

# JONES HE PAYS ALL THE FREIGHT

and Our People Get the Benefit!

# \$25,978.65

Worth of the Highest Grade Merchandise Going Out to All the People.

Look for the Red Ticket! They Denote a Saving of 1-4 to 1-2 on Your Purchase!

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

We are going to battle for the masses and not the classes! THIRTY DAYS we want to make this the Greatest Closing Out 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. THIS STOCK IS DOOMED and must be sold in the next thirty days, positively no longer time. THE FIXTURES FOR SALE! We propose to unload every dollar of this gigantic stock of merchandise during the next thirty days, and the people get the benefit while it lasts. All the 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 enemy's 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 a 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 Thursday morning, MARCH 12TH, 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.

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 15 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 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 COATES D. G. CO. 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 50 and 100 per cent profit; but with us profit is a thing of the past. Wholesale prices and loss reign throughout this entire big institution on many lines.

### Fire, Smoke and Water

Backed by the Sheriff, could not make prices we do for the next thirty days. Come, join the procession and partake of thousands of bargains that await here for you.

### 10 Spools Best Machine Thread

Will be sold 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 big store.

### For Thirty Days

Commencing, THURSDAY, MARCH 9TH, and winding up at midnight, Mon. 13th, we do the battle of our lives to unload this big merchandise stock that will wake everybody up.

### As Long as They Last

You will buy 2 papers of Pins for 1c. 2 card hooks and eyes 1c. In fact, 9c here in Notions, will do the work of 19c elsewhere.

## From 20 to 50 Per Cent Reduction on Men's Finest Clothing, Furnishings, Etc., Etc.

We Are Going to Talk

Slash! Smash! Bang! Go the Prices of Lace Curtains, and Tapestry Curtains.

Ladies' Petticoats