

# Putting Alexandria on the Map

as Louisiana's Best Shopping Center

ALEXANDRIA paves the way to lower retail prices—Starting Wednesday, Dec. 8th, and continuing for FOUR DAYS, Alexandria Retail Merchants will co-operate in a great Retail Price Adjustment, Presenting Thousands of Record-Breaking Values

## Every Merchant in Alexandria Is Co-operating

to make this a convincing demonstration of Alexandria's possibilities as the best trading center in Central Louisiana.

Dealers in Hardware, Boots and Shoes, Dry Goods, Furniture, Groceries, Drugs, Ladies' and Children's Ready-to-Wear, Men's and Boy's Clothing and Furnishings, Hats and Caps, Jewelry and in fact all lines will offer almost unbelievable values.

Alexandria window displays are always attractive and present a metropolitan appearance at all times. But our friends are assured that all these windows in every store in town will be filled with the choicest offerings—a true index of the wonderful Bargains to be found inside the store.

As all this merchandise on display will be priced at unparalleled and almost unbelievable reductions and will undoubtedly be sold rapidly the merchants have made ample provision to replenish their stocks so as to be able to replace lots sold out with other bargains equally as good.

So we can assure you that at any day you choose to come and visit us during the four days' period you will find thousands of bargains awaiting your inspection.

**Wednesday,  
Dec. 8th,  
To Saturday Night  
Dec. 11th.**

ALEXANDRIA

# SAVE MONEY

on  
**Everything  
You May  
Need**

*IT'S EASY TO  
GET THERE AND  
YOU'LL WANT  
TO COME AGAIN*

**Big Displays of  
Xmas Gift Merchandise**

# 4 DAYS

**and Every Day a  
Bargain Day—  
COME!**

The committee on entertainment has made arrangements to take care of a large crowd every day during this Four Days' celebration—you can secure full meals at any restaurant or cafe at Greatly Reduced Prices. Arrangements have also been made to provide entertainment free of cost to out-of-town friends at the various Motion Picture Theaters and Dances will be given at Sky Roof Garden.

We propose to make this event a highly profitable as well as an enjoyable experience to every visitor.



**Stores Will Open Wednesday  
at 10:30 O'clock**

To give the out-of-town people an equal chance with the Alexandria people at the big bargains that will be on display in the show windows all stores will be closed until 10:30 o'clock, Wednesday morning, December 8. The curtains will be drawn on the show windows and the stores will open at 10:30 o'clock sharp.

**Free Moving Picture Shows for  
Out-of-Town People**

The Merchants of Alexandria have arranged with the local theaters for free moving picture shows from

**1:00 p. m. to 3:00 p. m. Every Afternoon  
for the Four Days of the Sale**

A central booth will be established as a place where out-of-town people will be given tickets for the shows, for the asking.

**RETAIL MERCHANTS' BUREAU  
ALEXANDRIA CHAMBER OF COMMERCE**