## INTRODUCING THE

## Schwartz Greater Stores

Is the purpose of this invitation for an inspection of the great changes that have been made in departmentizing this mammoth establishment. With the addition of about 5,000 square feet of space, we offer you the largest and pleasantest shopping quarters in this section of Carolina. Making possible also these new and enlarged departments.

1st.
A Complete Shoe Store that will offer only reliable and guar-

## 2nd.

A Complete Department for Childrens Wearing apparel. 3 rd . A section deroted entirely to the sale of Toilet Articles-The
best known goods only, and at cut prices.

4th.
A Department for the sale of Ladies' Undergarments-Musiin and Kit.

5th.
A Department for the sale of
Childrens and Infants Under. Uhildrens and Infants Under-
clothing.

6th.
A section devoted entirely to
Stationery of every kind.

7th. A Carpet Department of very
large dimensions, offering every !arge dimensions, offering every
thing in Carpets, Mattings, thing in Carpets, Mattings, and House Furnishings. 8th. A greatly enlarsed Millinery
Department under entire new
management, that will offer the
best to be found in the landbest to be found in the land-
From such well known syle
leaders as GAGE, FISKE, BUR-
GESSER. WARESHAUER, Hats
universally renowned, togethe: universally renowned, togethe:
with creations of our own work
res with creations of our own wethe
rooms by expert trimmers.

9th
A Suit and Cloak Department - None larger in the State.
Featuring Schwartz individ.
uality, in taste, style, newness, uality, in taste, style, newness,
representing the argest variety representing the largest variety
to be found anywhere here-
abouts-Meaning easy choosig abouts-Meaning easy choosing
and at the Schwartz lower prices.

10th. A Rest Room provided with
everything that will mean com. A Rest Room provided with
everything that will mean com.
fort the tired shopper fort the tired shopper.
Easy Chairs, Lounging Furni-
ture. Writing Desks, Tables Easy Chirrs, Lounging Furni-
ture. Writing Desss, Tables-
With reading matter from all With reading matter from all
the leading magazines of the
day. day.

This great store must be a real magnet for this city, drawing custorers here from great distances. We want our name to stand before all the people. Our ambition is to sweep the State-come in contact br mail with about every home in South Carolina.

The virtue of our goods and low prices, brings us nearer to the baying public. We will deliver anything-anywhere FREE. Send in your orders from anywhere and the goods will be delivered anywhere FREE.

ARE YOU WITH US?

## surter, s.c. - Schwartz Brothers, - sumter, s.c.

# GVERYBODI IS GOINE TO THE NEW IDEA COMPANY'S GREAT FALL SALE 

Just as we have promised the Great Fall Sale of The New Idea Co., is now in full swing and the many smiling happy purchasers are a living witness of our Big Bargains. We invite you to BE ONE OF THE CROWD. See how happy you will feel.

# OUR GREAT BARGAINS STILL CONTINUE! 

## Special Offer For One Week $=$ mase

selling out our clothing reaardless of cost.

# THE NEW IDEA CO. 

