

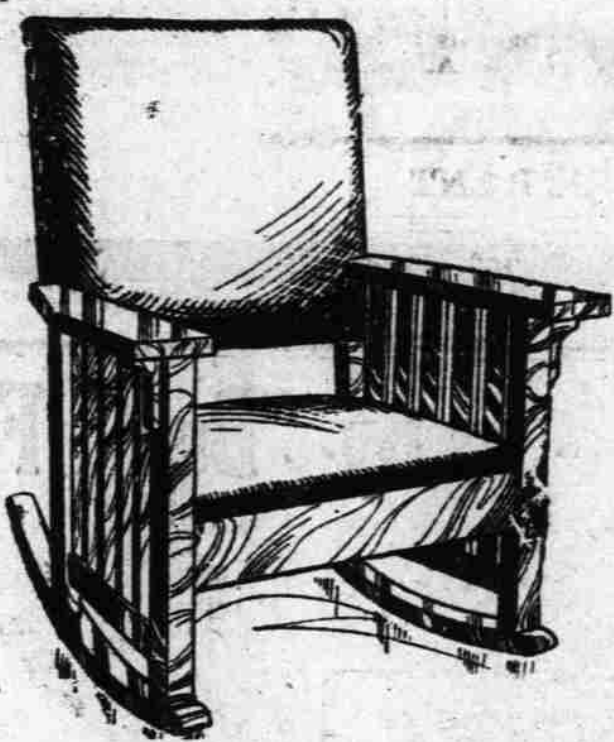
LAWING-ROBBINS CO.

Go to Rescue of Disabled Dealer

MOST AMAZING SALE EVER KNOWN IN CHARLOTTE IS THE ELECTRIFYING RESULT

**\$30,000 Worth of Furniture
and Rugs Bought at
...Our Own Price...**

To Be Turned Over to the Public at Positively
ASTOUNDING REDUCTIONS



Handsome Golden Oak
Rockers, While \$2.95
They Last . . .

Statistics prove that of all the different businesses started 90 PER CENT ARE FAILURES. In view of this startling fact you can readily understand why many stores, even classed among the successes, oftentimes find the road to success mighty rocky.

One of the most reputable stores in the South was recently caught in such a predicament. IT NEEDED CASH IN THE WORST KIND OF A WAY TO TIDE IT OVER ITS DIFFICULTY, but the men in it were so JEALOUS OF THEIR REPUTATION that they hesitated at various methods for raising the necessary money.

Although willing to MERCILESSLY SACRIFICE HALF OR MORE OF THEIR SPLENDID STOCK they finally decided against holding an "IMPENDING BANKRUPTCY SALE," a "CASH RAISING SALE," or any other undignified event that would possibly give them a "Black Eye" in the estimation of the public and thus injure their future business.

SO THEY LOOKED ABOUT FOR A STORE IN ANOTHER CITY THAT WAS BIG ENOUGH AND PROGRESSIVE ENOUGH TO HANDLE SUCH A DEAL AND NAMED A PRICE POSITIVELY STARTLING IN ITS UNPRECEDENED LOWNESS.

We knew of the store through its reputation for handling only the best makes of goods on the market and when the sensational offer was made to us we immediately gave it our full consideration WITH THIS GIGANTIC SALE AS THE RESULT.

THE STORE FROM WHICH THIS GREAT PURCHASE WAS MADE BOUND US TO TWO CONDITIONS: FIRST—THAT WE WOULD GIVE NO PUBLICITY AT ALL TO THE TRANSACTIONS UNTIL THE STOCK HAD BEEN TRANSFERRED TO CHARLOTTE; SECOND—THAT WE KEEP THEIR NAME OUT OF ALL ADVERTISING.



Sideboard in Golden Oak
Finish, New \$13.65
Design . . .

FREE! FREE!

100 Handsome Presents
to First 100 Ladies En-
tering Store on Opening
Morning. Doors Open at

9 A. M. Sharp

9-Day Price Reduction Starts
FRIDAY, OCT. 18TH AT 9 A. M.
SHARP

Positively No Goods Sold Before This Date
and Hour. No Favoritism. No Reservations

FREE! FREE!

100 Handsome Presents
to First 100 Ladies En-
tering Store on Opening
Morning. Doors Open at

9 A. M. Sharp

Lawing-Robbins Furniture Co

24 SOUTH COLLEGE STREET, - - CHARLOTTE, N. C.

Sale Under Direction of C. Lawrence Cook Co., Sales Wizards, of Pittsburg, Pa.