

SIX DAYS IT RAINED, BUT--

Shopping Is a Pleasure at Our Store

We have left no stone unturned as far as the comfort of our customers is concerned, our store has been systematically arranged and every piece of merchandise in the house has been marked in plain figures and our efficient force of salespeople take a pleasure in giving you the right sizes and kinds of merchandise most suitable to your particular needs and you will find our store warm and comfortable, making your visit to us a pleasure. Come, we love to see you smile.

The Seventh Day the Clouds Vanished

And in spite of the inclement weather the happy crowds made our store **BUYING HEADQUARTERS**. So great was the purchasing power of a dollar that news spread far and wide, the glad tidings reaching the ears of anxious buyers, who expressed their appreciation by each day carrying home a bountiful supply of **CLOTHING, SHOES and WEARING APPAREL** for the loved ones.

This Sale Started With a Tremendous Rush

The crowds were treated to the greatest merchandising event of Charming Cheraw—everyone saying, "I'll take this," "Give me that," "I want this," etc. You could hear this in every department.

The mere fact that a well known firm like the Cheraw Mercantile Company has put its entire stock on sale is enough to emphasize the value, and no economical buyer can afford to overlook this golden opportunity that is staring you in the face. Pass the good news to your neighbor.

On all sides we were greeted by requests from customers far and near to continue the sale and as a token of appreciation for the hearty support that has been so cheerfully bestowed upon us we take great pleasure in announcing that we will continue our

Great Distress Merchandise Sale Until December 24th, 1914

Our business during the past 19 days has been almost phenomenal, still the true mission of this sale has not been fulfilled, the eventful period is yet to come—we need the money to pay our bills and we must have the coin—to get it we are going to make the continuance of this sale a tragedy as far as prices are concerned. All profits vanish like chaff before the wind—prices dwindle to a mere shadow—"GOOD BYE PROFITS" is our motto. "Good bye" is a hard word to utter, and cold-blooded, indeed, are they who can say it without a tinge of regret, but it is a case of expediency with us to raise the cash, therefore from now until **DECEMBER 24th** our entire stock, including new goods that have arrived since the sale started will be thrown on the market at prices that compel attention and force wisdom to lead the way to this extraordinary buying opportunity. We have never misled you—we never will; when we tell you that we have an unusual bargain-feast in store for you we mean it and you can bank on it—come, join the happy throng and watch your dollar do its duty.

\$20

Twenty Dollars in Gold

\$20

Absolutely free to the party holding the winning ticket. In addition to our grand array of bargains, we offer as a Christmas present of \$20.00 in Gold and every man, woman and child within reach of our store has an opportunity to try for this prize—it don't cost one cent to try, simply come personally with a ticket bearing a number—keep this ticket and bring it to our store before 3:30 p. m., December 24th, and place it in a box made for that purpose. After all the tickets have been placed in the box and thoroughly shuffled by a disinterested party, a 4-year-old child will draw from the box one ticket, which will entitle the person whose name appears on the ticket to \$20 in gold absolutely free and without any question or argument. This is a fair, square deal and some one will positively get the \$20. There are no strings to this offer, it is a bona-fide proposition and every person that comes to our store and asks for a ticket will be presented with one absolutely free of charge and you will get your ticket any day you come between now and December 24.

WHEN . . . MONEY . . . TALKS . . . PEOPLE . . . LISTEN

This announcement extraordinary means the most absolute startling bargains this community has ever known, and we acclaim you with this warning—**IF MONEY IS ANY OBJECT TO YOU; IF YOU WOULD REDUCE YOUR PRESENT LIVING EXPENSES, NOW IS YOUR CHANCE.** We are simply going to crush all semblance of price in one mighty effort to make the remainder of this sale one terrific, electrifying, unprecedented bargain feast and with this object in view, nothing can stop the great business that this store is bound to know from now until December 24.

This opportunity means much to the buying public, it means that you will have to go without the things they need, even though the price of cotton is very low, our prices will give you a chance to comfortably clothe yourself and family, for your dollar will work wonders at this sale.

We haven't room here to quote prices, but a visit to our store will convince you that this is a great profit-sharing event and we are not one bit egotistical when we say our entire

Stock Is One Grand Panorama of Bargains

Do you want to cut the cost of living? Do you want your dollar to buy its fullest value? This announcement will bring sunshine to hundreds of people, for it is the greatest opportunity that ever came to any community and you cannot afford to ignore the call of low prices. We are placing this opportunity before you just at a time when you need the merchandise and when you have to buy. We cannot make this appeal too strong, for there will be values here that we know you will appreciate and cannot be equaled. In conclusion we wish to thank you each and every one for your prompt response to our previous announcements and bid you a most cordial welcome to visit our store, whether you come to buy or not we will always be glad to see you.

Special Arrangements for Music All Day

Have been made with trained talent, consisting of a pianist, a trombonist and a trap-drummer to furnish our customers with the latest music, including rag-time, marches, overtures, as well as the old-time melodies, interposed occasionally by a male quartette which makes a visit to our store a pleasure as well as a profit. We most cordially invite you to come and bring the babies and the boys and girls and mother to our store, you will always be extended the glad hand.

Don't Forget the \$20.00 in Gold

And remember that it don't cost you one cent for a chance at this, simply ask for your ticket and bring your family and friends so they may get a ticket, as this offer is made under the stipulation that each person to be entitled to a chance must come in person and at the close of this sale must be at our store on or before 3:30 to put the ticket in the box. It will pay you to take advantage of this opportunity.

CHERAW MERCANTILE COMPANY

Cheraw, S. C.