

Never Before in the History of Local Retailing, Has the Public Responded to a Sale as They Have to Our

A SUCCESSFUL BUSINESS CAREER

depends largely on making friends of customers. From the first this idea has been the foundation upon which this business has been built. We began by giving our patrons honest values and courteous treatment. We endeavored to obtain their friendship by deserving it.

We won many friends and our policy remains unchanged; for only by continuing to give the same good values, by giving the same courteous treatment, can we continue to hold the friendship and good will of the people with whom we transact business.



WHITE SALES

—and we assure you that it's most gratifying to us to see the confidence that all thrifty women have in our big merchandise institution.

Each day stocks will be replenished and new Bargain Lots added, and it's our earnest desire that every woman who ever made a purchase in this store and has not taken advantage of this sale—WILL DO SO TOMORROW and secure her share of these startling values.

COME—JOIN THE THROGS OF THE THRIFTY.

TIMELY ECONOMIES IN WHITE GOODS.

These goods are of the finest quality; they introduce a variety of beautiful weaves and display a profusion of unique designs. Better than them the looms are not capable of turning out. From them selections can easily be made for the creation of apparel for in or put-door wear; also for the making of dainty underwearables. Their economical prices will surely tempt numbers of women to purchase enough to make at least a couple of garments at a time. Priced 12 1-2c to 75c a Yard.



WAISTS GALORE—REDICULOUSLY LOW PRICED.

Materials alone are worth more than the price quoted in some instances and the styles are decidedly new and attractive. You'll buy several—then wish for more.

\$1.00 Voile, Organdie and Poplin Waists85c

\$1.50 Voile and Organdie Waists sizes 36 to 53 \$1.25

\$1.95 Beautiful Lace and Embroidery Trimmed Voile Waists \$1.75

\$2.25 Extra Fine Quality Voile Waists, tucked, embroidery and lace trimmed \$1.95

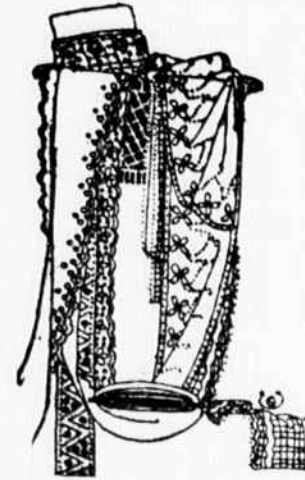
SAVE A GOOD BIG BIT ON BED SPREADS, SHEETS AND PILLOW CASES.

You can do it very easily; simply come in and pick out the sizes you want from the large stocks which we will place on sale tomorrow.

These stocks are unusually large; we want to reduce them to a point where we can conveniently handle them; hence the reason for these reductions.

- 45x36 inch Hemmed Pillow Cases25c Each
- 42x38 1-2 Hemmed Pillow Cases15c Each
- 42x36 Mohawk Hemstitched Pillow Cases40c Each
- 45x36 Mohawk Hemstitched Pillow Cases45c Each
- 63x90 Hemmed Sheets \$1.00 Each
- 72x90 Hemmed Sheets \$1.10 Each
- 81x90 Hemmed Sheets \$1.25 Each
- 90x90 Hemmed Sheets \$1.35 Each
- 72x90 Sanitary Crinkle Spreads \$1.50
- 81x90 Sanitary Crinkle Spreads \$1.75
- Single Bed Size Crochet Spreads \$1.00
- Double Bed Size Crochet Spreads \$1.25
- Many other qualities of Crochet and Marseilles Bed Spreads priced . . . \$1.50, \$1.75, \$2.00, \$2.50, \$3.00, \$3.50 and \$5.00

AN ADMIRABLE COLLECTION OF BEAUTIFUL LACES AND EMBROIDERIES



In designs of rich and rare beauty, that will attract you at a glance and be admired by your friends for their cleverness of design. Laces are the predominating factor in today's path of fashion, and women who follow the trend of style will do wisely to see these laces here tomorrow.

One lot of exquisite embroideries in various widths and numberless patterns that sold up to 25c a yard. White sale price12 1-2c

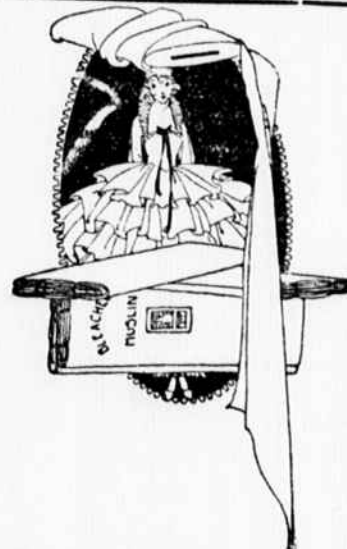
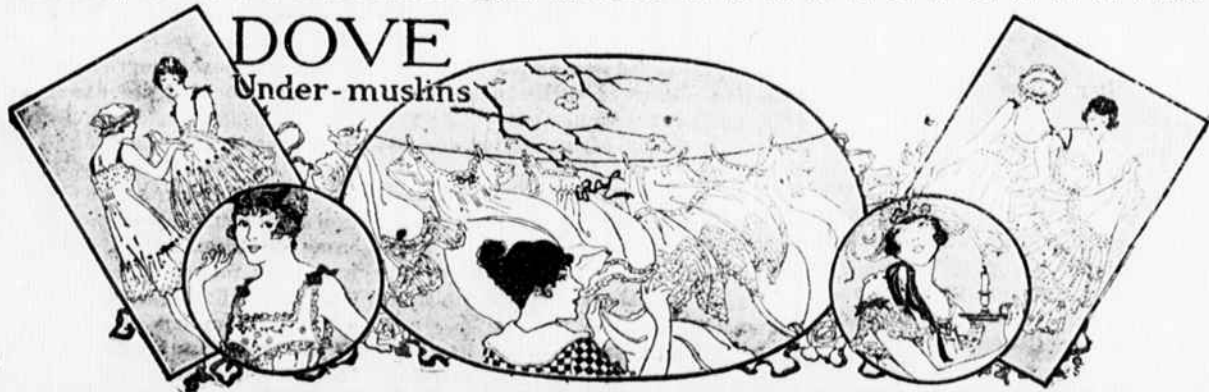
Many other grades of embroideries priced from5c to \$1.50 a Yard
Laces, Filet, Torchon and Round and Diamond Mesh, Insertions to match, also Linen Laces. Priced3c, 5c, 7c, 8c, 10c to 35c the Yard

FASCINATING ARRAY OF DAINTY UNDERMUSLINS.

Fascinating in style with excellence of quality and temptingly low priced, make this collection of undermuslins an attraction of unusual interest to all women.

Thrifty women who take pride in their stock of undermuslins, will do well to visit this store tomorrow, and partake freely in these dainty garments, as present market conditions indicate another advance in price, which means PRICES like THESE will be impossible in a few short weeks.

- Fine quality Muslin Gowns, round V and square neck, lace trimmed and ribbon run. Special50c
- Extra quality Gowns, embroidered lace trimmed, insertion and edge, ribbon run75c
- Beautiful Nainsook and Batiste Gowns, ribbon run and embroidered79c, 89c, \$1.00, \$1.50 and \$2.00
- Teddys beautifully embroidered and lace trimmed on Nainsook. Priced75c and \$1.00
- White Satine Petticoats, French pleated \$1.00
- Woman's Drawers of fine quality Muslin and Crepe embroidered, hemstitched and lace trimmed, open and closed styles. Specially priced39c and 50c
- Billy Burkes, white and pink Crepe, priced \$1.50 to \$2.50
- Children's Drawers of excellent quality Muslin, regular and knickerbocker styles, hemstitched, tucked and embroidered edges. Special25c



THE WHITE BARGAIN AISLE.

Only values extraordinary are offered in our "Aisle of Bargains," and all offerings are worth coming miles for. Read each item carefully.

PILLOW TUBING, TOWELING AND SHEETING.

- 42-inch Pepperell Tubing25c Yd.
- 45-inch Pepperell Tubing35c Yd.
- 9-4 Pepperell Sheetting45c Yd.
- 10-4 Pepperell Sheetting50c Yd.
- 9-4 Garza Sheetting40c Yd.
- 10-4 Garza Sheetting45c Yd.
- 36-inch Unbleached Sheetting10c Yd.
- 36-inch Sheetting, good count, unbleached12 1-2c Yd.
- Sea Island Sheetting, 36 inches, unbleached15c Yd.
- 36-inch Bleached Sheetting, finished soft for the needle12 1-2c Yd.
- Special 4-4 Jeans20c Yd.
- Lonsdale Twill, 36 inches wide, the finest material for making Middys30c Yd.
- Absorbant Toweling15c Yd.
- 18-inch Toweling10c and 12 1-2c Yd.
- 18, 20 and 24-inch Linen Toweling50c to 75c Yd.
- Fruit of the Loom Muslin25c Yd.
- Nainsook, beautifully finished for undergarments and infants' wear18c Yd.
- Androsoggin Muslin, bleached for domestic use22c Yd.
- 27-inch good quality Muslin10c Yd.
- Amesbury Bleach, 36 inches wide18c Yd.

LANCASTER DEPARTMENT STORES

"The Best Place to Shop After All"

NORTH LANCASTER.
Lancaster, S. C., R. F. D. 1, Jan. 18.—Miss Annette Craig has gone to Winthrop for the month of January to take a course in home demonstration work preparatory for her work in Lancaster county as assistant to Miss Creighton.
Miss Hazie Betts, of Catawba, has returned to this community and is teaching again in our school.
Miss Janie Craig has returned to her school at Blenheim, S. C., and Miss Marie Craig to her school at Valdosta, Ga. They both had a pleasant vacation.
Miss Mary Craig has returned to Catawba to attend school again.
Captain Clarence McMurray, who

and has been stationed in California for some time, is at home for a few days on a visit to his father, W. H. P. McMurray. His wife and daughter are with him. He expects to go to Europe very soon to joint our forces there.
Miss Hattie McMurray has returned to Richburg to take up her work as teacher.
The grain crops, especially oats are badly damaged by the severe freezes. Wheat it seems is in much better condition. A few oats were sown by the open furrow method with a Cole grain drill by J. E. Craig. They are in good shape yet. It seems the best mode of sowing these late years.

MIDWAY.
Kershaw, S. C., R. F. D. 5, Jan. 18.—The cold continues to stay with us. The school is doing splendid, but out-door work is not so much. If the saying is true, that a cold winter is a pre-requisite to a good crop year, it seems that 1918 will be one of the "fat" years.
The officers for the ensuing term, Midway Council, Daughters of America, will be installed Thursday, 24th inst., 7 o'clock p. m. They are: C., W. F. Estridge; A. C., Mrs. Mamie Falle; V. C., Miss Patsy Hinson; A. V. C., Mrs. Syble Adams; R. S., Mrs. Nannie Estridge; F. S., Mrs. Mary Neal; Treas., H. F. Clyburn; Asst. R. S., Mrs. Dessie Catoe;

Warden, J. C. Catoe; Conductor, J. T. Adams; I. S., Mrs. Patsy Adams; O. S., J. E. Love; Trustee, C. F. Adams. The rule is to use, or carry over two of the "old" board; that all cannot be new ones.
Mrs. Annie Faulkner, of Mt. Airy, N. C., visited at the home of her sister, Mrs. W. R. Catoe, recently.
Rev. J. B. Caston, of Columbia, was at the home of W. F. Estridge last week on business.
Mrs. W. R. Catoe and children spent two days with her mother, Mrs. W. T. Blackmon, of Haile Gold Mine section, last week.
We are sorry to note the very serious illness of Mrs. C. F. Adams. W. F. Estridge spent a while with his friends, Mr. and Mrs. Ernest W.

Caskey, former teachers in the Midway school, (the former now holding a federal position in the Lancaster postoffice) last week.
Mr. W. R. Catoe was in Camden Monday on business.
Owing to the cold weather the trustees have not opened the night school, but no doubt will. The law now provides that night students can be enrolled regardless of age, thereby adding to the school's resources.
In the opinion of the writer, it's a patriotic duty to the government, for our boys to educate themselves, and the not play "slacker" in anything. When the government wants a man for an honored position it never considers idlers. Men who are overloaded with work are the men

sought when a "man" is needed.
The officers of Midway Camp, No. 21, W. O. W., will be installed in the hall the 26th inst. at 8 o'clock p. m. Every member of Midway and sister councils are urged to be present. The officers elected are: Clerk, W. R. Catoe; Banker, E. G. Catoe; C. Commander, J. H. Ogburn; Past C. Commander, G. B. Deas; A. Lieutenant, W. B. Phillips; Escort, J. C. Catoe; Watchman, Onie Catoe; Sentry, W. S. Morgan; Auditors: Chairmen, B. F. Self, C. B. Funderburk, R. F. Morgan.
The Midway school children are doing their "bit" toward the prosecution of the war by buying government "Thrifty" stamps. They say: A heap of littles will make a big heap.