

EFIRD'S CHAIN SALE!

Begins June 1st at all 33 Stores--Continues Through the Month of June

And we mean to break the backbone of advancing prices by again demonstrating to the world that Efird's shall lead the way in crushing the elements that tend to keep prices up. The power of the EFIRD CHAIN SALE will hush the grievances of hundreds and thousands of families throughout the south who have complained of the rising cost of living, when they find that Efird's have again come to the fore and solved their problem and to have set the pace in

FORCING DOWN PRICES

further. Good folks, we accept our responsibility to our four million customers, and we promise you that this trust will be fully carried out during the month of June.

**DOORS OPEN 8:45
FRIDAY MORNING
With EVERYTHING REDUCED**

ROMPER CLOTH 19c
32 inch Romper cloth in all new patterns, as well as solid blue, 35c quality in remnants at 19c

DRESS GINGHA 17c
Fine quality Dress Gingham 25c value, all this seasons newest patterns and solid colors at 17c

32 INCH GINGHAM 22c
Half dozen of the best known brands of 32 inch Dress Gingham in a broad range of patterns, values up to 33c sale price 22c

FINE GINGHAM 27c
32 inch very fine quality Dress Gingham, selling regularly as high as 39c per yard, solid colors to match 27c

SPINDALE GINGHAM 38c
Spindale finest quality mercerized Dress Gingham, made in this country, selling in many stores as high as 60c per yard, sale price 38c

DRESS GINGHAM 14c
One table Dress Gingham, widths up to 32 inches wide, values up to 20c per yard at 14c

APRON GINGHAM 10c
Best Quality Southern made Apron Gingham 10c

TISSUE GINGHAM 38c
32 inch tissue Gingham and very fine quality in neat patterns, sale price 38c

FRUIT of Loom NAINSOOK 25c
King Phillip, Filipino, Fruit of Loom Nainsook in 10 and 12 yard boxes at special sale prices. Anderson col. Voiles in a wide range of patterns 25c

Tons of Staples — Miles of White Goods

One hundred and eighty thousand yards short length White Goods, including Batiste, Lawns, Nainsook, Organdie, Dimity Checks, etc., bought in New York last week and will arrive in time to go on sale when doors open Friday morning at 8:45 o'clock. We are not mentioning the price, but this will be one of the many surprises you will find when entering our store at the opening of this sale, when the above quantity of goods will be on sale.

Car Load of Towels—Towels 5c
Small face Towels for each 5c

Large Huck Towels 10c
16x30 white, also red border Towels, each 10c
18x34, 25c Huck Towels, each 14c
18x36 Huck Towels, each 17c

TURKISH TOWELS
Turkish Towels, each 14c
Extra size Turkish Towels each 22c
50c Turkish Towels, each 35c
65c Turkish Towels, each 44c

SILK PRICES THAT WILL SET NEW LOW LEVEL FOR THE SOUTH
Black Taffeta Silk \$1.00
Yard wide black Taffeta Silk, opening price \$1.00

Crepe De Chine \$1.18
39 inch Crepe de Chine in black, navy, white, pink, brown etc., at \$1.18

Canton Crepe \$2.45
Best quality Canton Crepe in black, navy, brown, gray, white, etc. at \$2.45

PONGEE 85c
Best quality 12 Munsie imported Jap Pongee 85c

Paisley Crepes \$1.68
40 inch Paisley and other novelty patterns in printed crepe de chine, \$2.50 values at \$1.68

Colored Taffeta \$1.35
A good quality all Silk Taffeta in all colors at \$1.35

Shepherd Checks \$1.35
Black and white Shepherd Check Silks, a regular \$2 quality at \$1.35
Extra heavy quality navy blue Taffeta, at \$1.65
36 inch Black Messaline Silk \$1.35
Extra heavy quality Duchess Satin \$1.65

OTHER SILKS
All other Silks of every description in our stock will be marked down to special prices to go on sale Friday Morning.

BED TICKING 12c up
Good Mattress Ticking 12c
Best Grade Mattress Ticking 14c
Amoskeag ACA Feather Ticking 35c
Best Straw Mattress Ticking 19c
Feather Ticking 28c

Indian Head Cannon Cloth 22c
33 inch 22c
36 inch 25c
44 inch 38c

SHIRTING 14c
Heavy quality striped Chevrets, also solid blues for shirts at 14c
Genuine Hickory Stripe Shirting 14c
Hamilton Hickory Stripe Shirting 23c

BED LINEN 68c
72x90 Seam Sheets 68c
Full Double Bed Size Seam Sheets 88c
68x90 Peppercorn Seamless Sheets \$1.25
61x90 Peppercorn Seamless Sheets \$1.35
42x36 Pillow Cases 22c
42x36 Peppercorn Pillow Cases 35c
All other Sheets, wide Sheeting and pillow cases cut in price.

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Old-Tyme Crepe \$1.50
36 inch Old-Tyme Crepe in best colors of season, \$2.25 value, sale price \$1.50

Ripplette Dimity Quilts \$1.65
72x90 Double Bed Size Quilts \$1.65
81x90 Extra Size Quilts \$1.85

SEA ISLAND SHEETING 10c
Father George 36- inch Sea Island Sheeting .. 14c
38 inch Fine Smooth Sea Island Sheeting 5c
This Sheeting 5c
36 inch Smooth Sheeting 8c
39 inch 80 square fine quality Sea Island best sheeting at 15c

Bird's Neponset Felt Base Rugs
Size 6x9 Bird Neponset Rugs \$6.75
Size 9x12 Bird Neponset Rugs \$11.50
We have an invoice for a solid carload of grass rugs we hope to have distributed among our stores for first day of this sale in all the various sizes....

Real-Art Drapery 33c
36 inch heavy quality, a 45c value in all the new patterns, sale price 33c

TABLE LINEN
All table linens, dollars, etc., reduced for this sale.

CHILDRENS HOSE 10c
Childrens plain top Socks 10c
Childrens Hose in white and all new plain colors, 25c values at 17c
Childrens Mercerized Turn Down Top Hose. 33c
Childrens Silk Socks 44c
Childrens \$1.00 Silk Socks 68c

This is only a partial list of our sale prices. It would take half dozen newspapers the size of this one to quote all our prices—Everything Cut—In Every Department.

Hundreds of Thousands of dollars worth of Shoes to be thrown out on our counts at Prices That Will Stagger The South. It would require the entire space in this paper to reall list our Shoe prices if we were to undertake it. All we have space to say is that every pair has been reduced to the Lowest possible Price. Counters and tables filled with unheard of Shoe Bargains.

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| LUMBERTON, N. C. | RALEIGH, N. C. | ROCKY MOUNT, N. C. | WILMINGTON, N. C. | GREER, S. C. | LEXINGTON, N. C. | SHELBY, N. C. |
| CHARLOTTE, N. C. | ANDERSON, S. C. | DURHAM, N. C. | GOLDSBORO, N. C. | SPARTANBURG, S. C. | LINCOLNTON, N. C. | WILSON, N. C. |
| CONCORD, N. C. | HIGH POINT, N. C. | GREENVILLE, S. C. | ALBEMARLE, N. C. | LAURINBURG, N. C. | CHERRYVILLE, N. C. | STATESVILLE, N. C. |
| GASTONIA, N. C. | WINSTON-SALEM, N. C. | MONROE, N. C. | | GREENWOOD, S. C. | LENOIR, N. C. | DANVILLE, VA. |
| SALISBURY, N. C. | ROCK HILL, S. C. | COLUMBIA, S. C. | | BURLINGTON, N. C. | FOREST CITY, N. C. | SUMTER, S. C. |

Efird's Department Store

LUMBERTON,

NORTH CAROLINA