

Free! Free!

Eight beautiful \$5.00 Aluminum Roasters to be given away during sale.

One coupon with each 25c purchase

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

HERALD

Free! Free!

Eight beautiful \$5.00 Aluminum Roasters 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 the Roasters to the party holding the lucky number.

OF GOOD NEWS!

Slash in Prices at

P. J. LACROIX COVINGTON, LA.

Our entire \$15,000 stock of Merchandise at a Merciless Reduction—Herald to be sold in 8 days time. Goods consists of Dry Goods, Clothing, Shoes, Hats, Furnishings for Men and Women. All new and up to date.

A STORE WITH A REPUTATION FOR SQUARE DEALING

THIS STOCK is now being re-marked. No attention will be paid to what the goods actually cost as we will cut and slash prices to sell stock and sell it quick. In some cases \$1.00 will do the work of \$5.00 elsewhere. By this means miss this Grand Opportunity. It is an event that seldom comes. We are marking the goods at prices that will be the talk of Covington for years. We will claim supremacy in value-giving for 100 miles around, and will leave the verdict with the people.

THIS IS A BARGAIN EVENT—Will surpass anything ever attempted in the value giving line in this section. Save this and wait for **COVINGTON'S GREATEST SALE**. Magnificent Bargains—**THOUSANDS OF SURPRISES**. Read on. Read every line, then wait for the 20th Century's most remarkable and stupendous sale. It will be characterized by enough Thrilling, Sensational Selling for a hundred sales. Don't hesitate, NOW is the time, act a once, when the bargain Gates open **SATURDAY**. Everything goes for what it will bring. We are not bound by former costs or selling prices. The greatest, biggest, broadest, most unparalleled, liberal, legitimate and far-reaching merchandising event that has ever occurred in **LOUISIANA**. Remember this is not an ordinary bargain sale. It is not a fake of any sort. **IT IS JUST** a case of entirely (thousands upon thousands of dollars) too much goods. It is just an old-fashioned, honest, straight-out selling of dependable goods at prices far below their actual value.

Look Where You Will Read What You Please.

Your eyes, your mind and your feet should turn towards our store, for so apparent will be to money-saving benefit of this extraordinary sale event that it will pay you to investigate our statement, which will prove to you that this is no fairy tale, but actual facts.

Sale Begins Saturday, July 27 and Closes Monday, Aug. 5

—IF—
SAVING MONEY
MEANS ANYTHING TO YOU,
READ THIS AND PROFIT

The Store will be closed
FRIDAY, JULY 26

No goods sold nor anyone admitted until the opening day
Saturday, July 27

Ginghams
12 1-2 and 15 cent dress gingham in Toile du Nord, Sale Price 10c

Lawns
Special—12 1-2 yards White Lawn at 5c, only 10 yards to customer.

Dress Goods
Flaxon and other fabrics, our 25c and 35c sellers. Sale Price 17 1-2c

Domestics.
10c bleaching, 36 in. wide Sale Price 8 1-2c
8c bleaching 30 in. wide. Sale Price 6c
10c unbleached domestic, 36 inches wide 8 1-2c
7c unbleached domestic 30 in. wide. Sale Price 5c
7 1-2c calico, best American prints. Sale Price 6c

Bed Spreads
\$2 1-4 white fringed bed spreads. Sale Price \$1.25

Ladies Handkerchiefs.
10c white hemstitched. Sale Price 5c
15c white hemstitched. Sale Price 9c

Ladies and Misses Hose
10c value. Sale Price 8c
15c value. Sale Price 12c
25c value. Sale Price 19c
50c value, silk. Sale Price 39c

Ladies' Underwear
35c value union suits. Sale Price 10c
75c value union suits. Sale Price 39c
10c undershirt. Sale Price 7c
10c undershirts. Sale price 10c

Mens' Underwear
The celebrated brands, Otis Mills and B. V. D. Our regular 75c value. Sale Price 39c
50c values. Sale Price 22c

Pants
We have a very large stock of Men's Pants which we must close out at this sale. The most particular man will find here just what he wants in style and price in linens, blue serge, cashmere and worsted.
\$1.50 pants. Sale Price \$1.25
\$2.00 pants. Sale Price \$1.69
\$3.50 pants. Sale Price \$1.98

\$3.00 pants. Sale Price \$2.49
\$3.50 pants. Sale Price \$2.98
\$4.00 pants. Sale Price \$3.38
\$5.00 pants. Sale Price \$4.28

Mens' Suits
We offer at this sale our entire stock of the celebrated Kirschbaum Suits, in all fabrics, including the celebrated True Blue.
\$20.00 suits. Sale Price \$14.48
\$18.00 suits. Sale Price \$11.98
\$12.50 suits. Sale Price \$8.98

Mens' Hats
We offer our entire stock of men's hats, in straws and furs, at a big reduction.
\$1.50 hats. Sale Price \$1.25
\$2.50 hats. Sale Price \$1.98
\$3.00 hats. Sale Price \$2.48
A full line of Stetson hats in all colors and shapes.

Shirts
Men's \$1.25 and \$1.50 Negligee shirts at 80c.
Never before have we had such a large assortment of high class distinctive fabrics and patterns and makes. There is not a shirt in this entire collection that is not worthy of any man's wearing. Look them over. Your pattern and size is here.
Sale Price 89c.
Men's negligee shirts, our 75c value. Sale Price 48c

We offer our entire stock of the celebrated Cadet Shirt for boys and children, in blouses and soft collar.
75c value. Sale Price 58c
50c value. Sale Price 42c

Mason Fruit Jars
Mason's fruit jars at special prices.
Pints. Sale Price 53c
Quarts. Sale Price 69c

Mens' Shoes
We will offer in this sale our entire stock of Barry Shoes, in all leathers and styles, at the following low prices:
Our \$3.50 shoe. Sale Price \$2.98
Our \$4.00 shoe. Sale Price \$3.48
Our \$5.00 shoe. Sale Price \$4.28
We have on hand a very large stock of medium price shoes which we will offer at this sale at a very big reduction, consisting of tans, gun metal, vel and patents, for men.
Our \$2.00 shoe. Sale Price \$1.68
Our \$2.50 shoe. Sale Price \$1.98
Our \$3.00 shoe. Sale Price \$2.68

Now is the time to fit your boy up with a good pair of shoes at half price. We offer our entire stock of boy's low cuts at half price.
Our \$3.50 boy's shoe. Sale Price \$2.18
Our \$3.00 boy's shoe. Sale Price \$1.98
Our \$2.50 boy's shoe. Sale Price \$1.78
Our \$2.00 boy's shoe. Sale Price \$1.48

Price \$1.48
In all leathers and styles.
We will offer at this sale 200 pair of sample shoes, in odds and ends, in men's and ladies' prices ranging from \$1.75 to \$3.00.
Herald Sale Price \$1.25
A bargain of the season.

Shoes for Ladies
Ladies shoes from our regular stock, ranging at \$1.50, \$2.00, \$2.50, \$3.00 and \$3.50 at a greatly reduced price for coming sale.
All \$3.50 shoes. Sale Price \$2.98
All \$3.00 shoes. Sale Price \$2.58
All \$2.50 shoes. Sale Price \$1.98
All \$2.00 shoes. Sale Price \$1.48
All \$1.50 shoes. Sale Price \$1.38
These shoes come in all sizes and widths and they were made especially for us and come in the following styles and leathers:
Tans
Patent
Dull Calf
Satin
Vic Kids
Whites
Oxfords
Pumps
Buttons
Bluchers
Lace
Button Boots
All shoes will be properly fitted

Towels
10c Huck towels. Sale Price 8c
20c Turkish towels. Sale Price 13c
20c linen towels. Sale Price 13c
25c linen towels. Sale Price 17c

Mens' Furnishings
White hemstitched handkerchiefs, worth 10c. Sale Price 5c
White hemstitched handkerchiefs, worth 15c. Sale Price 8c
Men's fast black hose. Sale Price 7c
Men's fancy hose, worth 15c. Sale Price 12c
Men's lisle thread hose worth 25c. Sale Price 19c
Men's 50c neckwear. Sale Price 43c
Men's 25c neckwear. Sale Price 21c
Men's fancy silk hose, all colors worth 50c. Sale Price 39c

FREE TRIP TO COVINGTON
To all out of town buyers of \$25 or more, within a radius of 25 miles, we will refund railroad fare

THE BIG SALE OPENS
SATURDAY,
JULY 27
AT 8 O'CLOCK A. M.,
And continue for ten days only

One forethought is worth a thousand regrets. Therefore this sale should receive your instant

MERCHANDISE without merit cannot stand the test of extensive advertising. The Merchandise comprising this stock is new and modern, not an old or undesirable garment or article in the lot. Consult your best interest—buy where your money will do the most good. We will give you \$2.00 to \$3.00 worth for every dollar you spend. Nothing reserved or held back. You buy at less than wholesale prices. We have told you the plain, old-fashioned, unvarnished truth—hard-headed facts. "An ounce of fact is worth a pound of fiction." Buy here—don't be misled by so-called bargain baits. Get in line and be on hand the **OPENING DAY**. Everything in the Store will go exactly as advertised. These prices will bring thousands of people from far and near to attend the sale of P. J. Lacroix. Only experienced sales people to wait on you, and money back for any unsatisfactory purchase.

ALL SALES FOR CASH ONLY

P. J. LACROIX,

COVINGTON, LA.

NO
IDLE TALK
THIS SALE is different from anything of the kind ever inaugurated in Covington, or for that matter, in the entire State of Louisiana, and if you never attend another you cannot afford to miss this one. Here will be a great crowd, but you will be jostled by a well pleased a good natured people at this sale.