

Announcing the Opening of the New HOOD RIVER TRADING CO.

Formerly the Molden-Huelat-Sather Co.

And to celebrate the occasion we don't know of any better way than to offer you sterling quality merchandise of the former concern at a concession of price that will bear out our policy of the future—namely
THE BARGAIN CENTER OF THE HOOD RIVER VALLEY

READ! ACT!

There are no two stores run alike—no more than there are two humans of the same disposition—and so it is with the new owners of this store in question.— Their ideas of merchandising are entirely different—which will readily be noted in the near future.— Everything is going to be run along new progressive lines—which summed up in a few words means

volume—or in other words quick turnovers with just enough added to conduct a business of this kind within the bounds of safety.

Now getting down to business—here is our point!

We have new merchandise coming running into the thousands and to offset this we are going to slash deeply into the present stock to dispose of approximately

\$10,000

Worth of Merchandise To Be Sold Within

3 DAYS

And you know as well as we do that something extraordinarily to the extreme must be resorted to as a buying inducement to raise that amount.

We Admit That— And You'll Admit

once you enter the doors that prices have been cut to an extent heretofore unknown in all the years of this store's mercantile activity. Remember the date—

Sat., Nov. 28, 9 a.m.

But for this GREAT OPENING starting
SATURDAY, NOV. 28, 9 A.M.

We will go a step further—Yes! Further than it would be your fondest expectation in the way of price slashing—for we are determined within the space of three days to dispose of a goodly portion of the present merchandise—to make room for the onrush of new stock now in transit

THEREFORE IF YOU ARE INTERESTED TO THE EXTENT OF WANTING TO SAVE ENORMOUSLY ON EVERY PURCHASE YOU MAKE— IT BEHOOVES YOU TO ACT QUICKLY!

There is a vast difference in what some call low prices and what are low prices. The following is but a mere partial listing of the hundreds of items to be found throughout the store that are actual bonafide values in every sense of the word.

Ladies' New Fall Coats Fur Trim'd \$12.85
Ladies' Beautiful Silk Dresses go at \$4.85 and \$7.95

SILK CLUB UMBRELLAS
Make Fine Christmas Gifts
Regular \$4.85 values now at \$3.75
Regular \$6.85 values now at \$4.95
Regular \$7.85 values now at \$5.85

Ladies' \$1.50 to \$2 Bungalow House Aprons now go at gar. 88c

Women's Footwear
High grade Slippers, Pumps and Oxfords that sold up to \$6 now marked at pair \$3.95

Another lot of Ladies' Slippers, Pumps and Oxfords sold to \$6, now marked pr. \$2.95

Men's \$4.00 Work Shoes, pr. \$2.95
Men's \$7.50 O'Donnell Shoes, \$5.45
Boys' \$4 work and dress shoes, \$2.95
Men's Solid Leather Puttees, pr. \$2.45

Silks and Dress Goods
Lack of space forbids full details but suffice to say that every yard of material in the store has been radically reduced.

Men's Suits
\$19.85

A Wonderful Offering in Men's Fine Wearing Apparel that should appeal to all those in need of a new suit. A visit to the Men's Clothing Dept. will surprise you at the great value offered.

Men's New Fall Overcoats
\$12.85

Another example of the great values offered during this great opening sale:

HATS AND CAPS
New shipment just arrived. All go at greatly reduced prices.

MEN'S FOOTWEAR
Standard Brands well known, fine Dress Shoes now offered at this exceptional price, pr \$3.45

Men's Leather Palm Canvas Gloves now go at pair 19c

Men's Fine Dress Hats that sold up to \$5.00 now go at \$1.49

Men's \$1.50 to \$2 Caps will go at this selling at 98c

Men's \$3 Atlas Wool Mixed Union Suits go at per gar. \$1.95

Men's 75% Wool Union Suits marked to sell at gar. \$3.29

Men's \$3.50 Wool Shirts \$2.49

Men's \$6 All Wool Blazer Knit Bottom Shirts now at \$4.95

Men's \$6.00 Dress Pants \$3.95

Men's \$2.50 Work Pants \$1.69

Men's \$2 Khaki Pants at \$1.19

ALL SWEATERS
For Men, Women and Children
Reduced 25% to 50%

PUBLIC NOTE!

Our attention has been called to the fact that there are rumors afloat to the effect that this store has been purchased for the sole purpose of selling out the stock before the holidays and then quitting.

For the benefit of those folks misinformed on this subject the present owners wish to make this fact clear—and that is that the M. H. S. Co. was purchased at approximately one hundred cents on the dollar, including the lease and good will of said concern.—Therefore all losses taken during the present selling are borne by the new concern.

It can readily be seen where it would be rare folly for any individual or concern to buy stocks at 100 cents on the dollar to be used for selling out purposes only.

To dispel for now and all time to come any more propaganda to that effect—

We wish to state to the Public in general that
The Hood River Trading Co.

is a permanent asset to your community

That its Policy will be to give you the utmost in value for the least outlay of money at all times—

and—if at any time!

any purchase made here—and the same article can be bought elsewhere in the city for less—we will gladly give you a cash refund of the difference—

But by all means

if for any reason whatsoever any purchase made here does not open to your entire satisfaction we will greatly appreciate your returning same—and if desired your

Money Cheerfully Refunded

CHILDREN'S BLUE DENIM PLAY SUITS NOW AT 69c
CANVAS GLOVES YOU CAN BUY AT PER PAIR 5c
MEN'S ENGINEER AND FIREMEN SOX NOW PAIR 12 1/2c
GIRLS' AND BOYS' BEAR BRAND STOCKINGS PAIR 24c

LADIES' BEAR BRAND SILK AND WOOL HOSE, PR., 79c
LADIES' FINE RAYON COLORED SILK HOSE, PAIR, 49c
LARGE SIZE, DOUBLE, GREY SHEET BLANKETS, \$2.69
LADIES' MARTHA WASHINGTON \$4.50 SLIPPERS, \$2.95

MEN'S HEAVY CORDUROY PANTS, NOW PER PR., \$2.79
MEN'S MAYO BRAND FINE RIBBED UNIONS AT \$1.29
MEN'S GENUINE LEATHER OUTDOOR VESTS AT \$5.45
MEN'S ALL LEATHER COATS, NOW PRICED AT \$8.85

FINE DRESS GINGHAMS
A Very Fine Quality Fast Color Fabric in Neat, Desirable Checks and Plaids Now Going at Yard **16c**

WOOL BLANKETS
A Heavy Large-Sized Double Blankets **\$3.69**

Opening Saturday, Nov. 28th, of the
Hood River Trading Co.
Formerly the M. H. S. Co., Hood River

MEN'S OVERALLS
The Good Heavy Blue Denim Bib Overall, per pair **98c**
Men's Ribbed Unions **95c**
A Fine Heavy Cotton Union Suit at Gar.