

LED THE SOUTH

June 18th to July 2nd

PRICES

AT ALL 31 EFIRD STORES
Commencing SATURDAY, JUNE 18th
continuing two weeks, through Saturday, July 2.

ANNIVERSARY

Corsets

All are new stock, but we are going to cut the price of every one in hand.

Petticoats

Silk or cotton. They must go in this Chain Sale under the knife.

Ladies' Ready-to-Wear Prices Slashed

Thousands of New Silk Dresses. Here is where the women and girls of the Carolinas and Virginia get a "real live thrill." They will only have to glance at these extraordinary frocks, which we offer at about half their regular price, to know that this sale means the greatest Dress opportunity in the South in years.



MATERIALS

Taffeta, Satin, Foulard, Canton Crepe, Crepe de Chine, Mignonette, Flowered Georgette, Figured Georgette and combinations.

TRIMMING
Silk Embroidery
Beading
Piping
Ruffling

Ladies' Silk and Muslin UNDERWEAR

The biggest and prettiest stock of Ladies' and Children's Underwear in the South

One-Fourth to One-Half Under Price

Every conceivable kind of garment in all the new trims and styles. Extra salesladies have been engaged to take care of the rush in our Underwear Section.



We Promise You

at the opening of our doors Saturday morning, 9 o'clock, we will produce the greatest saving power you have ever witnessed.

Come—Don't be a minute late.

There are Great Things in Store for You Here

All the Newest Models in Summer Frocks--Frocks at Astounding Prices

IF YOU CAN'T
COME-PHONE OR
MAIL US
YOUR ORDERS



WOMEN'S SILK STOCKINGS

at about half their actual value. Thousands of pairs in the new shades to choose from. You will be glad to lay in your Summer supply.

SILK BLOUSES

Every Silk Blouse in the house thrown out on counters with prices cut to a point that will move them out.

VOILE WAISTS

All Voile Shirt Waist thrown together in just a few lots—Prices cut to about half.

EFIRD'S