

BIG JULY REDUCTION SALE

Our Customers Will Rejoice In This
Announcement Which Is The Most
Important We Have Ever Made

In announcing a 20 Per Cent REDUCTION from our actual prices, which we will offer for thirty days (July 1st to 30th), covering our entire stocks without reservation of any kind, we have taken a step unprecedented in the history of retailing.

We believe we are the only retail house in the country to make the first real break to revise prices to a lower level.

We believe that the increased volume of business which will come as the result of this 20 per cent deduction will enable us to justify the losses taken on our stocks.

This is emphatically not a selecting of articles here and there at lowered prices nor a cleaning out of old stock for sale purposes; nor have we marked goods up in order to mark them down, but an authentic offering of strictly staple well-known brands of Popular Merchandise at 20 per cent Off our actual prices.

It surely is a BIG OFFER, and we advise you TO BUY WITH FORETHOUGHT if you wish to make the most of it.

In all our eight years we have never had better, nor larger stocks of merchandise; never have we had larger business nor sales greater.

We are strongly equipped from every point of view to conduct such an operation, which is purely for the benefit of our customers.

The 20 Per Cent Off

IS EFFECTIVE ON ALL OF THE MERCHANDISE IN OUR BIG STOCK OF DRY
GOODS, NOTIONS, CLOTHING AND SHOES

Terms Of Sale

STRICTLY CASH—NO GOODS SENT OUT ON APPROVAL

BEAUFORT BARGAIN STORE