

ALDERMAN'S

20 Stores In One

"The Store that Made Manning Famous"

The store that marked and largely made the upward turn in the minds and genius of our people relative to their own capabilities and possibilities.

Not that we deserve any credit for this. We merely saw (and would have been blind not to have seen) that the makings of a store such as this, (of which there is no superior if an equal in any other town in the South) were to be found within the splendid qualities and resources of our own people. There was absolutely no need, which many urged us to do, to go elsewhere.

What little goods of this world the good Lord has given us, (and to Him we owe everything) were made in Clarendon County, and as proposed at the outset, we reiterate now, we expect to give the people of Clarendon and adjoining counties, the best in our shop.

We were told that a QUALITY store could not be made to pay in Manning. "The people were not educated to it, they were used to cheap stuff and would not pay the price for Quality, etc. etc."

The fact is the people were hungry for it and have been quick to QUALIFY for a QUALITY store, and are doing so in such an appreciative and practical way that there is no longer the slightest doubt that a QUALITY store can be made to pay in Manning.

Alderman's is a QUALITY store. It was founded on QUALITY, it is stocked with QUALITY, it is run on QUALITY; and it is making money for its thousands of customers and for itself, and expects to continue to do so as long as this part of the country is stocked with folks like the present.

Because it is true that Alderman's is first, last, and always a QUALITY store, it is therefore essentially an EVERYBODY'S store. For everybody expects and has a right to demand that whatever the price may be there must be 100 per cent QUALITY back of it. On this bed-rock of business sagacity and integrity we have set up 35,000 square feet of floor space, including wholesale grocery department so as to provide the widest possible range of values. Whether you want a high priced, a medium priced, or a low priced article, we have it, and in every instance there is 100 per cent QUALITY back of it.

This is a store where every article is sold for what it really is, and neither ourselves nor our salesforce would permit camouflage of any kind in the goods or in the salesmanship.

This is a store where it is esteemed a pleasure and privilege to have goods that are not as represented returned, and in every such instance you will get your money back or any adjustment satisfactory to you.

We make no impossible claim to reduce the high cost of living. Fundamental conditions must change before the cost of living can come down very much. In fact, it would be a great catastrophe if the cost of living were to suddenly approach a pre-war level. It would result in temporary ruin for the farmer, the laboring man, and the merchant. None of us can eat our cake and keep it too.

Alderman's is a store where you can shop with dignity, comfort, and personal satisfaction. You will be aided in every proper and tactful way in finding just what you want, but you will not be unduly urged to buy to the extent of making it unpleasant or annoying to you.

As we have said before in these columns we now repeat, we expect to make mistakes, we have made mistakes, we will always make mistakes. The best way to correct a mistake is to go right ahead doing something else until we finally land on something that is not a mistake. We had rather make a dozen mistakes "forging ahead" than to make the one great mistake of "slipping backward" for fear of making a mistake. The people have been generous, and we have not one word of complaint.

Our Message is All of Gratitude

When in town make our store your headquarters. There are separate rest rooms with electric fans for white and colored women. The first floor with its fifteen large ceiling fans is probably the coolest place in the county.

Take the elevator to the second floor for furniture, house furnishings, toys, women's and misses' ready-to-wear and millinery.

All the other retail department sare on the first floor.

There are separate drinking fountains for white and colored, supplied with cold water at the refrigerators just in the rear of the meat market.

Our furniture department is prepared to repair or upholster your furniture. We sell furniture either for cash or 30 days, or on easy deferred payments.

The wholesale grocery department is in the building on the corner formerly known as the Central Hotel.

Your patronage is respectfully solicited.

ALDERMAN'S.