

THE BIG STORE'S

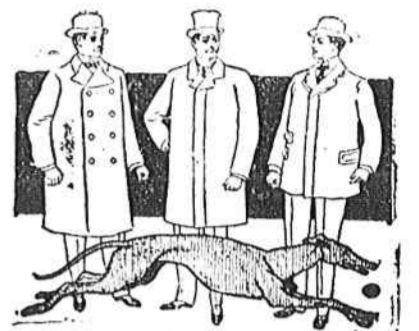
STOCK-TAKING SALE!

January the 1st is our Annual Stock taking time. Our rule is not to take inventory of merchandise if there is any possible way of converting it into cash.

This has been an exceedingly mild winter and we find ourselves long on a good many lines of merchandise that we propose to close out

Regardless of profit.

We will make a tremendous cut in Men's Clothing, Overcoats, etc., Ladies Capes and Jackets, Dress Goods, Flannelets, Domestics, etc. This is a grand opportunity for you to lay in your winter furnishings at a sacrifice price.



Dress Goods.

One lot \$1.00 and \$1.25 Broadcloths to go at 79c.
 One lot 75c and 85c Broadcloths to go at 50c.
 One lot 50c and 60c water proofing 35c.
 One lot 60c and 75c water proofing 50c.
 One lot 50c Dress goods to close 35c.
 One lot 25c Dress goods to close 19c.

Outings.

We are going to close out every yard of outing in the house and we have placed it all on one table. All 7 1-2c, 10c and 12 1-2c values and it is yours for only 5c.

Flannelettes.

The weather has been rather warm for this class of goods, but there are cold winter days coming and you had better prepare for it.

All 10c and 12 1/2c flannelettes go at only 6 1-2.

Calicoes.

Big lot calicoes red, gray, and dark colors 6c and 7 1-2 cent values will go at 5c the yard.

Percales.

One lot 36 inch Percales dark patterns 8 1-3c and 10c values at only 6c.

Ladies Capes and Jackets.

We have had the biggest trade on Ladies Jackets that we have ever had but some of the choicest garments are here yet but the sizes are broken. If your size is here you can buy it for a song.

\$12.50 Jackets only \$8.50.
 \$10.00 Jackets only \$7.50.
 \$6.50 Jackets only \$4.50.
 \$3.50 Jackets only \$2.75.
 \$2.30 Jackets only \$1.75.

MILLINERY

We are going to make a clean sweep of our Millinery stock. We are clearing out our pattern hats at about 1-2 the regular price.



PLUSH CAPES AT YOUR OWN PRICE

Men's Clothing.

We can show you the best line of Men's suits and Overcoats to be found in the county, our clothing is made by the most reputable manufacturers in the business, and they consist of the three important features—

STYLE FIT AND SERVICE.

Our stock is too large and we are going to reduce it. It would be useless for us to quote you prices unless you could see the goods. But if you will give us a look we will save you from 25 to 40 per cent. on your suit.

Shoes for Everybody.

THE BEST LINE OF MEN'S, WOMEN'S AND CHILDREN'S SHOES that is carried in the Piedmont section of the State, is carried by us.

Ladies Shoes from \$1.00 to the "Queen Quality," at \$4.00.

Men's Shoes from \$1.25 to \$6.00.

We handle only the best make of Shoes and guarantee them.



Does Advertising Pay in this Paper?

Just to see how many people read this ad. in The Pickens Sentinel-Journal, we will, from now until December 24th, inclusive, redeem this coupon for 50 cents as part payment on every bill of \$5.00, and over, in our Dry Goods, Clothing and Shoe departments, Boy's clothing excepted, where they take the knife or watch.

COUPON.

This coupon is good at our store for 50c. and will be accepted for that amount on any cash bill purchased from us at any one time between now and Dec. 24.

HEATH-BRUCE-MORROW CO.

00

THREE AND FOUR PLY MEN'S LINEN COLLARS

Only 5c.

GIVEN AWAY FREE
 WITH ALL OF OUR
BOY'S CLOTHING
 A GOOD
 MILLER BROS. KNIFE
 OR

A GOOD WATCH.



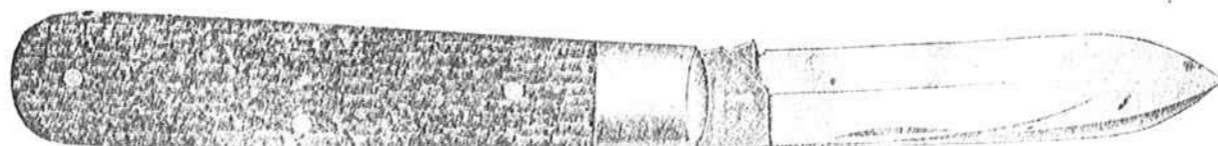
Here is the proposition—

From now until Christmas we will give with each boys suit up to \$2.25, one Miller Bro's. pocket knife absolutely free.

With each Boys suit from \$2.50 up we will give free one Watch guaranteed to keep good time for twelve months.

Boys don't miss chance to become the owner of a good watch or a good knife.

50 cent coupons will not apply to this proposition.



HEATH-BRUCE-MORROW CO.

LEADERS IN LOW PRICES,

PICKENS, S. C.