

Chain of  
**31**  
Stores

# EFIRD'S

**33**  
Dep'tments  
In  
Each Store

## THE SOUTH'S BARGAIN CENTERS

### Thirty-One Stores

Charlotte, N. C.	Lincolnton, N. C.
Winston-Salem, N. C.	Burlington, N. C.
Wilmington, N. C.	Statesville, N. C.
Concord, N. C.	Lexington, N. C.
Gastonia, N. C.	Columbia, S. C.
Durham, N. C.	Sumter, S. C.
Rocky Mount, N. C.	Rock Hill, S. C.
Salisbury, N. C.	Anderson, S. C.
Raleigh, N. C.	Greenville, S. C.
High Point, N. C.	Greer, S. C.
Monroe, N. C.	Greenwood, S. C.
Lenoir, N. C.	Spartanburg, S. C.
Forest City, N. C.	Cherryville, N. C.
Laurinburg, N. C.	Wilson, N. C.
Lumberton, N. C.	Danville, Va.
Shelby, N. C.	

**4,000,000**  
**People**  
**In Two Carolinas**  
Served by  
**The Efird Chain of**  
**Department Stores**  
From  
**THE MOUNTAINS**  
To  
**THE SEA**

### Thirty-Three Departments

Ready to Wear.	Gloves
Millinery	Ribbons
Waist	Lace
Corsets	Toilet Articles
Muslin Underwear	Soap
Rugs	Umbrellas
Trunks	Linen
Hats	Hosiery
Furnishings	Overalls
Dry Goods	Work Shirts
Clothing	Pants
Patterns	Caps
Silks	Oil Cloth
Wool Goods	Knit Underwear
Notions	Raincoats
Shoes	Jewelry
Blankets	

## Buying Power 31 Stores----Makes Bargains Here

### Come

And be  
Benefited by Our Low  
**Prices**

We are on the  
Ground Floor for Giving  
**Bargains**

We can supply  
all wants from  
**Head to Foot**

### A Cordial Invitation

For you to make this store your headquarters  
while in the city. Chairs for rest. Telephone ser-  
vice free. Packages kept with care.

### Newest Ready-to-Wear

Bought at Very Lowest Prices

**A Saving of 25 to 33**  
per cent.

### Buy

Your next suit at the  
Bargain Center where

### You Save

Thousands of suits for  
your selection

Leading makes such as  
Monroe Clothing  
Alder Rochester Clothing  
Isaac Hamburg Clothing  
Kirschbaum Clothing

And Others at a  
**Saving** on each  
Purchase

## Shop Where Your Dollar Does Its Full Duty

### Shoes

For the entire family at bargain  
prices. Never before have we had  
such a complete selection at such  
wonderful

**Low Prices**

### Dry Goods

You can save on each yard purchased  
It has been given up that we sell dry  
goods cheaper than elsewhere.  
Specials

**Throughout**

**10,000** feet floor cov-  
ering at **50** per  
cent saving

Shop at once and get choice

**Selections**

### Luggage

At a Saving

## Efird's Department Store

Cor. Main and Taylor Sts.

Columbia, S. C.

### Blankets

At a reduction