

THE NEW IDEA CO.'S SEMI-ANNUAL SALE!

Beginning Friday, January the 17th, 1919,
AND ENDING FRIDAY, JANUARY THE 31ST.

This year being exceptional in circumstances from any of the previous years, created by the worldly events due to the end of the war, effecting business in general to a large extent, particularly bringing the cotton market down, compelling the farmers to hold cotton for higher prices. The recent epidemic curtailed business to a very large extent also; this affecting our business more than any other in this community, because we supplied ourselves with the largest stock of merchandise, we are caught with too much goods on hand and are compelled to offer Semi-Annual Sale much earlier than any time before. We do not only need to convert our stock into ready cash, but are compelled to make room for Spring and Summer Goods coming in large volumes every day. For all above enumerated true and sound reasons, we will make this Semi-Annual Sale one of Greatest Offerings ever put to the public in this or any other community. Our Stock left over consists of mostly of Staple and useful goods for all the year use, and all these goods will be offered to the public at such low prices that many a merchant would be too happy to buy for sale.

It would take the entire space of The Times' issue to give you prices on our mammoth Stock. Deeming it impracticable should we decide to do so, as goods must be seen to appreciate their low price.

PLEASE READ PRICES BELOW CAREFULLY.

We will give you a few prices on just Staple Goods, all other goods must be seen to be convinced that we will clean it up at any old price.

25,000 Yards Tobacco Cloth, sold elsewhere for 8 1-2c. to 10c. the yard. Our Semi-Annual Sale price, per yard, **6c.**

Men's Ribbed Shirts and Drawers, all sizes, good heavy grade, regular price \$1.25. Semi-Annual Sale Price **79c**

Men's heavy fleece lined Shirts and Drawers, all sizes, regular price \$1.25. Sale Price **89c**

Men's white Fleece lined Shirts and Drawers, known as the "Velvet Back," all sizes, regular price \$1.50. Our Sale Price **\$1.19**

Men's Ribbed Union Suits, \$2.50 value, Sale Price **\$1.39**

Ladies' pure white "Velvet Back" Fleece lined Shirts only, \$1.50 grade. Sale Price **98c**

Ladies' heavy Elastic Ribbed Undershirts, high neck and short sleeves, also low neck and short sleeves, \$1.50 quality. Sale Price **79c**

Ladies' Ribbed Vests and Pants, light regular 75c grade. Sale Price **47c**

Dress Gingham, regular 35c. grade--full line to select from, Your choice at our Semi-Annual, the yard for **26c**

Misses' Ribbed Shirts and Drawers, all sizes, good heavy quality, regular price 75c, Sale Price **44c**

Boys' Fleece lined Shirts and Drawers, former price \$1.00. Sale Price **48c**

Boys' Union Suits, all sizes, \$1.50 value. Sale Price **89c**

Misses' Union Suits, good heavy quality, \$1.50 value. Sale Price **89c**