

In Memory of
May 7th,
1915.

THE NEW IDEA CO.'S

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1915.

FREE!
50c. In Trade With
Every \$10 Purchase.

STORM ANNIVERSARY SALE!

FREE!
A \$2. Hammock With
Every \$15 Purchase.

It Is The Talk of The Whole County--It's Now Raging!

As a careful business or household manager, you do not want to let opportunities for economical buying pass you by. That is not the way of thrifty people. It is not the way to success.

This being one of the largest and most up-to-date stores in this part of the State, enables you to step from counter to counter and make all of your purchases quickly and under one roof.

Buying in large quantities as we do, enables us to sell you in return at the closest margins of profit, depending entirely on our large volume of sales to insure us a living balance. We have a great many articles in this Sale marked down much lower than other merchants can buy them at wholesale. We keep a buyer on the market in New York City the year round picking up Bargains for our customers. This great Sale opened last Friday and people from all sections of the county have availed themselves of the opportunity and bought heavily.

DON'T STOP! KEEP ON READING!

Summer Wash Fabrics.

Dainty weaves of White and Colored Wash Fabrics. The assortment is most pleasing. Prices are considerably lower in accordance with today's market conditions, and seldom have we secured such beautiful piece goods so much under the prevailing price assortment. The lots include so many original printings and colorings and effective weaves. This is, indeed, an opportunity.

36 inch White Voil, garl ideen stripes.....	21c
36 inch Colored Voil, in Beautiful Floral Patterns.....	21c
36 inch Lace Cloth, plain, splash and stripped.....	21c
27 inch Mercerized Poplin, black and all new shades.....	29c
27 inch Tussah Jacquard Silk.....	19c
27 inch Plazer stripped and fancy Crapes.....	19c
36-inch Silk-finish Crape Decheen, in white, black, and navy, old rose and sky blue, very nifty for summer frocks, value 75c.....	43c
36-inch Silk Bard Voils, tan ground with blue and lavender figure..	43c
40 inch Embroidery Voil, white ground with green, lavender and navy Figure.....	48c
27-inch Dotted Swiss, white, black and Pink dots.....	19c
30-inch Flaxon, in stripe and floral patterns.....	12 1 2c
28-inch Battieste, a pretty selection of about 300 pieces, beautiful patterns in stripes, figures and floral designs, at.....	8 1 4c
27-inch P K, good 25c grade.....	19c
A very pretty selection of White Goods for Waisting and Dresses, fully worth 15c, to go at.....	8 1 4c
36-inch Meselin Silk, in 12 different colors, wholesale price for same at today's market is \$1.25 per yard. Our price.....	98c
36-inch Taffeta Silk, in Military Blue and White Stripe, and Black and White Stripe, and Solid White, only.....	98c
36 inch Silk Poplin, in 10 different Shades, to go at.....	98c
36-inch Silk Poplin, in Copenhagen and Brown only.....	69c
27-inch Solid Blue and Pink Lawns.....	8 3 4c
70-inch-wide, all pure Table Linen.....	89c
64 inch Table Damask.....	89c
27-inch Fine quality White Lawn.....	10c
27-inch Fine quality White Lawn.....	8 3 4c
27-inch Fine White Lawn.....	5 1 2c
27-inch Fine Fancy Lawn.....	5 1 2c
27-inch Stripped Galatear, suitable for Boy's Wash Suits.....	8 3 4c
Double-width Shepard Check Suiting, 10c, 12 1-2c and 15c, per yard.	
All Dress Gingham, very large selection.....	8 3 4c
Blue Bell Cheviots to go while they last at.....	10c
All Calicoes to go at.....	5c
50 pieces of Celtic Bleach, 36 inches wide, fully worth 12 1-2c per yard, only 12 yards to one customer.....	7 3 4c
36-inch Andrasscoggin Bleach.....	10c
Lonsdale Cambric to go at.....	12 1 2c
27-inch wide White Homespun to go at.....	4 1-2c
36-inch-wide White Homespun to go at.....	6 1-2c
36-inch Druid L. L. Homespun to go at.....	6 7 8c
27-inch Check P. D. Homespun.....	7 1-2c
27-inch Riverside Homespun.....	8 1-3c
28 inch Columbia Cheviots.....	9c

Mens' Clothing.

Men's Palm Beach Suits in Palm Beach Color, light and dark grey, college back, fully worth \$8.50, for this Sale.....	\$ 3 98
Men's Keep Cool Suits, value \$10.....	\$ 4 98
Men's Black English Mohair, same as sold elsewhere for \$15, Our price.....	\$ 8 98
All \$ 5 to \$18 Wool Serges.....	\$ 9 89
A large Assortment of Men's All-wool Worsteds, value up to \$25.00, Sale Price.....	\$13 50
Boy's Palm Beach Suits, value \$5.00.....	\$ 3 98
Boy's Keep Cool Suits, value \$8.50.....	\$ 3 98
Men's Pants, a very large assortment, at prices worth your attention. Come and look them over.	

Ladies' Ready-to-Wear.

Ladies' Palm Beach Coat Suits, in 4 different styles, all sizes, full fully worth \$7.50, for this Sale, only.....	\$3 98
Ladies' Cool Cloth Coat Suits, regular price \$8.00, for this Sale.....	\$5 98
Only four of that beautiful Navy Blue Serge Spring Coat Suits, fully worth \$18 to \$22.50, to close out at.....	\$9 50
Only five of that Nobby Silk Poplin Coat Suits to close out at.....	\$9 50
Only one of that Sheppard Check Coat Suit to close out at.....	\$7 98
Ladies' White Embroidery Dresses from \$2.48 and up to.....	\$4 98
Ladies' Wash Skirts, large assortment to choose from.....	98c
200 Dress Skirts, all colors and styles, prices very reasonable.	
24 Skirts in Shepard Check only to go at.....	79c
Silk Crepe Deschine Shirt Waists in White, Black, Yellow and Pink, fully worth \$3.50, to go at.....	\$1 98
Fancy Striped Silk Shirt Waists, Lavender and White and Blue and White to go at.....	\$1 98
A very large assortment of \$1.00 and 1.50 Shirtwaists, consisting of China Silk, Voils, Fancy Lawn, etc., at.....	89c
A beautiful selection of 50 and 75c Shirtwaists.....	43c
Baby Dresses, assorted colors, 2 to 6 years old.....	21c
Baby Rumpers, sizes 2 to 6 years old.....	21c
Boy's Waists, assorted colors, and all sizes.....	21c
50c Middies, all sizes, styles and colors.....	41c
A large assortment of 50c Dresses, white and colored, 2 to 6 years.....	39c
50 and 75c Misses' Dresses, white and colored, sizes 8 to 14 years old..	43c
50 and 75c Ladies' Kimonas, short only.....	43c
\$1. and \$1.50 Ladies' Kimonas, long.....	89c
\$1.00 and \$1.50 Misses' Embroidery Dresses, 8 to 14 years old.....	89c
\$2 and \$3 Misses' Embroidery Dresses, 8 to 14 years old.....	\$1 19
\$1. Ladies' House Dresses.....	48c
\$1.50 Ladies' House Dresses.....	89c
Ladies' 10c Gauze Vests with ribbon tape.....	5c
All 15c Gauze Vests.....	\$ 1 3c
Extra size Gauze Vests.....	11c
25c Grade Gauze Vests.....	17c
Ladies' Fine Muslin and Nainsook Underwear at greatly reduced prices.	
A large assortment of Brasiers at 25 and.....	50c
Kabo Corsets, \$1 grade, at.....	89c
Kabo Corsets, \$1.50 gade, at.....	\$1 29
75c Grade Corsets, at.....	43c

Ladies' Rain Coats.....	\$2 98
Misses' Rain Coats.....	\$1 98
Mens' Rain Coats, \$5 grade, good heavy quality, guaranteed water-proof.....	\$2 98

Millinery.

This Line needs no recommendation. Now is the time to supply yourself in this line. If you have not already got your Hat, come now.

Gents' Furnishings.

Men's Work Shirts, 39c grade, at.....	28c
Men's Work Shirts, 50c grade, at.....	39c
Men's Work Shirts, 75c grade, extra heavy.....	48c
Men's Sport Shirts, all colors.....	43c
A large assortment of Negligee Shirts.....	39c
Shirts without collars, a large selection.....	39c
A very pretty selection of Summer Shirts, Paris Brand.....	89c
Triangle Summer Shirts, Beautiful Patterns.....	\$ 1 39
Triangle Silk Shirts \$4.00 grade.....	\$ 2 69
Men's B. V. D. Union Suits.....	89c
Men's B. V. D. Shirts and Drawers, per garment.....	41c
Men's Scriven Drawers, elastic seam, 75c grade.....	43c
White Nainsook Underwear, per garment.....	43c
Men's Ethelletic Union Suits.....	43c
Men's Ethelletic Shirts and Drawers, per garment.....	19c
Men's Belbrigan Shirts and Drawers, per garment.....	19c
Men's Suspenders, good quality, 35c grade.....	19c
Men's Belts, 35c grade.....	19c
Men's Belts, in White, Black and Palm Beach.....	43c
10c Sox, all colors, to go at.....	8c
15c Half Hose, guaranteed quality, per pair.....	11c
Silk Half Hose, in Black only, slightly damaged.....	9c

Shoes --Our Pride-- Shoes.

It would take too much space to describe the many brands and styles we carry, but if you haven't bought that pair of Crawford Shoes for summer, do so now. Remember the risk is ours. If it doesn't give you satisfaction come back and get a new pair free. And while in town look over the pretty styles of Ladies' Low Quarters now on hand at prices that breathe temptation.

1 lot of Ladies' Low Quarters, about 200 pairs, consisting of Gun Metal Patent and Tan, sizes 2 1-2 to 5 only, price ranging from \$1.50 to \$3.00. For this Sale, at.....	98c
Ladies' White Canvas Gxfords, 3 to 5 only.....	79c
Ladies' White Canvas Pumps, with Rubber Sole and Heels.....	98c
White Canvas English Ties, with white heels.....	\$1 39
Eadies' White Canvas Mary Jane Pumps.....	98c
Men's White and Palm Beach Oxfords, 98c up to.....	\$1 98
Men's G. M. and Tan, Button and Lace, all sizes, brand new goods, fully worth \$2.50.....	\$1 69

Sale now in full blast, join in the money-saving crowds and buy all of your wants now, as this great opportunity will not be afforded you again soon.

THE NEW IDEA CO.'S STORM ANNIVERSARY SALE

Next Door to Dickson's Drug Store.

MORRIS NESS, Manager.