

SPECIAL AND  
PROMPT ATTEN-  
TION GIVEN  
MAIL ORDERS.

# E F I R D ' S

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## GREAT REBUILDING SALE!

### STRONG WITH INTEREST

To all the people who are thirsting for real values. With unabated interest, with values in Every Department there are Gingery doings at the corner Trade and College Streets.

**REMEMBER:**--when we buy a Bargain we sell a Bargain and if you see it in an Efird Ad. it's to be had.

We cannot begin to advertise all of our values; many are "NOT ADVERTISED" so watch for the "NOT ADVERTISED" signs.

#### It Might be Well to Bear These in Mind

Trident Embroidery Cotton, all wanted colors. Special at ..... 2 skeins 5c.  
Women's Hand Embroidered Handkerchiefs, splendid value at ..... Each 15c.  
The quality wide square Japanese Rugs pretty patterns at. Each 25c.  
Women's plain and fancy Barrottes ..... Each 23c.  
Beautifully Embroidered Sailor Suit Novelties in a variety of pretty patterns in colors, worth much more money but going at. Set 10c. and 25c.

#### Splendid Values in High-Grade Toilet Articles

Ritzmakers' Cold Cream, 50c. size ..... 39c.  
Napoleon Astringent Massage Cream ..... Per Jar 50c.  
Legend Claus Air Photo Talcum Powder ..... Per Can 15c.  
Napoleon Florida Water, Bottle 24c. Best item too numerous to mention.

#### A few items in Dry Goods worth consideration

Superior Satin Damask, pure Linen, 75c. value, at ..... Yard 50c.  
One lot Colored Lawns, regular 15c. and 25c. quality, at ..... Yard 10c.  
Yard wide Percales in Side Borders and Plain ..... Yard 5c.  
Yard wide Silkaine in a variety of prettiest patterns, at ..... Yard 10c.  
Best quality Hickory Shirting in Blue and Brown Stripes ..... Yard 5c.  
Columbus Matchless Bed Spreads in Blue and Red patterns, extra nice values at ..... Each 98c.  
Bird's Eye, 10 yards to bolt, going per bolt ..... 49c.  
Big assortment Side Border Dress Gingham, 30 inches wide, extra nice quality ..... Yard 5c.

#### Just Received

Big shipment Women's pretty Trimmed Hats, this season's best styles, in assorted colors, going this sale ..... Choice \$1.00

50 Pattern Hats Close to 1-2 Former Prices

#### IN DRESS GOODS These Values Should Appeal to the Wise Purchaser

Pure Linen Lawn, very sheer and exceptionally nice quality, going at ..... Yard 39c.  
46-inch French Lawn in White, very sheer, nice quality, regular 25c. value; going now ..... Yard 15c.  
27-inch Cream Wash China Silk, regular 50c. value, going Yard 25c.  
Mercerized French Batiste, going now ..... Yard 18c.  
Creme de Chene in wanted colors, including Red, Brown, Blue and Black, going at ..... Yard 29c.  
Creme Tissue in Solid Colors in wanted Shades ..... Yard 12 1-2c.  
English Chamois Finish Long Cloth, 36 inches wide, 12 yards to bolt, for this selling ..... Yard \$1.50

#### New Shipment

**HEATHERBLOOM PETTICOATS**  
Just received shipment Heatherbloom Petticoats, name on every Skirt ..... Each 99c.  
**ALTMAN VOILE SKIRTS**  
The name is their guarantee, beautifully finished in Taffeta and Satin Folds. Right now ..... Each \$3.00

#### 'LITTLE THINGS' They are very essential to most women

**CORSET CLASPS**  
5 Clasp Corset Staves, good style ..... Each 10c.  
**LAWN APRONS**  
Children's White Lawn Aprons, prettily trimmed in embroidery and insertion ..... Each 24c.  
**WHITE FOOT HOSE**  
Well made, good quality White Foot Hose, full shape ..... Pair 10c.  
**DROP STITCH HOSE**  
Women's good quality White Drop Stitch Hose, the popular summer kind ..... Pair 15c.  
**CORSET COVERS**  
Women's Muslin Corset Covers, beautifully trimmed in lace and insertions, lace trimmed armholes ..... Each 48c.  
**MUSLIN GOWNS**  
Misses' Muslin Gowns in all wanted sizes, Dutch neck trimmed in embroidery insertion, extra good quality, at ..... 49c.

**Special for Monday**  
Sample lot Black Chip and Neapolitan Hats worth and have been selling at \$3.00 and \$3.50. Special for Monday. Choice \$1.50

#### SPECIAL

9-4 and 10-4 best grade Sheeting Remnants, in lengths up to 5 yards, slightly soiled. Special at ..... Yard 19c.

15c. Flannelette in wanted colors ..... Yard 5c.  
10c. Cretonne, bright and pretty ..... Yard 7 1-2c.  
7 1-2c. Indigo Blue Calico, fast colors, fine quality ..... Yard 5c.  
25c. Table Oil Cloth, wanted colors, at ..... Yard 12 1-2c.  
75c. value 81x90 New York Mills Sheets, fine value, this sale ..... 50c.

5c. Doz. Clear Pearl Buttons in all sizes.

25c. Set Women's Magic Hair Curlers.

3 for 25c. Men's seal package Linen Handkerchiefs.

2 for 25c. Same as above item, splendid quality.

10c. Yard Wide Cluny Lace, very pretty.

25c. Yard Sultana Carpet, yard wide.

#### SPECIAL

One lot Women's Skirts in Mohairs, Brilliantines, Wool Serge and Broadcloth, in wanted colors, including Navy Blue, Black and Brown; handsomely tailored and a bargain at ..... Each \$1.98

## SHOES! SHOES!

Truly, here is a treat for the feet--a treat also for the pocketbook

This department of our business is "chock a block" full of Shoe goodness. We don't buy Shoes for fun. We buy 'em to sell 'em, and that we are doing a Shoe business that surpasses that of many exclusive Shoe Houses is pretty good proof of what's what.

Women's Shoes in Patents and Tans in this season's nobbyest lasts in desired sizes--every stitch and seam just right, no glossed over weaknesses anywhere, worth \$4.00. Selling at ..... Pair \$2.98

Women's Oxfords in Vicl Kid, plain toe and tip, any wanted size and last; \$2.00 values ..... Pair \$1.98

For Men? Well, we've got all kinds of good Shoes for Men, but to hit the mark square in the centre just ask to see our \$3.50 Men's Shoe. We are not saying anything about it for the Shoe will do its own talking. Take a look, and you will take away a pair of Shoes at ..... \$3.50

#### Our Clothing Department

Has been given the same careful attention as if we ran a strictly "Man's" Store, which in fact we do in this particular department. There has never been a time when we were better capacitated to fill your every want than right now, and we earnestly advise that you pay this department of our business a visit.

**2 AND 3-PIECE SUITS**  
Men's 2 and 3-piece Suits in Cashmeres, Worstedes, Chevots, etc., that are just the perfection of Suit Making in cut and finish and that are, for the price, second to none on the market.

They combine style with quality--the fit is perfect--bought to sell at \$14.50 and \$18.00, but going at ..... Choice \$10.00

Our Boys' \$4.00 and \$5.00 Knickerbocker Suits in wanted fabrics and patterns, simply dandy boy values, going at a reduction to ..... \$2.98 and \$3.48

**SPECIAL**  
Boys' Plain and Knickerbocker Pants, just as nice as any boy needs, good to look at and built for service; right now at ..... Pair 25c.

# Efird's Department Store