

# THE GRAND OPENING

39 South Main Street ... of ... 39 South Main Street

HIGH PRICES SMASHED

**THE BATTERY**

SUMTER S.C.

PROTECTION STRENGTH

OUR MOTTO STANDARD WEARABLES AT POPULAR PRICES

POWER PROGRESS BATTERING HIGH PRICES IS THE BEST PROTECTION FOR THE CONSUMER

## THURSDAY, MARCH 18th, 1915.

### Newest Creation

☐ In this department you will find at all times the latest wearables in Ladies, Misses, Girls, Boys and other wearables to satisfy the tastes of all. Always selling below the market price and carrying our guaranty consistent with good business policy.

For instance we have Ladies Suits worth \$15.00 to \$20.00 that we sell for \$6.98, as well as those that are sold at \$12.50 we sell for \$3.98. We have some Ladies evening dresses that are worth \$20.00 that we are selling for \$2.98. All of these are in the newest creation department, up-to-date lines.

See our double page circular and price list

### Staple Lines.

Here you can get the most staple wearables the market produces, from the moderate child's dress to the ladies elegant street dress or Men's business Suit, and from the child's undervest to the comfortable underwear for Ladies and Men. We can give you an up-to-date dress for 98c., or a pair of Men's Oxfords in Tan, Gun Metal or Patent Leather for \$1.48. Here you can get the boy's \$3.50 suit for \$1.98, or the Girls \$1.00 dress for 48c, or a Ladies up-to-date Skirt for 98c.

Bear in mind that everything in our establishment is novel and dainty and sold at BATTERY PRICES.

See our double page circular for detailed quotations.

### The Great Enterprise

Has at last come into existence. The great event of the season, the realizations of many dreams, the opening of The Battery will become a fact, Thursday, March 18th.

Thousands upon thousands of the good people of Sumter, Clarendon, Lee and surrounding counties will come to see the novel and featuresome modern mercantile establishment.

Carloads upon carloads of merchandise of the very latest cuts and fancies, the newest creations in women's wear, the most exquisite colors and styles, the beautiful apparels for the girls and the boys, the lines of footwear to adorn and to FIT ALL FEET. Everything displayed and arranged in the most convenient, novel and pleasing manner, for the benefit of the great throngs that will gather for this event, marked down at prices that will stagger the most skeptical critic.

You and your friends are cordially invited to our establishment with the assurance that a cordial welcome, pleasant greetings and genuine pleasure is all yours, and that Standard Wearables at Popular Prices, cordial and honest treatment and polite attention are at your service.

### Specials

In this department there is an accumulation of specials in all lines, consisting of BARGAIN BOUGHT articles of various descriptions, from Baby Stockings to Men's Overcoats, and from Handkerchiefs to Bedspreads.

In this department you are liable to get a Silk Dress for 89c, or a Man's Hat for 48c, or a trunk for 75c, or a pair of Silk Stockings for 13c, or a Ladies Ponyskin Coat for \$2.98, depending on the season and the cleverness of our buyers in the markets.

### Rapid Fire Corner.

☐ We have set aside a part of our establishment and call it the Rapid Fire Corner, because in this part all the rapid sellers will be fired away regardless of value or cost, and will be the center of the best Bargain Hunters in this part of the country.

To make it plainer, for instance our buyer has been lucky in selecting 12 cases of goods from a Jobber who went CAPUT, consisting of Shirts, Waists, Blouses, Oliver Twist Suits for boys, children's dresses, hats caps, underwear, etc., all at one price. In this lot there are articles that are worth up to \$2.00. We put the whole lot on the RAPID FIRE COUNTER at 19c.

Whenever you are in Sumter come and see our Rapid Fire Corner. It is the greatest novelty on earth.

### Close Outs

This establishment carries only ready-to-wear goods, but sometimes our buyers come across lots of goods we do not handle, but the prices these goods can be bought are so cheap, that they think our patrons are entitled to have the benefit, so they buy it and we put it in our close out department, so that when you are buying in this department the odds are 100 to 1 that you are getting the benefit of our buyers experience.

At present we have a lot of piece goods, novelties, Men's Suits and other high grade articles that will be at your disposal. You should not make your purchase before you examine this department.

See our double page circular for detailed price list.

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