

The Most Sensational Easter Sale Ever Announced in High Point and Vicinity

MEN'S AND BOYS' NEW CLOTHING

300 Men's new spring Suits, made of fine all-wool and black Serge and Fancy Worsteds, the same class Suits you will find elsewhere being sold up to \$25.00. Sale prices \$16.50 and \$18.50
Men's Fine Cashmere and Tweed Suits; new nifty patterns \$19.50
One lot boys' Suits to close out at \$2.98
Boys' All Wool Blue Serge Suits, \$9.00 values on sale at \$4.98 and \$5.98
Boys' Brown and Blue Worsted Suits; all new spring patterns; \$10.00 value. Sale prices \$6.98 and \$7.98

\$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

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

MAIL ORDERS FILLED SAME DAY RECEIVED

The Mail Makes Us All Neighbors

If your order reaches us today the goods are well on the way to you by tomorrow. **WE PAY ALL RETURN CHARGES** You are just as near us as your mail box. **EFIRD'S 14 BIG DEPARTMENT STORES** hold down high prices—Efird's only can do it.

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

DOMINO GINGHAM, 10c

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

EVERY GARMENT OF LADIES READY TO WEAR HAS BEEN ADJUSTED TO SUIT THIS WONDERFUL OCCASION

The best of the Spring season's offerings in Suits, Coats and Capes are priced at a tremendous saving.
Suits of Serges and Poplins, all nicely silk lined. Values up to \$35, at \$28.00
See our line of Serge and Poplin Suits. Really \$30 values at \$23.00
\$39.50 to \$45.00 Suits at \$35.00
All-Wool Serge Capes, \$15 values at \$10.00
\$25.00 Capes at \$19.50
\$30.00 Capes at \$23.50
\$25.00 Dresses, Satin and Georgette combined at \$13.50 and \$19.00

EASTER WAISTS

\$1.50 Voile Waists 98c
\$2.75 China Silk Waists, pink, yellow, white and black \$1.98
\$2.75 value Voile Waists in white \$1.98
\$3.75 value Georgette and Crepe de Chine Waists, in white, flesh, maize and pink \$2.98
\$5.00 value High Grade Crepe de Chine Waists round necks, in flesh, white and maize \$3.98
\$7.50 Georgette Waists, white and flesh colors \$4.98

MIDDY SUITS

\$7.50 value Middy Suits, made of best middy drill, sizes 6 to 20 years \$5.48
\$4.50 value Middy Suits, rose, blue and green, sizes 6 to 20 years \$2.98



High Point

EFIRD'S

Department Store

High Point



The Growth of Welborn Furniture Co. Has Been Something Phenominal

This growing Furniture Concern began business two years ago in a small building 28x80 on Rankin street with a very limited stock and since that time has acquired more than ELEVEN THOUSAND SQUARE FEET OF FLOOR SPACE and today is one of the largest and most flourishing retail Furniture stores in this section.

OUR WONDERFUL SUCCESS is contributed to the honest and fair methods applied to dealing with our customers, giving them the very best merchandise obtainable for the price we charged. It is, and always has been the policy of this store to personally guarantee to the customer the quality of our goods.

Furniture Bought Here Must Be Right

We personally inspect every piece of Furniture before it is offered our customers and we know when it leaves this store it is right.

Our Show and Sales Rooms

Will in the future be devoted entirely to samples of every kind of Furniture and Housefurnishings from which to make your selection. Surplus stocks will be handled and delivered from our large and spacious warehouse.

Special Sale of Floor Coverings

CHOICE OF ANY RUG OR DRUGGET 20 PER CENT REDUCTION—More than three hundred handsome rugs and druggets to choose from. If you will need new floor coverings this spring it will pay you to come here tomorrow and select it from our big collection of pretty new stocks while the twenty per cent reduction in prices are effective.

Special Showing of Napinee Kitchen Cabinets

The finest and most complete Kitchen Cabinet on the market. Compare the Napinee with other makes and you will be of the same opinion of hundreds of others who, after inspecting other makes, selected the Napinee Cabinet.

Discontinued Lines of Fine Furniture At Low Prices

We have just completed the purchase of a large assortment of different kinds of Furniture that are discontinued lines. Special lines that the factories will no longer make. We are offering this furniture, which is composed of Dining Room, Bed, Living Room and some Kitchen Furniture at prices from 25 to 50 per cent less than regular retail prices.

Pianos—Organs—Phonographs

We have them in the most excellent makes and they are guaranteed to be just as represented or money refunded.

Porch Furniture

Porch Swings and Rocking Chairs. Many different sizes and styles and they are priced for tomorrow's selling at especially low prices.

Refrigerators

A solid carload of refrigerators of almost every style and size. You'll find some real bargains among this line. Space will not permit us to mention all the lines we sell, but if it's Furniture and House Furnishings you want we have 'em, and, too, the prices are surely low.

Welborn Furniture Company,

Call for Jake Welborn

108-110 E. Commerce St.

HIGH POINT, N. C.