

## FIRE, SMOKE, AND WATER

Backed by the sheriff could not make the prices we do for the next 30 days. The dress goods sale will eclipse all former events within the walls of this city. It is Cash Gathering, and you buy two dress patterns at about the price of one elsewhere. Calicoes and gingham will be sold cheaper than dirt, and table linens here will be at about the price of oil cloth elsewhere. Come, join the procession and partake of

Thousands of Bargains that await here for you

# THROWN TO THE FOUR WINDS

## Nothing Like It Ever Before Seen Within the Walls of This City!

The most gigantic undertaking ever known to man in this man's country. \$18,978 68 worth of the highest grade merchandise to be put out to all the people, and not the favored few, at the most ruinous prices ever known to man. THIRTY DAYS we are going to do the battle of our lives; THIRTY DAYS we are going to battle for the masses and not the classes; THIRTY DAYS we want to make this the greatest CASH GATHERING SALE that ever appeared within the history of this country, for with us it is cold cash we want—and we must have it quick.

## COATS' THREAD WILL BE SOLD AT 10 SPOOLS FOR 10c

With every purchase of \$5.00 or over throughout this entire big store; or, if you prefer, 10 YARDS OF THE BEST CALICO FOR 10c with every purchase of \$5.00 or over in this big store

Hooks and Eyes, 2 cards for 1c. As long as they last you will buy two papers of pins for 1c. In fact 9c here in notions will do the work of 15c elsewhere.

# THE PEOPLE GET THE BENEFIT!

All former attempts at merchandising by us, or any other concern within a hundred miles of this city, will be eclipsed beyond all question. The very heavens will shake. The city will be in a stir as never before. A hustle and a bustle throughout the entire big institution owned and controlled by us that will wake mortal man from his slumbers and make competition bowl until you can hear them for blocks around. IT WILL BE A WONDERFUL GATHERING OF THE PEOPLE. We want cash and we are going to give the people the benefit. We will raise the roof if necessary. It will be a hot time in the old town now. We are going to pour shot and shell into the enemies' camp until they will think they are once storming San Juan Hill. There will be cannonading all along the line, for with us it is cut loose and unload now, not later. Our loss will be the peoples' gain and we expect them for fifty miles around to turn out to this harvest for all of the people, and not the favored few. There never was such an undertaking in this city, and we do not believe there ever will be again. Absolutely, one dollar here will do very near the work of two dollars elsewhere on many lines. And next Saturday morning, July 8, when these doors open, you will see such a gathering of people as never before appeared on the streets of this city. Rain or shine, the battle goes on. We have put our word out to the people and you know how well we have to keep it. Our word to you will be our bond, and there is not one item in this house, or half a dozen going to be put out for a bait, as you will find plenty trying to do, but OVER 49,000 ITEMS all at a price that never met mortal man's eyes before. From one end of this big store to the other, you will find the greatest fluttering of red tickets, with the price of destruction marked on in plain figures, and staring you in the face, no matter which door you come in. The whole shooting match goes the people. We want to do ten times the business of our lives because we want CASH. We have put on ten extra people, and no matter whether the sun shines or whether it is raining, it will pay you to gather up your gum coats, mackintoshes and umbrellas, and come down and see the greatest display of merchandise sold for the least money that ever appears to your eye or any other person's eye since you were born. Not one item will be held in reserve. You will see signs, and hear signs of these would-be war priced merchants, but they will only be signs of distress. WE KNOW IT IS AN IMMENSE UNDERTAKING, and while other merchants will tell you The Rainbow Store is losing thousands of dollars in order to make this sale a success, that we cannot help; we are not trying to run their business, neither do we expect them to run ours. We are going out after the cold cash, and we are coming out and asking you to part with it. Wholesale prices, and less, reign throughout this entire institution on many lines.

## We are going to Talk Dress Goods

And we are going to talk them from the shoulder. It matters not whether you want Whitecoats, Venetians, Melrose, Zibelines, Granites, Serges, Henriettes, Cashmeres, Silks or Satins, or anything that was ever made in the Dress Goods line, we carry nothing but fashions' latest, we have been buying them direct from the men who have made them, and they are going out to you at the most ruinous prices, you ever saw; in fact, we believe you will be down to buy half a dozen dress patterns for yourself and the girls, because such an undertaking was never attempted before in this city or surrounding country for fifty miles. High carnival will reign throughout the entire store; our Cash Gathering must come, and it must come fast.

We are going to talk

## LADIES' TAILOR MADE SUITS

and we are going to talk them at prices never seen or heard of before. We have one lot of ladies' suits at \$5.98 absolutely worth double that in any other store in this town. Then we have another lot of suits for the ladies at \$7.98 that would be considered cheap in any of these war priced stores at \$12.50 to \$18.00. You will find another stack of ladies' suits at \$9.98 that would be as good as gold dollars at \$18 to \$20 in any other store in this town, and the kind we are selling at \$11.48 and up to \$14.98 are absolutely worth double, and you are paying it elsewhere. It is your dollar you have got, and it is the duty you owe to yourself and family in these times, or in any other times, to place it where it will go the farthest. Absolutely 9c here will do the work of 15c elsewhere.

## Lace Curtains

If you want Lace Curtains it is a certainty you will be down to see us, because we are selling them so you can buy a half dozen at the price of two or three elsewhere.

## CORSETS

from the best manufacturers in the United States, and next Saturday you will commence buying them, as long as they last, at 50 and 75 pc. less than you can buy them in any store in this community. The corset we are going to sell to the ladies at 43c would be considered cheap in any other store in town at 75c to \$1. So long as there is a spool of thread in this house, you buy 10 spools of the best Coats' or Clark's thread for 10c with all purchases of \$5 or over throughout the entire big store. You buy 2 papers of pins for one cent, and the famous hooks and eyes you have been paying 5c for, you buy them here during this Cash Getting Sale at two cards for one cent. No matter what you want, whether it is a dress pattern, dress findings, tailor made suit, shoes, socks or suspenders, the whole shooting match goes to you and your family at a saving that means dollars and cents to you. There is nothing in the world that reaches a man quicker than to hit his pocket book. You can get more here for a dollar than you ever saw in all your life bought for the money.

## WE ARE GOING TO TALK NOTIONS

because when you enter the door, you will find them lined up from one end of the house to the other. The big red tickets will be on them, so your child as well as yourself can come here and buy with safety. Remember that any item got in this house that does not meet with your approval, that is not cut off of a bolt, CAN BE RETURNED AND YOUR CASH REFUNDED, and no questions asked. NO GOODS WILL BE CHARGED and nothing will go out on approval. It is all Cash with us.

Everything we have in the

## Overall Line or Men's Pants and Shirts

goes at prices such as will please any man, woman or child within the walls of this city.

We must not overlook the

## Muslin, Calico and Gingham Sale

Here they will be cheaper than dirt elsewhere. With us it is Cash we want, and we want it good and plenty. All the 9-4 and 10-4 sheeting of Mr. Pepperell's make, or any other make we have, as well as Feather Ticking and Straw Ticking, Shirts and all kinds of Linings, absolutely go for less money than the sheriff would sell for if he were in charge. We are talking loud—no matter what others say, for Thirty Days we are doing the battle of our lives, and we believe you will be standing in line to take away all the goods you can carry. A Dollar will do wonders here.

## Haven't said much about Underwear

but we are going to talk Underwear for the men, the boys, the ladies and the girls. No matter what kind you want, we have them, and they are sold 20 to 50 per cent less than elsewhere in the community. You should buy enough to last the next two years. You can see them; they are out in boxes, barrels and bins. The red mark of destruction appears everywhere; and if you want underwear you will go to The Rainbow Store's Unloading Sale to get it. Just make a list of your wants, and you will find every item and take a hundred or more home with you, because the prices are going to do the work.

## TAILORED SKIRTS.

We have the silk kind, the part silk kind, and then we have the all cotton kind; in fact we have any kind you want, and the ones you buy here at \$1.98 are the biggest values you ever saw in any of these war-priced stores at \$3 to \$4 and the ones you buy at \$2.49 are worth double in any other store in this town. Then we have more kinds at \$3.69, \$3.98, \$5.98, \$6.98 and up to \$11.98 that are worth 50 to 75 per cent more in gold in any other store in this town, but with us it is part with the Tailored Skirts and get the cash.

You Will Find The Rainbow Store the Poor Man's Friend and Everybody's Friend.

And if you want Dry Goods, Notions, Cloaks, Shoes, Overshoes, Underwear, Ladies' Tailor Made Suits or Skirts, Mackintoshes, Petticoats, Shirt Waists, Hosiery, Children's Head Wear, Men's Ladies' and Boys' Sweaters, Gloves, Laces, Embroideries, Ribbons, Ladies' and Children's Muslin Underwear, Corsets, Jewelry, Belts, Purses, Hand Bags, Fascinators, Wrappers, Blankets, Dress Goods, Trimmings, Outing Flannels, Gingham, Muslins, Calicoes, or anything you ever thought of in the dry goods line, you will be down here to buy it, because you can buy it cheaper than you ever did before. Make out your wants, and come down and buy \$10, \$20, \$50 bills; lay in your supplies. Attend the carnival of Cash Getting, the front door and at the back door welcoming you in as never before. Everything is on display; nothing in reserve, and nothing in this house but what coats you considerably less than elsewhere, and you will find the most courteous set of clerks that ever stood behind the counters in this city. All we can say is come out and attend this Cash Getting Carnival that commences July 8 and ends August 5, at midnight. WE BID YOU WELCOME.

# THE RAINBOW STORE

LA GRANDE, OREGON

FOR THIRTY DAYS  
Commencing July 8

And winding up at midnight August 5th, WE DO THE BATTLE OF OUR LIVES to unload this big merchandise stock that will be made up from all parts of the country.

M. F. SHAFER & CO., Expert Advertisers, Omaha, Nebraska

Conductors of Carnival.

Ladies' Tailor-made Skirts,  
Ladies' Petticoats and  
Tailor-made Suits.

They all go at this sale

We ask you to come, bring your family and UNDER OUR ROOF WE BID YOU WELCOME, AND SUCH A WELCOME AS NEVER BEFORE.