

LOOK! J. S. McConathy's LOOK!

CLEAN-SWEEP SALE

Starts SATURDAY, July 26th, at 9:00 a. m.

Twenty Dollars (\$20.00) Given Away Saturday Morning at 9:00 O'clock

Are You Going To Pass This Opportunity?

To buy seasonable Merchandise at next to nothing prices. Most everybody will get their share. ARE YOU? These bargain prices are different from what is usually handed to you during sales. Prepare yourself, come here hunting bargains, you'll bring home big game worth money to you. Hundreds of people are expected daily. ARE YOU COMING? REALLY AND TRULY LIKE A PUBLIC AUCTION. For just what somebody will give. Nothing reserved, nothing held back. Everything in this mammoth stock of merchandise must be sold. We don't care what price it will bring. One by one, day by day, item by item, everything in SAM McCONATHY'S STORE will be offered and sold without regard to former cost or selling price. Nothing can remain unsold. Now listen to this—No matter what you have seen before, no matter what former rates have been, no matter who, when, where and why, you have never seen anything like this. Ordinary sales come and go like the changes of the moon—this is different. This is one distinctive extraordinary out of the usual merchandise sale of your natural lifetime. Never have you seen or heard of anything like this.

\$25,000.00 worth of goods, and the very best that money can buy, will be placed on sale at retail. Postively the greatest bargain event since the day you were born. Every article marked in plain figures. Marvelous saving opportunity, and the most thrilling exhibition of modern retailing ever known in this town or country. Make your preparations to attend. No postponement, rain or shine. Doors swing back at 9 A. M., JULY 26th.

LOOK FOR THE
BIG CANVAS
SIGNS

J. S. McCONATHY

Arcadia, Louisiana

BE SURE YOU ARE
RIGHT...READ THE
NAME BEFORE
YOU ENTER

SOCIAL & PERSONAL

Mr. D. E. Brown, Jr. : : : : : Telephone No. 34

Elmo Houston was a guest of his father on Tuesday.

Sullivan, of Shreveport, is the guest of Mr. Loris Wimberly.

Miss Susie Ferguson has as guest, Elyv McConaek, of Jackson.

PAIRS OF BOYS' KNEE CAPS, MUST BE SOLD DURING SALE.—SAM McCONATHY.

Miss Jessie Fay Sherard has as guest, Miss Frances Sherard, of Mer Rouge.

Miss Ora Lee Hennigan, returned from the encampment at Pineville.

Mr. and Mrs. Bain Felt have returned from a very pleasant trip to Galveston, Texas.

Clarence Dreyer of Shreveport, was a recent guest of his cousin, Mr. Dreyer.

Mr. J. B. Story arrived on Tuesday from Norfolk, Va., to spend sometime with her parents, Mr. and Mrs. A. L. Story and family. Her many friends are always glad to see her.

Mrs. Allen Ragan and baby Adele, of Clarence, La., are guests of Mr. and Mrs. Pollard Williams. Mr. Ragan will join them later.

Mr. and Mrs. Geo. Booth and baby, of Tupelo, Miss., were guests of Mrs. B. Capers last week. From here they visited Shreveport relatives.

ONE LOT OF MEN'S CRASH SUITS THAT I AM GOING TO SELL FOR \$9.85.—SAM McCONATHY.

Mr. and Mrs. W. C. Thomas and family motored to Mansfield last week, and will visit relatives at that place, after which they will go to Texas for a short visit.

Miss Mary Louis Tooke left in her Cadillac for Mineral Wells, Texas, on Saturday to join her mother and sister, who have been there for some time.

Mr. and Mrs. S. A. Cook had as their honored guest last Thursday and Friday, their father, Mr. M. F. Cook, of Ringgold, who has many friends here, and who are always glad to see him.

Mr. Elgin Hightower arrived from Camp Bowie, Texas, on Tuesday morning. His friends are glad to see him looking so well.

A SPECIAL LOT OF WORSTED AND PALM BEACH SUITS, VALUES UP TO \$20.00, GO IN SAM McCONATHY'S SALE FOR \$9.85.

Mr. and Mrs. Aycock and family and Mrs. Almyr Henry and daughter, Novis went to a place north of Monroe fishing, this week.

Mrs. Mary Conger White, of Lewis, La., is the guest of her parents, Mr. and Mrs. S. A. Conger. She is suffering from a slight attack of tonsillitis which seems to be somewhat of an epidemic.

Miss Annie Talbot, of Texarkana, Texas, who has been visiting Louisiana relatives for sometime, after a visit to relatives in Bernice, is now the guest of her cousin, Miss Susie Ferguson. She will be here for some time.

Supt. E. H. Fisher and Mrs. Fisher left last Friday for Mineral Wells. After seeing Mrs. Fisher suitably located, Mr. Fisher will return home and Mrs. Fisher will remain awhile at that popular health resort.

Friends of Mr. John Smith are glad to know of his continued improvement. Both of his daughters, Mesdames Tom Shehee and Sherard Lewis, of De Ridder, who were at his bedside recently have returned to their homes.

ONE LOT OF LADIES' BOOTS, \$5 TO \$12 VALUES FOR \$2.50 DURING SALE AT SAM McCONATHY'S.

Mr. and Mrs. C. C. Travis were glad to have as their guests this week, Mrs. Travis' parents Mr. and Mrs. Jas. B. Sias, while en route from New Orleans

to their new home in Tulsa, Okla. Mr. Sias left on Tuesday, but Mrs. Sias remained over for a longer visit.

Dr. Thornhill was delighted to have as his guest from Tuesday until Wednesday afternoon of this week, his nephew, Capt. Bridger Thornhill and Mrs. Thornhill, of Columbia, La. Capt. Thornhill has recently returned from France.

Mr. and Mrs. Geo. Howell, and daughter, Miss Elizabeth, have returned to Sweetwater, Tex., after a short visit to their parents, Mr. and Mrs. W. C. Howell. Their many friends here regret that their visit was so short.

REMEMBER TO BE ON HAND SATURDAY MORNING AT 9:00 A. M. AT THE BIG DRAWING AT SAM McCONATHY'S.

You can send your little child to our bank and it will be waited on with the greatest care. We encourage children to do business with us for the reason it educates them to learn the way of banking and some day they will be able to manage their own affairs.—The First National Bank.

Lieut. J. B. Kendal has many friends in Arcadia who are delighted that he has arrived at home after many months of service overseas. He is at present with his homefolks in Ruston, and was the guest of his uncle, Mr. L. M. Tooke on Monday.

Miss Vera Jones returned last week from the encampment at Pineville and a visit to Colfax, earlier than she

expected, on account of her father not being able to join her at Colfax. Mr. Jones is having some trouble with his foot from which he suffers considerably.

Mrs. Sam Davis accompanied by her daughter, Miss Eva and Dr. J. M. Mosely, was carried to the Toure Infirmary in New Orleans a few days ago and has undergone an operation, from which she is recovering. Her many friends hope that she will soon be fully restored to health.

SAM McCONATHY IS GOING TO SELL YOU WHITE CANVAS PTMPS, SOLID LEATHER SOLES DURING THIS SALE FOR 50c.

Dr. and Mrs. Ben Ferguson returned on Sunday from Tulsa, Tex., after a lengthy visit to relatives. We are glad to see the doctor so fully recuperated,

and that both so thoroughly enjoyed their visit. During their absence, Duhols and Ben, spent the time very pleasantly with their grand-parents, Dr. and Mrs. Harper in Ruston.

Mr. and Mrs. Tom Byrd are enjoying a visit from Mrs. Byrd's brother, Mr. E. Fuller, and family, from Bernice. A married daughter, Mrs. Cooper, and little son and Miss Lenora Fuller are the visitors. Miss Lenora Fuller was a student at L. S. U. last session, and her visit has an added pleasure in meeting friends here whom she knew at school.

DO NOT FAIL TO READ SAM McCONATHY'S TODAY'S ADVERTISEMENT.

Additional Social and Personal Items on Editorial Page.

LEMON JUICE IS FRECKLE REMOVER

Girls! Make this cheap beauty lotion to clear and whiten your skin.

Squeeze the juice of two lemons into a bottle containing three ounces of orchard white, shake well, and you have a quarter pint of the best freckle and tan lotion and complexion beautifier, at very, very small cost.

Your grocer has the lemons and any drug store or toilet counter will supply three ounces of orchard white for a few cents. Massage this sweetly fragrant lotion into the face, neck, arms and hands each day and see how clear, soft and white the skin becomes. Yes! It is harmless.

Do your best and you'll go forward. You're not doing your best if you are not buying War Savings Stamps.

Wagons, Cement, Shingles

We have on hand a few of the celebrated John Deere, Studebaker and Weber Wagons and you know the quality of either. We recommend either of these Wagons to you.

We also have a solid car of Cement and a car of Cypress Shingles. Let us figure with you on any of your requirements in our line. Buying in large quantities permits us to make you a better price.

THE PEOPLES HARDWARE Co., Inc.

"The only Exclusive Hardware dealers between Monroe and Shreveport"

TEAMS FOR HEAVY OR LIGHT

Hauling

Am prepared to take care of Heavy or Light Hauling.

Will haul Oil Derricks or any other kind of heavy machinery or material.

Leave orders with M. O. COLLINSWORTH

T. M. BYRD

Notice To All Music Lovers

I have just received my first shipment of Golden Throated

Claxtonolas

and wish to announce that we are ready to demonstrate this quality phonograph to all interested.

This ideal phonograph makes your home complete, and gives you the best music for the least money.

I would be very glad to have you call with your family and hear it play. You will be delighted.

Yours for SERVICE,

J. L. McClellan Arcadia Louisiana