

# ALDERMAN'S

20 STORES IN ONE  
Manning, South Carolina

Complete with merchandise; replete with interest

YOU SEE IT FIRST AT ALDERMAN'S

## "Keeping a Dollar at Work"

IS the title of an interesting little booklet by Truman A. DeWeese, an authority on merchandising and selling. In explaining the title the author says:

"A dollar tied up in merchandise that lies on a dealers' shelves is not at work. It is a lazy, unproductive dollar. There is no profit in merchandise that lies on the shelves of the dealer. The profit comes when goods are moved into the homes of consumers. The profit in merchandising accrues from large volume and quick turn-over, and to secure these the dollar of the merchant must be kept working day and night, rainy days and sunny days, all the year around, in good times and bad times."

This little preachment is exactly along the line of the old English saying that:

A NIMBLE SIX-PENCE  
BEATS AN IDLE SHILLING

The Alderman Store is operated on the principle that merchandise shall move out rapidly. There shall be no shelf clingers or dusty old out-of-date goods to greet the eyes of our customers, for this is a modern store. Our merchandise is fresh, new, attractive and desirable.

Toward the end of each season we conduct special reduction sales to clear away stocks on hand before the new goods come in. And these sales offer wonderful savings to those who are thrifty and who come quickly to take advantage of them.

Right now is a good time to put your dollars to work here. There are many desirable things offered at prices that will mean handsome dividends on your investment. Come in this week.

ALDERMAN'S,  
Charles Wood, Manager.

### A MODERN STORE FOR MEN

Just the kind of a place in which men like to choose their wearing apparel and fixings.

Big stocks, orderly arrangement. Just what you are looking for easily and quickly found; no time wasted in hunting.

Standard goods, such as "Kuppenheimer" and "Styleplus" Clothes, "Stetson" Hats, "Manhattan" Shirts and all other goods in equally reliable and well known makes.

The best in everything that men and boys wear "from tip to toe." A reliable and pleasant place to trade and full value for your money.



## Getting Ready For New Spring Goods Now COATS, COAT SUITS, and MILLINERY

Moving out rapidly at prices that say  
"What a Chance to Save"

In the department devoted to ready-to-wear apparel for women and misses—Coats, Coat Suits, Trimmed and Untrimmed Hats, Etc., we have forgotten all about profits and former selling prices. The object here now is to make room for incoming goods for the Spring season, for it is our policy never to carry over goods in these lines. You will find much that is desirable and attractive here, garments that could not be replaced to sell at the prices we are naming. But the clearaway must be made complete and we have little time to spare, so we have marked down prices to a point that will speak loudly to every woman's sense of economy and saving. You can make a splendid investment in a new Suit, Coat or Hat here, but lose no time in coming for the Clearaway must be quick and immediate.

### ALDERMAN'S IS THE PLACE FOR—

#### FURNITURE—

Both odd pieces and room sets in leather or tapestry. Complete lines of curtains, portieres, draperies, carpets, rugs, art squares and home decorating materials.

#### WASH CLOTHES—

Dresses, rompers and wash suits for children. Ladies' house dresses in wash materials.

#### TABLEWARES—

Such as china and cut glass, novelties in cake plates in both sterling and silver plate, cutlery and aluminum wares.

#### DRY GOODS—

Staple cotton cloth and woolen fabrics. Ribbons and silks, notions and furnishings for women.

#### MEATS AND GROCERIES—

The best of everything in the food line, handled in the most up-to-date, clean and sanitary food department in this section of South Carolina.

#### OUR TERMS:

All goods are marked on a cash sale basis. When customers desire to buy on time, such as the Supply Trade and Credit Purchasers of Furniture, they will pay the cash price marked on the goods, plus a flat increase of 8 per cent. for interest and carrying charges. Charge accounts must be paid in full not later than the 10th of the month following that in which purchase is made. All accounts will draw interest at the rate of 8 per cent. per annum after maturity. All goods marked in plain figures. Same price to all.

### AN EFFICIENT SUPPLY SERVICE FOR THE FARMERS

We have made a careful study of the farmer's needs in many lines and we have laid in big stocks of goods to take care of every farmer's requirements. The prices are right and the terms can not be bettered anywhere. Get our quotations when in need of Fertilizer, Farm Implements, Hardware, Building Materials, Fencing, Etc. Get in touch with us before selling your cotton. Just now we have to offer a good supply of nails which are almost unobtainable elsewhere.

### Fill Up the Gaps in the Linen Closet

In spite of laundry lists, itemized and checked with care, Napkins, Table Cloths and Towels will stray off and never return. And how embarrassing it is to find things short just at the critical moment when needed for use.

No telling when company may drop in or when you will have need for extra linen service. It is far better to be prepared for any occasion than to be embarrassed at the last moment.

Makes no difference how much or how little you wish to spend—this is the store to serve you best. Whether you desire linens for a modest cottage or an imposing new home, a boarding house, hotel, restaurant or an institution—we are ready to supply you well at ample savings.

### Shoes for Everybody

Such big stocks you are sure of getting a perfect fit and the style and leather you desire. A full and complete line of high class footwear for Men, Women and Children and a service that will more than please you. Come here for your next pair of shoes.

