

Free! Free!

To the first 10 Ladies making a purchase of 1 cent or more on Saturday morning, Dec. 17th, we will give to each a nice 10 yard pattern of Calico.

To the first 10 Men we will give to each a nice dress Shrit.

Free! Free!

Seven beautiful 42 piece Dinner Sets to be given away during this sale.

One coupon with each 25c. purchase

Each day at 3:30 P. M., we will give one of these sets to the party holding the lucky number.

War Declared

ON PRICES AT COVINGTON, LA.

Entire \$10,000 Stock of P. J. LACROIX, to be Sold in 7 Days.

This entire stock of new and up-to-date Merchandise to be sold out "slick and clean, lock, stock and barrel," without regard to former cost or selling price. The Goods comprising this peerless stock consists of Dry Goods, Notions, Clothing, Shoes, Hats, Furnishings for Men, Women and Children, Towels, Bed Spreads, Blankets Comforts, Etc. All new, clean and fresh from the World's Largest and Best Mills, Looms and Factories, to be sold in seven days time for whatever it will bring.

Beginning Saturday, Dec. 17th, at 9 O'Clock A. M.

Regardless of former cost value. Absolutely no mercy has been shown the cost mark. A terrific sale sending death and destruction to high prices, demolishing competition, will bring thousands of people from far and near.

Remember this—no matter what you have seen before you have never seen anything like this. It will pay you to lay aside everything and travel 60 miles to attend this, the greatest sale that ever occurred in this section.

Hop the first train, ox cart, automobile, horse, mule or take "shank's mare" and get here opening day or sooner. Herald the good news everywhere, so that all may come to and share in the great harvest of magnificent bargains.

If you do not come to this "funeral of profits" you will miss the greatest values in low priced "goodness" that you have ever had an opportunity to buy. That is all. Read these items. That will clear the store as a "storm wave sweeps the deck of an ocean steamer."

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| <p>Domestics.</p> <p>Calico, best American prints. Sale price 4 1-2c</p> <p>7 1/2c. Calico, all colors, light and dark. Sale price 6c.</p> <p>10c. Bleaching, 40 inches wide. Sale price 8 1-2c</p> <p>8c. Bleaching, 36 inches wide. Sale price 7c.</p> <p>7 1/2c. Bleaching, 36 inches wide. Sale price 6c.</p> <p>6c. Unbleached Domestic. Sale price 4 1-2c</p> <p>9c. Unbleached Domestic. Sole price 7c.</p> <p>10c. Unbleached Domestic. Sale price 8 1-2c</p> <p>8 1/2c. Cotton Checks. Sale price 7c</p> <p>Ginghams.</p> <p>10c. and 12 1/2c. Dress Ginghams, Toile du Noid. Sale price 9c.</p> <p>8c. Apron Gingham. Sale price 7c</p> <p>Cotton Flannel</p> <p>10c. Heavy Cotton Flannel. Sale price 8 1-2c</p> <p>Kimono Outing.</p> <p>10c. Heavy Kimono Outing. Sale price 8 1-2c</p> <p>Table Damask</p> <p>50c. Table Damask. Sale price 42c</p> <p>French Flannel</p> <p>35c. and 40c. French Flannel. All colors. Sale price 27c</p> <p>Dress Goods.</p> <p>50c. Mohair. All colors. Sale price 39c</p> <p>Creton</p> <p>12 1/2c. Creton. 36 inches wide. Sale price 10c</p> | <p>Sheets and Pillow Cases</p> <p>50c. Sheets. 9-4. Sale price 39c</p> <p>75c. Sheets. 10-4. Sale price 59c</p> <p>\$100 Sheets. 11-4. Sale price 78c</p> <p>15c. Pillow Cases. Sale price 12 1-2</p> <p>25c. Pillow Cases. Sale price 19c</p> <p>Blankets and Comforts</p> <p>\$1.25 Gotton Blankets. Sale Price 98c</p> <p>\$3.50 Wool Blankets. Sale price 2.89</p> <p>\$1.50 Heavy Gomforts. Price 1.19</p> <p>\$2.50 Heavy Gomforts. Price 1.98</p> <p>Bed Ticking</p> <p>12 1/2c. Bed Ticking. Sale Price 8 1-2c</p> <p>18c. Bed Ticking. Sale Price 14c</p> <p>25c. Heavy Feather Ticking Sale Price 19c.</p> <p>Towels</p> <p>10c. Towels. Sale price. 4c.</p> <p>15c. Turkish Bath Towels. Price 7c</p> <p>25c. Turkish Bath Towels. Price 19c</p> <p>Ladies' Handkerchiefs</p> <p>10c. White Hemstitched Handkerchiefs. Sale price 4c.</p> <p>15c. White Hemstitched Handkerchiefs. Sale price. 7c</p> <p>25c. Linen Handkerchiefs. Sale Price 18c</p> <p>Ladies and Misses Hose</p> <p>10c. values. Sale price 7c</p> <p>15c. values. Sale price 11c</p> <p>25c. values. Sale price 18c</p> | <p>Minute Special Sales.</p> <p>Will take place at various times throughout each day of Sale. We quote a few of Saturday Specials that will be sold for a limited time only.</p> <p>We haven't space to mention more. Something doing all the time.</p> <p>Between the hours of 9:30 and 10 o'clock A. M., we will sell regular 10c bleaching 36 inches wide at 5c. a yard. Only 10 yards to a customer.</p> <p>Between the hours of 11 and 11:30 A. M., we will sell calico at 2 1/2c. a yard. Only 10 yards to a customer.</p> <p>Between the hours of 2:30 and 3 o'clock P. M., we will sell A. F. C. Ginghams at 4c. a yard. Only 10 yards to a customer.</p> <p>Mens' Underwear</p> <p>50c Heavy Fleeced Lined Underwear. Sale price 39c</p> <p>1.00 Heavy Fleeced and Ribbed. Sale price 89c</p> <p>Mens' Furnishings</p> <p>white Hemstitched Handkerchiefs worth 10c. Sale price 4c</p> <p>Mens White Hemstitched handkerchiefs. Price 7c</p> <p>Elastic web Suspenders worth 50c Price 39c</p> <p>Elastic web Suspenders worth 25c Price 19c</p> <p>50c Silk Neckwear. Price 39c</p> <p>25c Silk Neckwear. Price 19c</p> <p>1.00 Dress Shirts. Price 79c</p> <p>50c Dress Shirts. Price 39c</p> <p>Mens' Fast Black Hose worth 10c Price 7c</p> <p>Mens' Black and Tan Hose worth 15c Price 11c</p> <p>Mens' Lisle Thread Hose, all Colors worth 25c. Price 19c</p> <p>Ladies Underwear</p> <p>25c Ribbed Pants and vests. Sale price 19c</p> <p>50c Fleeced Lined Underwear. Sale price 39c</p> | <p>Childrens Union Suits</p> <p>Extra good 25c value. Price 19c</p> <p>50c heavy Union Suits. Price 39c</p> <p>Mens' Sweater Coats</p> <p>50c Sweater Coat. Price 39c</p> <p>1.00 Sweater Coat. Price 78c</p> <p>1.50 Sweatsr Coat. Price 1.12</p> <p>2.50 All wool Sweater Coat. Price 1.98</p> <p>Ladies Sweater Coats</p> <p>75c Sweater Coat. Price 39c</p> <p>2.00 Sweater Coat. Price 1.48</p> <p>2.50 Sweater Coat. Price 1.98</p> <p>3.00 Sweater Coat. Price 2.48</p> <p>4.00 All Wool Sweater Coat. Price 3.28</p> <p>6.00 All Wool Sweater Coat. Price 4.48</p> <p>Mens' Flannel Shirts</p> <p>1.00 values. Price 89c</p> <p>1.50 values. Price 1.19</p> <p>2.00 values. Price 1.48</p> <p>2.50 values. Price 1.89</p> <p>Mens' Hats</p> <p>1.50 Hats. Sale price 1.19</p> <p>2.00 Hats. Sale price 1.48</p> <p>2.50 Hats. Sale price 1.98</p> <p>3.00 Hats. Sale price 2.29</p> <p>5.00 and 4.00 John B. Stetson Hats all kinds and colors. Price 2.98</p> <p>Shoes</p> <p>This shoe stock is very complete in prices and sizes.</p> <p>One lot of mens' shoes worth 175. Sale price 1.38</p> <p>Mens' 2.50 dress shoes. Price 1.89</p> <p>Mens' 3.00 dress shoes. Price 2.19</p> <p>Mens' 4.00 High Cut Shoes. Sale price 3.19</p> <p>Extra special, the celebrated Barry shoe for men.</p> <p>3.50 Barry shoe for men. Price 2.89</p> | <p>4.00 Barry shoe for men. Price 3.19</p> <p>Ladies fine shoes in Vici, Patent and Galf Leathers Worth 1.50. Sale price 1.19</p> <p>Ladies Fine Dress Shoe worth 2.00. Sale price 1.48</p> <p>Val Duttonhoffer Shoes for Ladies. Sale price 1.98</p> <p>2.50 Val Duttonhoffer Shoes Sale price 1.98</p> <p>3.00 Val Duttonhoffer shoes. Sale price 2.19</p> <p>3.50 Val Duttonhoffer shoes. Sale price 2.89</p> <p>1.50 Boys and Misses school shoes. Sale price 1.19</p> <p>2.00 Boys and Misses shoes. Sale price 1.48</p> <p>2.50 Boys and Misses shoes. Sale price 1.98</p> <p>3.00 Boys and Misses shoes. Sale price 2.19</p> <p>Mens' Trousers</p> <p>The most particular man will find here just what he wants, in size and price.</p> <p>1.50 Pants. Sale price 1.19</p> <p>2.00 Pants. Sale price 1.48</p> <p>2.50 Pants. Sale price 1.89</p> <p>3.00 Pants. Sale price 2.19</p> <p>3.50 Pants. Sale price 2.59</p> <p>4.00 Pants. Sale price 2.98</p> <p>Mens' Clothing</p> <p>Mens' business suits and dress suits in a variety of good dark shades Regular \$8 values. Sale price 5.98</p> <p>Mens' regular 10.00 suits all wool tailored and substantially lined, black and all desirable effects. Sale price 7.48</p> <p>15.00 handsomely tailored, worsted and cheviots. Sale price 11.48</p> <p>Mens' 18.00 suits, blue, black and fancy mixtures, the acme of custom tailoring. Sale price 12.89</p> |
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FREE TRIP TO COVINGTON.

To all out of town buyers of \$25 or more, within a radius of 25 miles, we will refund R. R. Fare.

NO IDLE TALK.

This sale is different from anything ever inaugurated in the whole St. Tammany Parish, and if you never attend another, you cannot afford to miss this one.

Wanted At Once

25 SALES PEOPLE 25

Merchandise without merit cannot stand the test of advertising. The merchandise comprising this stock is new and modern, not an old or undesirable garment or article in the lot. Covington's most popular and progressive merchant. We will give you \$2.00 to \$5.00 worth for every dollar you spend. We have told you the plain, old fashioned, unvarnished truth—hard headed facts. "An ounce of fact is worth a pound of fiction." By here, don't be misled by so-called bargain baits. All transactions during this sale for cash only.

PAUL J. LACROIX, - - Covington, La.

LOOK FOR THE BIG GREEN SIGN. Read the name before you enter

This Big Sale opens

Saturday, Dec. 17,

At 9 o'clock, and continues until Dec. 25.

Store closes Friday, Dec. 16 to mark down prices and arrange stock.