

AN INSTITUTION

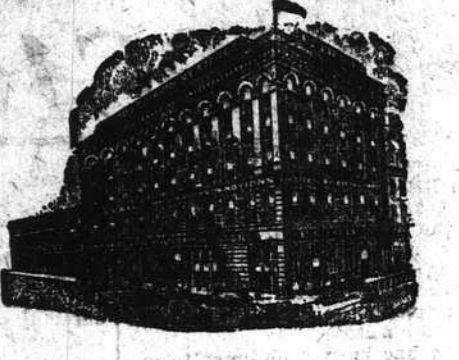
Down goes prices on Furniture, Housefurnishings, Bed Linens, Rugs, Curtains, Draperies, etc. Door opens 8:45 Thursday morning. Sale continues through Friday and Saturday.

MONEY BACK ON ANY PURCHASE NOT SATISFACTORY

EFIRD'S

THE SOUTH'S GREAT MERCHANTS

Celebrates the Opening of their Furniture Department with a Sale commencing Thursday Morning, 8:45, and continuing through Friday and Saturday.



AN INSTITUTION

EXPRESS ELEVATOR SERVICE TO THIRD, FOURTH AND FIFTH FLOORS

DOORS OPEN 8:45 THURSDAY MORNING

THURSDAY FRIDAY SATURDAY

OPENING FURNITURE SALE

THURSDAY FRIDAY SATURDAY

DOORS OPEN 8:45 MORNING THURSDAY

Household Necessities ON THE OPENING HOUR, 8:45 One Whole Section

off the third floor will be thrown into a sale of kitchen and household ware. Sale at choice

10c

None to Merchants

ANY PIECE OF TINWARE IN THE HOUSE Including Bread Pans, Cake Pans, Pudding Pans, Cook Forks and many others

10c

Sugar Dishes, Butter Dishes, Ice Cream Saucers, Ice Tea Glasses and many others WHILE THE LOT LASTS EACH

- Roller top bread boxes, each \$1.48
- Blue and white enamelware, from 39c to 98c
- Electric light bulbs, 4 for \$1.00
- Household dry mops, each 48c
- Best table oil cloth, per yard 39c
- 4-piece pantry sets for 98c
- Water tumblers, each 4c
- Sanitary feather pillows 98c and \$1.48
- One-half-pound cotton batts, each 10c
- Real china cups and saucers 25c
- Ice tea glasses, each 9c
- 8-piece water sets, per set 85c
- Hammocks, each \$1.98
- Panel mirrors, each \$1.25
- Old English waxer polish, each \$1.98

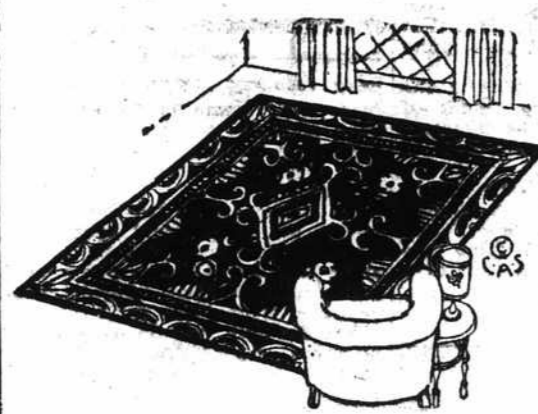
Baggage Smashed

Ten per cent off on all "SEWARD" Trunks, Bags, Suit Cases, sell for \$2.00 and over, except those simple numbers which are being closed out at HALF PRICE. Trunks have drawers on all items of baggage. Look for us that we have a big stock on hand at the old prices. If you are going to need a grip, trunk or suit case for your summer vacation, better buy now. **EFIRD'S—FOURTH FLOOR.**

EFIRD'S

SMALL DEPOSIT RESERVES ANY ITEM UNTIL WANTED!

Floor Covering



"WHITTALL" RUGS EXCLUSIVELY AT EFIRD'S

Here you will find a complete assortment of "Whittalls" fine Persian, Kerman and Wilton rugs—rugs that are exclusive.

- Size 9x12 Anglo Persian rugs \$135.00
- Size 9x12 Anglo Kerman rugs \$120.00
- Size 9x12 Tepric Wilton rugs \$96.00

One big lot of fine Axminster and velvet rugs and a big assortment of patterns and colors to choose from. All are 9x12 size. Choice this sale \$31.95

"Katonah" velvet rugs in pretty new floral patterns. Big sizes, 11.3x12, \$23.95

Wool tapestry rugs in a big assortment of patterns, all sizes, 9x12 one lot, at \$17.50 (The other lot at \$18.50)

New wool and fiber rugs, most attractive patterns you ever saw. Here are the prices: 9x12 at \$27.50 and \$16.50

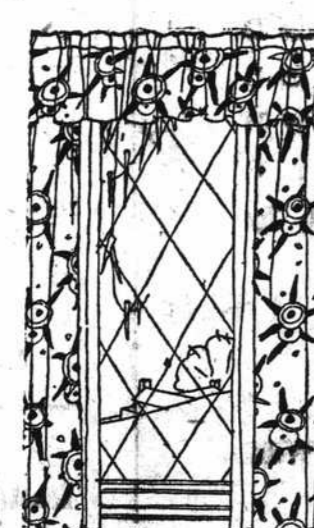
6x9 at \$9.75

27x54 at 98c

BIRD'S "NEPONSET" RUGS The biggest assortment of fine "Neponset" rugs in Wilmington. All new spring patterns and designs. The prices—

Size 9x12 at \$12.95

Size 9x10.6 at \$10.95



Curtain and Drapery DEPARTMENT

This sale offers a wonderful opportunity to all Wilmington home lovers to freshen up curtains and draperies for the spring. For example:

20% OFF

ON ALL READY-MADE PANEL CURTAINS

THURSDAY, FRIDAY, SATURDAY we will make your Curtains FREE from materials purchased in this sale (No Ruffles)

Plain white Marquette, 15c per yard

Filet net in new spring designs, white and cream, 39c to 79c

8 big counters loaded down with new spring cretonnes. Wonderful assortment of patterns. The prices range— 25c 39c 48c 79c

The new poplar cloth for draperies, plain and brocade effects, at the yard 79c

Silkline drapery in tan, rose and blue, 79c the yard

Double extension rods, 48c

Single rods, 25c



BEDDING

BY THE CARLOAD LOT SHEETS AND PILLOW CASES FOR SPRING

- 63x90 Pepperell sheets \$1.25
- 63x90 Whitman sheets \$1.48
- 63x90 Wearwell sheets \$1.39
- 72x90 Pepperell sheets \$1.39
- 72x90 Sterling sheets 98c
- 81x90 Sterling sheets \$1.19
- 81x90 Pepperell sheets \$1.48
- 81x90 Pepperell hemstitched sheets \$2.25
- 81x90 Wearwell sheets \$1.59

BEDSPREADS FOR SPRING

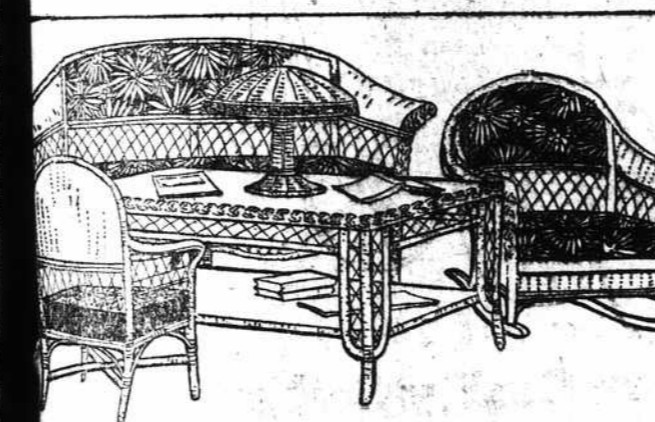
- 63x90 Crinkle dimity spreads \$1.79
- 72x84 Antonia quilts \$1.98
- 72x90 Antonia quilts \$1.98
- 72x90 Ripplette quilts \$2.25
- 80x90 Dorcas spreads \$2.48
- 81x90 Whitmore spreads \$2.98
- 81x90 Novelite spreads \$3.48
- 81x90 extra heavy spreads \$3.98
- 90-inch linen sheeting 79c

TOWELS

- 8c—BARGAIN TOWEL COUNTER—8c
- Barber, pantry and regular size face towels. Plain and colored borders. Sale price, each 8c
- New absorbent material towels, 13x36, and hemstitched beautifully. As long as they last, each at 25c
- Just a few medium size Turkish towels left. All plain. We will sell on opening hour, for each 19c
- Large size huck towels with regular borders, also plain; a real 25c value. Sale price 19c
- Large size, 17x34, huck towels with the new wide border edge, regular 39c value. Sale price 25c
- Extra large huck towels, plain and regular blue and pink borders. Sale price 25c
- We have one lot left. Dish cloths, 19x28. Sale price 15c
- Silver toweling, 18 inches, all linen, per yard 48c
- 21-inch all linen toweling, made in Scotland, 59c per yard
- 18-inch ecru, warranted all linen toweling, made in Scotland, a yard 39c

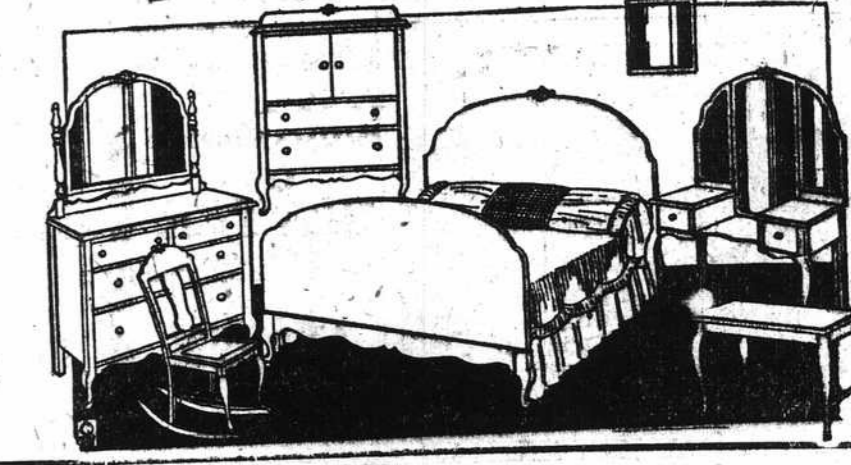
There's Going to be a Great Dressing-Up of Homes in Wilmington This Spring!

And Home Lovers Who Want Furniture Will Choose at Efird's. Where They Are Certain of Dependable Qualities and Surpassing Values



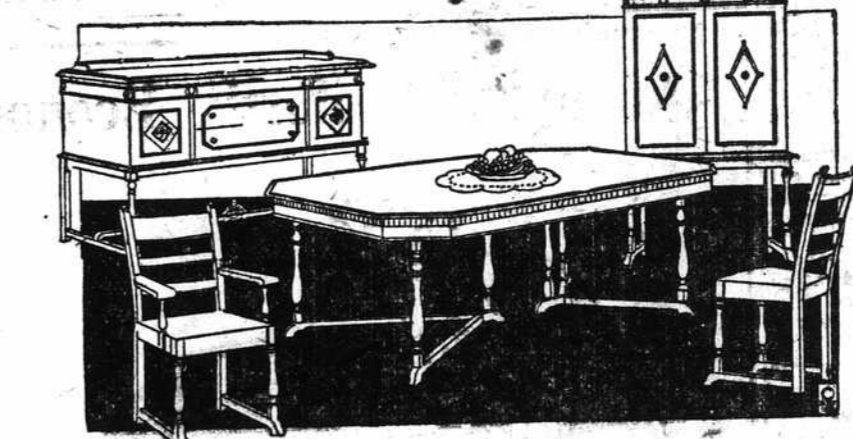
The first desire of the home lover is to have one's home express cordiality, good taste—a charm and personality. The first step in accomplishing the best results is to choose the right store.

On the fifth floor of Efird's store are gathered magnificent selections of Furniture, selected in the best markets of the United States, and priced in accordance with our policy of greater values.



Fifty Bassinettes, \$7.50 Value. Sale Price, \$3.98—One to a Customer

- SOLID MAHOGANY LIVING ROOM SUITES piece cain and velour or cain and tapestry \$169.98 And Up
- OVERSTUFFED LIVING ROOM SUITES Velour and Tapestry \$201.79 And Up
- 3-PIECE G. O. LOBBY SETS Upholstered in Mole Skin Extra Heavy \$42.98 And Up
- ODD ROCKERS Large Queen Ann quartered and polished G. O. Rockers Upholstered \$10.98

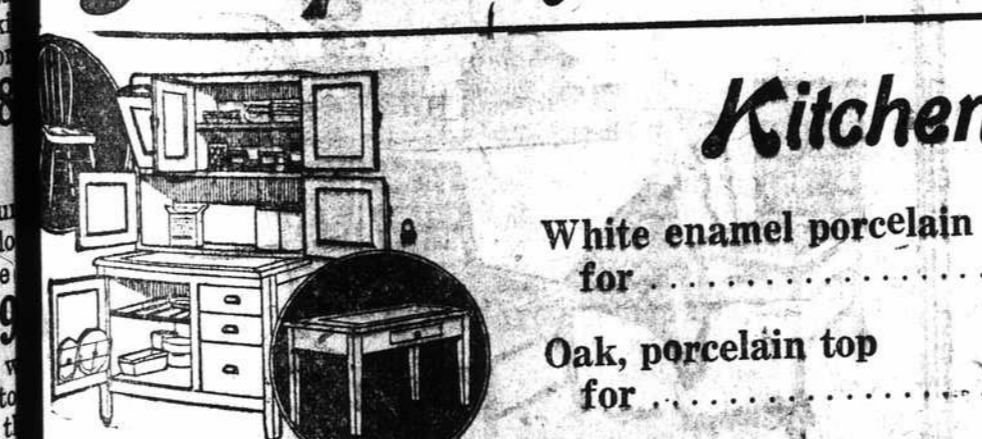


Dining Room Suites

- 10-piece Jacobean suite for \$199.98
- 10-piece mahogany suite for \$261.49
- Odd buffets, G. O., for \$33.75
- Odd tables, round, G. O., for \$17.49

- BEDROOM SUITES Genuine Walnut, Seven Pieces \$201.98
- BOUDOIR CHAIRS Mahogany and Cain, Upholstered in Tapestry A Special Bargain \$17.49
- BEDROOM SUITE Tudor Design—4-Piece Ivory \$122.49
- ODD CHIFFONIERS Quartered, G. O. and mahogany finish \$27.98 And Up

Best Grade Porch Rockers. Natural Finish. \$2.98, \$4.89, \$5.63 and \$5.98

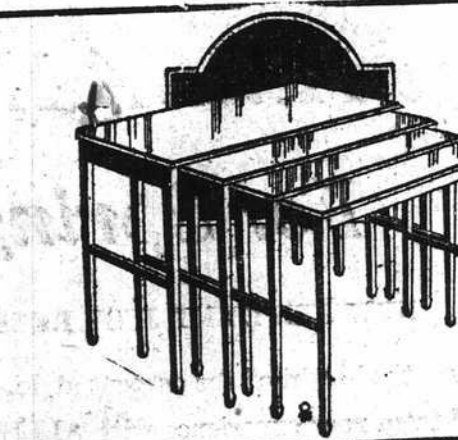


Kitchen Cabinets

- White enamel porcelain top for \$55.49
- Oak, porcelain top for \$50.49

Kitchen Tables

Natural Finished Maple, Poplar Tops \$3.59 to \$7.49 Three, four and five-foot lengths



Furniture Department Opens Thursday, April 26th, 8:45 A. M.

EFIRD'S

"Forcing Down Prices"

Mail Orders Filled Promptly Same Day Received

Double Elevator Service to Fifth Floor

A Small Deposit Will Reserve Any Item Until Wanted