



# The Efird Chain Sale

## In Which More Than Thirty Stores Are Included

### NOW IN FULL BLAST



MILLIONS OF DOLLARS WORTH of seasonable merchandise unloaded at about 50 cents on the dollar caused by recent purchases from overstocked manufacturers who needed the cash and therefore made the sacrifice. A clean, clear cut search of the market for the past three weeks by five expert buyers has yielded untold savings for us, in many instances our buyers expressing surprise at the wonderful savings. Men's and Boys' clothing, furnishings and shoes reap their full share of this saving with a full complete line at a saving of about half. Many of the nationally advertised brands of the country are included



#### MEN'S SUITS CUT 25 PER CENT

We sell the following lines of men's suits, including the season's best styles and patterns at 25 per cent discount during this sale. Make your selection early in order to get the best patterns in both men's and young men's:

- \$20.00 suits, sale price \$14.98
- \$25.00 suits, sale price \$18.75
- \$40.00 suits, sale price \$30.00
- \$45.00 suits, sale price \$33.75
- \$50.00 suits, sale price \$37.00
- \$60.00 suits, sale price \$41.50

#### MOHAIR AND . . . ALPACA SUITS

Men's mohair suits, in plain black and blue with pink and chalk line stripes.

- \$18.50 suits . . . \$14.50
- \$20.00 suits . . . \$16.75

#### MEN'S PANTS

All men's pants, including best serges, worsteds, etc., marked at special prices for this sale.

#### MONROE CLOTHES AT SPECIAL PRICES

One lot of Monroe Clothes for men and young men in all newest spring patterns, values worth up to \$45.00, sale price . . . \$30.00  
Men's and young men's suits, worth up to \$55.00 in the Monroe line, sale price . . . \$35.00

#### SILK KIMONAS ARE INCLUDED IN THIS WONDERFUL SALE

- \$12.98 silk kimonas at . . . \$9.75
- \$15.00 silk kimonas at . . . \$11.98
- \$25.00 silk sport skirts reduced for this sale. Special . . . \$15.75
- \$10.00 white voile dresses at . . . \$8.75
- \$11.00 voile dresses at . . . \$8.95
- \$14.50 white voile dresses at . . . \$10.75
- \$17.75 white voile dresses at . . . \$13.75
- \$19.50 white voile dresses at . . . \$14.75

#### KNEELAND PUMPS

One counter Ladies' Kneeland pumps and oxfords, black kid and Russ calf. Worth up to \$9.00. Special . . . \$4.95

#### ENTIRE STOCK OF WOMEN'S COATS UP TO \$25.00 AT \$10.00

Organdy and Swiss dresses in pink, blue and lavender. They go also at . . . \$11.48  
\$19.50 white net dresses at . . . \$15.98

#### THIS IS A THOROUGH DEMONSTRATION OF THE BEST DRESS VALUES THAT HAVE EVER BEEN OFFERED IN NORTH CAROLINA

Taffeta and Tricolette dresses, \$27.50 values. This sale, price, choice . . . \$16.50  
\$35.00 beaded georgette dresses, very elaborate and fine in apricot and taupe. Your choice at \$25.50

#### THIS SALE IS THE REAL FOUNDATION OF ECONOMY

\$3.00 and \$4.95 silk poplin skirts in all desirable shades at . . . \$2.48 and \$3.18  
One dozen taffeta and satin skirts that originally sold for \$4.98, at . . . \$2.50  
\$2.00 white wash skirts at . . . 98c  
Ladies' \$2.00 bungalow aprons at . . . \$1.59  
\$1.98 lawn aprons at . . . \$1.18  
One lot 6x9 grass rugs, \$7.50 values at . . . \$5.00  
\$15.00 9x12 grass rugs at . . . \$10.00  
\$2.00 genuine Lonsdale middies at . . . \$1.79  
One lot of georgette shirt waists, slightly mussed from handling, all to close at . . . \$2.65  
Children's drawers . . . 10c  
Ten dozen muslin drawers, regular 25c values, mostly small sizes. Sale price . . . 10c  
\$2.00 smocks in all sizes, 12 up to 16, at . . . \$1.59

#### ONE LOT OF WOMEN'S SUITS UP TO \$40.00 AT \$16.75

#### EFIRD BREAKS THE BACKBONE OF HIGH PRICES AND PLACES THE BEST WITHIN THE REACH OF THE MOST LIMITED PURSE

#### MIDDY SUITS

- \$14.75 midddy suits of yellow crash, at . . . \$9.98
- \$8.00 midddy suits of best quality blue galatea, at . . . \$6.48
- \$6.00 midddy suits of white and blue galatea, at . . . \$4.69
- \$3.50 white midddy skirts of galatea, at . . . \$2.98
- \$2.50 white midddy skirts, at . . . \$1.98

#### WHITE DRESSES SLAUGHTERED

- \$4.50 printed voiles at . . . 3.48
- \$5.00 printed voiles at . . . 4.48
- \$6.50 printed voiles at . . . 5.98
- 10.00 printed voiles at . . . 8.95

#### LINGERIE CREPE, 39c

- Windsor lingerie crepe, white . . . 39c
- Fine welt pique, sale price . . . 48c

#### MILLION DOLLAR STOCK OF SHOES IN THE CHAIN TO BE SLAUGHTERED

\$14.00 Ladies' Low Kneeland Shoes, \$10.50  
Kneeland black kid oxfords . . . \$10.50  
Kneeland brown kid oxfords . . . \$10.50  
Kneeland Russian calf oxfords/ . . . \$10.50

#### \$15.00 RED CROSS SHOES, \$10.50

Red Cross patent seamless pumps, covered Louis heel, widths A to D . . . \$10.50  
Red Cross patent covered Louis heel oxford . . . \$10.50  
Red Cross dull kid oxford, covered heel . . \$10.50  
Red Cross black kid seamless pump . . . \$10.50

#### Ladies' Pullman Low Shoe

All new and fresh right from the factory . \$5.95  
Patent two eyelet, Louis heel pump . . . \$5.95  
Brown two eyelet, Louis heel pump . . . \$5.95  
Brown kid low heel oxford . . . \$5.95  
Black kid, two eyelet pump . . . \$5.95  
Brown kid walking oxford . . . \$5.95  
Patent military heel pump . . . \$5.95

#### MEN'S \$8.50 OXFORDS, \$6.50

Men's tan calf English oxford, rubber heel \$6.50  
Men's tan blucher oxford, rubber heel . . . \$6.50  
Men's black calf blucher oxford, rubber heel 6.50

#### MEN'S \$10.00 OXFORDS, \$8.00

600 tan veal blucher oxford . . . \$8.00  
653 Men's tan calf blucher oxford . . . \$8.00  
654 men's genuine cordovan calf English . \$8.00  
700 men's tan calf sport bal oxford . . . \$8.00  
750 men's brown kid, flexible sole oxfords . \$8.00

#### ALL MEN'S KNEELAND OXFORDS, \$10.50

Men's glazed kangaroo brown kid Rus. calf \$10.50  
Oxfords, all \$14 and \$16 grades, sale price \$10.50

#### LADIES' PUMPS AND OXFORDS

Ladies' Imperial and Craddock Terry Pumps and oxfords at slaughtered prices.

#### LADIES' AND MISSES' OXFORDS, \$2.42

One counter ladies' and misses' oxfords and pumps in black and tan, values up to \$9.00, some of all sizes . . . \$2.48

#### BLACK SILK

\$3.00 quality black taffeta silk, sale price . . \$2.18  
Yard wide black taffeta . . . \$1.79

#### \$3.00 FOULARDS, \$1.65

36-inch all silk foulards, this season's newest patterns, bought special for this sale . . \$1.65

#### SILK POPLIN DRESSES AT SPECIAL PRICES

\$6.48 silk poplin dresses in all colors at . . \$5.10  
\$4.98 silk poplin dresses at . . . \$3.98  
Lot of \$3.50 voile waists, special price . . \$2.98  
\$3 midddy skirts in copen, navy and khaki \$1.98

#### GLOVE SILK HOSE

Glove silk hose, black and white only, \$4.25 values . . . \$3.79

# EFIRD'S DEPARTMENT STORE

## High Point, North Carolina