

Columbia, South Carolina

MOST SENSATIONAL SALE

FITZMAURICE

1704-1706 Main Street.

Grand stock reduction and rebuilding sale event with full determination and final positive instructions to sell, and sell quick regardless of cost, loss or value.

10,000 PEOPLE COMING

Never in the history of all this country have preparations been made to such an extent in advertising and launching out a special sale proposition. People will come from all four corners of the county.

Extra Help Wanted

Special salesmen, salesladies cashiers, bundle wrappers, cash boys and girls, etc. Apply at 8 o'clock Tuesday morning. Experienced people preferred, but not absolutely necessary.

SALE OPENS THURSDAY, MAY 1ST.

TEN DAYS ONLY.

This Gigantic Stock Reduction and Building Sale involves the entire stock of Dry Goods, Clothing, Ladies' Ready-to-Wear Furnishings, etc., in one grand sale, and a sale of such magnitude that when we swing the big doors back opening morning at 9 a. m. it will be a sight long to be remembered, and the greatest, grandest, broadest, biggest and most legitimate merchandise sale ever held in this territory. The sale manager warns you. Come to

Columbia, South Carolina, Thursday, May 1st, at 9 a. m.

We want to impress upon your minds that this is the most astounding Merchandise sale ever held in this part of the country. Right at the time that you may need the very kind of Merchandise we are offering on sale and right at the time that you can see every article purchased and know exactly what you are buying, be your own judge and have Fitzmaurice's reputation of 16 year's active legitimate retailing, to back you up and give your money upon return of any article if you take it home and find it unsatisfactory.

Ten Days Sale. For Cash Only Biggest saving of your lifetime on honest merchandise.

\$50,000 Stock On Public Sale.

To the People of Columbia and Surrounding Country We are making arrangements to remodel and rebuild our entire store. And in order to save our high grade stock from ruin caused by dust and dirt in making the alterations, we have decided to place our entire stock on sale at such ridiculously low prices that it will pay you to travel one hundred miles to get these bargains. The reputation of Fitzmaurice is sufficient evidence of the truthfulness of this announcement. And every statement we make is backed up by our reputation of honest and fair dealing. You will find everything just as advertised or your money cheerfully refunded on any unsatisfactory purchase.

10 Days Only, Beginning Thursday, May 1st.

You can buy Men's \$15.00 Suits for \$9.48	You can buy Men's \$22.00 Suits for \$16.48	You can buy Simpson's best calico prints for 5c Yard	You can buy Gingham for 5c Yd.	You can buy Utica Bleached Sheeting 9-4 and 10-4 for 28 1-2c Yd.	You can buy 85c black Taffeta 36 inches, for 68c Yd.	You can buy Seamless Sheets, for 47c each	We mention only a few prices taken at random. They will convey to you some idea how this stock will be sold.
You can buy Men's \$18.50 Suits for \$13.49	You can buy Pepprell Sheeting, 9-4 and 10-4 Bleached and Unbleached, for 24c Yd.	1000 White Bed Spreads regular \$1.25 values for 89c each	ART SQUARES You can buy \$25.00 Art Squares 9x12, for \$17.95	CREX ART SQUARES You can buy \$10.00 Crex Art Squares, 9x12, for \$7.85	You can buy \$1.25 Black Taffeta, 36 inches for 95c Yd.	You can buy fine Pillow Cases for 10 & 12c each	

FITZMAURICE

Free!

FIRST FIFTY LADIES.

50 tickets given away free to the first 50 ladies inside opening minute, ten numbers draw ten free Dress Patterns--10 yards each, absolutely free. No buying necessary. Come with the rush.

Columbia, S. C.

Sale For Cash Only.

BIGGEST SALE IN 10 YEARS.

COLUMBIA, S. C. 1704 and 1706 Main St.

Entire Stock on Sale. Opens May 1

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