

The NEW GREAT EASTERN

DEPARTMENT STORE B. F. NICHOLAS, Proprietor Pendleton's Greatest Money-Saving Store

THIS STORE IS FULL OF QUICK MOVEMENTS NOW; NEW GOODS HERE, AND LOTS OF THEM. THIS PAGE ADDRESSES ITSELF TO YOUR INTELLIGENT SELF INTERESTS. EVEN AT THE WAY WE HAVE BEEN CUTTING THE PRICES ON MERCHANDISE WE DOUBT WHETHER THEY WOULD BEGIN TO DO THE WORK REPRESENTED ON THIS PAGE. NOBBY, NATTY, NEW AND UP TO DATE MERCHANDISE IN ALL DEPARTMENTS, AT PRICES YOU WOULD NOT BE ABLE TO RESIST, ESPECIALLY IF YOU ARE A JUDGE OF GOOD GOODS, FOR THE PRICES THAT OTHERS ARE ASKING FOR LOW GRADES, AND FULLY 25 PER CENT CHEAPER THAN ANYONE IS ASKING FOR THE SAME QUALITY.

Grand Special Sale FOR ONE WEEK

WASH FABRICS

- 1,000 yards Amoskeag Apron Gingham—the best made, worth 7½c—sale price **5c**
- 1,000 yards good quality Apron Gingham, 6¼c value—sale price **4c**
- 1,000 yards dark or light colored heavy Outing Flannels, 10c and 12½c values—sale price **7½c**
- 1,000 yards good quality light or dark Outing Flannels—sale price **4c**
- 1,000 yards extra heavy Flannelette, choice waisting and wrapper designs, worth 12½c per yard—sale price **9c**
- 1,000 yards Elderdown Flannelettes, choice line of patterns, 20c values—sale price **15c**
- 1,000 yards best prints, consisting of Turkey Red, Oils, Indigo Blues, Simpson's Blacks, and Greys, Hamilton's choice dress styles, worth 7½c—sale price **5c**
- 1,000 yards yard-wide LL muslin, good quality, worth 7½c—sale price **5c**
- 1,000 yards bleached Lonsdale Hope Muslin, the best 10c muslin on the market—sale price **8c**
- 1,000 yards choice new styles French Gingham, dark colors, just the thing for children's school dresses, warranted fast colors, worth 12½c—sale price **9c**

New Shirt Waists, New Tailor Suits, New Tourist Coats, Dress and Walking Shirts

Are here at last, and the styles are so far ahead any you are apt to see around town that you'll not be a bit surprised at the big business we are doing while other stores are awakening from their Rip Van Winkle sleep.

Special Sale for 10 Days—All Marked Down—20 Per Cent Off for This Great Sale

Don't delay getting new Waist, Suit, Coat or Skirt during this sale and save at least 50 per cent over others' prices.

- \$12.00 new Ladies' Tailor Made Suits, sale price **\$10.00**
- \$18.00 new Ladies' Tailor Made Suits, sale price **\$15.00**
- \$25.00 new Ladies' Tailored Suits, sale price **\$18.00**
- \$20.00 Ladies' Silk Shirt Waist Suits, sale price **\$15.00**
- \$20.00 Ladies' Velvet Shirt Waist Suits, sale price **\$15.00**
- \$20.00 Ladies' Velvet Shirt Waist Suits, brand new styles just come in by express, sale price **\$16.50**
- Ladies' or Misses' new fall Cloaks, \$7.50 values, sale price **\$5.00**
- Ladies' or Misses' new fall Cloaks, \$15.00 values, sale price **\$11.90**
- Ladies' Dress or Walking Skirts, nicely made, good quality material, \$4.00 values, sale price **\$3.25**
- Ladies' Dress or Walking Skirts, all new styles, came in within the past week, \$5.00 values, sale price **\$3.75**
- Ladies' Walking and Dress Skirts, all our \$7.50 values, guaranteed strictly new styles and received within the past ten days, price **\$5.00**
- 100 Misses' fancy Walking Skirts, choice nobby and new styles—the best \$3.50 skirt on the market—just to please the girls we offer them during this sale at **\$2.50**
- N. B.—All Suits, Cloaks, Skirts, etc., altered free of charge by our experienced fitter. A fit guaranteed or no sale.
- N. B.—Ask to see our line of Ladies' Cravnette new Rain Coats, Grand special values.
- \$15.00 Ladies' Cravnette Rain Coats for **\$10.00**
- \$20.00 Ladies' Cravnette Rain Coats for **\$15.00**

DRESS GOODS AND NEW SILKS

We can not begin to describe this line of goods, owing to its voluminousness and many varieties now being shown. You must see the stock and get our prices to appreciate the merits of this department.

- We place on sale during this week 1,000 yards of 38 and 40 inch all wool new dress fabrics, none of them worth less than 45c per yard and most of them worth 75c. Just to wake up the natives we are going to give you your choice of the lot, sale price **45c**
- 1,000 yards of that new, so much desired zibeline dress fabric, full 38 inches wide, warranted strictly all wool. A good bargain anywhere in Pendleton at 75c, excepting at the New Great Eastern; special value **50c**
- 1,000 yards 38-inch fancy and plain colored Mohairs; come in the new browns, blues, blacks, and big variety of colors, also in fancy dots, regular 75c values, and the most serviceable fabric on the market today; special value **50c**
- 50 new, nobby novelty suiting dress patterns, consisting of all the latest creations; no two alike. A chance to get a dress just a little different from anybody else's at a price **75c-\$1.50** that will make your purse smile, per yard
- 1,000 yards 36-inch all wool filled henriettas, come in a big variety of colors, regular 25c values, sale price **19c**
- The grandest bargains ever offered—1,000 yards black and colored wash taffeta silks; good weight. You can put them in the tub and wash them like a piece of muslin. You must see them to appreciate them, worth \$1 per yard, sale price **65c**
- 1,000 yards odds and ends out of the old St. Joe stock dress goods which they retailed at from 50c to \$1.25 per yard, tired of looking at them. Here they go, your choice, per yard **25c**

School Is Starting

Sure enough school has just begun, and here are the clothes to start the youngsters off with. Boys, you always take good care of clothes you like, don't you? Tell your mother how long you will make one of our "Kan't Bust 'Em" suits last.

Mothers, suits decidedly good and in good style selling for so little. It's your own fault if your boy isn't well dressed.

FREE—To start off the boys right, Saturday and Monday we will give every boy in Pendleton one of our choice new style striped top caps with every suit sold during these days. These caps are the newest things out in caps, and if you do not know what they are ask your boy about them. They pay 75c for every one they buy.

Boys' Suits \$2

Fancy chevrons neat effects. Double-breasted suits, 8 to 16 years. Norfolk suits, 5 to 12 years. The Norfolk suits are the cutest styles you have seen in many a year, box pleat front and back, belt at waist. Trousers in both suits have extension waistband, back seams taped.

Boys' Suits \$3

Fancy chevrons, Scotch effects. There isn't anything in or out of town that can touch them at the price. We know; we have looked. Norfolk styles, 5 to 12 years. Double-breasted style, 8 to 16 years. If you want a good wearing school suit for the boy, we don't know that we can do better than ask you to see these.

Boys' Suits \$3.50

DOUBLE BREASTED STYLE, 8 TO 16 YEARS. VEST SUITS, SIZES 10 TO 16 NORFOLK SUITS, SIZES 5 TO 12 YEARS. OF ALL WOOL FANCY CHEVRONS, IN CHECKS, PLAIDS AND STRIPES.

Men's Suits \$7.50

Notice how smart-looking these \$7.50 are! Slip into one and see how it fits—was there ever anything more perfect and the cloths are beautiful—particularly those fancy mixed cassimeres and chevrons. In small checks, over-plaids and stripes. The coat is serge-lined, with seams and edges stitched three-eighths inch. High-cut six-buttoned vest. Trousers have open side welt. No wonder other people hate to have their \$7.50 suits judged by ours—it is so very high a standard to live up to. So high that they can only reach it for \$10.

Men's Suits \$10

Of fine black—put a pin through the word fine and remember it. The coat with its long narrow effect, collar and broad shoulders, is lined with Princess serge. High-cut vest has notched collar. Trousers with three-eighths inch, open side welt seams. We want you to note carefully the way that coat is tailored—how the front won't sag or bag and hang like a rag when unbuttoned. We've been making some experiments in tailoring lately and have discovered—well, no matter what, the improvements are shown in all the clothes we turn out. Come and see and learn.

Men's Suits \$12

You are the judge of what you want, and where the variety is so fine and big you are sure to find it. Still, you can't help saying that we like that fancy mixed worsted best of all. But please yourself—there are checks, stripes, over-plaids—and when you pay us \$12 for a suit you get a suit that is all hand-tailored, which means the collar is hand-padded, front is hand-padded, the button holes hand finished. If there is another store in town that can truthfully say that, we have never heard of it. Speak up!

Special Shoe Values

AND of the best makes—All marked down 25 to 50 per cent for this great sale. 150 pairs boys' five-star "Norwood Shoes"; every pair warranted; made from high grade satin calf, with throughout; overshoe bottoms; climax value at \$1.50; sale price for the boy, sizes 9 to 13, **\$1.00**. Sizes 2½ to 5½, sale price **\$1.50**

A FEW QUOTATIONS

- 50 pairs children's and misses' odd lots Dongola and calf shoes, worth from \$1.25 to \$1.50 per pair; to close out during this sale **.98c**
- No. 8195—Children's and misses' fine quality box calf shoes; almost as light as dongola kid, but a much better wearer and equally as nice looking; just the thing you have been looking for—not too heavy to look clumsy and not too light to wear well; you will be pleased with this shoe; sizes 8 to 11; during this sale **\$1.25** Sizes 12 to 2, during this sale **\$1.35**
- No. 7561—Ladies' fine dongola kid shoes, extension sole shoes, warranted to wear like iron, and the grade that is sold everywhere at \$2—during this sale **\$1.60**
- No. 7581—Ladies' fine dongola kid or box calf, extended sole shoes; look as well as most \$2.50 shoes; during this sale **\$1.60**
- Ladies' Queen City shoe, made of fine dongola kid, the popular mat kid, turned soles; our best \$2.50 dress shoe; during this sale **\$2.00**
- Ladies' genuine dongola kid welt shoes; no seams to hurt the feet; good, heavy extension soles; the first genuine welt shoes ever sold; during this sale **\$2.50**
- No. 6025—Ladies' fine dongola kid medium weight, turned sole shoes, every pair warranted; regular \$2.50 shoes; during this sale **\$2.00**
- Hawatha ladies' extra quality, fine turned sole kid shoes, regular price \$3.50; during this sale **\$2.80**
- Boys' American calf shoes, made throughout; any size from 12 to 5; during this sale **\$1.25**
- Men's genuine viol kid or box calf shoes, a nice, neat dress shoe, our best at \$2.50; during this sale **\$1.75**
- Men's light weight viol or box calf shoes, a good dress shoe, regular \$1.75 quality; during this sale **\$1.50**
- Mother—Our best men's own make viol or box calf shoes; regular price \$3.50; during this sale **\$2.50**
- 25 pairs men's patent leather shoes worth \$5 per pair; to close out at half price **\$2.50**
- N. B.—Please bear in mind that the above represents only a few of the many shoes in our store; we will simply say that no matter what you want in the shoe line will be sold on the same basis during this sale.

Men's Overcoats \$7.50

Ought to have a lively time with these coats today, the weather and the price and the way they are put up says so. Look at the style we put into them! Long, finished with lapped seams and double stitched edge, sleeves lined with satin, French facing. A plenty of your size, whatever you are. Cheaper than catching cold.

Men's Overcoats \$12

We are not a bit afraid of comparisons—this proves it. Buy one of these coats of dark mixed covers—silk lined—with single stitched edges and seams. Take it around town, compare it—material, making, finishing. Bring it back and get your money—unless you'd rather have the coat.

\$500 Forfeit

We will forfeit \$500.00 in cash and give same to any charitable institution in Pendleton, for anyone who can come to this store and fail to find one single item not just as represented in our advertisements and at the prices advertised. We do not throw out our advertisements at the balls, but give you the best prices that can be produced, and prices that will not be duplicated by any one in Pendleton.

All goods sold marked by our iron-clad guarantee: "Your money back for any unsatisfactory purchase."

At Old St. Joe Store, 126-130 Court Street, Until Our New Store on Main Street is Completed