

June 18th to July 2nd

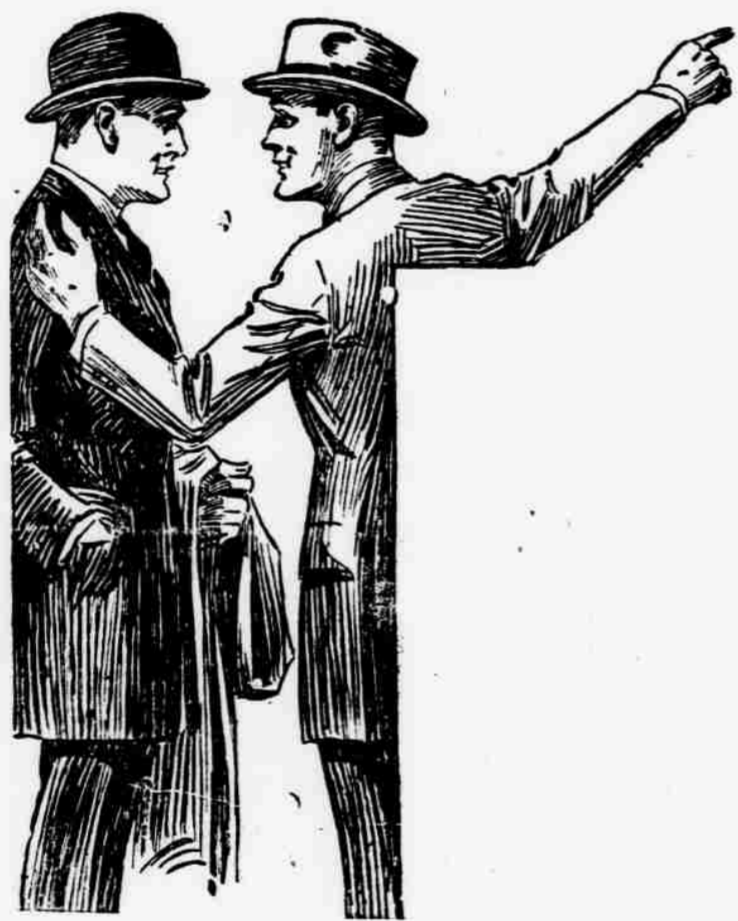
AT ALL 31 EFIRD STORES COMMENCING SATURDAY, JUNE 18TH, CONTINUING TWO WEEKS, THROUGH SATURDAY, JULY 2ND.

EFIRD'S HAS STARTED WITH NEW

EFIRD'S CHAIN

Not a Single Item in Our Great Chain of 31 Big Department Stores Has Escaped The Price Cutting Knife. Prices Cut Down To Less Than You Expected To Pay.

Men's and Boys' Clothing Prices Wrecked



Men's Furnishings

Prices cut straight through the line.

- | | |
|------------|---------------|
| SOX | UNDERWEAR |
| SHIRTS | HATS |
| SUSPENDERS | OVERALLS |
| COLLARS | HANDKERCHIEFS |
| NECKWEAR | GARTERS |
| CAPS | |

Rack after Rack of Men's and Young Men's Suits. Kool Kloth, Palm Beach, Mohair, Serge, Worsted, Wool and Wool Mixed Suits that formerly sold for twice the price. Some nationally advertised makes, but all must go.

ACTION—is what we want in our Men's and Boys' Department and **ACTION** we will get, for we have marked down prices for just that.

Dry Goods

We buy Dry Goods in tremendous quantities direct from the mills, in car-load lots. Hundreds of thousands of dollars worth of new staple Goods to go in this sale at half their value.

Now is the time to stock up for months to come for we doubt if these goods will ever be so cheap again for anything like the price again.

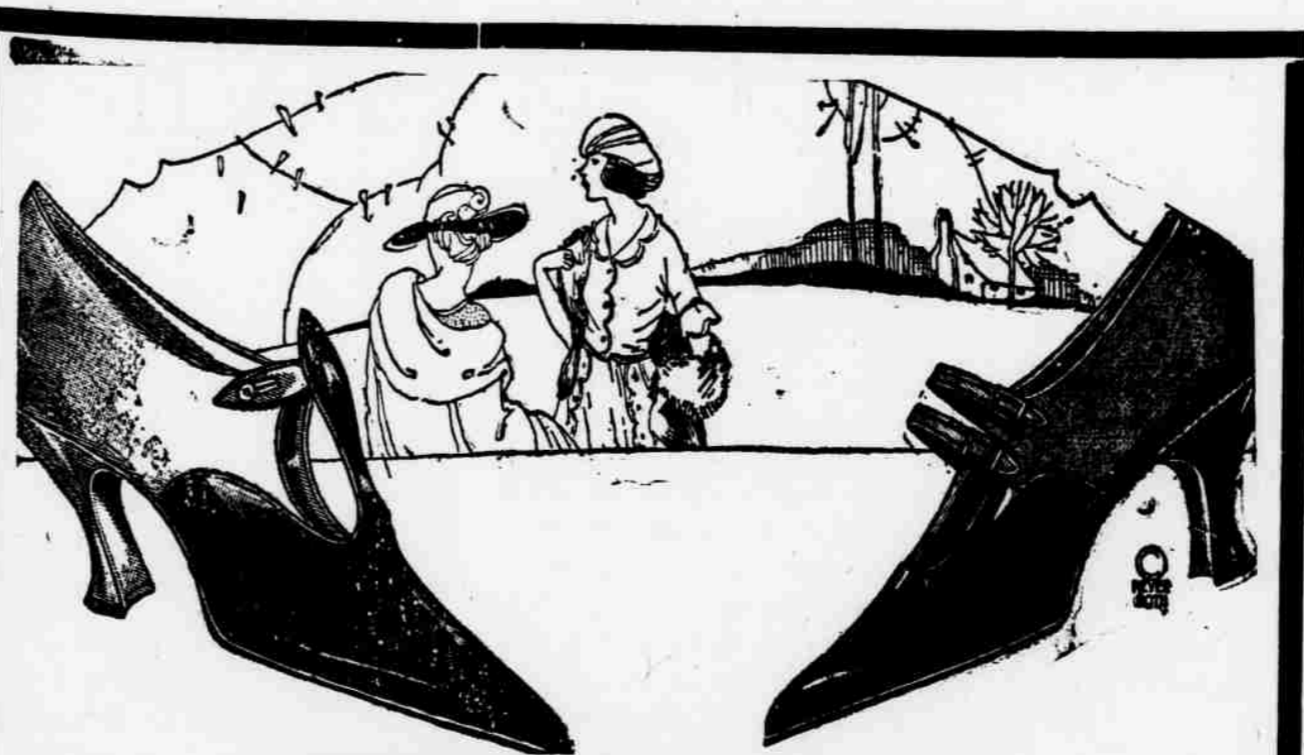
Notions

Our notion and Toilet Goods Department receive an awful blow. We are cutting prices on these items in a Ridiculous Fashion.

Silk Voiles, Organdy

Pretty new fresh patterns, and in all the latest shades.

Every piece of these fine goods will be put out on our counters in big lots at little prices. This will create a genuine sensation. It all must be had, nothing reserved.



SHOES

FOR ALL THE FAMILY

Thousands of pairs of low and high shoes piled out high on our counters. We are setting a new low price record in the South on Shoes. You never saw such bargains.

EFIRD'S

EFIRD'S

Opposite Post Office.