

# LEBOVITZ GREAT HOLIDAY SALE

THE  
Grand Opening of Lebovitz New Department Stores  
BEGINS

**Saturday, - December - 10th, - 1910**  
Doors Open 8 a. m. Promptly - Sale Will Continue Until January 1st, 1911

LEBOVITZ HOLIDAY SALE

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A hearty welcome to Gastonia's most modern, well lighted and comfortable department stores, with its counters and shelves filled with great holiday values in dry goods, millinery, ladies' coat suits sweaters, capes, cloaks, ready-made voil and panama skirts, blankets, comforts, men's and boys' clothing, overcoats, underwear, shoes, hats, caps, trunks and valises. In fact everything kept in an up-to-date department store.

Below we quote but a few of the many thousands of bargains we have:

<p><b>DRY GOODS.</b></p> <p>3000 yards Gingham, by the bolt, no remnants, sells everywhere at 7c, Sale Price .....4c</p> <p>Sea Island Sheeting, sells for 8c, Sale Price .....5 1-2c</p> <p>Good smooth Bleaching, Price...5c</p> <p>Extra good Bleaching, a bargain at 10c, Sale Price only .....7 1-2c</p> <p>Good 7c Canton Flannel, Price 5c</p> <p>Heavy Canton Flannel, sells everywhere at 10c, Sale Price...7 1-2c</p> <p>Good Outing, a great variety of patterns, a Sacrificing Price .....4c</p> <p>Fleece lined Dress Suitings, sells everywhere at 12 1-2c, Price...9c</p> <p>Big shipment of Calico just received, all new and pretty patterns, great bargain, Sale Price .....4c</p> <p>Bed Ticking, surprising value, Sale Price .....6 1-2c</p> <p>Bed Ticking, sells everywhere at 12 1-2c, Sale Price .....9c</p> <p>25c Bed Ticking, standard quality, Sale Price .....15c</p> <p>Red Wool Flannel, Sale Price...10c</p> <p>White Flannel, greatest value, Sale Price .....14c</p> <p>Heavy double fleeced Teazel Down, for underwear, 12 1-2c everywhere Sale Price .....8c</p> <p>Large variety of Ladies' Suiting, Sale Price .....9c</p> <p>Silks, Satins, Velvets, Mohair, Serge, all fashionable Dress Goods at Sacrificing Sale Prices.</p> <p>54-inch Broadcloth, Grey, Black, Garnet, actual value 75c, Sale Price .....49c</p> <p>36-inch Panama Cloth, all new Fall and Winter shades, sells everywhere at 48c, Sale Price .....24c</p> <p>\$1.50 Broadcloth, Black, Grey, Red, Brown, Navy, a wonderful bargain Sale Price .....89c</p> <p>50-inch Mohair and Panama Cloth, Navy, Black, Green, Garnet, Grey, Brown, a bargain at 75c, Sale Price .....47c</p>	<p><b>LADIES' READY-TO-WEAR DEPARTMENT.</b></p> <p>Ladies' \$5.00 Silk trimmed stylish Skirts, Sale Price .....\$2.79</p> <p>Ladies' handsome Draped Skirts, \$10 values, Sale Price .....\$5.48</p> <p>Stylish Voile Skirts, Price ....\$4.49</p> <p>Large stock Ladies' Skirts to go at Sale Prices.</p> <p>Ladies' Black and White Silk Waists cheap at \$5, Sale Price ....\$2.98</p> <p>Ladies' \$3.50 Black and Navy Satin Waists, stylish make, Price.\$1.98</p> <p>Ladies' White Shirt Waists, laundered cuffs and collars, 75c value, Sale Price .....49c</p> <p>How Can You Miss This Sale.</p> <p>Beautiful Shams, Scarfs, Table Covers, Door Pannels, Pillow Tops, at Sacrificing Prices. Come, don't deny yourself of these bargains.</p> <p>Children's ready-made Dresses, stylish make, new Fall styles, assorted colors, Sale Price ....25c up</p> <p>Come to Lebovitz' Great Sale.</p> <p>Ladies' Long Broadcloth Capes handsomely trimmed, real value, \$7.50, Sale Price .....\$4.98</p> <p>Children's Capes and Coats at a Sacrifice.</p> <p><b>MEN'S AND BOYS' OVERCOATS.</b></p> <p>The cold weather demands them; the low Sale Prices will make you buy them.</p> <p>You cannot afford to miss these bargains. Read carefully every word. Come, you will not be disappointed.</p> <p><b>MEN'S PANTS.</b></p> <p>The Largest Stock in Gastonia.</p> <p>The kind you pay \$1.50 for, our Sale Price .....98c</p> <p>The best \$2.00 Men's Pants, Sale Price .....\$1.39</p> <p>All our fine grade Men's Pants, from \$3.00 to \$6.50, will be sacrificed during this great sale.</p>	<p><b>MEN'S CLOTHING.</b></p> <p>New Fall and Winter Clothing at such astonishing prices means something to you. A tremendous reduction.</p> <p>1 Big lot Men's Suits, assorted colors, Lebovitz' Sale Price ...\$3.98</p> <p>1 Big lot Men's Suits, ranging in price from \$7.50 to \$10.00, the newest patterns, fine fitting garments, will surely please you, sale price .....\$5.98</p> <p>Men's \$15.00 Suits, the latest cuts, perfect fitting, best tailored make, will be sacrificed for the low sum of .....\$9.95</p> <p>Our entire stock of the highest-grade Beacon Brand Clothing, Men's Suits, ranging in price from \$18 to \$22.50, will be sold during this great Sale at .....\$14.49</p> <p><b>BOYS' SUITS.</b></p> <p>Just received another big shipment of Boys' Clothing.</p> <p>1 lot, Sale Price .....98c</p> <p>1 lot Boys' Suits, cheap at \$2, your choice .....\$1.39</p> <p>Boys' Suits, assorted patterns with Knickerbocker Pants, worth \$2.50, Sale Price .....\$1.89</p> <p>1 lot Boys' Suits, ranging in price from \$3.00 to \$3.50, Price..\$2.65</p> <p>Boys' extra fine tailored Suits, cheap at \$5, Sale Price .....\$3.69</p> <p>Such Bargains Galore All Over Our Store.</p> <p><b>LADIES' AND MISSES' COAT SUITS.</b></p> <p>In All the Leading Colors.</p> <p>Ladies' stylish tailor-made Coat Suits, Sale Price .....\$4.98</p> <p>Beautiful \$15 Ladies' Coat Suits, a great bargain, Sale Price...\$9.98</p> <p>Ladies' \$18 and \$20 Coat Suits, finest tailor-made, Price ....\$12.98</p> <p>Big line Children's Fur and Cloth Coats and Sweaters, at sale prices.</p>	<p><b>MEN'S AND BOYS' DRESS SHIRTS.</b></p> <p>A great bargain, Sale Price ...24c</p> <p>Good Working Shirts, Price ...19c</p> <p>Men's 50 and 75c Shirts, Price...39c</p> <p>Men's and Boys' Coat Sweaters, Ladies' and Children's Sweaters, don't miss seeing these great bargains.</p> <p><b>SHOES AND SLIPPERS.</b></p> <p>Our entire stock of Oxfords to be sold for less than manufacturers cost.</p> <p>Ladies' Slippers, sell everywhere at \$1.00, Sale Price .....59c</p> <p>Ladies' \$1.50 Strap Sandals, Sale Price .....89c</p> <p>All our fine \$2 and \$3.50 Slippers and Oxfords, to be sold during this sale for less than cost.</p> <p>Ladies' Best \$1.50 Shoe, Price..98c</p> <p>Ladies' dress Shoe, Hanks' Line, \$2 value, Sale Price .....\$1.24</p> <p>Virginia Girl, best Ladies' Shoe ever sold, Sale Price .....\$1.69</p> <p>Our High Art Shoe, the best \$3.00 Ladies' Shoe ever seen, Sale Price .....\$1.98</p> <p>Big line Ladies' \$3.50 Button and Lace Shoes, Sale Price ...\$2.49</p> <p>Children's heavy and fine Shoes at wonderful low prices. We can suit you. Come to Lebovitz' Holiday Sale.</p> <p><b>MEN'S SHOES.</b></p> <p>Men's \$2.00 Wonder Shoe, Price 99c</p> <p>Men's heavy every day Shoes, sell everywhere at \$1.50, Price..\$1.19</p> <p>Men's Eagle Brand \$2.50 Shoes, Vic, Pat. Leather, Gun Metal, a bargain for .....\$1.69</p> <p>Our \$3.00 Majestic Men's Shoes, greatest value ever offered, Sale Price .....\$1.98</p> <p>Soft Shoes, Sale Price ...\$2.98</p> <p>The well-known \$3.50 and \$4.00 Men's Shoes, Vic, Gun Metal and Randal Drake \$4.00 Men's Shoes, Vic, Gun Metal, and Pat. Leather, in Lace and Button, Price..\$3.39</p>	<p><b>MILLINERY.</b></p> <p>Magnificent Display of Winter Millinery.</p> <p>Ladies', Misses' and Children's Hats, and Caps to be closed out at cost. We have the most stylish Velvet, Fur and Satin Hats and Turbans in all the leading Shapes. Come you will admire the styles and the low prices will surely please you.</p> <p><b>MEN'S FUR HATS.</b></p> <p>All shapes, Sale Price .....49c</p> <p>Men's \$2 Hats, Sale Price...98c</p> <p>All better grade Hats at sale prices.</p> <p><b>UNDERWEAR.</b></p> <p>Men's 50c heavy fleeced lined Underwear, Sale Price .....39c</p> <p>Men's Medium Weight Underwear, Sale Price .....24c</p> <p>Ladies' Underwear, the biggest bargain ever heard of, Price...24c</p> <p>Ladies' and Children's Union Suits, Sale Price .....25c</p> <p><b>BLANKETS AND COMFORTS.</b></p> <p>Double Blankets, Sale Price...48c</p> <p>Good \$1.50 Blankets, Price ...98c</p> <p>Wool Blankets, a bargain, at..\$2.98</p> <p>All our finest Wool Blankets up to the \$6.50 a pair, Price ...\$3.89</p> <p><b>NOTIONS.</b></p> <p>Ladies' 10c Hose, Sale Price ...5c</p> <p>Children's 10c Hose, Price .....5c</p> <p>Men's Socks, Sale Price .....3c</p> <p>Ladies' Handkerchiefs, Price .....1c</p> <p>Men's Handkerchiefs, Price..2 1-2c</p> <p>Good Towels, a bargain, Price...5c</p> <p>Can Talcum Powder, Price .....3c</p> <p>Large 10c bottle Vaseline, at...5c</p> <p>Spool Thread, Sale Price ...2 1-2c</p> <p>Embroidery Hoops, Sale Price ...4c</p> <p>24 Sheets Paper and 24 Envelopes, Sale Price .....5c</p> <p>25c Baby Wool Caps, Price...10c</p> <p>Men's Silk Ties, all colors...10c</p>
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**LOOK! - LOOK! - LOOK!**

for Lebovitz new big stores. A great saving opportunity for you. Come let nothing keep you away. Bring the children this will be SANTA CLAUS HEADQUARTERS dolls, toys, carts, baby carriages, go-carts, vases, comb and brush cases, Xmas cards, shaving sets, etc., etc. This is the GREATEST, GRANDEST SALE the people of Gastonia and surrounding country has ever had the opportunity to enjoy. At Lebo's big stores your money goes farther and the assortment is larger. Every department has something special for you. Strictly one price to all. Every article in our large department stores marked in plain figures. Come a hearty welcome to everybody. New goods coming in every day. New specials to be shown for the first time.

SALE WILL OPEN RAIN OR SHINE

**Saturday Morning 8 O'clock, December 10, 1910**

AT

# LEBOVITZ

New Department Stores

Gastonia, North Carolina

LEBOVITZ HOLIDAY SALE