

A LETTER FROM CLIFF CROSLAND

BENNETTSVILLE, S. C., September 30, 1920.

TO MY FRIENDS AND CUSTOMERS:

To begin with, I desire to thank each and every one of you, both white and colored, for the loyal support and patronage which you have given to me and my business associates for the past eighteen years, and without which we could not possibly have built up the large and profitable business which we have enjoyed.

Owing to my present ill health, my family physician advises me that it is absolutely necessary for me to relieve myself of all business cares and responsibilities. I am consequently asking you to co-operate with me in carrying my plans to a successful conclusion.

With this end in view, and after conferring personally and intimately with our directors and business associates, we have decided to request that all accounts now open on our books be closed as promptly as possible. In return, and in order to show our appreciation of the valued patronage which our customers have extended us in the past, we have decided to throw our immense stock of Ladies' Ready-to-Wear, Millinery, Dry Goods, Clothing, Shoes and Nations—carefully selected and bought in the very best markets with a view to the individual requirements of our customers, at their disposal at actual manufacturers' cost.

I am sure that no better, more complete or thoroughly up-to-date stock can be found in the Carolinas than that which will be offered to you for the next ninety days at prices that cannot be duplicated by any firm doing business for profit.

While I sincerely regret that my physical inability makes it necessary for me thus to retire from active business, it is a very great pleasure to me to be able to give my many friends and customers who have stood by me so faithfully in the years past and who have made possible my success in business the very great advantage which my firm is now offering them.

With keen appreciation of your former patronage and with personal good wishes, I am

Sincerely, yours,

Cliff B. Crosland

C. B. CROSLAND COMPANY'S Liquidation Sale

**AT WHOLESALE COST
Begins FRIDAY, OCTOBER FIRST**

And will continue NINETY DAYS, or until every article of their immense new stock is turned into cash.

On account of the enforced retirement of Mr. C. B. Crosland from active business, it becomes necessary for us to convert our merchandise into cash, and in order to accomplish this end as quickly as possible, we have determined to offer our friends and customers this unexampled opportunity of supplying their season's needs in our lines,

AT ACTUAL FACTORY COST, WITHOUT ONE PENNY PROFIT.

The unprecedented volume of business the past two years, coupled with the scarcity of merchandise, practically cleaned up our stock and there are NO OLD OR SHOP-WORN GOODS ON OUR SHELVES.

ALL OUR STOCK IS NEW AND UP-TO-DATE.

Bear in mind, please, that this stock was not purchased for a so-called sale, but on the contrary, represents the NEWEST AND BEST OFFERINGS OF THE BIG MARKETS, bought with the view, as has been our custom, of catering to the discriminating taste of people of Marboro and adjoining counties, the only difference being, that this season WE ARE OFFERING THEM AT ACTUAL COST TO US.

In order that there may be no doubt as to the genuineness of this proposition, we shall post our cost mark, printed in plain figures and letters, on placards prominently displayed, that you may see for yourself what each article cost.

IN OUR WOMEN'S DEPARTMENT you will find fashion's latest creations in SUITS, COATS AND DRESSES from leading manufacturers, including STERN, BISHOP, GROSS and ROSEMARY.

OUR MILLINERY DEPARTMENT is complete in every detail, featuring GAGE RAWAK, VOGUE and REGINA HATS and SPECIAL ORDERS to your taste.

IN SHOES we offer the well established line of GROVER, SELBY AND BILLIKENS for Ladies, Misses and Children.

BOYDEN, WALK-OVER and BEACON, for Men and Boys, all too well and favorably known to require comment.

DRESS GOODS AND TRIMMINGS TO MEET EVERY REQUIREMENT. RUGS, ART SQUARES, DRAPERIES AND CURTAINS, BLANKETS AND COMFORTS from the cheap cotton to the best AUSTRALIAN WOOL.

IN MEN'S CLOTHING we are featuring KUPPENHEIMER GOOD CLOTHES and the old familiar STYLE PLUS brands. WEAR PLEDGE INSURED CLOTHES for Boys, the suit with the live LEATHER BELT.

DUNLAP AND STETSON HATS AND "SURE FIT" CAPS.

Briefly, our stock comprises every thing to wear for the entire family, from head to foot, as well as many comforts and necessities for the home, bought by careful and experienced buyers who shop with a view of pleasing a large, loyal and discriminating clientele, and this wonderful assemblage of merchandise is offered to you for the next NINETY DAYS AT WHAT WE ACTUALLY PAID FOR THEM.

You probably will never again have such opportunity; do not fail to take advantage of this one.

BENNETTSVILLE, S. C. **C. B. CROSLAND CO.** BENNETTSVILLE, S. C.