

Welcome
Fair
Visitors

EFIRD'S

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Meet Your Friends at Efird's Fair Week

Everything in Yard Goods selling at about half what they were ten days ago.

Great harvest of Bargains at Efird's during Fair Week.

TRUNKS

We have the largest stock of Trunks in the Carolinas at prices that will interest any thrifty buyer. Come to Efird's Fair Week.

The greatest Merchandise Feast ever held in the Capital City. Thousands of dollars have been invested in snappy ready-to-wear and Mens Clothing for this special occasion.

LINOLEUM

Special during Fair Week: Fifteen pieces of genuine "Gold Seal" Linoleum, \$3.00 grade, only \$1.50 Running Yard. No mail orders accepted.

LADIES WOOL DRESSES

Regular \$35.00 Serge and Tricotine Dresses, newest Fall styles. Our Fair Week price only

\$24.50

SUITS

We are showing the most exclusive line of Ladies Coat Suits in Columbia. All the new styles and colors. Specially priced for Fair Week at

\$32.50 to \$95.00

Look For Specials Throughout The Store Not Advertised

This is one of the thirty-three big department stores which we conduct in the principal cities of the two Carolinas. We buy all merchandise direct from the factories at one time, therefore we can and do sell for less.

Every Day During Fair Week Will be Bargain Day at Efird's

We feature this week as one of the greatest value giving events of the season

READY-TO-WEAR

You are specially invited to see the newest in Fall Clothing for Ladies and Gentlemen. Charming new styles in Womens apparel including the very best in Suits, Dresses and Coats. The variety includes a design, material, shade and size that will appeal to any woman. Dainty dresses that are out of the ordinary, embracing styles that are distinctive as well as correct and priced at 1914 prices.

READY-TO-WEAR DEPARTMENT SECOND FLOOR.

500 WOMEN'S COATS

Just received this shipment of Women's Coats, bought from a big manufacturer, going out of business, at prices surprisingly low, and offer them all in one lot Fair Week at one price

\$29.50

Values \$49.50 to \$65.00

One lot good heavy Wool Coats, for both Women and Misses, \$25.00 values, Fair Week price

\$14.95

PETTICOATS

One of the biggest Bargains in the house, Jersey and Taffeta Silk Petticoats, all colors, to go Fair Week at

\$3.50

Make Efird's Your Headquarters During Fair Week---We Welcome You!

Leave Your Parcels Here and We Will Send Them to Your Stopping Place

GEORGETTE WAISTS

One lot Georgette Waists, \$6.50 to \$8.50 values, go on sale Fair Week at

\$1.89

All Colors and Sizes. Don't Miss This.

Pre-War Prices Prevail at

EFIRD'S

During Fair Week

Blankets to Retail Trade at Wholesale Prices

One hundred pair of Wool Plaid double Blankets, size 66x80, gray, blue and brown, \$12.50 value. Special Fair Week

\$7.75

All Cars Transfer to

EFIRD'S

Free Telephone Service

to All

FINE DRESS SERGE

\$1.50 36 inch all wool Serge in most all colors. Special Fair Week at

The Yard 98c

40 and 42 inch Wool Serge beautiful quality. \$2.50 kind. Fair Week price

The Yard \$1.48

THE BREAK IS HERE

No More High Price Shoes

Efirds, the Largest Shoe Dealers in the two Carolina's are offering the greatest shoe values since 1914. A trip to our Shoe Department will convince you, and that the break is here on high price shoes. Our motto all the time: "We sell the same for less" and now since conditions are getting back to pre-war basis, our buyers for 33 department stores are able to offer values that will astonish you. Satisfaction guaranteed. We exchange or refund money on any unsatisfied purchase.

NEWEST MODELS

in the

Famous "Monroe" Suits

For Men and Young Men

The kind that give you comfort and wear, perfect in workmanship and in every popular shade and materials.

\$25, \$30 and \$35

EFIRD'S DEPARTMENT STORE

CORNER MAIN AND TAYLOR STS.

COLUMBIA, SOUTH CAROLINA