

ALDERMAN'S

20 Stores in One
Manning, South Carolina

Complete with merchandise; replete with interest

YOU SEE IT FIRST AT ALDERMAN'S

Keep Up With the World's Progress

MODERN business is built on service. As the needs of the people become more numerous and complex, newer and better ways must be found to serve them. Because the people are moving forward every day; learning more, earning more, and wanting more and better merchandise, our mercantile methods must advance with them.

A great philosopher has said:

"HE PROFITS MOST WHO SERVES BEST"

The ALDERMAN STORE is a step in advance. We have started out with a strong stride, confident of our ability to keep pace with the forward spirit of our community.

"Better Service" is the watch word. Bigger and bigger stocks of merchandise covering almost every conceivable human need. A fine, large, clean, well lighted, modern store. Intelligent salespeople who take a genuine interest in serving you. A liberal sales policy with a sincere desire to give our customers the very fullest value a dollar will purchase.

Come in and get acquainted. We want to know you better—want you to know us. Through your support, your kind words and your cooperation, we can grow bigger and stronger every day—and serve you still better.

ALDERMAN'S,
Charles Wood, Manager.

Value Through Quality Is the Watch Word in the Department for Men and Boys

In these days of high prices we are avoiding doubtful merchandise of unknown value made to meet a low price. We believe that good woollens, expert tailoring, attractive style and established reputation are worth what they cost. Therefore we are offering suits and overcoats of nationally known brands, such as



"Kuppenheimer" and "Styleplus"

These names stand for honest value at the right prices. This store and the manufacturers stand behind them. You can buy these clothes with the comfortable feeling that you are getting your money's worth. We carry the conservative styles as well as the snappy styles for young men.

In the Boys' Department, we feature "Dubble-built" and "King Fisher" lines along with other well known makes.

You can reach no higher standard of quality than that to be found in famous **Manhattan Shirts**, they bear a world wide reputation for fit, style and satisfactory wear. We are showing wonderfully complete lines of these fine shirts, ranging in price from \$3.00 to \$12.00 each.

Stetson Hats, Gordon Hose and a full line of dependable dress accessories of all kinds will be found in the men's section.

Buy Red Cross Christmas Seals and Help Eliminate Tuberculosis

Interesting Facts About the store and about our Business Methods

All goods marked in plain figures. Same price to everybody. We play no favorites, everybody pays the price marked on the goods; no more, no less. You don't have to bargain here to get fair treatment. This saves time for you and for us. You can shop quickly and pleasantly.

All goods are priced on a cash basis. Charge accounts must be settled in full not later than the 10th of the month for previous month's purchases. When you desire to buy on time—this refers to the supply trade and credit purchases of furniture—you pay the cash price marked on the goods and a flat charge of 8 per cent. for interest and carrying charges. Mr. Will Plowden is in charge of the supply business.

All accounts will draw interest at 8 per cent. per year after maturity. We welcome honest criticism at all times. It is human nature to make mistakes, but we are anxious to rectify them as quickly as possible. If your packages are not delivered promptly; if you do not receive due courtesy from our employees, or if you have any honest complaint to make, report the matter to the manager, either personally or by telephone. Adjustment of the matter will be made at once.



FURNITURE Makes a Practical Gift

Among the new things coming into the furniture department every day, you will be sure to find something that would make a pleasing and practical Christmas gift. Here you will find a splendid exhibit of room suits and single pieces in leather or tapestry coverings, many attractive odd pieces for most every room in the house and a full line of portieres, lace curtains, draperies, rugs, art squares, etc.

The Grocery and Meat Departments

Are up-to-date in every particular and stocked with the finest food products offered at extremely attractive prices. When in the market for heavy groceries such as rice, flour, grits, meal, canned goods and all sorts of package foods, get our prices. Perishable foods such as butter, pork, veal, lamb, eggs, sausage, oysters, vegetables and poultry are taken care of by our modern system of refrigeration and kept at an even temperature of 34 degrees at all times.

Hardware and Auto Supplies

Parts for your auto in stock here such as springs, Ford fenders, wheels, "Diamond" and "Mansfield" tires, castings and tubes. See us for any spare parts you need.

In the hardware section you will find a complete line of famous John Deere farming implements, Cook stoves and ranges for coal or wood, oil stoves and heaters—heating stoves for coal or wood, tools of all kinds, 5,000 pounds of barbed wire offered at half what you can buy it for on today's market.

Fertilizers

Let us make you prices on your fertilizers for use during the coming season. We propose to push this department and will be in a position to name close prices. See us before you



A Great Clearance Sale of COATS, SUITS, DRESSES and Hats Brings Actual Savings of 20 to 40 per cent. of Former Prices

What a wonderful opportunity it offers the woman who means to be well dressed for Christmas. There are so many really beautiful things here in fine suits, plain tailored or fur trimmed, long coats, either in plain cloth or with rich fur trimmings. Distinctively styled dresses in all the new fabrics, including really handsome gowns for party wear and dress up occasions, not to mention petticoats, blouses, skirts, sweaters and the scores of beautiful hats in the millinery section, offered at one-third less than former selling prices. When one considers these fine new stocks of women's and misses' outer apparel and the great savings when prices are cut from 20 per cent. to 40 per cent. as they are now, there is no reason why every woman should not be attractively dressed for the Christmas holidays. Come in and select your new apparel before this opportunity passes.

Shoes for the Whole Family

This store is being stocked with the most dependable makes of footwear for men, women and children. There is a firm foundation of service to the customer here that means assurance of satisfaction. All shoes are guaranteed as to quality, if they do not come up to your ideas of what good shoes should be, we stand ready to make good. We want you to be satisfied in every way, therefore shoes that do not fit or please you after you have purchased them will be exchanged at any time if not worn or damaged. If we can not satisfy you we will be glad to refund your money.

Linens Are Scarce

But we have succeeded in securing some extra good values in imported dresses and Madeira linens. The great scarcity of this material and the limited supply, on hand makes early purchase advisable. In the art goods department you will find attractive assortments of stamped linens ready for the making of hand worked Christmas gifts.

Get a Fine Set of China for Christmas

Your Christmas dinner will be a source of satisfaction to you and your guests if served in the attractive imported hand-painted china now on display here. These fine pieces and complete sets have come to Manning from overseas just in time to grace your Christmas and holiday feasts. 95 to 102 piece sets, exceptional values at \$45.00 to \$55.00.

How to Dress the Children Economically and Well

The problem is solved here in the children's and infants' department. Everything for the little folks from socks and wash garments to fine warm overcoats. Blouses, rompers and wash suits, in famous "Kaynee" makes, well made and ready to put on for less than it would cost you to buy the cloth. A full line of "Vanta" baby garments, they require no pins. Complete outfits for infants.



Christmas Things for Everybody

With only a short time now until Christmas, and many gifts to be selected, you will find it convenient and a great saving in time to concentrate your gift buying at this big store. In a few hours spent here you can select a satisfactory gift for everyone on your Christmas gift list. Just a few suggestions of the kind of gifts that will be appreciated:

- Silverware, sterling or plated
- Famous Community Plate
- Attractive Cut Glasses
- Diamond Rings
- Jewelry Novelties
- Practical Gifts in Furniture
- Gloves, Silk Hosiery
- Men's Neckwear and Shirts
- Hand Painted China
- Knit Goods, Sweaters, Etc.

Old Santa Has Opened Shop in Our Toy Department

The greatest line of Christmas toys to be found in this section of the State. Bring in the little folks and see their eyes dance with delight. Toys are scarce and very hard to get, but we have a splendid assortment for those who wish to avoid disappointment by selecting early. Purchases may be made now and laid aside for later delivery.

Mr. J. D. Richbourg Is Ready to Buy Your Cotton

Mr. J. D. Richbourg, formerly of Davis Station, is now connected with Alderman's as cotton buyer. Before selling your cotton it will be advisable to get in touch with Mr. Richbourg, who will be in a position to offer you the very best price that can be paid.