

ALDERMAN'S

20 Stores in One
Manning, South Carolina

Complete with merchandise; replete with interest

YOU SEE IT FIRST AT ALDERMAN'S

GETTING AWAY FROM OLD TIME IDEAS

ONE of the hardest things to get away from is habit. It is human nature to go on doing the things that have always been done—doing them in the same old way, and frequently fighting against improvement.

When Howe invented the sewing machine a Boston mob smashed to pieces the first model he exhibited. Yet Howe kept on and today the sewing machine is found in every home. In spite of opposition the new and better way is sure to win in the end.

This is merely a way of telling you that

Up-to-Date Merchandising Is
Sure to Win

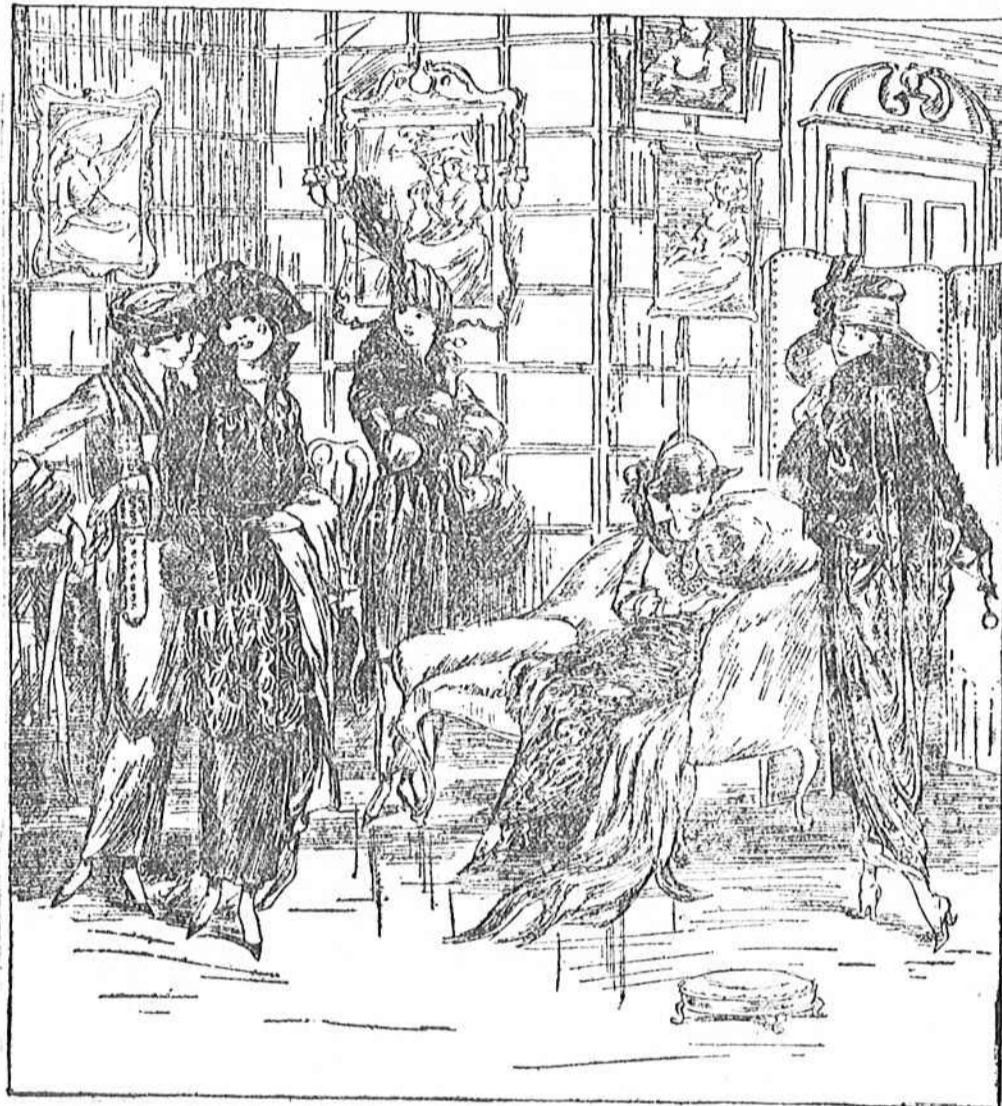
Merchants who stick to such out of date practices as having a different price for each customer, keeping dirty, untidy stores, displaying goods in a slovenly way through unwashed show windows and piling their stock harum scarum so that it takes hours to find anything, are doomed to failure.

The buying public today is demanding cleanliness, attractiveness, courtesy and honesty with up-to-date-minute merchandise at right prices. Alderman's is that kind of a store, clean new goods, everything in order and easy to find, one price to everybody, quick service and one hundred cents in value for every dollar.

We want your patronage—we believe we deserve it. Shop here yourself and tell your friends about us.

ALDERMAN'S
Charles Wood, Manager.

NOW FOR THE GREAT CLEARAWAY OF ALL THE SUITS, COATS, DRESSES AND MILLINERY



Not An Article Can Be Carried Over to Another Season, So Prices Are Reduced to

COST and EVEN LESS

With ready-to-wear apparel prices it seems ridiculous to sacrifice these fine stocks of new Suits, Dresses, Coats, Blouses, Sweaters and Trimmed Hats, but this is an up-to-date store and we mean to show new merchandise each season and carry over no old stocks, so the word has gone out to sell and sell at once no matter what the sacrifice of profits.

This news will be welcomed by thousands of women anxious to secure new clothes in time for Christmas, or interested in purchasing practical gifts for others. And many a man will find here just the Christmas gift that will please his wife or daughter more than anything else he could buy.

Please remember that this sale covers everything in woman's ready-to-wear regardless of cost of former selling price. Serge and velvet dresses, fine coat suits, wool sweaters, plain and fur trimmed coats and all trimmed and untrimmed millinery.

The sale will be on in earnest when this message reaches you, so lose no time in coming if you mean to choose from the full and complete assortments.

PRACTICAL CHRISTMAS GIFTS FOR EVERYBODY

Bring your list here and do all your Christmas shopping under one roof, saving both time and money.

GIFTS THAT WILL PLEASE

In the Notion Department:

Pure Linen Damask at \$2.50 to \$3.00 per yard.
Pure Linen Towels at \$1.75 to \$2.50 each.
Fancy Felt Scarfs at \$1.00 to \$1.75 each.
Linen Scarfs 50c and up.
Linen Hand Embroidered Handkerchiefs \$1.00 each.
Hand Embroidered Gowns.
Hand Embroidered Teddies.
Hand Embroidered Pillow Tops.
Hand Embroidered Center Pieces.
Embroidered red and white Handkerchiefs \$1.00 and up.
Beautiful Genuine Leather Hand Bags \$6.00 to \$20.00.
Fancy Hand Bags in Velvet and Moiré.

A beautiful line of Ladies' Parasols \$2.25 to \$18.00.
Handkerchiefs of every kind, plain and fancy, in very large variety to select from.

In the Ladies' Department:

A full assortment of Kimonos, Bath Robes, Fancy Muslin, Jersey and Crepe de Chine Underwear, Camisoles, Brassieres, Pairs, Gypsy Shawls and other neck pieces. A complete stock of ribbons.

We are specializing in hand made gifts for ladies, which are being made by our milliners, such as hand bags, and other useful gifts.

What would be more appropriate than a nice suit, coat or dress, sweater, a nice suit of underwear or a blouse for wife or mother?

For the little girl, middy suit, serge dress, coat and scarf set, a fur neck piece or an extra velvet hat.

For the baby, a long hand embroidered coat, capes, carriage robe, pillow or sacque.



GIFTS THAT MEN WILL SURELY APPRECIATE

Our gift selection for men embraces merchandise of quality that may be depended upon to please and give satisfaction and service. The selection has been made with a keen appreciation of what men prefer. We list just a few of the most popular gifts:

Gauntlets \$2.75.
Driving Gloves, lined \$2.50 to \$5.75.
Dress Gloves \$2.50 to \$5.00.
Initial Handkerchiefs 15c and 25c.
Linen Handkerchiefs 65c each.
Silk Handkerchiefs \$1.00 and up.
Silk Hose \$1.00, \$1.25, \$1.50.
Four-in-Hand Ties \$1.00 to \$2.00.
Sweaters \$2.50 to \$17.25.
Manhattan Shirts \$3.00 to \$8.00.
Pajamas \$2.50 to \$14.75.
Bath Robes \$6.50 to \$9.00.
Tobacco Hats \$6.00 to \$12.00.



Jewelry Department

Sterling Pitchers, ranging from \$50.75 to \$100.
Sterling Vases, \$21.00 to \$117.
Sterling Cake Plates, \$36.50 to \$56.00.
Sterling Knives and Forks, \$52.75 to \$101.50 per set.
Sterling Ice Tea Spoons, \$19.75 set.
Sterling Tea Spoons, \$12.75 per set.
Sterling Table Spoons, \$32 set.
Community Plate:
Knives and Forks, \$7.90 to \$19.50 set.
(A few special sets for \$13.70.)
Ice Tea Spoons, \$5.25 per set.
Tea Spoons, \$3.15 to \$3.70 per set.
Table Spoons, \$4.20 to \$7.40 per set.
Sheffield Plate:
Fruit Stands, from \$1.50 to \$13.
Mayonnaise Sets, from \$5.00 to \$6.75.
Vases from \$3.00 to \$4.25.
Sandwich Trays, \$10 and \$11.
Butter Dishes, \$3.50 to \$5.50.

Cut Glass

Genuine Cut Glass Vases, \$7.50 to \$18.50.
Mayonnaise Sets, \$5.50.
Butter Dishes, \$7.50.
Bon-Bon Dishes, \$8.00.
Pepper and Salt Shakers, \$1.25 and \$1.60 per set.
Bureau Sets, \$18.00.
Sets of Water Pitcher and Glasses, with Reflector, \$27.00.
Nippon China Ware:
Hand painted Cake Plates, \$1.25.
Celery Dishes, \$1.75.
27-piece Chocolate Set, \$9.55.
18-piece Tea Set, \$5.75.
Dinner Plates, set of 6, \$4.80.
Breakfast Plates, set of 6, \$8.00.

Cups and Saucers to Match

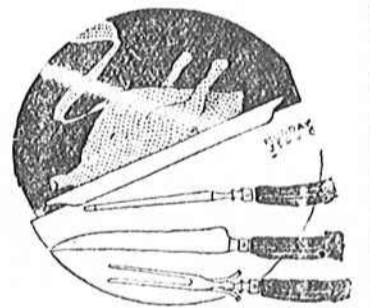
100-piece sets of imported hand-painted China, \$39.50 to \$62.00.
White Cups and Saucers, set of 6, \$1.50.
White Dinner Plates, set of 6, \$1.50.

Aluminum Ware

Alcolite Gas Stoves, \$16.00.
Chafing Dishes, \$8.50 to \$10.00.
Percolators, \$3.75 and \$4.25.
Saucepans, 85c to \$1.50.
Kettles, \$2.25 to \$3.50.

Watches

Good Morning Watches, \$2.00.
Rhode Island Wrist Watches, \$6.25.
Ladies' Swiss Movement Wrist Watches, \$18.00 to \$45.00.
Supreme Watches, 7 Jewels, 10 year guarantee, \$15.00.
Arcadia Watches, 15 Jewels, 10 year case, \$15.00.
Cynfa Watches, 7 Jewels, 10 year case, \$17.50.
Ability Watches, 7 Jewels, \$10.50.
Elgin Watches, 7 Jewels, 20 year Hunting Case, \$27.75.
Waltham, 7 Jewels, 20 year Hunting Case, \$30.00.
Waltham, 17 Jewels, 20 year Hunting Case, \$52.00.
Manicure Sets, \$1.00 to \$12.00.
Toilet Sets, \$3.75 to \$23.25.
Tourist Cases, \$7.50 to \$27.00.
Writing Sets, \$5.00 to \$7.00.



Cutlery

Carving Sets, from \$1.50 to \$8.50.
Pocket Knives, 15c to \$3.50.
Razors, \$2.00 to \$1.50.
Safety Razors, Gillette, \$5.00, complete.
Auto-Strip Safety Razors, \$5.00, complete.
Enders, \$1.00.
Durham-Duplex, 25c to \$1.00.
A complete line of safety razor blades at all times.



Xmas Toys

Just as Christmas all centers around the happiness of the little folks in the home, so must you consider them in selecting gifts. Nothing pleases the kiddies so much as toys—dolls, carriages, tea sets, express wagons, bicycles, trains, drums, soldiers, picture books, blocks—these and hundreds of other things so dear to children's hearts are here ready for your selection. The toy department contains the gifts that will please the little folks. Bring the children in to see Old Santa's great collection.

YOU CAN BUY EVERYTHING

for a
CHRISTMAS
DINNER

In the Up-to-Date Grocery and Meat Departments

Make out your list "from soup to nuts" and send it to us and you will find a thing missing here, furthermore you will be surprised at the reasonable prices we are able to name on all standard and fancy food products.

The meat department will be in a position to fill your orders for Beef, Pork, Lamb, Sausage, Butter, Eggs, Turkeys, Chickens, etc., offering you the very best the market affords at the most reasonable prices quoted anywhere for guaranteed quality goods.

A full line of Christmas specials now ready, such as Fruit Cake, Plum Pudding, Candy, Nuts, Raisins, Grapes, Oranges, Apples and fresh fruits and vegetables of all kinds.

Let us have your Christmas orders early to insure prompt delivery.

Phone or mail orders filled.

