

NEWLAND'S NEWLAND'S NEWLAND'S NEWLAND'S NEWLAND'S NEWLAND'S NEWLAND'S

The Beginning of the End at NEWLAND STORE Positively Going Out of Business

CLOSING OUT THE ENTIRE STOCK AND FIXTURES IN FANT OR IN FULL.

BEGINNING WEDNESDAY, AUGUST 9, 1911 AND CONTINUING UNTIL EVERY STITCH OF MERCHANDISE HAS BEEN SOLD.

STORE CLOSED TUESDAY, AUGUST 8, TO MARK AND REARRANGE STOCK

\$2,000.00 stock of high grade, up-to-date and classy merchandise, consisting of Ladies' and Men's Suits, Hats, Caps, Coats, Furnishings, Laces, Embroideries, Hosiery and Underwear thrown on the market at SACRIFICE PRICES. We must dispose of this stock and fixtures in the next few weeks and to accomplish this we have placed this stock in the hands of the Elliott Bros., of Portland, known throughout the country as the most thoroughgoing and successful sale experts; with this reputation at hand they are here to make good. The price making is placed in their hands, and you may rest assured that PRICES and VALUES will be cut to the quick to make this a whirlwind finish from this date to the end, the like of which Eugene has never attempted and perhaps never will again.

Come prepared to be surprised for all we can say about this startling sacrifice cannot convey an adequate idea of the astounding values you will find.

Come and see with your eyes what your ears refuse to believe. Come early and get some rare bargains

It's easy to advertise but this advertisement is backed by Newland's the quality Store's reputation and by the class of goods they have always carried.

Come Hitch Your Dollar to the Largest Load It Has Ever Pulled

Not a dollar's worth reserved; not a dollar's worth of goods left aside; every article will be mercilessly slaughtered and cut to clean out at once. All new goods included. Buy now for the future and save dollars. This will involve one of the greatest, broadest, grandest, and biggest sacrifice sales ever held in this city; nothing like it before; nothing like it may ever occur again.

Prices Cut, Slashed and Utterly Torn to Pieces

The superior quality of this line is so well known that comment is superfluous and their reputation for probity in all their dealings stands behind every assertion we make. However, Mr. Newland has decided to quit business and has determined to close out this stock in the shortest possible time, let the loss be what it may. Therefore this is a GENUINE GOING OUT OF BUSINESS SALE, where values of goods and profit will be entirely lost sight of.

Bargain Banquet

That will be remembered for a long time to come

Our goods are all new and up to date no old styles, at these startling reductions you can own them at less than you pay for ordinary goods.

Stop, Think and Act

This sale will be without counterpart or parallel. Marvelous values, matchless prices will greet you on every hand as you enter the store. All new goods included in this sacrifice.

Laces and Embroideries

We close have been leaders in Laces and Embroideries. This lot has also sold here to the public. Sale price early special at 9 3-4c Best Lined lace, values to 12c 4 1-2c

Store will be closed Tuesday August 8 to rearrange and mark stock

Startling! Sensational! Stupendous! Let nothing keep you away but join the glad throng who will celebrate with us in this our greatest effort

LOOK FOR THE SIGNS ON BILL BOARDS AND FENCES.



The offerings here named give but a poor idea of your opportunity. It will pay you to test values

Thrown to the Winds

Nothing like it before within the walls of this city.

Tack This to Your Memory

Bear in mind everything must be sold in the next few weeks, stock, fixtures, cash register, etc. The time is short.

Values in This Closing Out Sale

Will compensate you for a very long journey. Prices have been demolished. Words fail to convey any idea of this enormous sacrifice.

Men's Hats at \$1.35

One lot of Men's Hats, all shapes, come in black, grey and brown, values to \$2.50, Close Out Sale Price \$1.35

Closing Out Sale of Silks

One lot of silks to be closed out, values from 35 to 40c per yard, sale price 23c Another lot of Silks, values to 65c yard, price 39c

Store will reopen for business on Wednesday, Aug. 9, at 8:30 A. M. Come

A CHANCE OF A LIFETIME LADIES' LINEN SUITS—VALUES UP TO AS HIGH AS \$6.50 FOR ONLY \$2.38

ELLIOTT BROTHERS OF PORTLAND

MEN'S AND BOYS' SUITS SOME IN STRIPES AND CHECKS, GREY, BROWN AND BLUE, VALUES TO \$12.50 AT \$6.90

At R. W. Newland's, 26 East 9th St., Eugene, Oregon