

COMPETITION ASTOUNDED

SAVE THIS CIRCULAR AND WAIT UNTIL WEDNESDAY, APRIL 10th, AT 9:00 A. M.

WONDERS NEVER CEASE

The Unexpected Has Happened

NO IDLE TALK This Stock Must be Sold

This Sale is different from anything of the kind ever inaugurated in Louisa, or for that matter in the entire State of Kentucky, and if you never attend another, you cannot afford to miss this one. There will be a great crowd, but you will be jostled by a pleased and good natured people.

Are You Coming?

FAIR WARNING ANOTHER EARTHQUAKE

STORE CLOSED

Monday and Tuesday
APRIL 8th and 9th
Till the Opening 9 A. M.
Wednesday, April 10

Beginning Wednesday, April 10th, Sullivan Merchandise Co., Louisa, Ky.

Will Inaugurate TEN DAYS of the Most Remarkable and Matchless PRICE CUTTING EVENT Ever Heard of in the the State of Kentucky Before.

\$8,000 Stock of High-Grade Merchandise, consisting of Wearing Apparel for Men, Women and Children Dry Goods, Clothings, Shoes, Furnishings, Notions and Up-to-Date Novelties, Furniture, Carpets, Rugs and Groceries. All new, clean and fresh from the world's largest mills and factories TO BE SOLD FOR WHATEVER IT WILL BRING. AVAIL YOURSELF OF THIS GREAT OPPORTUNITY, AND BE ON HAND

IMMENSE STOCK--MAGNIFICENT BARGAINS--THOUSANDS OF SURPRISES

Read on. Read every line, then wait for the Twentieth Century's Most Remarkable and Stupendous Sale. It will be characterized by enough thrilling, sensational selling for a hundred sales. Don't hesitate. NOW is the time. Act at once when the Bargain Flood-gates open WEDNESDAY, APRIL 10th, at 9:00 A. M. The prices quoted below have their real significance only in conjunction with the quality of Merchandise offered. The reputation of the Sullivan Merchandise Co. and the quality of merchandise they carry is well known.

THE CAUSE IS BRIEFLY THIS: On account of the tightness of money we are handicapped by an immense stock, larger than good business judgment will permit us to carry; besides WE NEED THE MONEY AND MUST HAVE IT, therefore we must reduce our stock regardless of cost or loss. In order to make this sale QUICK and DECISIVE we have employed the most effective weapon known to modern merchandising; that is, not only the elimination of every vestige of profit, but the cutting down deep into the very vitals of the original cost of every article, item and garment in our peerless assortment of the choicest creations of the world's greatest work shops. IT IS THE SUPREME MASTER MOVEMENT IN UNDER-PRICED MERCHANDISING.

FREE

To the First Twenty Ladies Purchasing \$1.00 Worth of Merchandise or Over Wednesday Morning after 9:00 o'clock we will give a 10-Yard DRESS PATTERN ABSOLUTELY FREE.

FREE!

A \$20 SIDEBOARD AND A \$10 BEDSTEAD

TO BE GIVEN AWAY ABSOLUTELY FREE. FOR PARTICULARS READ OUR POSTERS OR CALL AT STORE.

FREE!

FREE!!

FREE

To the First Twenty Men Purchasing \$1.00 Worth of Merchandise or over Wednesday Morning after 9:00 o'clock we will give a NICE DRESS HAT ABSOLUTELY FREE.

<p>DOMESTICS</p> <p>Best on the market, regular size 10c, sale price, per yard 7c</p> <p>Best Ginghams, all this season's colorings, regular 10c value, sale price, per yard 8c</p> <p>Best fast-color Percales, full yard wide, regular 12 1/2c value, sale price, per yard 9c</p> <p>Manchester Cambric, best for five shirts, etc., regular 14 1/2c value, sale price, per yard 11c</p> <p>Bleached Domestic, the best on the market, regular 10c value, sale price, per yard 8c</p> <p>Knocking Outlines, also, soft and warm, 10c value, sale price, per yard 7c</p> <p>Best Feather-proof Bed Tickling, extra heavy quality, sale price, yard 15c</p> <p>LADIES' HOSE</p> <p>Ladies' 10c Fast Black Hose 7c</p> <p>Ladies' 15c Hose, double heel and toe, sale price 11c</p> <p>Ladies' 25c fast black French Lisle Hose, sale price 19c</p> <p>Ladies' 50c Hose, French Lisle of Pure Silk, sale price 39c</p> <p>Ladies' \$1.00 Pure Silk Hose 79c</p> <p>LADIES' HANDKERCHIEFS</p> <p>Good ones, sale price 3c</p> <p>LADIES' UNDERWEAR</p> <p>10c Vests, summer vests, price 7c</p> <p>25c value, good quality, sale price 19c</p> <p>50c value, extra quality, sale price 38c</p>	<p>TOWELS and TABLE LINEN</p> <p>Extra values in Pure White Mercerized Table Linens, full Irish bleached, beautifully designed, regular 50c value, sale price 39c</p> <p>BLANKETS and COMFORTS</p> <p>\$1.25 Blankets, sale price 98c</p> <p>\$2.00 value Blankets and Comforts \$1.49</p> <p>\$4.50 Pure White Wool Blankets \$2.89</p> <p>LADIES' SHIRT WAISTS</p> <p>An elegant offering in Ladies' Extra quality Shirt Waists, beautifully embroidered and trim, trimmed in the most delicate imported lace. In this lot the values range from \$1.00 to \$1.50, sale price 69c</p> <p>BOYS' and MEN'S HATS</p> <p>25c value, all styles, sale price 19c</p> <p>50c value, good styles, sale price 39c</p> <p>\$1.00 value, all colors and styles 79c</p> <p>\$1.25 value, good styles, sale price 83c</p> <p>\$1.75 value, all styles, sale price \$1.19</p> <p>\$2.00 value, all shapes and styles \$1.48</p> <p>\$2.50 value, all colors and shapes \$1.79</p> <p>SHOES! SHOES!!</p> <p>Broken lots of our regular stock, only a few pairs of a kind left and we want to clear them out quick. Boys' and Children's High and Low Cut Shoes, values up to \$1.50, price 98c</p>	<p>Shoes of good quality, \$2.25 value, sale price \$1.69</p> <p>Men's \$4.00 quality, two full width, latest lasts and best Patent Calf and Gum Metal and Tan Shoes, sale price 3.29</p> <p>Ladies' \$1.50 Shoes and Oxfords \$1.19</p> <p>Ladies' \$2.00 Shoes and Oxfords, an elegant shoe for the money, and one that is warranted to give absolutely satisfaction, sale price \$1.48</p> <p>MEN'S PANTS and OVERALLS</p> <p>In this department we offer you an extra quality Dress Pants, regular \$1.25 value, sale price 98c</p> <p>Men's \$1.50 Pants, Clay Worsted and Fancy Mixtures, sale price \$1.19</p> <p>\$1.25 Trousers, Extra well made, full Post Top, side buckles and belt straps, sale price 1.29</p> <p>\$2.99 values in Men's Fine Trousers; you cannot afford to overlook this opportunity to buy the best all wool trousers you ever saw for only 1.48</p> <p>Men's \$1.00 Overall, best grade, blue, sale price 83c</p> <p>Men's best Blue Denim \$1.25 Overall, sale price 98c</p> <p>MEN'S FURNISHINGS</p> <p>Men's Handkerchiefs, with border, a good one, sale price 3c</p> <p>Men's 10c Handkerchiefs, good quality, sale price 7c</p> <p>Men's Fine 25c Handkerchiefs 19c</p> <p>Men's 10c Hose, good quality 7c</p> <p>15c quality, all colors, sale price 11c</p>	<p>25c Hose, extra good, sale price 19c</p> <p>Men's 50c Shirts, all sizes, price 39c</p> <p>Men's Shirts, for only 79c</p> <p>50c Undershirts, sale price 19c</p> <p>50c Undershirts and Drawers to match, sale price 39c</p> <p>\$1.00 Shirt and Drawers to match 79c</p> <p>BEDSPRINGS and MATTRESSES</p> <p>\$1.50 Bed Springs during this sale 98c</p> <p>\$1.75 Springs, a good one, price \$1.19</p> <p>\$4.00 Springs, sale price 2.79</p> <p>\$5.50 Springs, best on the market 3.98</p> <p>\$2.00 Mattress, now on sale at \$2.48</p> <p>\$4.00 Mattress, during this sale 2.98</p> <p>\$5.00 Mattress, sale price 6.48</p> <p>Old Mattress, \$1.50 value, now 98c</p> <p>Pillows, 70c value, sale price 50c</p> <p>\$1.00 Pillows, good big ones, for 79c</p> <p>\$1.50 Pillows, extra large, only 1.19</p> <p>FURNITURE</p> <p>Bedsteads, \$2.50 value, sale price \$1.25</p> <p>Bedsteads, \$1.50 value, sale price 1.79</p> <p>\$4.00 Bedsteads, good ones, only 2.48</p> <p>\$5.00 Bedsteads, all styles, price 2.98</p> <p>\$6.00 Bedsteads, sale price 3.75</p> <p>\$7.00 Iron Bedsteads, sale price 5.29</p>	<p>\$20.00 Brass Bedsteads, for only 9.48</p> <p>\$12.00 Drawers, all styles, price 8.98</p> <p>\$3.50 Rocking Chairs, sale price 2.50</p> <p>\$2.50 Rocking Chairs, sale price 2.50</p> <p>\$4.00 Rocking Chairs, sale price 2.50</p> <p>Wire Cots, \$1.75 value, sale price 98c</p> <p>Wire Cots, \$2.00 value, sale price 1.25</p> <p>\$9.75 Sofa, nice one, sale price 5.69</p> <p>GROCERIES</p> <p>15 lbs. Granulated Sugar 1.00</p> <p>Flour, per bbl. during sale 5.25</p> <p>Lenox Soap, 7 bars 25c</p> <p>Economy Soap, 10 bars 25c</p> <p>White Lily Soda, 8 boxes 25c</p> <p>Arm & Hammer Soda, 7 boxes 25c</p> <p>White Lily Baking Powder, 3 cans 25c</p> <p>3 Pings Single Schnapps Tobacco 25c</p> <p>4 Twists of Home Spin Tobacco 25c</p> <p>4 Twists of Big 6 Tobacco 25c</p> <p>Loose Roasted Coffee, 25c kind 22c</p> <p>Old Reliable Coffee, per package 28c</p> <p>Hub-No-More Powder, 7 boxes 25c</p> <p>All Groceries at a Big Reduction During Sale</p>
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Act Quick, Don't Delay--Sale Will Continue for TEN DAYS ONLY

CASH ONLY -- Positively No Goods Charged -- CASH ONLY

SULLIVAN MERCHANDISE CO.

LOUISA, KENTUCKY

In Charge of AMERICAN SPECIAL SALES COMPANY, Atlanta, Georgia.
We Pay Railroad Fare to Purchasers of Over \$15.00 Worth For a Distance Not Over Twenty-five Miles.

THIS BIG SALE
OPENS
WEDNESDAY, April 10th
And Continues for Ten Days

ONE FORETHOUGHT IS WORTH A THOUSAND REGRETS. THEREFORE THIS SALE SHOULD RECEIVE YOUR INSTANT ATTENTION

NO IDLE TALK
BUT A
BONA-FIDE SALE
WHICH INCLUDES EVERY ARTICLE
IN STOCK.

20 Wanted at Once SALESPeople 20

LOOK FOR THE BIG RED SIGN. READ THE NAME BEFORE YOU ENTER

BUSINESS SUSPENDED!!