

A TIP
FROM
J. STERN & SON
218 Columbia Street
COVINGTON - - LOUISIANA

Owing to the warm weather we had this season, we have on hand THOUSANDS OF DOLLARS of good winter merchandise which must be sold. It is owing to this fact that we are offering goods at these prices.
By buying during this sale you will save yourself money

Christmas Sale

A Crushing Reduction Sale in Which a Dollar Will Have the Purchasing Power of Three!

AT OUR SALE

beginning Tuesday, Dec. 15, we are going to sell our entire winter stock at prices that will have to be seen to be appreciated. We will offer values that have never been offered before.

WHEN BUYING:

your friend a Christmas present buy something serviceable. A Suit of Clothes, a Dress, a Hat, Pocket Handkerchief, Silk Muffler, a Pair of Shoes or something of that kind.

THESE GOODS ARE ON HAND AND MUST BE SOLD REGARDLESS OF COST

THIS SALE WILL START AT

J. STERN & SON
TODAY, DEC. 15, AND CONTINUE TILL DEC. 26

Realizing Scarcity of Money

we are offering goods at prices that the very poorest can get the very best goods at very low prices. In other words, the same price that you are buying cheap goods for we can sell you the very best goods. We need the money.

Owing to the Lack of Space

it will be impossible for us to tell you all the good things that we will offer on these ten days. Description by the pen is impossible to describe these bargains, and if seeing is believing, we are convinced that if you will call you will be able to see at a glance the buying opportunity that we are offering.

Everyone needs something for Christmas, and we have everything that everyone wants for themselves and for their friends. By buying during this sale means money to you, as our entire stock of GOODS, MILLINERY, NOTIONS, SHOES and LADIES', GENT'S and CHILDREN'S FURNISHINGS will be ON SALE for TEN DAYS, at prices far beyond expectation. OUR STOCK IS COMPLETE in the way of all the necessary articles for making up-to-date dresses, far too numerous to mention.

Why does business flock to us? Read the Answer in the following prices:

Panama Cloth, Mohair, Etc.
Panama Cloth, Mohair, Fancies in Brown, Navy Blue, Tan, Gray, Black, and all the new designs in fancy patterns, etc., 40 inches wide. 75 cent values, crushed to 48c

Tricou Flannel
Tricou Flannel, in Brown, Navy Blue, Black, Tan Grey, Suitable for ladies, children and Boys' suits and men's flannel shirts; 35 cents value crushed to 25c

Nunsveiling
Nunsveiling; all wool; in Blue, Tan, Grey, Light Blue, Black. 25 cents value; crushed to 15c

Argyle, Mohair and Auto Suits
Argyle, Mohair and Auto Suits, fancy and new patterns, in all latest shades. The proper thing for the season; 20c values crushed to 15c

Kashmir Suitings
Kashmir Suitings, in Tan, Blue, Lavender, Copenhagen, etc., with invisible plaid. Suitable for evening dresses, etc.; 25c values, crushed to 15c

Flannelette
Flannelette in all the new designs—light and dark patterns. Everything in these goods that a person desires; 12 1-2c values, crushed to 9c

Heavy White Goods
Heavy White goods, square, Duck, plain and fancy pattern and figured designs; 12c values, crushed to 9c

Union Suits
For Boys and Girls, heavy fleeced, in Grey and White; 35c values crushed to 23c

Calicoes
American and Columbia brands, which are the very best. Shirting patterns, Dark Blues, Blacks and Greys and border goods; 7c values, crushed to 5c

Ladies' Coats
Extra Length. Grey, Black and Navy Blue. Loose back and semi-fitting. Trimmed with braid; \$12.00 values, crushed to 6.89

Ladies' Coats
Extra lengths. All shades, in solid colors, and the new things in fancy colors. Loose or semi-fitting; \$10.00 values, crushed to 5.48

Ladies' Coats
Extra length. Assorted colors and fancies. No one need be without a coat, when you can buy one at this price; \$8.00 values, crushed to 4.25

Ladies' Coats
Short lengths. All styles and colors; \$3.00 values, crushed to 1.28

Ladies' Capes
All Plush. Trimmed in fur and silk braid. Full size; \$3.00 values crushed to 1.48

Ladies' Underwear
Heavy Fleeced Undershirts and pants. In cream and white; 25c values, crushed to 19c

Ladies' Shirts
Heavy Fleeced, in cream; 25c values, crushed to 19c

Ladies' Black Full Finished Hose
Ladies' Black Full Finished Hose, Hermsdorf dye; 25c values, crushed to 15c

Ladies' Black, Fancy Colored Hose
Ladies' Black and Fancy Colored Hose, full finished; 12 1-2c values crushed to 9c

Children's Black Hose
Children's Black Hose, heavy and light weight, small and large ribbed; 25c values, crushed to 15c

Children's Hose
Heavy and Light Weight. All sizes; 12 1-2c values, crushed to 9c

Ladies' All-Flannel Waists
Ladies' All Flannel Waists. Assorted colors and styles. Only a few left. \$2.50 values, crushed to 98c

Ladies' Handkerchiefs
Embroidered and plain Border, white and fancy colors; 20-cent values crushed to 8c

Ladies' Handkerchiefs
Embroidery and plain borders; 10c values, crushed to 4c

Infants' Coats
Heavy Eiderdown, trimmed in fur and braid. Blue, Red, Blue and White Stripes, Pink and White, Red and White. \$1.75 values, crushed to 79c

Children's Sweaters
All Wool. In fancy and solid colors. Buttoned down the front with double row of pearl buttons. \$1.00 values, crushed to 69c

Ladies' Hats
Ready to wear. In all shapes, colors and styles. \$2.00 values, crushed to 48c

Ladies' Hats
Ready to wear. Colors, shapes and styles are right. 1.50 values, crushed to 28c

Men's Suits
All Wool Worsted Material, in all the new shades, in solid colors and fancies. Made in the very newest style. Coat with cuff on sleeve. Pants with side buckles and cuffs on bottom. Peg top or regular made. Single or double-breasted coat. \$20.00 values, crushed to 12.00

Men's Suits
Have a few suits left that are made in the very latest style and cut. These suits sold at from 14.00 to 18.00 but only having two or three of a kind we are going to close them out at the very small sum of 6.50

Men's Suits
This is an opportunity in clothing that has never been offered. We have a lot of suits that sold at from 10.00 to 15.00, but only having a very few left we are going to place them on sale for 5.00. Instead of paying 10.00, 12.00 or 15.00 for a suit, you can buy a whole outfit for that amount, and the suit will be the same as the other bought for 15.00 at some other place.

Men's Suits
These suits are not old stock, but fresh goods and made in the new cuts.

Men's Pants
All Wool, Worsted Pants, stripes, solid colors and plaids, side buckles and peg tops; 4.00 values, crushed to 2.98

Men's Pants
All Wool Cashmere Pants, in all colors and designs, side buckles; 3.00 values, crushed to 1.48

Men's Pants
A lot of pants left of which there are two or three pairs of each kind. All good materials and fresh goods; 2.00 values, crushed to 98c

Men's Handkerchiefs
Plain White and Fancy Borders, full size. 15c values, crushed to 9c

Men's Handkerchiefs
Plain, White and Fancy. 10c values, reduced to 4c

Men's Hosiery
Lisle Thread, in all the fancy colors and designs. 50c values crushed to 19c

Men's Hosiery
Fancy Colors and Black and Tan; full finished hose. 15c values, crushed to 8c

Men's Sweaters
All Wool, in assorted colors. Just the thing for cold weather. 1.50 values, crushed to 74c

Men's Suspenders
Have closed out a lot of 50 cent suspenders that we will sell for 25c. Made out of the very best web and in all the good colors.

Men's Shirts
Negligee shirts, without collar. Any pattern to suit the fancy of the purchaser; 1.00 values, crushed to 48c

Men's Flannel Shirts
Assorted colors; 2.00 values, crushed to 98c

Men's Neckwear
Four in hands and bows. All the new colors and designs—Green, Brown, Tan, etc.; 50c values, crushed to 24c

Men's Overcoats
Men's Overcoats; heavy satin-lined; Blue, Black and Brown; 9.00 values, crushed to 5.48

POSITIVELY NO GOODS CHARGED AT THESE PRICES