

EFIRD'S - EFIRD'S

Where You Can Always Find Same Goods For Less Money. We Lead in Low Prices.
By Comparison We Can and Will Always Sell It For Less.

EFIRD VERY CLEARLY EMPHASIZES THE FACT IN THIS POWERFUL DRESS SALE THAT THERE ARE NO SUCH VALUES TO BE FOUND IN THIS COUNTRY. IF YOU FULLY REALIZE WHAT A SAVING THERE IS FOR YOU IT IS NEEDLESS TO SAY THAT YOU WILL LOSE NO TIME IN GETTING HERE.

17 TRICOLETTE FINE DRESSES

Colors Blue and Brown; values up to \$29.50. If you can get a fit in these you will be all in luck. Better come early.....\$7.95

18 TAFFETA AND GEORGETTE DRESSES

Blue, Brown, Olive and Black; values up to \$19.50; to go at.....\$7.95

25 FINE TAFFETA DRESSES

In all the New Shades and Styles. These are beauties. Values up to \$22.50; reduced to...\$16.50

14 TAFFETA DRESSES

In all the Desirable Colors and Styles; values up to \$19.50; reduced to.....\$12.95

\$29.50 Beaded Georgette, Crepe- Foulard and Taffeta Dresse at.....\$16.50

\$25.00 Taffeta Crepe de Chine and Georgette Dresses at.....\$12.95

Organdy Dresses in a large assortment of all the new colors, including White, values to \$9.50 at.....\$4.98

\$5.00 to \$7.50 printel Voile dresses at...\$3.98

Children's White Organdy Dresses at...\$1.48

Misses' White Graduation Dresses, beautifully made of good grade of organdy. Sizes 6 to 14 years at.....\$3.98

NEW VOILE AND ORGANDY DRESSES

Big Shipment New Voile and Organdy Dresses in all the New Colors and Styles. This is the Prettiest lot we have had.....\$3.95 and \$4.98

Good line of Children's Gingham Dresses, made of genuine Amoskeag Ginghams at.....98c

THE PATH TO ECONOMY LEADS TO EFIRDS

Ladies Bungalow Aprons at.....98c
\$1.98 Genuine Lonsdale Middies at.....98c
\$1.50 White Voile Waists at.....98c
Misses and Children's \$5 White Middy Suits at.....\$2.98

DANVILLE AND PEE DEE PLAIDS

All the wanted plaids, yard.....8 3-4c

KIMONOS 98 CENTS

Cerpentine Crepe Kimonos in the New Jap Colors 98c, \$1.98

MILLINERY DEPARTMENT

Full of all the newest in Ladies fine Hats. All the best Shapes and Colors at prices that will appeal to you. Get your hat at Efirds and you will save.

LADIES HATS ON COUNTER

Ladies street and sport, all the desirable colors and shades. Special.....98c

CHILDRENS MILAND STRAW HATS—Black and Brown
The Hat for the little Miss for Sunday....48c, 98c and \$1.48

BUNGALOW APRONS 79c

Ladies Bungalow Aprons in Blue and Pink Chambray 79c
Ladies Bungalow Aprons in all the desirable colors and materials, Percales, Ginghams, etc. You will want one of these at.....98c

SILK CAMISOLES 79c

Ladies Silk Camisoles, in all colors, nicely made, 79c, 98c and.....\$1.48

SATTEEN PETTI COATS 98c

Ladies Satteen Petti Coats in all colors, strong and durable.....98c

HEATHER BLOOM PETTI COATS, \$1.95

Heather Bloom Silk Petticoats, Silk Flounce Cotton Top. All colors.....\$1.95
All Silk Jersey Petti Coats \$5.00 Values, Efird's Special Price.....\$2.98

CONGOLEUM DRUGGETS

We have only a few of these left. Better get yours early. Save you lots of hard work and looks good on all floors.

Big Shipment Grecian Grass and Matting Druggets arrived and will be on sale all this week the Efird way for less money.....\$3.98, \$4.95
Why pay more?

COWHIDE OVERALLS

The good old Cow Hide Overall Never Rip, full cut, at 98c per pair.

Big lot Boys and Youths Overalls....48 to 98c

Blue Chambray Work Shirts, full cut, fell seams, each.....48c

One lot Ladies \$2.00 Silk Hose, Grey, Tan, Black and White, special.....98c

Ladies 25c Black Lisle Hose.....10c

Childrens Hose, all colors.....10c

Children's Sox in White, all you want, the pair.....15c

BEAUTIFY YOUR HOME WITH CRETONNE

Big lot to select from in all the wanted colors, the 25c kind, our price,.....15c and 18c

Table Oil Cloth in colors, the yard.....25c

CAMBRIC PERCALE, 18c

35c Cambrie Percale in new neat Shirting Stripes as well as dress patterns at.....18c

32-INCH DRESS GINGHAMS, 10c

3,000 yards of new Plaid Dress Ginghams, worth a great deal more than we are asking, to go on sale at, yard.....10c

UNION SUITS, 48c

Men's Athletic Style Union Suits, Special at.....48c

BLEACHING, 10c

Yard wide Bleaching at.....10c

LADIES HANDKERCHIEFS, 5c

Handkerchiefs, special while they last at.....5c

FRUIT BLEACH, 12 1-2c

Friday and Saturday we will sell the genuine Fruit of the Loom Bleaching at.....12 1-2c

Yard wide Long Cloth.....10c

WE NEVER TRY TO IMITATE OR COPY. SOME DO BUT FALL ON THE WAY.

Boys good Corduroy Pants, light and dark colors, pair.....98c

MUSLIN UNDERWEAR BARGAINS—UNUSUAL VALUES

PINK SATIN CAMISOLES

With lace trimmings, remarkable values at.....75c
Large assortment of Brassieres in Pink, substantially made of fine materials at.....25c
Brassieres of fine material, Pink Satin only. Will give long, satisfactory wear at only.....35c
Remarkable is the value represented by every gown in the large assortment. Every one of pink, crepe de chine, beautifully embroidered, at only.....\$4.50

MUSLIN GARMENTS AT UNHEARD OF PRICES

Ladies Muslin Gowns, Pink and White only. These are wonderful values at.....69c
Muslin Teddies, lace trimmed, white only, an especially attractive value, at only.....48c
Bloomers of cotton materials, nicely made of materials which will assure long wear. This is a bargain the women will appreciate, in three qualities 65c, 85c.....\$1.18
Ladies Knit Teddies, very comfortable. Well made of fine yarns. Offered during this special sale at only.....75c
White Muslin Petticoats, lace and embroidery trimmed, well made and will prove an attractive item of this sale, at only.....98c
Ladies Very Fine Gauze Vests, very special value, at 18c, two for.....35c

CHILDRENS MUSLIN PANTS 18 CENTS

Childrens Muslin Pants, nicely embroidered, strongly made.....18c, 25c and 39c
Childrens Underbodies strongly made, the very thing for the little fellows rough wear,.....25c, 39c and 45c.

81x90 SHEETS, 98c

81x90 seamless double Bed Sheets for Friday and Saturday at.....98c

AN EFIRD STORE IN YOUR COMMUNITY IS A REFUGE FROM HIGH PRICES.

MEN'S SUITS \$2.95

One lot Men's Dixie 2-piece Summer Suits, Keep Kool for \$2.95 the suit.

Young Men's All Wool Suits in the New Spring Patterns. Made on the latest styles, special.....\$18.50

Boys Clothing at Efirds always for less money. Big lot Boys Wool Cashmere Suits in all the best colors, well made.....\$4.98

Boys all wool Blue Serge Suits \$4.98, \$5.98 and.....\$6.95

Children's Wash Hats in all the New Shapes and colors.....48c

Boys Blouses, all colors, well made, don't make them when Efird sells them at.....48c

SUITS FOR THE LITTLE FELLOWS

Boys Wash Suits made of good strong material in any color wanted,.....98c, \$1.48 and \$1.95

MEN'S DRESS SHIRTS

Regular \$1.50 value, with or without collar.....79c

Boys all Wool Blue Serge Suits.....\$5.98

Boys Good Cashmere Suits.....\$3.98 and \$4.98

MEN'S AND BOYS' READY-TO-WEAR

Genuine Palm Beach Suits for men and young men at special price of.....\$12.50

One lot of men's Blue Serge Suits, regular \$39.50 values at.....\$22.50

ATHLETIC UNION SUITS 98c

Men's Summer Athletic Union Suits, regular \$1.50 values, Hanes, at.....98c

\$2.50 DRESS SHIRTS \$1.18

Men's good striped Percale and Madras Dress Shirts, values worth up to \$2.50. Special, each.....\$1.18

MEN'S HANDKERCHIEFS

Regular 10c values. Special for.....5c

MEN'S FELT HATS

Special lot just arrived. Real \$4.00 and \$5.00 values at.....\$1.98

STRAWS, STRAWS, STRAWS.

Sailors in Panamas and rough Straws at \$1.98 and \$3.98

Leghorns and Bangkoks, \$5.00 to \$6.00 values at.....\$2.98

Panamas in All Shapes from \$2.98 to.....\$5.98

WE LEAD—WE NEVER TRY TO IMITATE OR COPY

Boys Khaki Pants, pair.....65c

SHOES FOR THE WHOLE FAMILY.

You have bought EFIRD'S SHOES in the past under the positive assurance that they were the best that could be bought at the lowest price. At the past and in the future you can count on the same thing—Better and Better Shoes always for LESS.

If you like to save money on your shoes better better get them at Efirds.

Children's Sandals and Skufflers.....95c
Children's and Misses E. C. Scuffer sandals and oxfords, the best thing for the little folks for good service. \$3.00 value. Our price.....\$1.98

A big lot of fine Dress Pumps and Oxfords, all sizes, widths and leather. Special price.....\$3.85
A high grade lot of Dress Pumps and Oxfords. These are big values.....\$2.98

Men's ventilated Oxfords and Scout Work Shoes. These are very special at the price of.....\$1.98

Lot of Children's and Misses Sandals and play Oxfords all in Tan and in sizes 8 1-2 to 2. Special price.....95c

One lot of high grade Men's ventilated Oxfords, the thing for a tired foot on a hot day. \$5.00 values. Special.....\$3.48

Other Dress Oxfords and Strap Pumps for Ladies at the special price of \$3.48, \$3.98 and.....\$4.98

Men's Dress Oxfords that we are closing out. To do so we have marked them at just half their former price. Get yours before they are gone, at.....\$3.98

Men's high grade Dress Oxfords, all leather with Good-year welt soles and rubber heels at Efird's sale for \$3.98, \$4.98 and.....\$5.98

SCOUT PERCALE REMNANTS

1000 yards good Percale Remnants to go on sale at 12 1-2c yard. Good lengths, perfect goods.

SILK PONGEE

Best 12 Mummie Jap Pongees at Efirds for.....98c
36-inch natural color Pongee will go on sale for.....48c

81-INCH BROWN SHEETING, 25c

Full width, double Bed with, brown sheeting at.....25c

The Efird Chin Pulls High Prices Down.

It Pays Not to Part With Your Cash Until You See Efird

EFIRD'S DEPARTMENT STORE

THE STORE OF SERVICE

THE HOME OF SAME GOODS FOR LESS MONEY.

MONROE, N. C.