

Men's "Mayo" Union Suits, sizes only, former price \$3.50 a Suit. **\$1.98**  
Price

Check Homespun, best 25c grade 20c

**LADIES READY-TO-WEAR.**

We have only seven Coat Suits. Come and get your size, positively at Cost.

300 Silk Skirts, fancy and plain colors, regular price from \$7.00 to \$10.00. For this Sale **\$4.98**

Black and Navy Serge Skirts, up to \$7.00. For this Sale **\$3.98**

Mercerized Poplin Skirts, \$3.50 grade. For this Sale **\$1.98**

We have about 2 dozen Ladies' Skirts of the best quality French Serge, made up in the latest styles in black and navy only. These Skirts sold from \$12.00 to \$15.00. For this Sale at **\$8.98**

We have twenty Misses' Coats left, sizes from 8 to 14, previously sold for \$10.00. Sale Price **\$4.98**

Baby Cloaks, sizes 2 to 6, assorted colors, at **\$1.98** and **\$2.98**

Baby Sweater Sets, red and khaki colors only. Best thing for cold weather. All wool **\$2.48**

Half Wool **\$1.89**

Baby Sweaters, white, navy and mixed colors, \$1.50 value. Sale Price **89c**

Just a few Baby Bath Robe Sets consisting of Bath Robe, Blanket, Slippers. The best thing for these cold mornings. For this Sale only **\$2.98**

2 dozen Baby Bath Robes, sizes 1-2 only. Sale Price **98c**

Ladies' Outing Flannel Underskirts, regular \$1.00 grade. Sale Price **74c**

**LADIES MUSLIN UNDERSKIRTS.**

\$1.00 value for this sale only **.79**

\$1.50 value for this sale only **.98**

\$2.00 value for this sale only **\$1.45**

Men's Cotton Flannel work Shirts, grey and dark blue, value \$1.50. Sale Price **98c**

Men's Blue Chambray work Shirts, best \$1.00 grade. For this Sale only **79c**

Misses' Light weight Union Suits. Semi-Annual Sale Price **4.2c**

Outing, all colors, while they last 26c

Men's Extra Heavy Work Shirts, assorted colors and stripes, \$1.50 value. This Sale **98c**

Boys' Blue Chambray Work Shirts. For this Sale **69c**

Boys' Negligee Dress Shirts, \$1.00 grade. Sale Price **74c**

Men's Dress Shirts with Collars, \$1.50 grade. Sale Price **98c**

Men's Dress Shirts with Collars, \$2.00 grade. Sale Price **\$1.48**

Men's Negligee Dress Shirts, \$1.50 value. Sale Price **98c**

Men's Negligee Dress Shirts, \$2.00 grade, plain and silk fronts **\$1.39**

Men's Negligee Dress Shirts, E. & W. brand, \$3.00 value **\$1.89**

Men's Negligee Dress Shirts, Lion brand, \$2.50 value **\$1.48**

Men's Negligee Dress Shirts, solid white, with pockets, E. & W. brand, \$2.50 grade. Sale Price **\$1.48**

Men's Negligee Dress Shirts, \$2.50 grade. Sale Price **\$1.48**

Men's Overalls of good heavy Demim, \$3.00 value, 32 to 36 only. Sale Price **\$1.98**

Men's Work Pants, we have a full line of all colors in khaki and corduroys from **\$1.19** to **\$3.48**

A large assortment of Dress Pants, all colors and sizes. Semi-Annual Sale Price, from **\$2.48** to **\$5.98**

Just a few Men's and Boys' Overcoats to be sold at Cost.

Men's and Boys' Mackinaws, the swellest assortment ever shown at greatly reduced prices.

**SILKS AND SATINS.**

All Silk Crepe De Chine, all colors, value \$2.00. Our Sale Price, yard **\$1.59**

Mesrine Silks, value \$2.50. Semi-Annual Sale Price **\$1.69**

Silk Taffeta, value \$2.50. Semi-Annual Sale Price **\$1.69**

Fancy Silks, in stripes only, the very thing for Skirts and Shirtwaists, worth \$1.50 yard. Sale Price **98c**

Silk Poplins, all colors. Semi-Annual Sale Price **98c**

Yard-wide Sea Island Homespun, regular 25c. goods, for this Semi-Annual Sale, the yard, only **1.2c**

**SHOES! SHOES! SHOES!**

Shoes has been and is always our special line. The simple fact that our yearly sales in this line exceeds 33 per cent of our entire sales, this fact alone speaks for itself.

Our guarantee backed by the makers goes with every pair we sell. Prices for this sale will be marked down so low to meet any man's pocket. Accumulations of odds and ends will be cleaned up regardless of cost. Now is your time to supply yourself and family with Shoes to fit feet and pockets. It is useless to give prices on Boots and shoes. They must be seen and worn to be appreciated. Shoes are bought on confidence and our reputation on this line especially is back of every pair sold. Just a few prices at random for comparison.

Men's \$10.00 Crawford Shoes fully guaranteed or money refunded **\$5.98**

\$7.50 Crawford Shoes guaranteed or a new pair. Sale Price **\$4.98**

Men's \$6.00 Dress Shoes. Semi-Annual Sale Price **\$3.98**

Men's \$4.00 grade, "Endicott Johnson," solid leather Dress Shoe. Sale Price **\$2.69**

\$3.50 grade, Gun Metal and Vici Kid. Sale Price **\$1.98**

\$6.50 grade in tan, button and lace. Sale Price **\$3.98**

Army Work Shoes, \$5.00 grade. Sale Price **\$2.98**

Men's Work Shoes, guaranteed solid leather, from **\$2.98** and up

Over 500 pairs Men's Work Shoes to be cleaned out at **\$1.98**

100 pairs Men's Heavy Work Shoes to be cleared out at **\$1.69**

Boys' "Red Goose" Dress Shoes in tan English, \$5.00 value. Sale Price **\$3.98**

Boys' Gun Metal Blucher, \$4.00 grade. Sale Price **\$2.79**

Boys' Gun Metal, lace and button, sizes 9 to 12, value \$3.50. Sale Price **\$2.48**

Ladies' \$10.00 Shoes. Semi-Annual Sale Price **\$5.98**

Ladies' \$7.00 Shoes. Semi-Annual Sale Price **\$4.98**

Ladies' Patent leather Cloth Tops, small sizes only, values \$6.50. For this Sale **\$2.98**

Ladies' comfortable Medium Dress House Shoes, \$5.00 value. Semi-Annual Sale Price **\$3.69** and **\$2.98**

Girls' School Shoes, all solid leather. Sale Price **\$2.48** and up

**MEN'S AND BOYS' CLOTHING.**

We have about 300 Men's Suits left, mostly Serges of the finest grades, in stouts, regulars and slims. We can fit them all. Every garment will be marked in plain figures. If you want a \$35.00 Suit for \$19.00 come and look at our line before you buy.

Boys' Suits, \$16.50 value **\$10.50**

Boys' Suits, \$12.00 value **8.75**

Boys' Suits, \$10.00 value **7.48**

Boys' Suits, \$8.00 value **4.98**

Boys' Suits, \$5.00 value **3.98**

Boys' Juvenile Suits **\$2.98** and up.

Boys' Pants from **39c** to **\$2.98**

**LADIES' SHIRTWAISTS.**

\$1.00 grade **79c**

\$1.50 grade **98c**

\$2.00 grade **\$1.39**

\$3.50 Silk Crepe De Chine **\$2.69**

\$5.00 Silk Crepe De Chine **\$3.45**

\$6.50 Silk Crepe De Chine **\$3.98**

1000 yards Waisting, 35c grade. Semi-Annual Sale Price **24c**

9-4 Sheeting bleached and unbleached, regular price 89c. Sale Price **59c**

**TABLE DAMASK.**

75c grade, per yard **48c**

\$1.00 grade, per yard **69c**

\$1.50 grade, per yard **98c**

**SCRAP BUNDLES.**

5 pound Bundles, \$2.00 grade **\$1.69**

2 1/2 pound Bundles, \$1.00 grade **84c**

Good heavy Cotton Flannel, 35c grade. Sale Price **26c**

Good heavy Cotton Flannel, 25c grade. Sale Price **22c**

Peace on earth and happiness to mankind. Prosperous times to follow in this country's history. Prices of cotton and all country produce will be higher than ever. Now is the time to buy up all you can. Lay in your family supply now while you have the chance of your life to do so in this, Our Great Sale. Come early and bring your friends.

**Remember! Sale Begins Friday, January 17th, and Ends Friday, January 31st.**

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

**Manning, South Carolina**

**MORRIS NESS, Manager.**