

# JONES PAYS THE FREIGHT

**Fire, Smoke and Water!**

Backed by the Sheriff

COULD NOT MAKE THE PRICES WE DO FOR THE NEXT THIRTY DAYS. COME JOIN THE PROCESSION AND PARTAKE OF THOUSANDS OF BARGAINS THAT AWAIT HERE FOR YOU.

## And THE PEOPLE Get THE BENEFIT

10 Spools of the Best Machine Thread Will Go for 10c

WITH EVERY PURCHASE OF \$5.00 OR OVER, OR IF YOU PREFER,

10 Yards of the Best Calico for 10c

WITH ALL PURCHASES OF \$5.00 OR OVER, THROUGHOUT THIS ENTIRE BIG STORE.

### \$40,978.65 Worth of the Highest Grade Merchandise Going Out

**Look for the Red Ticket**

THEY DENOTE A SAVING OF ONE-FOURTH TO ONE-HALF ON YOUR PURCHASES.

### to All the People

**Look for the Red Ticket**

THEY DENOTE A SAVING OF ONE-FOURTH TO ONE-HALF ON YOUR PURCHASES.

# 30 DAYS We Are Going to Do the Battle of Our Lives 30 DAYS

We are going to do battle for the masses and not the classes. Thirty days we want to make this the greatest Cash Gathering Carnival that ever appeared within the history of this country, for with us it is cold cash we want and we must have it quick. All former attempts at merchandising by us or any other concern within 50 miles of this City, will be eclipsed beyond all question.

A hustle and a bustle throughout the Big Store that will wake mortal man from his slumbers and make competition howl, 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.

### The City Will Be in a Stir As Never Before

WE ARE GOING TO POUR SHOT AND SHELL INTO THE ENEMY'S CAMP UNTIL THEY THINK THEY ARE ONCE MORE STORMING PORT ARTHUR. THERE WILL BE CANNONADING ALL ALONG THE LINE, FOR WITH US IT IS CUT LOOSE AND UNLOAD NOW, AND NOT LATER. OUR LOSS WILL BE THE PEOPLE'S GAIN AND WE EXPECT THEM FOR FIFTY MILES AROUND TO TURN OUT TO THIS HARVEST FOR ALL 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, \$1.00 HERE WILL DO THE WORK OF \$1.50 TO \$2.00 ELSEWHERE. ON MANY LINES, AND NEXT SATURDAY MORNING, JULY 15TH, WHEN THESE DOORS OPEN YOU WILL SEE SUCH A GATHERING OF PEOPLE AS NEVER APPEARED ON THE STREETS OF THIS CITY BEFORE. RAIN OR SHINE, THE BATTLE GOES ON. WE HAVE PUT OUR WORD OUT TO THE PEOPLE AND YOU KNOW HOW WELL WE HAVE KEPT 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 TO THE PEOPLE. WE WANT TO DO TEN TIMES THE BUSINESS OF OUR LIVES, BECAUSE WE WANT CASH. WE EXPECT MULTITUDES STANDING IN LINE, AND YOUR SHARE WILL BE HERE FOR YOU. WE HAVE PUT ON FIFTY EXTRA SALESPeOPLE, 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 APPEARED TO YOUR EYES OR ANY OTHER PERSON'S EYES SINCE YOU WERE BORN.

NOT ONE ITEM WILL BE HELD IN RESERVE. YOU WILL SEE SIGNS AND YOU WILL 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 TELL YOU THAT THE GREAT EASTERN DEPARTMENT STORE IS LOSING THOUSANDS OF DOLLARS IN ORDER TO MAKE THIS CARNIVAL 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 AT A SEASON OF THE YEAR WHEN ALL MEN EXPECT TO MAKE THEIR FIFTY AND ONE HUNDRED PER CENT PROFIT; BUT WITH US PROFIT IS A THING OF THE PAST. WHOLESALE PRICES AND LESS REIGN THROUGHOUT THE ENTIRE BIG INSTITUTION ON MANY LINES.

#### We are Going To Talk Dress Goods

It matters not whether you want Henriettes, Melrose, Venetians, Sergees, Silks or Satins, or anything that was ever made in the Dress Goods line—we carry nothing but Fashion's latest, and they will go at prices ranging from \$2.00 up to \$6.00, absolutely worth two or three times these prices elsewhere. We have been buying them direct from the men who made them, and they are going out to you at the most fabulous prices you ever saw. In fact, we believe you will be down and buy half a dozen Dress Patterns for yourself and the girls, because such an undertaking has never been attempted before in this city or surrounding country. High carnival will reign throughout the entire store. Our cash gathering must come and it must come fast. We will talk.

#### Table Linen Tips

If a factory in IRELAND had failed and given us these goods, we couldn't sell them cheaper. Buy your Linen Tablecloths now, for you'll never be able to buy them so low again.

#### Closing Out The Clothing

THE GREAT CLOTHING SALE that you have heard so much talking about will be in full blast as soon as the doors open, with every other department throughout the store in the same way. Suits for the men, Suits for the boys, Overcoats for the men, Overcoats for the boys—we have clothing for everybody, and it is going to be Clothing Day down here every day, and if your ever did want anything, or ever did need anything in your life, it is certainly Clothing. We have one lot of Men's Suits at \$23.95, that would be considered cheap in any of these stores at \$29.95 to \$35.00. We have another pile of suits at \$4.75, worth from \$5.00 to \$10.00. Then we have another lot of Suits for men at \$6.95 that would be considered cheap in any of these war-priced stores at \$10.00 to \$12.00. You will find another stack of men's Suits at \$4.47 that would be as good as gold dollars at \$12.00 to \$14.00 in any other store in this town, and the kind we are selling at \$4.47, \$5.98 and \$11.98 are absolutely worth double, and you are paying it elsewhere. Everything we have in the OVERALL LINE and LITTLE SUIT LINE goes out at prices that will please every man, woman and child, within the walls of this city.

#### Men's Suspenders Here

will cost less than boys' suspenders elsewhere, the Rockford Socks will go to all the people at 4c per pair, and you get the benefit.

#### Ladies Petticoats

Mercerized Petticoats and Silk Petticoats. We are going to show you in plain words that you will find here an absolute saving of 50c to \$2.25 on every one in this house; to what you have been paying for them elsewhere. The ones you buy here at \$1.49 are the biggest values you ever saw in any of these war-priced stores at \$2.00 to \$4.00, and the ones you buy at \$1.99 are worth double that in any other store in this town. Then we have more kinds at 75c, 85c and \$1.19, that are worth 50c to 75c more in gold, but with us it is part with the Petticoats and get cash quick. Send word to your neighbors and friends for miles around; they will appreciate it. And now to make matters worse, so long as there is a spool in this house, you buy TEN SPOOLS OF THE BEST MACHINE WITH EVERY PURCHASE OF \$5.00 OR OVER, FOR \$1.00. OR IF YOU PREFER, YOU CAN BUY 10 YARDS OF THE BEST CALICO FOR 10c with every purchase of \$5.00 or over.

Remember, we are not in a trust or combine against the farmer and the workman, and never will be. We are not brought up that way. We are with the common people; we always have been, and always expect to be, and if you want THREAD or CALICO, it is a certainty you will come to us to buy it.

THE MOST GIANTIC UNDERTAKING EVER KNOWN TO MAN IN THIS MAN'S COUNTRY—BIGGEST RIBBON SALE EVER HELD IN PENDLETON.

Saturday morning we will have on sale an immense quantity of new Ribbons just received from the manufacturer. The lot consists of everything from the dainty Hill-wash Underneath Ribbon, to the wide, stately ash Ribbon. These Ribbons are worth from 15c to \$1.00 a yard. They are strictly all Silk, Satin, Taffetas, Crepe, Printed Warp, and in fact, every kind of new and up-to-date Ribbons that has been manufactured in the last six months—and they go out to all the people at prices ranging as follows: 3c, 4c, 5c, 7c, 9c, 11c, 12c, 15c, and up to as high as 34c.

#### A SURGICAL OPERATION HAS TAKEN PLACE IN Ladies Tailor Made Suit and Millinery Dept's

We have cut the prices so deep that they are not recognizable, and now they are yours, if you get here in time. We have slaughtered Millinery with other lines, and offer any Hat in the house at ONE-HALF PRICE.

#### Skirts and Shirtwaists

because we are going to talk them at prices never seen or heard of before. We have one lot of ladies' skirts at \$2.49, absolutely worth double that in any other store in the town. Then we have another lot of skirts for the ladies at \$2.99 that would be considered cheap in any of these war-priced stores at \$5.00 to \$8.00. You will find another lot of ladies' skirts at \$4.99 that would be as good as gold dollars at \$8.00 to \$10.00 in any other store in this town, and the kind we are selling for \$4.99 and \$6.79 and up to as high as \$7.99, are absolutely worth double, and you are paying it elsewhere.

Ladies' Wash Shirt Waists in white and linen, colored materials—Now while we are talking, we have one lot in all regular sizes for 85c, worth two times the price; another lot for 95c that are regular \$1.50 and \$2.00 Waists. The entire line of Tommy Atkins Waists worth \$1.50 and \$2.00, go at 95c each. The lines worth \$2.75 and \$3.25 go at \$1.98 each.

It is your dollar you have got, and it is the duty you owe yourself and your family in these times, or any other times to place them where the will go the farthest. Remember, you should have mansions instead of building them for the other fellow, and here is the opportunity you have to commence saving in buying merchandise from US during our Sacrifice, Unloading, Cash Gathering Carnival.

The whole house is topsy turvy, everything is rearranged. There never was such a change in any store in this community. The big red ticket 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, and is not cut off a bolt, CAN BE RETURNED AND YOUR CASH WILL BE CHEERFULLY REFUND TO YOU, and no questions asked.

#### Creating Corsets Excitement

Squeezing Corset prices. Such prices as we make for the last thirty days will do the work, for certainly no sane person will pay twice the prices elsewhere that we ask for the same quality.

#### The Over Coats

We are going to sell at \$4.98 will cost double that in any other store in this town. THE GREAT EASTERN DEPARTMENT STORE bids you welcome under the roof of their big store, and that means it is a welcome that comes from the bottom of their hearts. We want Cash, and we want it quick! We want to part with our Clothing and Overcoats, Men's Hats, etc., and we want to part with them quick! We are going to close this stock out and at such prices as have never been heard of before in this city. In fact, CLOTHING bought in this house costs you a mere trifle. You will hear some of the other merchants say we are giving them away, but we cannot help what they say. If you want anything in this line, you will certainly be here and buy half a dozen Suits and fit out the whole family, and we will not mind our talk until we tell you about the finest line of

#### Ladies Furnishings

of all kinds that was ever in this city, and we believe you know it. There are hundreds of articles, including Madras Underwear, Summer Underwear, Gloves and Mitts, Belts, Hose Supporters, Chastalines, Purses, Handkerchiefs, fancy Neckwear, Perfume of all kinds, and Toilet Articles, Kimonos, Ribbons, Dressing Sacques, Pileed Gowns, Golf Jackets, Fancy Combs, Collars, Jewelry, etc., etc., and they will cost you less money than the other fellow gets for what he has been carrying for the past two or ten years.

#### Oceans of Notions

We speak of 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. The whole house is ablaze with bargains. During the sale you buy two papers of Pins for one cent, and the famous Hooks and Eyes that you have been paying 5c for, you buy them here during this Cash Gathering Carnival at two cents for 1c.

#### Men's Work Shirts and Dress Shirts

worth 50c to 75c. THE GREAT EASTERN DEPARTMENT STORE has cut 'em loose at 25c. Dress Shirts that are selling the world over at \$1.25 to \$1.50 will be on sale here during this Cash Getting Carnival at 95c. Men's Driving Gloves and Men's Working Gloves will be included in this great sale.

#### All Hosiery Cut To The Quick

See the line of ladies' Hose at 4c, 6c, 8c, 11c and up to 15c, that we have equal, and if you need Hosiery, it is a certainty you will come to us for it, because you can buy them here cheaper than you ever did before.

#### Men's Hats and Caps

all come in for their share and of these we have a great stock. They are brand new, just bought from the wholesale market, and the prices of these goods will be slaughtered with the balance. We are going to talk

#### Underwear

because we are going to talk direct from the shoulder. An immense line of ladies' Underwear at prices that speak out in great big, plain figures. In other words, many garments in this house, you can buy two for the price of one elsewhere. Men's Underwear comes under the same ban. We have it in all weights and all prices, but our prices are always the lowest.

#### Calicoes and Gingham

will be cheaper than dirt is elsewhere. With us it is Cash we want, and we want it good and plenty. And now comes the House Furnishings. You will find the GREAT EASTERN DEPARTMENT STORE the POOR MAN'S FRIEND, and if you want Carpets or Rugs, or Mattings, or Oil Cloth, Linoleum, Portieres, Hobbies, Window Shades, Lace Curtains, or anything you ever thought of in the House Furnishing line, you will be down to buy it, because you can buy it cheaper than you ever did before.

We propose to offer such unheard of buying chances during this Carnival, as to make competitors tremble and buyers smile. Don't wait until the last moment to do your trading; don't overlook our big sale!

#### Guaranteed, Wear-Well Taffeta Silk

guaranteed Wash Taffeta Silk. Wagon loads of these Silks out where you can see them, and we are going to CLOSE THEM OUT, regardless of cost. One lot of fancy Silk Satisfies, worth up to \$1.00 per yard, go at 50c per yard. We want you to come; bring your family, and under our roof WE BID YOU WELCOME, AND SUCH A WELCOME AS NEVER BEFORE. Remember that during this Carnival you buy 10 YARDS OF THE BEST CALICO or 10 SPOOLS OF THE BEST MACHINE THREAD FOR 10c with every purchase of \$5.00 or over. We must cut loose now and not later.

## Jones, He Pays the Freight. The Great Eastern Store, Makes the Prices. It's Up to You.

### A FEW DONT'S

DON'T WANT TOO LONG; DON'T BE SKEPTICAL; DON'T MISS THE OPPORTUNITY; DON'T FAIL TO TELL YOUR FRIENDS; DON'T HESITATE TO COME; DON'T OVERBUY YOURSELF; DON'T BE BROKE NEXT WEEK; DON'T MISS THE PLACE; DON'T KICK OR CROWD; DON'T GET MAD AT SOMEONE'S FRAMPS ON YOUR CORNS IN THE RUSH FOR BARGAINS; DON'T ASK US TO TAKE BACK OR EXCHANGE GOODS ON SATURDAYS—WE CANNOT DO IT—TOO BUSY. ATTEND THE CARNIVAL OF CASH GETTING, SUCH AS WAS NEVER ATTEMPTED AND CARRIED INTO EFFECT IN THIS CITY BEFORE, LAY IN YOUR SUPPLIES, NOW, WE SAY, WHEN THE DOORS OPEN HERE NEXT SATURDAY MORNING WE BID YOU WELCOME. YOU WILL FIND GENTLEMEN AT THE FRONT DOOR WELCOMING YOU IN AS NEVER BEFORE. EVERYTHING IS ON DISPLAY, NOTHING IN RESERVE, AND NOTHING IN THIS HOUSE BUT WHAT COSTS YOU CONSIDERABLE LESS THAN ELSEWHERE, AND YOU WILL FIND THE MOST COURTEOUS SET OF CLERKS THAT EVER STOOD BEHIND THE COUNTERS IN THIS CITY.

### A FEW DONT'S

All we can say to you is come and attend this Cash Getting Carnival, commencing July 15 winding up August 12, at 9 o'clock p. m. We bid you welcome

**For Thirty Days**  
Commencing, Sat., July 15  
AND WINDING UP AT 9 O'CLOCK,  
AUGUST 12TH

**We Do the Battle**  
of Our Lives

TO UNLOAD THIS BIG MERCHANDISE STOCK THAT WILL WAKE UP THE PEOPLE FROM ALL PARTS OF THE COUNTRY.

# THE GREAT EASTERN DEPARTMENT STORE

B. F. Nicholas, Proprietor

Pendleton, Oregon

**As Long as They Last**  
You Will Buy

TWO PAPERS OF PINS FOR 1c;  
TWO CARDS HOOKS AND EYES, 1c;  
ONE PAPER NEEDLES, 4c. IN  
FACT, BE HELD IN NOTIONS WILL  
DO THE WORK OF 15c ELSE-  
WHERE.