

# FORCED TO RAISE 15,000

## IN TEN DAYS

The entire stock of Boots and Shoes, the property of LEVER, The Shoe Man, has been placed in the hands of The Massachusetts Boot and Shoe Clearance Association with positive instructions to sell regardless of cost and loss for ten days. Sale began

**FRIDAY MORNING, DECEMBER 13TH, AT 9 A. M.**

This is the best stock of Boots and Shoes in South Carolina, and it will pay every man, woman and child to visit this great sale. Remember nothing reserved, everything to be sold at panic prices for 10 days. Sale is now on. Let nothing keep you away.

This is the first shoe sale ever conducted in South Carolina and the elegant stock of merchandise and low prices should appeal to everybody in search of high grade shoes at low prices. All mail orders must be accompanied by the cash and will be filled same day as received.

The stock of Lever, the Shoe Man, 1613 Main St., Columbia, now in the hands of The Massachusetts Boot and Shoe Clearance Association, the World's Greatest Shoe Handlers.

No goods sent on approval during this sale. We will cheerfully exchange any article not satisfactory. No goods charged during this sale. Everything sold for spot cash. We extend fair treatment to everyone. We have but one price to all and that will be the lowest. Anyone knowing themselves to be indebted to Lever, the Shoe Man, will please make immediate payment of same. Sale is now on.

#### TO MY FRIENDS:

I find that I have entirely too much stock on hand for this season of the year, caused mainly by my purchases being very large in view of a heavy fall business, but as you all know the warm weather and the extremely unsatisfactory state of finances has caused a great slump in business, and in appreciation of your valued patronage of the past I want to give you the full benefit of this sale, so have placed my entire stock in the hands of the Massachusetts Boot and Shoe Clearance Association with positive instructions to turn the stock into cash, and for ten days my stock will be sold regardless of cost and loss and I earnestly advise you to be on hand and fill your wants. Yours truly,

LEVER, THE SHOE MAN, in Columbia.  
1613 Main Street.

#### TO THE PUBLIC:

In taking charge of the stock of Lever, The Shoe Man, for the purpose of raising \$15,000 in 10 days, we were given to understand that the stock must be sold, and the prices we quote to you on this elegant merchandise is sure to bring a great rush of business, and we would urge you to be on hand to secure your shoes. Please bear in mind that this is no fake sale but simply a case of reducing stock, which is bound to prove a great benefit to the purchasing public. And we kindly ask you to read this advertisement carefully and note the extremely low prices.

Yours truly,

THE MASSACHUSETTS BOOT AND SHOE CLEARANCE ASSOCIATION,  
The World's Largest Handlers of Boots and Shoes.

#### Men's Shoes.

This is the largest and best stock of men's shoes carried in South Carolina and consists of such celebrated brands as Edwin Clapp & Son, Walk-Over Shoes, Setson Shoes, Lever's Specials and other good makes.

#### Edwin Clapp & Son.

\$7.00 Clapp Shoes, sale price.....\$5.79  
\$5.00 Clapp Shoes, sale price.....\$3.24

#### Stetson Shoes.

\$5.00 Stetson Shoes, sale price.....\$3.79

#### Walk-Over Shoes.

\$5.00 Walk-Over Shoes, sale price.....\$4.19  
4.00 Walk-Over Shoes, sale price.....3.59  
3.50 Walk-Over Shoes, sale price.....3.19

#### Lever's Specials in Every Shape and Leather.

\$4.00 Lever's Specials, sale price.....\$3.59  
\$3.50 Lever's Specials, sale price.....\$3.19

#### Men's Medium and Heavy Shoes.

\$3.00 Shoes, sale price.....\$2.39  
2.75 Shoes, sale price.....2.24  
2.50 Shoes, sale price.....1.98  
2.00 Shoes, sale price.....1.74  
1.75 Shoes, sale price.....1.39

Every pair of shoes is up-to-the-minute in style and quality and you may rest assured of getting the best there is in shoes. All goods are new and we are offering a clean, new stock. There is positively no old goods in this elegant stock.

#### Women's Shoes.

Every woman in South Carolina knows of the elegant line of Shoes carried by Lever, The Shoe Man, in Columbia, and we invite your attention to the very low price quoted on the stock.

#### Sorosis Shoes.

\$4.00 Sorosis Shoes, sale price.....\$3.59  
\$3.50 Sorosis Shoes, sale price.....\$3.19

#### Wichart & Gardiner.

\$5.00 Wichart & Gardiner Shoes, sale price.....\$3.98  
4.00 Wichart & Gardiner Shoes, sale price.....3.59  
3.50 Wichart & Gardiner Shoes, sale price.....3.19

#### Queen Quality Shoes.

\$3.50 Queen Quality Shoes, sale price.....\$2.69  
\$3.00 Queen Quality Shoes, sale price.....\$2.39

#### Ladies' Walk-Over Shoes.

\$4.00 Ladies' Walk-Over Shoes, sale price.....\$3.19  
\$3.50 Ladies' Walk-Over Shoes, sale price.....\$2.98

#### Ladies' Medium Shoes.

\$2.50 Shoes, sale price.....\$2.19  
2.25 Shoes, sale price.....1.79  
2.00 Shoes, sale price.....1.69  
1.75 Shoes, sale price.....1.49  
1.50 Shoes, sale price.....1.39

This stock of women's shoes embraces all of the new and up-to-date styles and are shown in all leathers.

#### Lever's Specials.

\$3.50 Lever's Specials, sale price.....\$3.19  
3.00 Lever's Specials, sale price.....2.39

#### Boy's Shoes in all Styles.

\$3.50 Shoes, sale price.....\$2.79  
3.00 Shoes, sale price.....2.39  
2.50 Shoes, sale price.....1.98  
2.00 Shoes, sale price.....1.74  
1.50 Shoes, sale price.....1.38

#### Complete Line of Men's, Women's and Children's Rubber Shoes.

Children's Leggings, all colors, worth \$1.50; sale price.....\$1.29  
Children's Leggings, all colors, worth \$1.25; sale price.....98c  
Children's Leggings, all colors, worth \$1.00; sale price.....79c

Entire stock of Holiday goods to go in this sale. Note the crushing prices quoted below:

Men's Romeo Shoes, worth \$2.00; sale price.....\$1.69  
Men's Romeo Shoes, worth \$1.50; sale price.....1.29  
Men's Romeo Shoes, worth \$1.25; sale price.....98c  
Men's Bed Room Slippers, worth \$2.50; sale price.....\$1.98  
Men's Bed Room Slippers, worth \$2.00; sale price.....1.69  
Men's Bed Room Slippers, worth \$1.50; sale price.....1.29  
Men's Bed Room Slippers, worth \$1.00; sale price.....79c  
Men's Felt Slippers, worth \$2.00; sale price.....1.69  
Men's Felt Slippers, worth \$1.50; sale price.....1.29  
Women's Juliettes, worth \$2.00; sale price.....1.69  
Women's Juliettes, worth \$1.75; sale price.....1.49  
Women's Juliettes, worth \$1.50; sale price.....1.39  
Women's Romeo Fur trimmed, all colors, worth \$1; sale price 79c

#### Misses' Shoes.

This is the largest and best stock of Misses' Shoes carried by any shoe dealer in the South and you can find anything you want in this great stock.

\$3.00 Shoes, sale price.....\$2.39  
2.50 Shoes, sale price.....1.98  
2.00 Shoes, sale price.....1.74  
1.75 Shoes, sale price.....1.49  
1.50 Shoes, sale price.....1.39  
1.25 Shoes, sale price.....98c

# LEVER, THE SHOE MAN,

Stock in the Hands of The Massachusetts Boot and Shoe Clearance Association, 1613 Main Street, in Columbia, S. C.