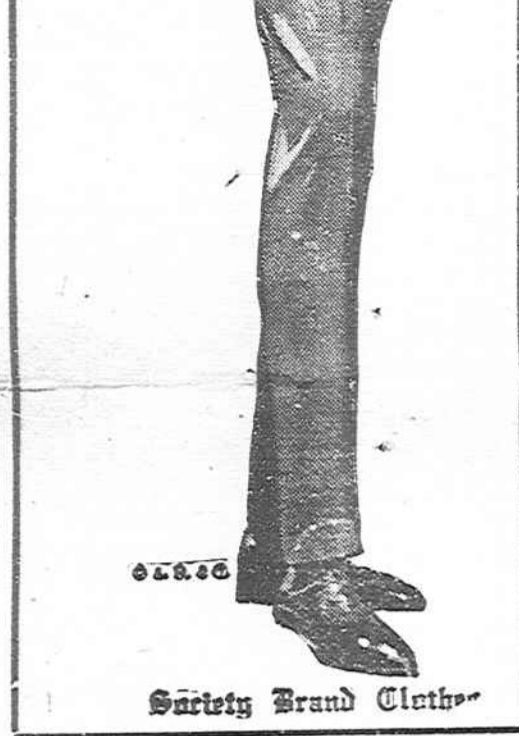


Just to illustrate our great reduction in prices read the following:



## Too Much Rain and Slow Deliveries Result---Big Savings for You

~~We don't have to tell you what a late season this has been. You know it yourself--lots of cold rainy weather this spring. And it's been late in more ways than one. Deliveries have not arrived within the past month.~~

But we are adhering to our old policy of not carrying any merchandise over to the following season. So that now, practically at the height of the spring season, we are reducing all prices to insure a quick turning of goods. We are concentrating on three great value-giving groups, embracing.

**STYLE HEADQUARTERS**  
Where **Society Brand Clothes** are sold

\$38      \$48      \$56

However high the original price, every suit in the store, including Society Brand Clothes will go into one of these price groups. That gives you the opportunity to save from \$10.00 to \$15.00 on present prices.

Best grade Oakdale Tobacco twine, at this sale per lb. **69c**

One lot Men's Work Shirts, \$1.50 value, odds and ends only, sale price **98c**

Best grade Men's work Shirts, all sizes, at this sale **\$1.39**

Men's Overalls 240 Denim, all sizes, sale price only **\$2.39**

J. P. Caats Spool Thread, 150 yards spools, at this sale **7½c**

Check Homespun, good quality, Royal Oak Brand, sale price **23c**

Riverside Check Homespun, at this sale per yard **27½c**

Southern Silk and Tupelo, check Homespun, per yard **33½c**

Good quality Sea Island Homespun 32 in. wide, sale price **19c**

40 in. Sea Island Homespun, 39c value, sale price per yard **24c**

36 inch Pajama Check at this sale per yard **29c**

36 inch Bleach Ivory Brand, sale price only **27c**

Peperil 9-4 Bleach Sheeting, sale price per yard **89c**

Peprill 9-4 unbleached Sheeting, at this sale sale **84c**

Peprill 10-4 Bleach Sheetin, sale price per yard **98c**

Apron Gingham, at this sale per yard **21c**

Best quality Apron Gingham, sale price per yard **29c**

Dress Gingham, at this sale per yard **29½c**

32 and 36 inch Dress Gingham, sale price per yard **34½c**

#### SILKS

A full line of 3 Thread Georgettes in all colors, former price \$3.50 per yard, sale price per yard **\$2.19**

All Silk Crepe de Chine, all colors best quality, former price \$3.00, sale price per yard **\$1.98**

Best grade Silk Taffeta, sale price per yard **\$1.98**

Messline Satin, best quality, former price \$3.50, sale price per yard **\$2.19**

Silk Poplin, \$2.00 grade, sale price **\$1.39**

Silk Drapery for Windows, former price \$1.60, sale price **98c**

Susine Silk, all colors sale price per yard **44c**

Jap Silk, going at this sale at **79c**

Summer Underwear at great reductions.

#### MEN'S CLOTHING

25 Men's Palm Beach Suits, former price \$21.50, sale price **\$13.98**

We divided all our Franco modal Suits into three lots, lot number 1 consists of 10 Suits, former price up to \$30.00, sale price **\$17.50**

16 Men's Palm Beach Suits, \$15.00 grade, sale price **\$7.98**

Lot number 2 consists of Regulars, Young Men's and Box Backs, former prices up to \$40.00, sale price **\$24.50**

Lot number 3 consists of Slims, Stouts, regulars and Young Men's, formerly sold as high as \$60.00, sale price **\$37.50**

Men's Felt Hats, from **\$2.45 to \$4.95**

John B. Stetson Hats, you know **\$7.50** and tax "Em" all styles, -----

#### SHOES

200 pairs Miss White Canvas, Baby Dolls all sizes 8 1-2 to 1, former price up to \$2.00, sale price **98c**

Ladies' White Canvass Baby Dolls, former prices up to \$3.50, sale price **\$1.98**

Ladies' White Pumps and Keds, low heels, sizes 4 to 8 only, former price up to \$4.50, sale price **\$2.39** at this sale

Ladies' White Canvas Pumps, low and high heels, sale price **\$1.98 up**

Ladies' Kid Oxfords, \$5.00 value at this sale **\$3.39**

Ez Walkers, large sizes, only at this sale **59c**

One lot of Childrens play Shoes \$2.00 values, sizes up to 8, sale price **\$1.19**

Ladies' Black Baby Doll Pumps in Kid and patent leather, former prices \$3.50 to \$6.00, sale price **\$2.48 to \$3.69**

One lot of odds and ends, small sizes only some as high as \$10.00 values, sale price **\$1.98**

Ladies' Oxfords, low and high heels, \$7.50, grade at **\$3.98**

Patent and Kid Pumps, high and low heels former price \$6.50 to \$8.50, sale price **\$4.98**

Queen Quality Pumps and Slippers, former prices \$11.10 to \$15.00, sale price **\$7.98 and \$8.98**

#### MEN'S SHOES

Black Oxfords, \$7.50 grade guaranteed solid leather, sale price **\$4.98**

Black Oxfords, \$8.50 grade sale price **\$5.98**

Black and Tan Oxfords, former \$10.00, grade, sale price **\$6.98**

#### CRAWFORD SHOES

\$12.00 grade Black and Tan Oxford, sale price **\$8.39**

Crawfords \$13.50 grade, Black and Tan, sale price **\$9.48**

Crawfords \$15.00 grade Tan only, best made, sale price **\$10.98**

Black and Tan English Oxfords, \$12.50 grade at **\$7.98**

Men's White Canvass Oxfords, we have a large assortment of the above, which we divided into two lots

Lot number One sale price **\$2.98**

Lot number Two sale price **\$1.98**

WATCH OUR WINDOWS FOR DAILY SPECIALS. NOTHING CHARGED, NOTHING SENT OUT on APPROVAL—STRICTLY CASH DURING THIS SALE.

It's impossible for us to advertise the numerous bargains we have—such as Men's Dress Pants, Men's Work Pants, Boy's Pants, Boy's Suits, Men's, Boy's and Ladies' Underwear, and a thousand and one other items. The scarcity of paper compels us to leave most of it out. We therefore urge you to come early and inspect these bargains.

NOTICE!—We are not offering prizes, catchy articles for inducements to be made up on useful articles. We are offering all such benefits on each and every article in our store without exception. We mean to give you **BAR-GAINS** and will do so. We don't offer impossibilities but will do everything in a proper business way. Any article bought that will appear to you not to be a bargain you are at liberty to return and money will be cheerfully refunded. Every one is invited to inspect our reduction prices, buyers or not. All are welcome.

# THE NEW IDEA COMPANY'S RESOLUTION SALE

MORRIS NESS, Manager MANNING, South Carolina