

# FORCE SALE

## O F LUCAS CO'S

Wednesday  
July 31st.  
Until  
Aug. 11th

\$25,000 stock of goods has been put in the hands of W. C. Francis, representing the mills and Manufacturers of New York, who will put this entire stock of goods on the market and at the mercy of the great trading public of Gaston.

Sale begins Wednesday July 31st 9 a. m. Will try and sell entire stock by Aug. 11th. It must go at once regardless of price. Thousands of prices we can't mention here.

Wednesday  
July 31st.  
Until  
Aug. 11th

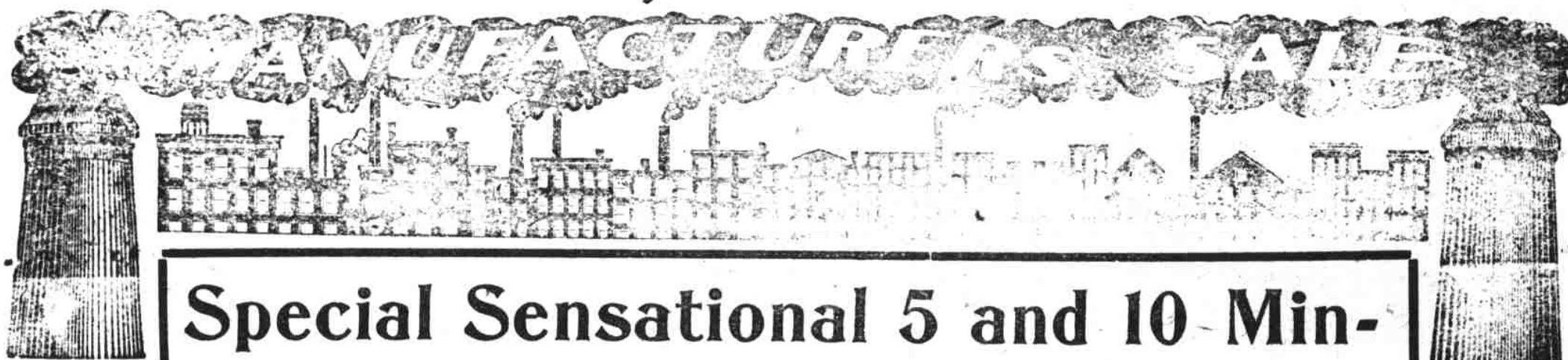
Positively  
and  
Emphatically  
we Declare  
this will  
be the  
Greatest  
Sacrifice  
Sale

Of high-class Mill and Factory  
Merchandise that Gastonia and North  
Carolina will ever know.

Many a Hard Earned  
Dollar You can save  
by Supplying Your  
Needs Now

The Time is Set  
July 31st

Sale Continues  
10 Days



### Special Sensational 5 and 10-Minutes Sales Every Day

Will be put on at various times throughout the 10 days. Don't miss them. Trade at Lucas Co's. and you will get something good.

We mention a few special sales for Wednesday, July 31st

At 9:15 we will sell for a limited time only Ladies 15 and 25cts. Hose 5cts. per pair. At 10 o'clock for a short time only 6 cakes nice Toilet Soap 9 cents. At 10:30 o'clock 12 1-2 cents Dress Gingham 10 yards for 59 cents. At 4 o'clock Lace Curtain Sale. At 5 o'clock Calico or Bleaching Sale.

Thursday, August 1st.

9 o'clock best 12 1-2 cents Bleaching 10 yards for 69 cents. 10 o'clock Lace Sale. 11 o'clock Dress Gingham Sales. 3:30 on we will call special sales every few minutes. It will pay you to come and stay with us. We will make it interesting for you, through these 10 days. Look out every day for something fine. FRIDAY at 9 o'clock we will open with a special few minutes sale. Also SATURDAY, we will be on the special sale list. All through the sale until August 11th.

Be on Hand  
at the Open-  
ing of the  
Doors  
9 O'clock  
Wednesday  
July 31st

In magnitude and value-giving  
no power of pen can describe  
the incomparable and wonder-  
ful bargains to be had at  
this daring Mill and Factory  
Sale.

Sale will  
Continue  
10 Days  
Rain or Shine  
At the store of  
Lucas Co.  
Gastonia, N. C.

### DRESS GOODS

48c Silk Chiffon in all colors skidoo.....	29c
25c China Silk skidoo.....	19c
48c Jap Silk all colors (wide) skidoo.....	38c
\$1.25 Black Silk, best quality, skidoo.....	87c
98c and \$1.00 Silk, all colors, (36 inches wide).....	79c
\$1.50 Black Peau de Soie Silk.....	\$1.12

Silks in plaids, dots and all shades, skidoo prices.

### Skidoo Prices on Wool Dress Goods

50 and 60c Brilliantines, all colors.....	38c
50 and 60c Gray Plaid dress goods.....	36c
\$1.00 Navy Blue Serge, imported goods skidoo.....	69c
\$1.25 Blue and Black Serge, skidoo.....	79c
\$1.00 Invisible Plaid Mohair.....	63c
Job Lot of 48c Voile skidoo.....	15c
Job Lot of 60c and 98c Voile skidoo.....	29 and 36c

Skidoo price on \$1.00 light colored brilliantine.

## LUCAS

10 CHECK BOYS WANTED



W. C. FRANCIS. The man representing the combination of mills and factories, and who is personally conducting this gigantic sale.

### PEOPLE! STOP AND LISTEN!

DO IT NOW!

IT'S A "23" SALE!

Skidoo price will be marked in plain figures on every-  
thing in the entire store.

Lucas Company will be closed to the  
world Monday and Tuesday marking  
goods way down for this Sacrifice Sale  
to begin Wednesday 9 a. m. July 31st.

No Goods Charged, Sent C.O.D. or Exchanged During This 10 Days Sale

## COMP'NY

30 SALESPeOPLE WANTED

Look for and read carefully by all means our big two-page circular for actual cost prices