

Friday and Saturday

88c SALE!

Ablaze With Bargains all Over the Store

This 88-Cent Sale offers a Wonderful Opportunity to the buying public to secure their needs for months to come at a mere fraction of former values. The 88-Cent Sale has long been our established value-giving event and is always looked forward to by our customers all over the Carolinas and Virginia.

The 88c Sale Offers Rare Opportunities in Our Shoe Department

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| <p>LOT NO. 1.
Men's, boys' and Misses Shoes, all on one big table, values up to \$2.50 for \$1.88</p> <p>LOT NO. 2.
Ladies' high-top Shoes, Oxfords and Pumps; Shoes in this lot worth \$5 \$1.88</p> <p>LOT NO. 3.
Ladies' high-top Shoes, Kneelands, Imperials and Craddocks, all solid leather, welt sole, \$9.50 values. Sale price, \$4.48 per pair</p> | <p>LOT NO. 4.
Ladies' high top shoes, Craddocks, Southern Girl, Dr. Woodbury's Prescription, cushion sole, values up to \$4.98, per pair while they last \$3.88</p> <p>LOT NO. 5.
Ladies' high-top shoes, black vici, black kid and brown calf, values up to \$3.48, Your choice \$2.88</p> <p>LOT NO. 6.
Men's Dress Shoes, most all styles, black kid, brown calf, blucher and bal, solid leather, choice \$3.88</p> <p>LOT NO. 7.
Men's and boys' shoes, black and tan, blucher and bal. Your choice, a pair \$2.88</p> |
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Electric Iron, \$2.88

Betsy Ross Electric Iron with five feet of cord for only **\$2.88**

A Hosiery Bargain You Will Never Forget

Ladies' Silk Stockings of the finest make, including Van Raalte, Onyx and others. A big lot to close out, at per pair **\$1.88**

Table Oil Cloth, 3 Yards for 88c

Standard Quality, good patterns, light and dark, 3 yards for **88c**

Turkish Towels

The size and quality that suit everyone, three for **88c**

Palmolive Soap

12 Cakes Palmolive Soap, this sale at only **88c**

Ladies' Waists

Any Waist in Stock Selling For Over \$4.00, **88c Off**

One lot of Ladies' Corsets in coutil and brocaded materials, front and back lace corsets; in the lot are some that sold up to \$4.98 sale **\$1.88**

Arrow Collars

16 Arrow Collars for only **88c**

Men and Boys Share in the 88c Bargains

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| On any man's or boys' suit and overcoat selling up to \$10.00 88c OFF | 1 man's Felt Hat for \$1.88 |
| On any man's or boys' suit and overcoat from \$10 to \$15 88c OFF | 1 Man's Felt Hat 88c |
| On any man's suit or overcoat selling above \$15.00 \$2.88 OFF | 1 Man's M. W. S. Work Shirt for 88c |
| Six Arrow Collars for 88c | 1 man's sweater 88c |
| 4 Pairs Men's Lisle Sox for 88c | 1 man's Dress Shirt 88c |
| 3 pairs men's pure thread Silk full fashion half hose for \$1.88 | 1 man's Night Shirt 88c |
| 1 Man's Cap 88c | 1 Man's Fine Dress Shirt, \$2.50 value, for \$1.88 |
| 1 Boys' Pants for 88c | 2 boys' Union Suits 88c |
| 10 men's Handkerchiefs for 88c | 1 pair men's Pants \$1.88 |
| | 1 pair Men's Overalls for 88c |
| | 2 Boys' Caps 88c |

Ladies' Ready-to-Wear, Coat Suits, Coats and Dresses



Thousands of Ladies Will Visit Our Second-Floor Ready-to-Wear Department

- ALL GARMENTS**
- \$4.98 to \$10 garments **88c OFF**
- \$10.00 to \$20.00 garments **\$1.88 OFF**
- \$20.00 to \$35.00 garments **\$2.88 OFF**

Lay All Else Aside Folks and Come to This Sale--- Every Day

All Dry Goods Thrown in This 88c Sale

88 CENTS OFF ON ALL LADIES' AND MENS' HIGH OR LOW SHOES IN THE HOUSE SELLING FOR OVER \$5.00

- Dress Gingham**
- Dress Gingham, sale price for five yards **88c**
- Dress Gingham 32 inches wide, all leading colors, fancy plaids, 6 yards for **88c**
- ROMPER CLOTH**
- Romper Cloth, 32 inches wide; comes in fancy stripes, solid colors; a linen finish fabric; a regular 35c value, Efird's price, 4 yards for **88c**
- SILK PONGEE, 88c YARD**
- Silk Pongee, all Silk No. 12 Pongee, 32 inches wide, \$1.25 value. Sale price, yard **88c**
- 88c OFF** on any Silk Dress patterns of 3 1-2 yards or more.



- OUTING FLANNEL, 6 YDS. FOR 88c**
- Outing Flannel, good quality, napped on both sides. Efird's price, 6 yards for **88c**
- FRENCH GINGHAMS, 2 YDS. FOR 88c**
- French Gingham, 32 inches wide—the new silk-like Gingham, with the soft effect, in all the leading colors. Sale price **88c** two yards
- Satin Messaline, 36 inches wide, all silk satin messaline and kimona silks, sale price **88c** one yard for
- VOILE, 2 1-2 YARDS FOR 88c**
- Voile 40 inches wide, all the new spring voiles; first showing. Now is the time to get first choice, Efird's price, 2 1-2 yards **88c** for
- Percale, 36 inches wide, in all staple colors, fancy checks and plaids. Sale price, 6 yards for **88c**

- DRESS GINGHAMS, 6 YARDS FOR 88c**
- Dress Gingham, 27 inches wide, in all the new and leading colors. Efird's price, five yards for **88c**
- Dress Gingham, 27 inches wide in all the wanted colors, checks and plaids, 8 yards **88c** for
- NEW WHITE GOODS, 6 YDS. FOR 88c**
- One lot of white goods, 35c value Nainsook, Voile, Organdy, Dimity Checks, Long Cloth. Sale price, 6 yards for **88c**
- 88c HOSIERY COUNTER 88c**
- Ladies' Silk and Silk and Wool Sport Hose, values in the lot up to \$1.65, Your choice **88c** per pair
- One Silk Cord with tassels for **88c**

One Big 88c Bargain Counter

Ladies' and Children's Shirt Waists, Bungalow Aprons, Colored Petticoats, Princess Slips, Outing Pajamas, Union Suits, Gingham Rompers, Corsets, Bloomers, Gowns, Teddies, Gingham Dresses, Silk Camisoles

Headlight Overalls

Headlight Overalls, all sizes, per pair at only **\$1.88**



Bungalow Aprons

Made in new styles and trimmed, good quality of percale, values \$1.50 sale price **88c**

Ladies' Gauze Vests

8 Ladies' Extra Sizes and Fine Gauze Vests, regular 18c value, 8 for **88c**

EFIRD'S Department Store EFIRD'S