

# THE NEW IDEA COMPANY'S RESOLUTION SALE!

## BEGAN TUESDAY MORNING, JULY 20, 1920

NOTHING CHARGED—NOTHING ON APPROVAL—ABSOLUTELY CASH.

WHEREAS that there is a general waive all over the country to force prices down, enaugurated and carried on by the leading merchants;  
And, WHEREAS, We feel honorably bound to co-operate and assist in this movement for the well-fare of the public, being also duty bound to our loyal patrons and the public in general to offer such chance like all well meaning merchants do.  
RESOLVED, That we shal place before the public our entire stock at such reduced prices warranted by the decline on the merchandise, regardless what the loss may be in offering our goods below cost or to stand the chance to have to pay more for same merchandise as the market is sure to advance again, if not to the highest prices corrent before this waive took place, to be sure to be almost reaching its level.

(Signed)

M. M. KRASNOFF, Secretary.

The above resolution has been unanimously adopted, in good faith, by the directors of THE NEW IDEA COMPANY since two months ago. But the management being well aware of the condition of the country, that during the dull summer months, when money is scarce, when the public would not be in a position to avail themselves of such great opportunity, this sale has been postponed to begin with the opening of tobacco season to give this rare chance to the public in proper time when they can reap the full benefit of this offer.

From past records of twenty years' successful business in this community we are confident that the public will trust us with what we claim, that we mean what we say and will conform to a letter to what we offer. We are sure not to be classed among those who are trying to hunt game in stormy weather or catch fish in hazy water. OUR BARGAIN OFFERINGS are genuine. Our mammoth stock of seasonable and clean merchandise is at your disposal at such reduced prices as will be proven on each article marked down in plain figures.

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

<p>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. Coats 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 Peprill 9-4 Bleach Sheeting, sale price per yard .....80c Peprill 9-4 unbleached Sheeting, at this sale .....84c Peprill 10-4 Bleach Sheeting, sale price per yard .....98c Apron Gingham, at this sale per yard .....21c Best quality Apron Ginghams, sale price per yard .....29c Dress Gingham, at this sale per yard .....29½c 32 and 36 inch Dress Gingham, sale price per yard ...34½c</p>	<p><b>SILKS</b></p> <p>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.</p> <p><b>SHOES</b></p> <p>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 Canvas 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 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</p>	<p>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</p> <p><b>MEN'S SHOES</b></p> <p>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</p> <p><b>CRAWFORD SHOES</b></p> <p>\$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</p>
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### MENS' CLOTHING

<p>25 Men's Palm Beach Suits, former price \$21.50, sale price .....<b>\$13.98</b> We divided all our Franco model Suits into three lots, lot number 1 consists of 10 Suits, former price up to \$30.00, sale price .....<b>\$17.50</b></p>	<p>16 Men's Palm Beach Suits, \$15.00 grade, sale price .....<b>\$7.98</b> Lot number 2 consists of Regulars, Young Men's and Box Backs, former prices up to \$40.00, sale price .....<b>\$24.50</b></p>	<p>Lot number 3 consists of Slims, Stouts, regulars and Young Men's, formerly sold as high as \$69.00, sale price .....<b>\$37.50</b> Men's Felt Hats, from .....<b>\$2.45 to \$4.95</b> John B. Stetson Hats, you know "Em" all styles .....<b>\$7.50</b> and tax</p>
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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 spect these bargains. The scarcity of paper compels us to leave most of it out. We therefore urge you to come early and in-

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 BARGAINS 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 Co.'s Resolution Sale

MORRIS NESS, Manager

MANNING, South Carolina