

COMMERCIAL SENSATION

! All Bargain Records Shattered!

WEDNESDAY, JULY 22, 9 A.M.

SALE OF DRY GOODS

g, Furnishings, Shoes, Millinery, Notions, and Bed-Rock Prices for Fifteen Days.

ely free from frivolous or foolish advertising; neither shall we burden
ot prove it, then nothing we could say or do would have any effect.
nsists of merchandise that you need right now. Our shelves are loaded
ed at big reductions.

FEW PRICES



Friday and Saturday!
Merchandise!

4 P. M., on the above days, we
r store a big paper balloon.
attached good for from \$1 to
Keep your eyes open. Watch
tag to this store and get it

FREE! Friday, 9 A.M.

Balloons for Kiddies!

The first 50 children attending this sale ac-
companied by an adult will be given a pretty rub-
ber balloon absolutely FREE. No purchase re-
quired, just be here before they are all gone.
Only 50 to be given away.

WEDNESDAY, JULY 22, 9:00 A.M.

unity for fair and square dealings is well known; we have been among
e wish to call your attention to the fact that during this Sale we shall
rd we tell you. Every article in the store will be marked in plain figures
You shall be the judge and the jury; we rest on your decision. All that
sense will cause you to buy. BE HERE WHEN THE BIG DOORS
out.

IDEA CO. INC.

Wednesday to Get Ready

CASH ONLY

S. Carolina

\$75.00 Society Brand
Suits, at
\$24.95

\$20.00 Genuine Palm
Beach Suits, at
\$8.95

\$1.50 Dress Shirts
95c

\$2.50 Pincheck Pants
at
\$1.45

Men's Nainsook and
Balbriggan Shirts
and Drawers, at gar-
ment
37c

\$2.00 and \$2.50 Dress
Shirts
\$1.19

10c Men's Handker-
chiefs, at
4c

\$1.00 Men's and Boys'
Caps at
29c

\$45.00 Blue Serge
Suits (fast colors) at
\$19.95

\$6.00 Genuine Palm
Beach Pants, first
quality on sale at
\$3.95

\$45.00 Franco Model
Suits in Worsted and
Flannels, at
\$17.50
(Fast Colors)

\$5.00 Men's Felt Hats
at
\$2.50

\$2.50 Men's Felt Hats
at
98c

50c Suspenders
19c

50c Men's Wash Ties
19c

Good grade Men's
Overalls
89c
1 to a Customer

\$2.00 Boys' Wash
Suits
95c

10c Ladies' Handker-
chiefs, at
3c

35c Ladies' and Chil-
dren's Straw Hats
10c

Jno. B. Stetson Hats
\$4.95

\$2.50 K. Pants, heavy
weight, at
\$1.45

\$3.50 Men's Felt Hats
at
\$1.98

\$1.00 Work Shirts
59c
2 to a Customer

Union Overalls at
\$2.69

Seal Pax Union Suits
at
95c

50c Men's and Child-
ren's Mexican Straw
Hats, at
29c

75c Colored Dotted
Swiss at
39c

\$10.00 Ladies' Middy
Suits, at
\$2.95

\$5.00 Ladies' good
quality White Wash
Skirts, at
95c

25c Towels, at
9c

75c Turkish Towels at
29c