

COLUMBIA STORES TO HAVE FOUR SEASONS

Spring, Summer, Autumn and Winter Merchandise Featured in Four Annual Openings.

MIDSUMMER OPENING
MAY 3-8, INCLUSIVE

To Show Shoes, Hats and Outer Apparel for Women Especially Designed for Requirements of Each Season.

With the hot summer days approaching milady's mind naturally turns to white footwear, mid-summer headgear and airy gowns designed for comfort during warm weather. Long ago the men saw the advantage in changing heavy woolen apparel for the comfortable Palm Beach suit, straw hat and white shoes with the very beginning of the summer season. This changing to midsummer apparel was both comfortable and economical.

The campaign for distinctive merchandise for each of the four seasons, with separate openings at the beginning of each season has enlisted the cooperation of Columbia's leading stores and specialty shops. Many of the buyers have now returned from New York and the Eastern style centers after selecting midsummer apparel and the stores are now arranging stocks and displays for the first distinctive midsummer opening to be held, beginning the week of May 3 to May 8. This display, it is announced, will continue on through the week of the South Carolina Music Festival at Columbia, May 14 and 15.

The campaign recently inaugurated among the merchants means that Columbia is doing something unique in the world of fashion, something unsurpassed even by greater cities. This campaign has for its purpose the adapting of fashions to seasons and not to continue the old method of forcing women to wear clothes adapted only to two seasons.

As there is a spring, summer, autumn and winter so there will, in the future, be clothes that milady may wear for each of those seasons. It will not be necessary for the sensible woman to subject herself to the ridiculous but inevitable stylishness of wearing furs and velvet in the summer time when she generally feels like wearing organdies and georgettes, nor of putting on her new spring straw bonnet while yet cold winds are blowing.

This idea is already in operation in the North in millinery lines, but nothing has been done so far in the way of applying the same idea to women's shoes and dress apparel. This campaign, applying the idea to shoes, dresses and lingerie as well as hats by the merchants of Columbia means that South Carolina women will have the opportunity to select the very newest and best apparel here without the necessity of a visit to Atlanta or New York, and with the more rapid turnover of stocks due to the shorter seasons, the merchants can mark their goods at a closer margin or profit and apply in a practical way the well known business building maxim "Quick sales and small profits," with a direct price benefit to the women of Columbia as well as to out-of-town shopping patrons.

Nor is that all, much as the two above mentioned results will help. The city of Columbia is the hub, geographically, of South Carolina. There are numerous trains coming into the city and going out each day. Women from all over the state and nearby cities in other states can easily get into the city, do their shopping and leave in one day. They will come to Columbia because they will feel that they can get the best for the best prices and that it is no longer necessary to go to Atlanta or larger cities for what they want.

Practically every merchant of women's wear in the city has joined in the campaign and not a single one has refused to show interest or to say that it is not a good thing. Not only will the women be pleased at the prospect of having spring, summer, fall and winter openings which will bring home to them the very newest and best that is to be obtained in women's fashions, but it will also mean that the merchants who heretofore have done active business only through certain months of the year will find their places of business taking on new life and the overhead expense on each individual sale will be materially reduced by the volume of business done during the year.

The Columbia stores taking an active part in the four season campaign are: Smith's, Helfrich, Caldwell's, Haltiwanger's, F. B. Shackelford Co., Bon Marche, J. C. Moore & Son, Outlook Cloak and Suit Co., Globe Dry Goods Co., Bull Dry Goods Co., Lever, The Shoe Man, Stelling-Nickerson Shoe Co., M. Ehrlich & Sons, Maynard Shoe Co., The Booterie.

FORMAL SUMMER OPENING

By the Merchants and
Specialty Shops at

Columbia, May 3-8, Inclusive

Featuring Distinctive New Merchandise

Summer Apparel for Summer Wear

The apparel that will be shown by the merchants whose signatures appear below will be entirely separate and apart from the Spring apparel. There are four distinct seasons during the year and women appreciate dressing in seasonable garments, hence the creation by these merchants of this new idea, a distinct Summer season.

Featuring Summer Garments and
Accessories, Summer Hats and
Distinctive New Summer Footwear

The New York and Eastern style centers have been searched thoroughly for the latest distinctly Summer creations. Neither effort nor expense has been spared to give the discriminating women of Columbia and South Carolina the newest styles for distinct Summer apparel.

The merchants who are participating in this distinct Summer showing will have their shops appropriately arranged with attractive displays of summer hats, outer apparel for sport and dress occasions, mid-summer footwear and dress accessories. It is with anticipation and knowledge that the ladies will greet this novel effort of theirs in a cordial and welcome manner that has inspired this opportune movement.

Helfrich
Outlook Cloak & Suit Co.
Smith's
Maynard Shoe Co.
Bon Marche
Lever, The Shoe Man
Stelling-Nickerson Shoe Co.
Watson's Shoe Co.

J. C. Moore & Son
Haltiwanger's
F. B. Shackelford Co.
Caldwell's
Globe Dry Goods Co.
Bull Dry Goods Co.
M. Ehrlich & Sons
The Booterie