

# THE THIRD WEEK IS HERE

And Fast Passing into History

**THE WORK IS GOING ON LIKE CHAIN LIGHTNING  
THE VERY CITY IS AWAKE**

**And the Walls are Shaking from Center to Circumference,  
In the Eyes of the Other Fellow**

He never saw the like; he can't understand why the crowds all center at one spot in this city. He never dreamed but what he was the big bee of the town. He thought he was the whole cheese, but he has found out there are others, and more to follow. **THE SALE IS GOING ON;** it is going without a break. They tried to break through the lines, but found it a pretty hard thing to do. **THE RAINBOW STORE** has made the prices and sent word to the farmer and the working man, and they responded nobly to the call. They are not deceived; we never practice it in our business, and we are not going to practice it today.

We had over \$20,000 worth of goods that we wanted to sell out to the people, and we sent word to all of them. We did not pick out the chosen few, and how fairly we are dealing we leave to one and all, and we do not believe there is a man, woman or child within the borders of this county, but will vouch for it, that the people are centering at the Rainbow Store, the bargain spot of this city. They are buying, they are not just visiting and looking around, but they are taking away bundles and arms full. They are asking their neighbors to help them carry their loads. The delivery wagons are busy; in fact, whichever way you look, up or down the streets, crossings or side streets, you will see bundles marked from The Rainbow Store. Come, gather in some of the big bargains that only wait your coming.

## Towels and Crash

It is a certainty you want to command look the situation over, as you never had an opportunity to pick up toweling and crash at the prices we are making on it, during this Sale

## All Gloves, Hosiery and Underwear

are going like chain lightning. **SEEING IS BELIEVING,** The world loves a man for what he does, and not what he says, and they appreciate him much more when what he puts in print, he delivers to the people. Any item you find advertised; you will be able to come here and get it, if you want it. We don't stop half way when giving the people bargains. **WITH NEW METHODS AND NEW WAYS AND NEW PRICES;** we are going to make this store the penny saving store, as well as the dollar saving store for all the people. We are just the plain common kind of people ourselves, moving along, doing the best we can, inviting you in, trying to treat you right when you are here, asking you to come back again and just make our store your home.

## The Little Wares

Notions, Hosiery, Handkerchiefs, are all moving out with lightning rapidity, add the Silk Sale has eclipsed all former events in this big store. Silks here cost but little more than others get for cotton. It is pretty plain talk, but it is cold facts.

## Shoes! Shoes! Shoes!

are something that should attract your attention. We have often said, you stand in Shoes over half your life. We believe you know it. Then you want something that is serviceable, durable, and you want to get them at a reliable institution, where their guarantee is good to you. We have good the water proof kind; we have got the dress up kind and you will buy any pair in this house for less money by \$1 to \$3 than you ever bought shoes in this town or any surrounding town. It is Shoe Day down here every day until the midnight hours of August 5th. No matter what you want in shoes, you now have the opportunity of buying them at prices that would absolutely make the sheriff ashamed if he were in charge.

## The Sheeting

we are selling, the 9-4 and 10-4 kind, made by Mr. Pepperell and a few other gentlemen from away down East, you buy here at from 15 to 25 per cent less than you have been paying for them elsewhere. The LL Muslin all unbleached Muslin, stacks of Bleached Muslin a yard wide, here cost about what the other fellow charges you for  $\frac{1}{4}$  of a yard wide goods elsewhere. No matter what you want, whether it is a small item, or whether it is a large one, if you will come down here and look over our institution you will find them.

**10 YARDS OF THE BEST CALICO FOR 10c** with every purchase of \$5 or over throughout this entire big store. **10 SPOOLS OF THE BEST MACHINE THREAD FOR 10c** with every purchase of \$5 or over. We are talking loud; we've got nothing but bargains. Still talking Business,—just sawing wood,—not saying much—not talking loud,—just doing business. Still piling out more Sugar for one dollar than any man in this country. Giving them 36 inches to the yard in the dry goods department, that is a certainty. In fact, we are selling everything in the Dry Goods Department at a lower price than any mail order house on earth.

## IT'S UP TO YOU

Will you come and partake of the many thousands of bargains that still await your coming. No matter what you want that is kept in a Dry Goods store or Shoe Store, or any kind of a store, it is a certainty that you can come down here and save 50 and 100 per cent on almost every item in this house. Few times on earth do you have the opportunity of going in and buying at prices such as have been made here for the past fifteen days, and will be made until the final wind-up of this Sale. We believe by this time you have heard of it, or been here and got some bargains. We believe you will be back and get some more of them. And if you have not been here, you are making arrangements to come and help us make the **LAST DAYS OF THIS SALE** the greatest of them all. We are shouting out loud; we are talking from the shoulder; we are talking to get the dollar, and at the same time we are talking to give you more for your dollar than any other man ever gave you in this city. Will you be with us? Come join the procession and get a part of the many bargains awaiting here for you, and at prices that will never again be quoted on such quality of goods in this city. **FOR THE THIRD TIME, WE BID YOU WELCOME.**

# THE RAINBOW STORE,

LA GRANDE, OREGON

M. F. SHAFER & CO., Expert Advertisers, Omaha, Nebr., Managres of Sale.