

GREAT PANIC SALE!

IF MONEY

Means Anything to You

Read This and Profit

\$1.00 During This Sale
Will Do the Work of \$2.00

Lucas Co.'s Entire \$60,000 Stock

Consisting of dry goods, clothing, hats, shoes, and gents' furnishings, doomed to be sold in 10 days, beginning

Saturday, Nov. 16, at 9 A. M.

Store Closed

Wednesday, Thursday
and Friday

Absolutely no goods sold or any one admitted until the opening

Saturday, Nov. 16
At 9 A. M.

This is a sale at the right time, right now at the season of the year when you are compelled to buy Fall and Winter Goods for yourself and family, and the merchants are demanding the highest prices and the largest profits on such merchandise, this opportunity comes to you. Stop for a moment and ponder and you will realize what it means. The large stock of LUCAS CO. is to be closed out in ten days time. Prices to go to pieces in sections. No mercy to cost mark. Herald the news everywhere so that all may come and share in the great harvest of magnificent bargains. It will pay you to prepare your purse and wait for this, the Greatest of All Sales.

LOOK for the BIG RED CANVAS FRONT

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| <p>Domestics.
One case of colored calicoes, value 7c, great panic sale price 5c
Apron checks in all styles and colors, value 7 1/2c, great panic sale price 5c
Miles upon miles of fine percales, value 12 1/4c, great panic sale price 8 1/2c
Best 10c quality bleaching, great panic sale price 6c
Best Lonsdale cambric, value 15c, great panic sale price 10 1/2c
Best 12 1-2c bleaching, great panic sale price (not over 10 yards to a customer) 8c</p> <p>Wash Goods
5,000 yards 27-inch printed lawns, this season's designs, value 10c, great panic sale price 5c
10,000 yards of the finest outtings, all clean and new, value 12c, great panic sale price 7c
Best 1 yard wide sheeting, of the best quality, value 8c, great panic sale price 6 1/2c
One lot of finest quality of bed ticking, value 8 1-2c, great panic sale price 6c</p> <p>Dress Goods
2,000 yards of double dress goods, value 20c, great panic sale price 14c
One lot of double dress woolen goods, 25c to 35c value, great panic sale price 17c
Fine quality of brillantine and mohair, value 80c, great panic sale price 38c
52 inch black, blue and brown storm serge, \$1 value, great panic sale price 59c
Nice line of fancy broadcloth, \$1.25 value, great panic sale price 78c</p> | <p>4,000 yards of new panama cloth, value \$1.50, great panic sale price 83c
Silks! Silks! Silks!
China silk, of the finest jet black, value 50c, great panic sale price 39c
500 yards silk chiffon, the best you ever saw, value 50c great panic sale price 29c
36 inch black taffeta, every yard bears a guarantee, \$1 value, great panic sale price 79c</p> <p>Table Linens.
72 inch slightly soiled table damask, value 98c, great panic sale price 59c
One lot of white table damask, now going at 20c
One lot of pure table linen damask, value 50c, great panic sale price 38c
One lot 10 1/4 sheeting, value 35c, great panic sale price 26c</p> <p>Towels.
500 bleached towels, fancy bordered, value 5c, great panic sale price 2 1/2c
50 dozen full bleached, fancy bordered, hemmed, value 7c, great panic sale price 7c
100 dozen fine turkish bath towels, now going at 7 1/2c
One lot of the finest towels, value 20c, great panic sale price 11c
One lot of all-linen hem-stitched towels, value 25c, great panic sale price 16c</p> <p>Lace and Embroideries
One entire table devoted exclusively to laces and embroideries. Will surprise you in this department. Come and see for yourself. You can easily spend a morning at this table.</p> | <p>One lot of laces of Toton and Valenciennes in wide and narrow, value 5c, great panic sale price 2c
One lot of fine Hamburg and insertions, 7c value, great panic sale price 3 1/2c
1,000 yards of embroideries, value 30c, great panic sale price 9c
Ladies' and Children's Stockings.
One lot of ladies' and children's fast black stockings, value 10c, great panic sale price 7c
Ladies' fast black hose, special heel and toe, fine needle gauge, value 25c, great panic sale price 18c
Ladies' fine black stockings, value 50c, great panic sale price 39c
Ladies' Handkerchiefs.
50 dozen ladies' handkerchiefs, hem-stitched, now going at 3c
Ladies' fine lace and embroidered handkerchiefs, value 10c, great panic sale price 6c
Ladies' fine linen handkerchiefs, 1-4 hem-stitched, value 8c, great panic sale price 8c
One lot of ladies' pure linen white handkerchiefs, value 25c, great panic sale price 17c</p> <p>Ladies' Underwear.
1,000 dozen of ladies' heavy 25c vests and pants, great panic sale price 18c
One big lot of ladies' heavy ribbed vests and pants, value 50c, great panic sale price 38c</p> <p>Ladies' Shoes.
Ladies' shoes in the latest fall styles, value \$1.25, great panic sale price 98c
Ladies' vici leather shoes, value \$1.00, great panic sale price 1.14</p> | <p>1,000 pairs of ladies' shoes, including vici, dongola, and patent leather, value \$1.75, \$2.00, and \$2.50, great panic sale price 1.39
300 ladies' patent leather and vici shoes, value \$2.50, great panic sale price 1.78
One lot of ladies' patent leather \$3.00 shoes, Cuban and French heels, great panic sale price 2.29
One big lot of ladies' \$3.50 shoes in patent leather and vici in all the latest shapes, great panic sale price 2.79</p> <p>Ladies' Cloaks.
One lot of ladies' rain-proof cravenettes, value \$7.50, great panic sale price 4.98
One lot of ladies' absolutely rain-proof coats, \$10 value, great panic sale price 5.48
\$6.99 ladies' cloaks, new styles, now going at 3.98
One lot of ladies' black cloaks, value \$3.98, great panic sale price 2.44
100 ladies' snappy cloaks, \$9.00 value, great panic sale price 5.98
One lot of ladies' \$12.50 cloaks, great panic sale price, 7.98</p> <p>Men's Furnishings.
Men's white and bordered handkerchiefs, 5c value, great panic sale price 3c
Men's white hemstitched handkerchiefs, value 10c, great panic sale price 7c
Men's black half hose, value 10c, great panic sale price 6c
Men's fancy half hose, value 15c, great panic sale price 9c
Men's elastic web suspenders, value 15c, great panic sale price 9c</p> | <p>Men's 25c elastic suspenders, great panic sale price 17c
Men's fine four-in-hand ties, value 25c, great panic sale price 16c
50c four-in-hand ties, now going at 37c
Men's negligee fancy shirts, 50c value, great panic sale price 38c
Men's fancy dress shirts, \$1.00 value, great panic sale price 79c
Men's 50c shirts and drawers, fleeced, great panic sale price 38c
One lot of men's 25c underwear, now going at 16c
One lot of \$1.00 lamb's down underwear, great panic sale price 69c</p> <p>Hats! Hats! Hats!
Men's \$1.00 hats in all the latest shapes, great panic sale price 79c
Men's \$1.50 hats in some of the snappy designs, great panic sale price 98c
One lot \$1.75 and \$2.00 Hats, great panic sale price 1.39
One lot \$2.25 and \$2.50 hats something swell great panic sale price 1.78</p> <p>Men's Suits.
One lot of men's \$9.98 suits. Here is a bargain. Great panic sale price 4.96
Men's \$12.50 suits in black and blue check, great panic sale price 6.98
All \$14 and \$15 suits, all hand-tailored in every respect, great panic sale price 9.42</p> <p>Men's Pants.
Men's \$1.50 pants in the latest patterns, great panic sale price 98c</p> | <p>Men's \$2.00 pants in light checks and stripes, great panic sale price 1.46
One lot of \$3.00 pants in the latest styles, peg-top, great panic sale price 2.48
Men's \$4.00 pants, something real snappy, great panic sale price 2.98</p> <p>Men's Overcoats.
One lot of \$6. and \$7. overcoats, great panic sale price 3.98
Men's \$12.50 and \$15.00 overcoats in the latest styles, great panic sale price 8.98
\$8 and \$9 men's overcoats, black and blue kersey, great panic sale price 4.62</p> <p>Men's Shoes.
One lot of Men's Satin Calf solid leather Shoes, value \$2.00, great panic sale price 1.19
One lot of \$2.50 shoes, vici and gun-metal, great panic sale price 1.69
One lot of \$3.00 shoes, something fine, great panic sale price 2.39
One lot of \$3.50 and \$4.00 shoes great panic sale price 2.98</p> <p>Blankets and Comforts.
One lot of big double blankets at 59c
\$2.98 blankets 11 1-4, something worthwhile, great panic sale price 1.48
One lot of \$1.50 comforts, real value, great panic sale price 98c
\$1.75 and \$2.00 comforts, the world over, now going at 1.39</p> <p>Notions.
We will offer our entire stock of notions, consisting of all the staple articles, to be sacrificed at a 50% reduction.</p> |
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LOOK WISE

And see if you can find one of our Premium Tags. Holder will be rewarded for same at our store.

OUR GUARANTEE---A square deal to all---one price only---the lowest. All purchases proving unsatisfactory will be cheerfully exchanged. Our reputation behind every article, statement and price. For want of space, we mention but a few of the many articles to be sold regardless of cost. No goods charged and no coupons given during sale.

WANTED!

40 salesmen, salesladies, cash boys, and bundle wrappers at once

Great Ten Day Sale Opens Saturday, Nov. 16, at 9 A. M.

LUCAS CO., --- GASTONIA, N. C.