

Free! Free!

The first 10 ladies entering my store on Friday, January 10th, will receive a useful present.

Free! Free!

# GREAT PUBLIC SALE

AT

## RHODHISS NEAR GRANITE FALLS, N. C.

SAVE THIS AND WAIT FOR

### Friday, January 10th, at Exactly 9 A. M. Sharp

Store will be Closed on Wednesday and Thursday January 8th and 9th

to mark down prices and arrange stock. Sale starts Friday, Jan. 10th rain or shine at 9 a. m. Plenty of experienced salespeople to wait on you quickly.

The Most Daring Attack on High Prices Ever Attempted  
The Time Is Set!

## C. L. BEAM & CO.,

Rhodhiss, near Granite Falls, :: North Carolina.

Regular Prices Knocked to a Frazzle From FRIDAY, JANUARY 10th to 21st.

\$8,000 Stock in this stupendous offering. Here is the greatest avalanche of Majestic Bargains ever offered in this country. This will be the "Supreme Sale Sensation" since the beginning of time. A "Sweeping Smashing" Sale for Ten Days only. This sale will be the most astonishing "Price Sacrifice Sale" the world has ever knowg. Competition will wring its hands in desparation and despair at this paralyzing broadside of bargains. But the people, the great masses who will benefit as never before, how they will rejoice and shout for joy at the glorious tidings. A tornado of bargains will sweep throughout this section. Don't fail to attend this sale.

KASH will be KING!

Nothing charged at these unheard of low prices. If you haven't the money it will pay you to borrow it.

KASH will be MIGHTY!

### A Sale With A Reason

Right in the heart of the season, when most merchants are reaping a profit, circumstance have combined to make this Sale advisable and we are compelled to sacrifice our big stock in order to sell while Merchandise is in demand.

### \$8,000 Worth of High Grade Dress Goods, Notions, Hats, Caps, Dry Goods & Groceries

Our entire capital being tied up in Merchandise and Groceries and we need immediate relief. Heroic Sacrifices are sometimes necessary--this is one of them. We must have a large amount of Cash at all hazads. We must sustain an immediate loss or risk a greater loss later, so we prefer to face the situation squarely and start this money raising sale now at the time when our friends and patrons can benefit to the fullest by this great bargain treat. Cost is entirely lost sight of. We must reduce our stock to meet the prevailing conditions. Our good name is more to us than money--and every Man, Woman and Child in this section of the state know that anything bought of C. L. BEAM & CO. was the best money could buy. Words fail to describe or do justice to the thousands of irresistable offerings in this mighty Bargain Crash, for 10 days BEGINNING FRIDAY, JANUARY 10th. We guarantee every price, every statement herein made or your money back, for this is a bona fide and legitimate sale. Remember there are thousands of articles space will not allow us to mention. It will pay you to come hundreds of miles to this Great Sale.

Every Mother Of a Family Can Get Something at This Sale. Be On Hand When the Doors Open FRIDAY, JANUARY 10th, At 9 O'Clock.

### Ladies Goods

Dress gingham, apron, gingham, calicoes and percells will all be sold at 20 per cent off regular prices.

Lace Curtains ..... 79c  
Table Spreads ..... 65c  
Bargains in Skirts ..... 49c  
Towels ..... 19c a pair

### LADIES SWEATERS

Former price 50c, now ..... 39c  
Former price \$1.00, now ..... 79c  
Former price \$2.00 and \$2.25, now ..... \$1.67

### HOSIERY

Ladies 10c values, now ..... 7c  
Ladies 15c values, now ..... 10c  
Ladies 25c value, now ..... 19c  
Misses 15c values, now ..... 10c  
Misses 25c values, now ..... 19c  
Umbrellas from ..... 39c

### HANDKERCHIEFS

500 dozen ladies and gents handkerchiefs to go now at ..... 4c

### Embroidery and Lace

5,000 yards of Embroidery, former prices 5c to 35c per yard, will be sold from 3c to 19c per yd.  
4,000 yds of fancy lace at ..... 6c yd

### Look MEN SHIRTS Look

Work Shirts were 50c to 75c now ..... 39c  
Dress Shirts 50c & 1.00 values now ..... 39c and 79c  
Underware, 50c values, now ..... 39c

### SOCKS

10c and 15c values ..... 7c and 10c  
25c values now ..... 19c  
Men's \$1.00 Gloves ..... now 79c

### HATS

Mens hats 75c to \$2.50 values now ..... 58c to \$1.49  
Boys hats 25c to \$1.00 values now ..... 17c to 75c  
Suspenders ..... 11c  
Work Pants \$1.50 and 2.00 values now ..... \$1.19

### OVERALLS

Overalls than were 50c and 75 now ..... 29c and 65c  
Overalls that were \$1.00 now ..... 79c  
Neckties, 25c values now ..... 19c  
Neckties, 50c values, now ..... 39c  
Collars, all sizes and shapes, now ..... 7c

### GROCERIES

### 18 lbs. Sugar for \$1.00

To all persons buying \$2.00 worth of goods or over during this sale.

CHEESE ..... Pound 22c  
RICE ..... pound 6 1-2c  
LARD ..... 10c per lb.  
5 pound can ..... 49c  
COFFEE loose parched ..... 22c per lb.  
Jackson Square Coffee ..... 23c per lb.  
Coroso Brand ..... 26c per lb.  
FLOUR—Conover Eagle ..... \$2.95 per cwt  
Happy Valley ..... \$2.50 per cwt.  
Corn Meal ..... \$1.00 bu.  
Potatoes ..... \$1.00 bu.  
Fat Back ..... 10c per lb.  
Red Devil Lye, now ..... 2 for 5c  
Quaker Oats ..... 8c  
Arm & Hammer Soda ..... 4c  
Snow King Baking Powder ..... 8c

### Canned Goods

During this sale all Canned Goods will be sold at and below cost.

### Some Special Bargains

### SOAPS

Senox Soap, for a few days only ..... 2 for 5c  
Octagon Soap ..... 7 for 25c  
Diamond Matches ..... 4c per pkg  
BROOMS, all kinds and sizes from ..... 19c

### LAMPS

We have them from ..... 19c to \$2.98  
Lamp Chimneys ..... 5c and 7c  
EXTRACTS—all flavors, now ..... 8c  
Huylers Chocolate, now ..... 8c

### TOBACCO

We have a large stock of Tobacco. All must be sold —20 per cent off on everything  
CINCO CIGARS ..... 4c  
Scotch Snuff ..... 7 for 25c  
Coco Cola, per bottle ..... 4c

### NOTIONS

Hair pins, side combs, tape, buttons and other things too numerous to mention will be sold at prices you cannot resist.

### Crockery and Tin Ware

Owing to space we cannot do justice to our Crockery and Tin Ware bargains. There will be a tremendous cut on prices in this department. Come and be convinced.

### To The Public

No man or woman can afford to miss this golden opportunity. A clean, choice and complete stock to be sold at Public Sale at these quoted prices, at prices 1-2 lower than its value. To save these dollars upon dollars, read this circular carefully and remember, no matter how ridiculously low the prices quoted, they are not exaggerated; they are true and backed by the fairest guarantee.

Come and be convinced.

## 10 Days Starting Friday, Jan. 10th, 9 A. M., Sharp

Continues Without Stop Until January 21st. 10 Days.

## PRICES SHOT TO PIECES!

### CENTS WILL COUNT AS DOLLARS!

## C. L. BEAM & CO.,

Rhodhiss, Near Granite Falls, - - North Carolina.

### Stop and Consider

We intend to dispose of our entire stock within 10 days. We have advertised the Stock for public sale at ridiculously low prices. Every statement and price here made being absolutely true and not exaggerated in the minimum, we shall expect a crowd numbering hundreds of people every day of the sale to supply their wants. Proper preparations are being made to accomodate these masses, and to wait upon one and all with rapid dispatch. To get your share come early, for at these prices the stock will last but a short time.