

**FOR THIRTY DAYS!**

Commencing  
SATURDAY, SEPT. 2nd, and wind-  
ind up at Midnight, SEPT. 30th

**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.

**JONES, HE PAYS THE FREIGHT**

**OUR LOSS**

Will be

**Your Gain!**

**AND**

**YOU GET THE BENEFIT**

**\$20,978.65 Worth of the Highest Grade Merchandise Going out**

Look for the **RED TICKETS** They denote a Great Saving on all your Purchases

**to all the People!**

Look for the **RED TICKETS** They denote a Great Saving on all 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 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. All former attempts at merchandising by us or any other concern, within 50 Miles of this city, will be eclipsed beyond all question. **THE CITY WILL BE IN A STIR AS NEVER BEFORE.** A hustle and a bustle throughout the entire 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 it is 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 more storming Port Arthur. 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 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, Sept. 2nd, 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 them 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 added extra sales-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 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 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 **NELSON B. LA-COURSE** 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 at a season of the year when all men make their 50 to 100 per cent profit; but with us profit is a thing of the past.

**Jones, he Pays the Freight, Nelson B. LaCourse, he makes the prices. Now It's up to you!**