YOUR CHOICE AT **\$10.25**

ALL OUR REGULAR \$15.00 LINE, A SPLENDID VARIETY IN THE LATEST SHADES AND MODELS, THE BEST IN THE LAND FOR THE PRICE, YOUR UNRESTRICTED CHOICE AT **\$12.75**

\$18.00 AND \$17.50 SUITS FOR THIS SALE CUT TO **\$15.00**

OUR \$20.00 LINE IS EQUAL TO ANYTHING EVER SOLD ANYWHERE AT \$25.00, THEY AWAIT YOUR PLEASURE AT **\$17.50**

OUR SUITS WE REGULARLY SELL AT \$22.50 ARE CERTAINLY EVERYTHING THAT CAN BE DESIRED IN HIGH GRADE MERCHANDISE, SALE PRICE **\$19.00**

\$25.00 SUITS, THE CREAM OF THE STOCK, NOTHING BETTER IN THE MARKET AT \$10.00 MORE, DURING THIS SALE THEY ARE **\$21.00**

Young Men's Suits

AN ELEGANT VARIETY IN ALL THIS SEASON'S SHADES, DARK AND LIGHT BROWNS, GRAYS AND BLUE SERGES, MADE UP IN SNAPPY YOUNG MEN'S MODELS.

ALL OUR REGULAR \$7.50 AND \$8.00 SUITS FOR THIS SALE **\$6.45**

ALL \$10.00 SUITS, SALE PRICE, **\$8.00**

OUR \$12.50 LINE ARE AS GOOD AS OTHER STORES SELL AT \$15.00. VERY LARGE VARIETY, SALE PRICE **\$10.25**

BOYS' KNICKERBOCKER SUITS, THE LARGEST STOCK AND BEST VARIETY IN THE TOWN AT EQUALLY LOW PRICES.

MEN'S ODD PANTS, BOYS' ODD KNICKERS, PROPORTIONATELY REDUCED.

TO APPRECIATE THE VALUES WE OFFER ONE MUST SEE FOR THEMSELVES.

ALL \$1.25 AND \$1.00 SHIRTS, AND WE SHOW THE LARGEST VARIETY IN TOWN, HUNDREDS TO PICK FROM, YOUR CHOICE AT **85c**

ALL OTHER SHIRTS FROM THE CHEAPEST TO THE HIGHEST AT A REDUCTION FROM 10 TO 15 PER CENT.

Hats

Soft, Stiff, Straw, Panama, Cloth or Scratch.

POSITIVELY THE LARGEST STOCK AND BEST VARIETY TO BE FOUND ANYWHERE FOR MEN, BOYS, AND CHILDREN.

Celebrated "Mallory Cravenette" Hats in fifty different shapes and colors, sold the world over for \$3.50, during this sale **\$2.75**

John B. Stetson Hats, sale price **\$3.75**

All our regular \$3.00 Hats at **\$2.00**

All our regular \$2.50 Hats at **\$2.15**

All \$1.50 Scratch and Cloth Hats at **\$1.25**

All others not mentioned here proportionately reduced.

Shoes for Men and Boys

A STRAIGHT TEN PER CENT DISCOUNT ON EVERY PAIR SHOES IN THE STORE. NOTHING RESERVED, AND WE CARRY A LARGE STOCK AND LARGE VARIETIES IN ALL COLORS, BLACK OR TAN, HIGH OR LOW, LACE OR BUTTON, AND AN IRON CLAD GUARANTEE WITH EVERY PAIR.

GOOD WEAR OR ANOTHER PAIR FREE

NECKWEAR, HOSIERY, UNDERWEAR, ETC., ETC., TEN TO FIFTEEN PER CENT REDUCTION FROM ORIGINAL PRICES.

BEAR IN MIND! We are not selling out, but are just OUTSELLING.

It is a simple case of too much stock on hand, and rather than wait until the season is over, as is generally done, and reduce the price afterwards, we decided to take time by the forelock. "Make hay while the sun shines." Sell off the stock in season even if we do sell 15 to 25 per cent. cheaper.

OUR LOSS, YOUR GAIN. TAKE ADVANTAGE.

Special Notice! I will forfeit \$500 if every one of my statements is found not to be exactly as represented. Not a mark has been raised, not a figure has been touched.

The entire stock remains marked with the original prices and the reductions quoted above come off of these prices, and my prices were always lower than the lowest, to which hundreds of people that have traded with me can testify.

As a last word. I want to again emphasize the fact that this is a BONA FIDE STOCK REDUCTION SALE, and I hope that every Man and Woman in Polk County will take advantage of it. It will be to our mutual benefit.

Don't forget. This sale will last just 15 days. No longer. From Thursday, May 16, until Saturday, June 1st, inclusive, and the earlier you get here the better selections you have. So don't put off. Come! Bring yourself as well as your Boys and get the best that can be gotten for the very least price. There will be plenty salesmen to wait on you, and your wants will be taken care of in the best manner.

ALWAYS WILLING AND ANXIOUS TO PLEASE YOU

WM. HERZOG
Leading Clothier
DALLAS, OREGON

Remember the Date
Thursday,
May 16th, to
Saturday, June 1st.

Seasonable Goods in
the Heart
of the Season
at Reduced Prices.