

Men are whispering that Bill Cunningham is
GOING BROKE

Just last week we heard of a fellow merchant who reared up on his hind legs, laid back his ears, and, like unto a certain animal which spoke to one Balaam in days of old, prophesied as follows: "I tell you he's bound to go. No living man can sell goods at the prices he does and stay in business. Just wait—he'll bust!"

No doubt the shoe pinches—but they'll have to wear it a few weeks longer! And while you have the old pipe going, put this morsel in, and smoke it also:—Last year Bill Cunningham did the biggest business of any merchant in Macon County—and he made money for himself while doing it!

Here's the big secret in a nutshell:—There isn't another merchant in Macon County who buys goods as cheap as I do, who runs as large a business with as little expense, and who sells at as small a profit. That's why **BILL CUNNINGHAM SETS THE PRICE** in Macon County; and that's why no other merchant has ever yet been able to meet my values without going to the wall.

Boys, it's a bitter pill, but maybe they can swallow it!

And now, just to clinch the argument, Bill Cunningham is putting on an **OCTOBER SALE** that for real, downright, honest-to-goodness **BARGAINS** beats everything ever seen or even heard of in this neck of the woods. This sale will run through the entire month of October, and there won't be another like it this winter. If you are out of money, you'd better put a mortgage on the old cow, and get in for your share of the pickings. You'll never regret the move.

Read this list of **VALUES** I am giving below, and then ask the "going broke prophets" if they can laugh that off!

50 Doz. Men's Blue Chambray Work Shirts, regular \$1.00 value, each.....	60c	Men's Heavy Fleece Underwear, \$1.00 value, per garment.....	75c
10 Doz. Men's Wool Shirts, \$2.50 value, each.....	\$2.00	Men's Knit Union Suits, \$1.50 value, each.....	\$1.25
10 Doz. Men's Wool Shirts, \$3.00 value, each.....	\$2.50	24 Dozen Boys' Union Suits, \$1.00 value, each.....	75c
5 Doz. Men's Wool Serge Shirts, \$5.00 value, each.....	\$3.50	Noted Bear Brand Hose, full line, regular 40 cent value, per pair.....	25c
Men's Heavy All-Wool Sweaters, \$6.00 value, each.....	\$4.50	20 Doz. Ladies' Pure Thread Silk Hose, black and brown, \$1.00 value, per pair.....	49c
Men's Cotton Sweaters, \$1.50 value, each.....	\$1.00	10 Bolts 32-inch Gingham, all colors, per yd.....	15c
Men's Heavy Cotton and Wool Sweaters, \$3.50 value, each.....	\$2.50	20 Bolts Light Color Outing, per yd.....	15c
Ladies' All Wool Shaker Knit Sweaters, \$5.00 value, each.....	\$3.50	Regular Dollar Remnant Rolls, each.....	85c
Children's Sweaters, \$1.50 value, each.....	\$1.00	Export Soap, 7 cakes.....	25c
Men's All-Wool Underwear, finest grade made, shirts and drawers, \$2.00 value, per garment.....	\$1.25	Cotton Blankets, \$2.50 value, per pair.....	\$2.00

SHOES FOR THE WHOLE FAMILY AT THE LOWEST PRICES IN YEARS.

When Bill Cunningham puts on a Sale somebody is going to save some money. Join the throng and get yours.

BILL CUNNINGHAM
The Cash Store Franklin, N. C.