

GROCERY DEPARTMENT.

As they do considerable jobbing, a large percentage of their stock for this department is purchased direct from brokers representing the different manufactures—staple groceries in car lots—they are thus placed on an equality with Portland wholesale grocers. Their inward tonnage in this department exceeds the combined tonnage of the bal-

ance of the grocery trade of The Dalles, this enables them to secure prices impossible to other merchants not having this large outlet for merchandise, and allows them to make such low prices to their customers that they have often been accused of selling at actual cost or below when it has been their superior purchasing facilities that have made these prices possible.



SHOE DEPARTMENT.



GROCERY DEPARTMENT.



AGRICULTURAL IMPLEMENT WAREHOUSE.



GROCERY WAREHOUSE.

They give special attention to their retail grocery trade, endeavoring to satisfy the wants of the most exacting of their city patrons, they have constantly added to the variety of brands carried until today on their shelves will be found an assortment of staple and fancy groceries rarely seen outside of a city store.

HARDWARE, AGRICULTURAL IMPLEMENTS.

They make no specialty of builders' hardware, carrying a stock of shelf hardware sufficient for orders from the interior. In agricultural implements they confine themselves to Studebaker wagons and Oliver plows—the best made. These are handled direct from factory—car lots—thus insuring lowest original cost, lowest freight charges, lowest Dalles cost and hence most reasonable selling prices. They were appointed the exclusive agents at The Dalles for the celebrated Baker Perfect Boat Wire, and finding they had an article of exceptional merit, pushed it and their tonnage in wire alone for 1897 exceeds 20 carloads.

They job wire nails, and more than once have placed orders for a thousand kegs.

DRY GOODS.

This department is stocked with merchandise most carefully selected. Receiving his business education first in Scotland where application and thoroughness are prime requisites, and afterwards in the large stores of Eastern cities, the head of this department came here fully equipped with a cultivated and discriminating taste plainly evinced in goods offered for sale. In this department, as in others, the business is of sufficient volume as to enable them to buy of specialty houses.

Many, or most of the smaller retail dry goods stores of the country, are forced, because of their lesser requirements, to confine their purchases to jobbers, thus curtailing their opportunities of seeing the best productions and obtaining the lowest prices. Pease & Mays, in order to secure the best values, latest styles and widest range of selection, purchase very extensively of exclusive specialty houses.

Many manufacturers are reaching out for the trade of the larger retail houses of the country, selling them direct in addition to the jobbers. Pease & Mays have been recognized as a concern able to handle quantities, and have thus been placed in a position to buy many lines direct from manufacturers. This has been a patent factor in holding and increasing trade.

MEN'S FURNISHINGS.

In this department they endeavor to carry a complete stock of men's furnishing goods, clothing and hats so well assorted as to meet alike the requirements of fastidious dressers of the city, and the ranchman or stockman of the country. They expect to serve the same customers year after year, and goods offered for sale over their counters must possess genuine merit.

Other houses may have lower priced goods to show, but this firm cannot afford to buy anything merely because it is cheap. Quality is of equal importance. The idea must not prevail because they do not carry in stock the very cheapest clothing, underwear and hosiery manufactured that they are a high priced house. They have a reputation at stake and cannot purchase other but reputable goods.

Where they find satisfactory results with any particular line, they continue purchasing this manufacturer's products as long as it is kept up to the same high degree of excellence.

SHOES.

All shoes are purchased direct from manufacturers, and care has been exercised in selecting the different factories, so as to have shoes of established reputations as regards both style and wearing qualities.

The stock embraces all the new lasts and toes; it covers children's, women's and men's heavy and fine shoes.

The head of this department having been identified with the shoe business for many years, being previously engaged by extensive shoe houses has acquired a thorough knowledge of the business impossible to be attained in any other manner. Shoes are carefully fitted, and the customer does not leave until he has a shoe that fits his foot. If they cannot fit him he is told so.

The salesrooms and offices occupy the two brick buildings 75x120 feet on the northwest corner of Second and Federal streets.

The dry goods department occupies the east, the men's furnishings the west and shoes the rear portion of the larger or corner building.

Wraps and cloaks are shown in a separate room back of the dry goods.

At the beginning of 1897, the interior was completely changed; certain floor space was allotted to each department, and the store fixtures were designed and built so that each department has the proper shelving, counters and tables for the character of goods carried.

On the second floor are located the dressmaking parlors. This department has become a favorite this fall with the ladies of The Dalles; early in the season the firm secured the services of a most competent dressmaker from San Francisco, and the costumes designed and fitted here are giving perfect satisfaction.

The corrugated warehouse 50x100, southwest corner First and Laughlin streets, contains the grocery stock in full packages. The stone basement to this warehouse affords suitable storage for bacon, lard, syrups and other articles requiring a cool place.

Their warehouse, 40x100 feet at Second and Laughlin, is used for agricultural implements. On Main street, between Federal and Laughlin, is still another warehouse, used mainly for the storage of heavy commodities, lime, sulphur, salt, coal oil, etc. All these warehouses are so located as to permit of the economical handling of large quantities of merchandise. 26,000 feet of floor space, and still they are crowded and want more room.

Their trade covers all the territory that can possibly be made tributary to The Dalles; and they have, perhaps, been instrumental in attracting to The Dalles people from the interior, whose natural trading point is many miles distant.

Last spring, in the endeavor to reach trade that had been purchasing elsewhere, they had the country south of Prineville, very close to the California line, about 250 miles south from The Dalles, thoroughly canvassed, seeing if it were not possible to divert the people of this section from the points where they had formerly purchased supplies, to The Dalles.

They have been alive to the best interests of the large number of customers found among the wool growers, and have endeavored to see that the very best prices have been secured for their customer's wools.

In 1896, during the trying times of the presidential campaign, they carried for their customers a million pounds of wool, refusing to sell until the market had strengthened and satisfactory prices could be obtained early in 1897.

Closing, we would state, that here is a strictly, modern "up to date" store, with ample capital to carry out the advanced ideas of the firm, which is composed of public spirited men, anxious to push The Dalles to the front, and willing to devote their time, ability and money to that end.

Are they not worthy of your patronage, we ask?