

C. C. CHAMNESS MERCANTILE CO'S

MERRY

Cotton Carnival

Beginning, Saturday Oct 14, 8 A. M.

The First 50 People

To enter the store Saturday morning will be handed a sealed envelope entitling them to a chance on a beautiful present. No strings to this. You don't have to buy anything just be one of the first 50 to get in the door when it is opened.

Old King Cole Was a Merry Old Soul, So is King Cotton. He will reign supreme at this store, beginning Saturday. Oct 14 for 13 Big Bargain Days and we believe that no time could be more fitting than the present to bid you welcome to this great feast of Bargain Festivities during the cotton carnival. With the utmost appreciation of the favors of the past, we bid you all welcome to this grand Bargain attraction. The great value giving event of the season. Your opportunity to reduce the cost of your living expense. A mighty demonstration of what a little money will do.

Never Had a Sale

This store never has had a sale and we are going to do something out of the ordinary in this our first sale. You'll regret it all your life if you miss this opportunity.

Dry Goods

Never before have there been so many good things for the ladies, we have the largest dry goods stock this season we have ever had and we have determined to reduce this stock during the next 14 days. We shall make some extraordinary low prices to do this—and please note—this does not mean cheap prices on old stock—shelf worn stuff—not a bit of it—it is a very low price on bright new merchandise just in the store this fall. It's certainly a grand opportunity for you.

It's your duty to save money when you can—Don't forget—Try Chamness first.

Biggest and Best of Sales

The most startling bargains this community has ever known. Days that will be doing days. If you would enjoy a feast of good merchandise bargains in all good wearables and eatables—a jolly crowd—the joyous music of Cotton Carnival bargains, join in the happy throng. The very air breathes it and far be it from us to be laggards in the field of activity. Come to the carnival, you will not only be right royally entertained, but here also you will find the greatest display of genuine bargains that were ever offered to a discriminating public. Don't stop to figure if you can afford it, but rather if you can afford to do without it at the price.

Boys' Clothing

The busy boy wears out clothes mighty fast and its hard on "dad's" pocket book, still if the boy didn't tear around and get into everything that was going—you would think he was sick. There's a remedy for this heavy expense for your boy's clothes, buy them at Chamness, try this remedy once, you will find it works fine and you'll come back for more, if you have many boys to clothe this means a good many dollars saved. During the Cotton Carnival we are going to sell a big lot of boy's clothing at less than cost. Better look into this.

Stock must be reduced regardless of price. You get the benefit.

Men's Furnishings

Underwear, hosiery, shirts, neckwear, overalls, suspenders, hats, caps, collars, sweaters, in fact everything that in any way pertains to wearables for men and boys will be sold at very low prices. Our prices are always very low on this class of merchandise but now during this Cotton Carnival there is still going to be a further reduction. The prices, on the little tags will mean a great saving to you, of course they are for cash, but that's why we can make so big a cut. There will be many special features every day during the sale and you should come as often as you can.

Statement by C. C. Chamness Mercantile Co.

We feel that a statement from this store is due you in view of this announcement as this store never has had a sale in the 11 years we have been among you. As you all know the cotton crop is short, the prices are lower than we thought they would be, the season is very backward almost a month behind. We have the largest stock this season we have ever had and we are not going to carry it over, we are going to sell it during the season, when the people want the merchandise. This we know will be appreciated by the customers of this store also by the many friends that we have in this community who will also take advantage of it. We are going to make very low prices on everything, the brand new goods to be included, we particularly call your attention to a big lot of clothing and shoes that we shall sell below cost for a quick clean up. It's bound to be the biggest thing that ever happened in this town and we want to see you all getting your share of the bargains. All goods we shall mark in plain figures and every day during the sale we will welcome you one and all, matters not whether you come to buy or look, we shall treat you the best we know. We would call your attention to the fact that in view of the very low prices that we are making we shall be obliged to ask that all goods sold during the sale be for CASH. We could not sell on credit at these prices.

Ladies' Furnishings

Bargains for the ladies in ribbons, neckwear, corsets, gloves, umbrellas, belts, pocket books, jewelry, handkerchiefs, perfumes, laces, embroideries, hosiery, etc, that will make this a busy spot in the store. We have unusually large stock of all the new things and we are going to make some very low prices to move this stock quick. Make out your want list and come Saturday, everything will be ready, you can see at a glance what the prices are, it will be a great treat for you and we shall expect you to come no matter whether you are ready to buy or not, come just the same.

Clothing

Here's one of the big features of this sale. There is going to be something doing in this clothing department. We never had so many good clothes as this season, the patterns were never so varied or so good, we were very fortunate in buying our clothing this season and because of the very low prices that we bought at we overbought, we figured too high, as soon as we had the goods unpacked we saw this, they have to be sold just the same and we are going to give you some clothing values that were never heard of here before, the man who don't buy his clothes here during the Cotton Carnival will be sorry for it afterwards. We have one lot of clothing, and its a big lot to that we are going to close out entirely and this will go below cost. If you find what you want in this lot—you will get a bargain that will make you smile. The prices of course must be CASH. We want to impress this upon you.

Shoes.

Shoes for the whole family—old people, young people and the betweens. Little need for us to tell you much about our shoe stock—you know the kind of shoes that we sell and the prices that we always make here. Just what this sale means to you you can figure very easily when we tell you that we are going to mark down the price of every pair of shoes in this store, brand new goods just in will be included—we will not make any exceptions—you can come in and take your choice. We want also to call your attention to a big lot of shoes that we are going to close out, these will be sold at less than cost. It's the time to buy shoes—buy them for the present, buy them for years to come, shoes will keep and we assure that it will be many a day before you ever have an opportunity like this again, borrow then, money if you haven't got it, it will pay you big interest on your money.

Hardware

Chinaware, Glassware, Tinware, Woodenware, Hardware, Drugs, School Supplies.

Look over the above list—see what you need and then come and see what we are selling them for. The prices will surprise you and had we the room to tell you about them you would hardly believe it to be the truth. Come and see, that's the better way.

Ladies, Misses and Children's ready to wear.

To attempt any description of the garments in this department would be impossible with the limited space that we have. We tell you candidly that the display is worthy of a town and a store much larger than this—our prices were always very low on these goods, people have talked a great deal about our ready to wear garments, and we have enjoyed a nice business. During this sale there is going to be some price cutting here that will start things going. This is all we have to say. We urge you to come and see what we mean.

1900

11 Years in Business.

This makes our eleventh year among you and the big business that we enjoy is due to your generous patronage and your confidence and good will. We certainly appreciate this and we are going to show our appreciation of it during these 13 days of COTTON CARNIVAL FESTIVITIES. Help us make our first sale a big success—you will be helping us and helping yourself at the same time. We wish you to consider this a personal invitation to come, come often, don't think you have to buy when you come here, that is not the case, we will always be glad to see you and the sales people will show you every attention.

1911

Rugs

A rug sale that will be "some sale." You've wanted a rug for a long time haven't you? Well this is your opportunity to get it for a very little money. Come in and look these over and note the price on the sale ticket.

Groceries

Does your grocery bill run into money fast these days? Most people complain that it does. If you will buy your groceries here we assure you that you can cut this cost a great deal. You will like our sanitary grocery department.

A LAST WORD BEFORE THE SALE OPENS

There are lots of things that we would like to have told you, we would like to have the prices in print so you could see them, but this was impossible as the printer had to have this copy 10 days before we began marking down the prices. You know this store well enough however to know that our advertisements are just what they say they are, a special sale here will mean a special sale and it will be a sale that will be remembered for years to come in Blenheim. We want to see your face in the crowd on the opening day. Don't forget that sale prices mean CASH. Doors open promptly at 8 o'clock Saturday morning October 14th.

C. C. Chamness Mercantile Company,

BLENHAIM, S. C.