

HAMMOCKS—2.95

Gaily striped fabric hammocks of lasting, sturdy construction, with head pillow. Fourth Floor.

Beach Chairs—97c

Durable awning-striped back and seat. Strong, adjustable hardwood frame. Fourth Floor.

Outing Jugs—79c

A special value. Outing Jugs for hot or cold foods or liquids. Convenient and dependable. Fourth Floor.

Linoleum RUGS—2.95

Perfect inexpensive floor covering for home or vacation cottage. Full 6'x9' in attractive patterns. Fourth Floor.

Odora Cabinets, 2.98 to 4.95

Convenient, moth-proof utility cabinets. Use as storage closet for your winter woollens. Fourth Floor.

Johnson's Quick Enamel—95c qt.

Spring is time to clean up and paint up. Every desirable color in Johnson's Quick - Enamel. Fourth Floor.

NEW SPRING CLOTHES FOR ALL THE FAMILY— BEACH TOGS — SHOES

Shop IN WILMINGTON

SHOP AT EFIRD'S IN WILMINGTON FOR SMARTER CLOTHES—GREATER QUALITY, LOWER PRICE!

DAYS Friday and Saturday

Pringle's NOR-EAST



The fabric that is refrigerated. The coolest, and shapeliest suit you can buy. Famous English fabrics and smart Griffon tailoring. New models are just in!

31.50

FEEL THE COLD

FRUIT OF THE LOOM SHIRT



Woven Madras and broadcloth in soft pastel shades and stripes. New figure-izing cut that fits the body without wrinkles or bulges. At Efird's old price!

1.48

NEW BLOCK SHIRTS—97c **SLACK SUITS—1.95**

New stripe patterns in light and dark grounds. Natural hopsacking, blue, green, and tan Shantung and cotton tropical fabrics. Smart styling, patch pockets and matching slacks.

Torraine "Sea-Kool" Ties—48c

Washable ties in a variety of patterns—resilient construction. Advertised in Life at 55c!

BOYS' SUN SUITS—97c **SPORT SHIRTS—59c & 79c**

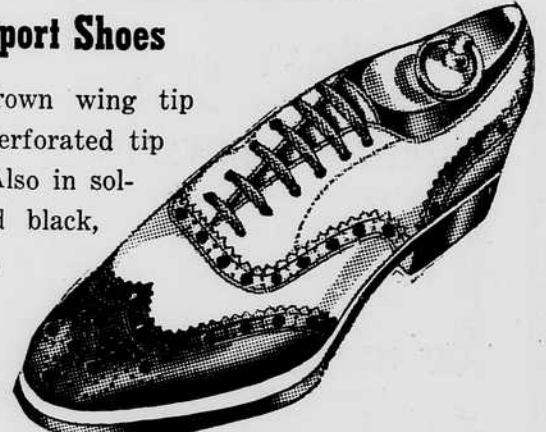
Boys' Sun Suits with a prize in each! Yo-Yo Tops, Sun Glasses, or Harmonical! Two-tone combinations. Green, blue, yellow, white. "Confucius Say" shirts and other novelty sport shirts. All sizes and styles.

TODDLERS' SUN SUITS—59c

Handmade and embroidered Sun Suits in solid colored broadcloth. An unusual value. Second Floor.

SHOES FOR SUMMER

Men's Sport Shoes



White and brown wing tip shoes, plain perforated tip sport shoes. Also in solid brown and black, and all white.

1.98 to 3.98

SPECTATOR PUMPS—2.95

Smart, medium and low-heeled Spectator pumps. Brown and white, and white with perforated trim tip! AAA to C—4 to 9.

WOMEN'S SADDLE SHOES—2.95

Popular brown and white saddle shoes with springy rubber sole and leather insole. Attractive stitched trim.

BOYS' AND GIRLS' Summer Shoes

White, Brown and Black Sandals, Oxfords and Straps

Sizes 8½ to 3

97c

BOYS' AND MEN'S SWIM TRUNKS AND BEACH TOGS—SLACK SUITS, SHIRTS, AND SMART HATS!

Housecoats

1.95

ZIPPER AND WRAP-AROUND STYLES

HOUSE COATS

Zipper and wrap-around styles. Attractive printed fabrics, exquisitely tailored into comfortable and attractive house coats. Zipper fronts and wrap-around styles **1.95**

OTHERS TO \$5.95



Chenille Beach

CAPES AND ROBES

Smartly styled robes and capes in chenille tufted patterns. Chic and comfortable for beach wear

1.18 & 2.95

WOMEN'S SLACK SUITS

Printed jackets and gabardine slacks in tan, blue, and rose. A smart combination of comfort and chic **3.95**

TROUSAROBES

A smart washable house coat-pajama combination. Fast colors. Zip it up for house coat, down for pajamas **1.95**

Playsuits for Women

Cotton prints, plaids and solid colors. Sharkskin, too in blue, yellow and white!

1.95---3.95

TREAT YOUR HOME TO SUMMER BEAUTY!



MUSLIN SHEETS—74c **TURKISH TOWELS, 10c to 22c**

81"x99" muslin sheets and single bed size sheets (72"x99")—fine count quality sheets that are real S. I. W. D. values! Slightly imperfect Cannon towels in a variety of attractive patterns. Cotton Week Value!

BEACH TOWELS—22c to 1.18

Ample towels in popular stripe patterns. Beautiful colors and attractive borders. Absorbent and long-wearing.

WATERPROOF FABRIC—29c to 48c yard

Available in a variety of patterns and awning stripes. Perfect for upholstering lawn furniture.

BELVALIER VENETIAN BLINDS --- 1.00

Complete, sturdy and workable Venetian Blinds 28" to 36" — 65" Long

Shop at Efird's In Wilmington --- The Quality Store



Where Smart Things Are Priced Lower!

Smart Cotton FROCKS

- French Voiles
- Seersucker
- Powder Puff-Muslin.



Crisp and cool dresses in casual and dressy styles—colorful Summer patterns in cool fabrics Sizes 14-50—

5.95

SHEER HAPPY HOME FROCKS

- New Styles
- New Patterns
- Sheer Fabrics



97c

Beautiful Satin Slips

Attractive panel, four-gored and bias-cut slips. Lavish lace trim in tearose and white **1.48**

NEW MARCY LEE WASH DRESSES

New sheer dresses by Marcy Lee—They'll fit you and your budget too! Sheer print material, flattering styles **2.95**

NEW BEACH TOGS

Chic new swim suits for women of flattering, sculpturesque styling—in pastel tinted rubber. It's new and exciting! Beach Sandals in all styles as well as attractive caps. Beach Shop, Second Floor.

KEEP Cool AND Comfortable IN COTTON



Tissue Ginghams 48c yard

Cool, crisp gingham swiss in colorful plaid patterns. Perfect for that sheer summer frock. Washable and color-fast!

48c

DOTTED SWISS—39c yard

Smart perennial favorite, dotted Swiss with light dots on navy, black and white grounds and colored dots on light grounds.

Everfast Dimities 39c yard

Stripes and floral patterns in Everfast dimities, broadcloth, and pique. Smart summer fabrics at a low S. I. W. D. price!

Slub Broadcloth 25c yard

36" broadcloth in a full line of beautiful pastel colors. Sport shades and white.

80 SQUARE PRINTS—15c yard

Gingham checks, florals and stripes. Perfect for play suits. Washable fast color prints!

NATIONAL COTTON WEEK

SHEER COTTONS 19c yard

Flock-dotted voiles, dimity and lawn. Beautiful all-over patterns as well as dots and stripes.

MAY 17-25

SMART ACCESSORIES

ADD THE RIGHT FINISHING TOUCH TO YOUR COSTUME—THESE WILL HELP!

Beautiful Neckwear 48c—97c



Beautiful and crisp white organdy collars and cuffs sets. Lace trimmed and eyelet embroidered pique in white and pink!

Wrap-Around TURBANS 25c to 97c

Smart new headgear. Pastel lined wrap-around turbans. Versatile and attractive summer accessory.

Irish Linen HANKIES 25c to 97c

Pure Irish linen handkerchiefs with fetching touches of embroidery, hand rolled hems and other fine handwork—an excellent gift.

EVENING BAGS—1.95

Beaded evening bags with gay, colored designs of beads, and the ever-popular white beaded bags.

HUMMING BIRD HOSE

Two and three thread hose in your favorite new spring shade—

1.00 and 1.15

WOMEN'S BEACH ROBES AND PLAY CLOTHES—SWIM SUITS AND BEACH SANDALS!