

PAY-UP WEEK

AT SELMA, N. C.

December 10th to 15th, 1917

Under the auspices of the Merchants Association, the merchants of Selma will observe Pay-Up-Week from December 10th to the 15th. The week will be observed according to the rules and regulations of the National Pay-Up-Weeks. Each individual or firm will offer

**Special Inducements to the Customers Who Settle
Their Bills During this Week in the way of
Discounts, Prizes, Premiums, Etc.**

If you owe Selma Merchants it will pay you to investigate this chance to settle to your own advantage.

DOLLAR DAY at SELMA

Thursday, Dec. 13th

On October 11th the Selma merchants held the first Dollar Day, and the results were so pleasing and satisfying to both the merchants and the customers, that it has been decided to hold a Second Dollar Day, Thursday, December 13th.

The individual advertisements of the several stores taking part will appear in this space in the next issue.

**Staple and Seasonable Merchandise of Various Kinds
Will be Offered at Prices Less than Wholesale**

No junk sale, but a legitimate sale of very best of goods on the market today at unheard of prices.

One Day Only!

Remember, Dollar Day, Thursday, December 13th
At SELMA, N. C.