

# Efird's Big 10 Day Readjustment Sale

IN HIGH POINT

## This Promises to Be the Most Powerful Merchandising Event That Has Ever taken Place in North Carolina

### Hundreds of Mills and Thousands of Yards of Merchandise Will Come Under The Head of This Most Powerful Slaughter.

**\$2.25 Overalls, \$1.69**  
 King Brand Overalls and Coats to match, regular \$2.25 value. Sale price ..... **\$1.69**  
 Express Stripe Overalls, coats to match, \$2.00 value, now ..... **\$1.35**  
 Boys' Express Stripe Overalls, \$1.50 value, on sale now at ..... **89c**

**Toilet Goods**  
 Pears' Unscented Soap ..... **11c**  
 Palmolive Soap ..... **8c**  
 Rose Bath Soap ..... **4c**  
 Colgate Talc Powder ..... **12c**

**SHIRTS AT GREATLY REDUCED PRICES**  
**Work Shirts**  
 Men's Blue Chambray Work Shirts genuine indigo blue **59c**  
 Old Hickory Stripe Work Shirts ..... **89c**  
 Old Hickory Work Shirts ..... **98c**  
**Dress Shirts**  
 Men's \$1.25 Negligee Dress Shirts, all new and neat patterns ..... **85c**  
 \$2.00 fine Percale and Cambric Dress Shirts; priced now at only ..... **\$1.18**  
 Very fine Dress Shirts ..... **\$1.48 and \$1.98**

### Eight of Our Great Bargain Specials

**Yard Wide Percales, 12½c**  
 Yard-wide Percales, all new spring patterns, lengths up to 10 yards, at ..... **12½c**

**35c Ginghams, 15c**  
 Yard-wide Plaid Dress Gingham goods that sold in January at 35c per yard. Special sale price ..... **15c**

**Domino Gingham, 10c**  
 Genuine Domino Ginghams, Plaid Dress Ginghams stripes plain colors, etc.; qualities worth up to 25c per yard at ..... **10c**

**Palmolive Soap, 5c**  
 Thursday morning, 9 to 9:30, Palmolive Soap, three cakes to a customer, per cake ..... **5c**

**English Long Cloth, 12½c**  
 Yard-wide English Long Cloth; goods that sold in January at 25c at just one-half in this sale, per yard ..... **12½c**

**40-in. White Voiles, 12½c**  
 40-inch Mercerized White Voiles, values worth up to 40c per yard to go in this sale at ..... **12½c**

**Plaid Dress Ginghams**  
 32 and 36-inch Plaid Dress Ginghams, all perfect goods in 10 to 20-yard lengths. Originally 35c, at ..... **15c**

**Sea Island Sheeting, 15c**  
 36-inch extra fine Sea Island Sheeting, heavy grade in such famous brands as Lockhart Mills No. 96, Waterfall Florentine Sheatings, originally 25c per yard. Yours at **15c**

## GREATEST SHOWING SILKS WE HAVE EVER MADE All to Go At Sale Price

**Look These Prices Over on Bleach Domestics**  
 Yard wide Bleach Domestic ..... **10c**  
 Yard-wide English Long Cloth, at only ..... **12½c**  
 25c Bleach Domestic ..... **16-2-3c**  
 Indian Head 36-inch ..... **35c**  
 Barker Mills Bleach ..... **22c**  
 Fruit of the Loom Bleach ..... **25c**  
 No. 1000 Fine Nainsook 40c quality ..... **25c**  
 Finest quality Pajama Checks made ..... **16 2-3c**  
 Handsome quality yard-wide Silk Foulards at ..... **\$1.65**  
 Yard-wide Fancy Plaid Taffeta, \$1.85 quality ..... **\$1.39**  
 Tub Silk Shirting at ..... **98c**  
 36-inch Black and Colored Taffetas in all the desirable Spring shades, \$1.75 grade. Special at ..... **\$1.38**  
 36-inch \$1.25 Taffeta, black, on sale at ..... **98c**  
 Made in America Black Taffeta at ..... **\$1.29**  
 36-inch Black Peau de Soie on sale at ..... **\$1.38**  
 36-inch Black Peau de Soie, \$2.00 value, plaid and stripes for skirts at ..... **\$1.48**  
 36-inch Black and colored Messalines in a fine range of colors at ..... **\$1.38**  
 36-inch Foulards ..... **\$1.65**  
 Full line of 36-inch Black and Colored Silk Poplins, worth \$1.25 at ..... **89c**



# EFIRD'S Department Store

