

LETTER FROM SANTA CLAUS

Dear Mr. Wizard:
Please tell all the little boys and girls in Lancaster and thereabouts that I will make The People's Supply Co.'s store my headquarters plum till Xmas. Tell them to come to your store and look over THE WIZARD TOYLAND and see what they want me to bring them Christmas, then write a letter to me, care the Wizard, telling me what they want. Give my love to all of the dear little folks and tell 'em I will be at your store very soon—and to be on the lookout for me. As ever
SANTA CLAUS.

DOLLS HEIGHT 20 INCHES.

Perfectly formed body, flesh tinted and lacquered full joint limbs, fine quality, movable bisk head, extra large glass peeping eyes with eye-lashes, visible teeth, painted features, good quality, extra long hair parted on the side and tied with satin ribbon bow-knot, real shoes and stockings, white dress trimmed with lace and colored braid.

Come and see them, they are the greatest values that you ever saw. Write a letter to SANTA CLAUS, in care of the WIZARD, and tell SANTA what you want.

The WIZARD has anything you want, all kinds of Toys at the lowest prices that you ever met, come and see his line before buying. It don't cost you anything to look the stock over. It's here for you, so come early and avoid the rush. Something for every one, grown people, too, come and see.

XMAS THINGS at Wizard Prices Means Half Saved

Men's Canvas Gloves Cheap, I should say so.
Men's Underwear of all kinds, very cheap.
Men's Half Hose from 5c a pair up.
Men's Overcoats, latest styles cheap? Well, I guess yes.
Men's Shoes, Plenny? Prices giving them away, very near it.
Men's Sweaters, latest style, big collar, come and see.
Men's Suits, all wool, French design, latest, \$7.98.

Men's Overalls, well come and see the price and then you will be convinced as to the price, CHEAP.

Men's four-ply linen collars, any size, 5c each. Think of it.

Men's Hats 50c and up, come get one, great bargains.

Men's Ties, Handkerchiefs and Hose to match, in Xmas boxes, nice to give father, brother or sweetheart, come see them before buying. I will save you money. Try it once and see.

Ladies' Wear of all kinds, some for you if you hurry.

Ladies' fine Garters in Xmas boxes.
Ladies' Muffs? Well I should worry, why should you?

Ladies' House Shoes. Just a few, you must get here early.

Ladies' Street Shoes. Just a few, Fair warning, hurry up.

Ladies' fancy Hatpins. Come quick, they won't last long.

Ladies' latest style Coats, big values, come look at them.

Say just to remind you in case you might forget, I will have anything in the holiday line you might want to buy. Don't forget to see them.

Itoman Candles, large and small. Vertical Fire Wheels.

Thunder Bolt? Yes, it is a big one, get yourself some of these big ones.

Sky Rockets, the kind that go skyward. Japanese Torpedoes loud? Yes, Good ones? I should say yes. Get the Boomer Salute, it is a new one. Sparklers and any kind of Fireworks you want can be had at the Wizard's.

Cheering Xmas News From the Wizard

HALT!

By Order of The Wizard.

WATCH, LOOK, LISTEN.

There is going to be something doing Xmas. When I say something doing, I mean there is going to be something. All kinds of Holiday Goods, anything you want. All I ask you to do is to come and see for yourself. Seeing is believing, and after you see the goods that we have you will believe. I cordially invite each and every person to visit the Wizard's sale, and especially the little folks, as Santa Claus will make this his headquarters.

Some of the greatest Bargains at the WIZARD'S that you ever saw, come and see them and you will never have the chance to buy goods at such low prices again, so take advantages of this sale, all kinds of Holiday Goods, anything you want, come get them while they last, you will have to be quick if you get any of them as they are not going to last long. Get the habit, come to the WIZARD'S and buy your goods, he will sell them to you right. Bring your money as he will not charge anything at all. So bring the cash, he must have it.

Don't forget, he does not refund any money, none whatever. Bring the cash. When I say cash I mean cash that's all. Cash when you buy, pay when you get the goods. That's the way to do. Yes, that is it. You've got to pay me cash when you buy, and don't forget we do not refund any money. Come and see us if you want to save yourself money, we can save you money on anything we have in stock and believe me, we have some swell new goods. Come and take a look at them. Each one is invited to look them over. It don't cost you anything to look, so seem them sure.

BOYS' THREE-PIECE KHAKI INDIAN SUITS

Cheap? Well, I suppose so, come and see them, and look at the price. All kinds of Toys for the boys. Fireworks galore, cheap, just you ask the prices of them, before you buy elsewhere. Just come here, I will sell you Xmas goods cheaper than you ever bought them before. All I ask you to do is to come and look them over, the prices will cause you to buy them.

You will have to hurry if you get any of these Toys, as they won't be here long, they are so cheap that the people will eat them up.

Don't forget, boys, write a letter to SANTA CLAUS and tell him what you want. Send the letter in care of the WIZARD. He will get it as he will be at the WIZARD'S store.

Come and see him for yourself. A GREAT SIGHT.

Wizard's Slaughter of 1 AND Xmas Goods 2 LESS

LISTEN to Your Dollars "SWELL"

WHEN THE LITTLE STOCKING HANGS

IT'S GREAT

Every one is doing it. Doing what? Going to the WIZARD'S store. What for? To buy Holiday goods. You just as well be doing it as every body else is doing it so why not you?

Absolutely selling you goods cheaper than any merchant can buy them for, so why not come and get your Xmas goods as the other necessities. As he will save you money, and a dollar saved is a dollar made. Get me? Come on now and get your money's worth and then some.

New goods of all kinds, from Fireworks to Doll Babies. All kinds of Dry Goods, new ones, too. Toys of all kinds for everybody.

Santa Claus is coming, this store will be his headquarters, come and see him. Bring the little folks let them enjoy it. Lots of fun for all.

Send your letters to Santa Claus care of the Wizard. Santa will get it. So don't delay, let your wants be known before it is too late?

He will be here by a large majority, without fail, come along, come along and get your goods, for they are here for you, don't delay.

Never again will you have the opportunity, so I would ask you to take advantage of this great sale and save yourself money and get more goods than you ever bought before for the same amount of money.

IT'S HAPPENING NOW, THE WIZARD SALE OF Xmas Goods

Once in each year, very, very near the end of the twelfth month, there comes a certain night—it is a night of Happy Thoughts, of dear, pleasant memories. Little children go all too soon to bed, and the kindly old Sandman delays his coming for a while, at least, reluctant to interrupt the childish hopes and fears. Grown-up folks, for grown-up folks have a strange habit of sitting up on such important nights, tiptoe stealthily and creakily about the house.

The little stockings hang at the chimney piece. A dear little, quaint little stocking that is all too small to hold the precious things that the loving Saint will bring before the dawn breaks on Christmas morn. Perhaps the little stocking will be a bit larger on each succeeding Christmas, and maybe it will hang alone next time or in years to come, other and finer stockings may bear it company, perhaps. Even there will be a dreary time when the fireplace is bare, when longing eyes turn away and the flickering light of the fire is hard and cold. But no matter what the years may bring or take away THE SPIRIT OF FRIENDSHIP AND KINDNESS REMAINS.

At the end of the busy year full of effort and struggle, when we forget trials and welcome the opportunity, when we count our friends and find them many, when we choose for them remembrances, when we realize LIFE IS WORTH LIVING, because for once it is UNSELFISH.

Let the WIZARD now take the worries and load from your shoulder. On account of the many lucky purchases of Christmas Goods—all way under price, the famous WIZARD of the BARGAIN COUNTER is now ready at The People's Supply Co.'s stand to sell you things for GIFTS, for the children—Toys and useful things of all kinds at one-half price and less. And, says the Wizard, if I may make lighter the strain on your purse—and I will—by prompt service, half-price new goods and superb assortment of gift-things, it may help to keep many a "puzzle-wrinkle" from your brow and many dollars in your purse. Whatever you do, DON'T SPEND A COPPER JACK UNTIL YOU'VE MET THE WIZARD FACE TO FACE and talked "chicken" about the saving on that Xmas bill.

EASY MONEY

All kinds of Men's Work and Dress Gloves Overalls. Underwear of all kinds. Odd Vests and Trousers and Odd Coats.

Dry Goods all kinds, and in fact anything you could want we have it. The time is now right for you to buy your winter goods. Also your Xmas presents, as this is the time and place to buy your goods at such low prices that you will not miss the money. The Wizard can fix you up this Xmas cheaper than you ever bought goods before. See him, he has some stock for you to select from. So don't delay this important matter come and see for yourself. Anything from a Baby Rattler to an elephant, any kind of Toys that you like, Flying Machines, too. Hoping Animals of all kinds, Mules, Bears, Cats, Dogs, Horses, Cows and then some. Talking Dolls, Mamma and Papa 17 inches high. Other Dolls 20 inches high, and all kinds of small Dolls, also Doll Heads.

You will not see a nicer display of Holiday Goods than you will see in this store. And the prices will certainly be cheap. Just come and look the line over and see the prices on the Red Tickets and you can not help buying from the WIZARD.

HURRY UP! HURRY! BEFORE You're Too Late

FOOLISH to PAY MORE,

Why, of Course

20 Pounds Granulated Sugar for \$1.00, while it lasts. One package to the customer. That's all.

Seven Bars of Octagon Soap for 25c. One package to the customer, that's all.

All kinds of fancy plaids 5c a yard while it lasts. Fancy Gingham 5c and 6c a yard. This won't last long. Fair warning, get yours quick.

Men's fancy Suspenders in Xmas boxes, nice presents for the men and boys. Don't forget to look at them when you are in the store, they are cheap. A new line of men's and boys' Ties, latest styles, just out, come see them, cheap? Well I guess yes, come take a peep at them boys.

All kinds of Horns and Bugles. French Harps and musical Instruments. Prices must be right, and they are.

Ladies' Pure Silk Hose

Women's, Misses' and Children's Leggings.

Women's, Misses' and Children's Jersey Gloves.

Women's, Misses' and Children's Kid Gloves.

Very cheap, ask to see them.

When you are in the store it does not cost you anything to look, so look until you get tired and then look some more. That is what we want you to do is look and then you will buy. See?

ones 98c and up. Children's Shoes 25c and up.

Men's Stetson and Stacy Adams Shoes \$2.98.

Other good brands, new stock in men's Shoes \$1.29 and up.

Come and see them, some bargains. Ain't it? Yes.

LOOK OUT For Santa

He is due to arrive in Lancaster at an early date. He will make this store his headquarters. Tell Mama to bring you to see him.

I WILL POSITIVELY SAVE YOU ONE HALF OR MORE ON YOUR CHRISTMAS TRIX AND EVERYTHING ELSE. GIVE ME A CALL.

The WIZARD in Control

PEOPLE SUPPLY COMPANY'S STOCK and Thousands of Dollars' Worth of XMAS Goods. SALE AT PEOPLE SUPPLY CO.'S OLD STAND, LANCASTER, S. C.

Look Out for Balloons

The Wizard will turn some Balloons loose and on these Balloons will be a Red Ticket, and some of these tickets will call for some very handsome presents free. Catch one. Come and see, and watch for Santa Claus, for he will be here soon. Don't forget to write your letter to Santa Claus in care of the Wizard. Tell Santa just what you want. Don't forget the address, "Mr. Santa Claus, Lancaster, S. C., care of the Wizard."