

# OUR BIG ANNUAL CHRISTMAS SALE

Begins Saturday, Dec. 1 --- Ends Monday, Dec. 24  
Twenty-Four Days of Real Bargains

Interest to-day centers on economy. Dealers who offer merchandise with a sound, economical feature are Trade-Builders and Nation-Builders. You save money on every dollar you spend at this Big Annual Christmas Sale.

## SHOES



You could not wish for a more favorable purchasing event than is afforded in this Sale of Men's, Ladies' and Children's Shoes at sharply reduced prices.

1 lot Men's Dress Shoes, in all leathers, in button and lace, our  
\$6.00 value, this sale **\$5.48**  
\$5.00 value, this sale **\$4.48**  
\$4.00 value, this sale **\$3.48**  
\$3.50 value, this sale **\$3.18**  
\$3.00 value, this sale **\$2.68**

1 lot of Ladies' Shoes, in all leathers and styles, in low and high cuts, our  
\$5.00 value, Special **\$4.48**  
\$3.50 value, Special **\$3.18**  
\$3.00 value, Special **\$2.68**  
\$2.50 value, Special **\$2.18**

1 lot of Children's Shoes, in patent and gun metal and vici for dress or school shoes our  
\$2.50 value, Special **\$2.18**  
\$2.25 value, Special **\$1.98**  
\$2.00 value, Special **\$1.68**  
\$1.50 value, Special **\$1.28**

## Hosiery

We will offer at this sale our celebrated "414 Silk Hosiery," in all colors; our 85c value, Special at **63c**.

1 lot Ladies' Black Lisle Stockings, our 35c value, this sale **25c**.

1 lot Children's heavy rib hose, just the very thing for school; our 25c value, Special **17c**.

15c value, Special **13c**.

1 lot of Children's fine rib hose in black and white, our 35c value, Special **25c**.

1 lot of Men's pure silk socks, in all shades, just the thing for gifts; our 60c value, this sale **45c**.

1 lot of Men's Socks, our 15 and 20c value, this sale **13c**.

## WORK SHOES FOR MEN.

Here is the chance for you to get yourself a supply of Men's Shoes at a big reduction. Guaranteed all solid leather. Our

\$5.00 value, Special **\$4.48**  
\$4.00 value, Special **\$3.48**  
\$3.50 value, Special **\$3.18**  
\$2.50 value, Special **\$2.18**

## MEN'S WORK GLOVES

We offer the celebrated Great Western Glove at a big reduction; our

\$2.00 value, this sale **\$1.68**  
\$1.50 value, this sale **\$1.18**  
\$1.00 value, this sale **78c**  
75c value, this sale **63c**

## Cottons

36-inch bleach cotton, 20c value

This Sale, **17c**.

36-inch unbleached cotton, 16c value

This Sale, **13c**.

## FLANNELETTES

We offer our stock of flannelettes, in all shades, dark and light and solid colors, worth 20c the yard

Very Special, this sale, **15c**

## BLANKETS.

White wool blankets, full size for double beds, \$8.00 value

This Sale, **\$6.50**.

White and Gray blankets, large enough for double bed, \$5.50 value

This Sale, **\$4.25**.

Cotton blankets, our \$2.50 value

This Sale, **\$1.98**.

1 lot Ladies' Waists, our \$1.50 value

This Sale, **98c**.

## American Lady Corsets

We offer at this sale the celebrated American Lady Corsets at the following prices:

\$1.00 value, this sale **89c**  
\$1.50 value, this sale **\$1.28**  
\$1.75 value, this sale **\$1.58**  
\$2.00 value, this sale **\$1.78**

## Dress Goods

Woolen Fabrics, on account of their wearing qualities, have become the standard material for dress, skirt, suit or coat.

50-inch all wool storm serge in all shades, our \$1.50 value

This Sale, **\$1.19**.

40-inch all wool serge, worth \$1.25

Special at **89c**.

36-inch all wool serge and Danish poplar cloth, our 69c grade

This Sale, **39c**.

1 lot 36-inch silk taffata, in all shades, strips, checks, and plaids. Our \$1.50 value

This Sale, **98c**.

1 lot 32-inch cotton mixed dress goods, our 30c value

This Sale, **18½c**.

1 lot sheppard plaid, our 85c value

Very Special, **67c**.

Our 60c value

Very Special, **48c**.

1 lot cotton plaids, just the thing for school dresses, our 25c value

Special, **15c**.

1 piece wool sheppard plaids, our \$1.25 value

Very Special, **89c**.

## GINGHAMS.

We offer our entire stock of gingham at a real bargain. Our 20c grade

This Sale, **16½c**.

Our 17½c grade

This Sale, **15c**.



## HATS

### MEN'S HATS.

\$4.00 value, this sale **\$3.48**  
\$3.00 value, this sale **\$2.48**  
\$2.00 value, this sale **\$1.68**  
In all Styles and Colors.

Men's Arrow Brand Collars, very special for this sale, 2 for 25c.

### MEN'S PANTS.

1 lot of men's fine cassimere pants, our  
\$2.50 value, Special **\$1.98**  
\$1.50 value, Special **\$1.28**

### MEN'S SWEATERS.

\$3.50 value, Special **\$2.98**  
\$2.50 value, Special **\$1.98**  
\$1.00 value, Special **69c**

### MEN'S UNDERWEAR.

1 lot of Men's Underwear in ribbed and fleece lined, our 75c value, this sale **65c**, or **\$1.25 per suit**.

Much Underpriced Merchandise is Offered at This Sale  
Take advantage of these offerings and lay in a supply for the winter. There are many other bargains too numerous to mention

# Paul J. Lacroix

## Covington, Louisiana

CASH ONLY

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