

Crowds of Customers are Profiting Daily by
the Great Values Offered in This

Our Greatest

EFIRD'S CHAIN SALE

FELT BASE RUGS

Felt Base Rugs in all newest patterns for Dining Rooms, Kitchens, Living Rooms, etc.

6x9 **\$5.85**
9x12 **\$11.95**

TAPESTRY RUGS

9x12 Tapestry Seamless Rugs a real \$18.00 value **\$11.95**

VELVET RUGS

9x12 Velvet Rugs, beautiful patterns **\$21.75**
All other sizes and qualities of Floor Coverings reduced to Chain Sale Price.

\$1.25 Dress Shirts, Soft Collars or neckbands **84c**
\$1.50 Dress Shirts, neckbands and soft collars **\$1.17**
\$2.00 and \$2.50 Broadcloth Shirt Stripe Madras, Novelties, etc. **\$1.44**

Visit Our Ready-to-Wear Department

Striped Jap Silk Dresses at **\$3.85**
Striped Rayon Dresses at **\$3.85**
\$5.00 Striped English Broadcloth Dresses, nothing more serviceable **\$2.85**
Regular \$19.75 Spring Silk Dresses in the best models and colors **\$13.75**
\$5.00 Real Hand-made Voile Dresses in all the season's best shades, special at Plain Colored Tub Silk Dresses **\$3.65**
at **\$3.85**
\$3.50 Beautiful Tissue Gingham Dresses fine for hot summer **\$1.85**
Real Tub Silk Dresses, made of fine-quality silk at **\$8.75**
Regular \$25.00 Silk Dresses, consisting of all the news styles at **\$17.75**
Misses' 7 to 14 year-old Dresses of Voile at **\$2.85**

Colored Wash Goods BROADCLOTH

Imported Striped Broadcloth	44c	Normandy Voile, all newest patterns	44c
Highest Grade Striped Broadcloth in beautiful patterns, looks like silk	58c	32-inch Dress Gingham at	10c
Colored Voiles, values up to 50c Sale Price	29c	32-inch, 40c quality Dress Gingham	33c
Dotted and Novelty Voiles 65c qualities	44c	Father George	12½c
Men's \$1.00 No-Name Union Suits	65c	2 1-2 yards 81inch Seamless Brown Sheeting	88c
Men's Full Size White Handkerchiefs at	3c	Yard-Wide Blue Shirt Chambray	10c
Men's Full Cut White Back Overalls \$1.50 values	98c	Men's Fancy Plain Stripes or Check Sox in all colors	44c
8 yards Father George Sheeting every day of sale, while it lasts	\$1.00	Men's Buster Brown Fiber Silk Sox all colors	44c

81x90 Seamless regular \$1.50 quality Bed Sheets— 95c Yard	15c value 32-inch Dress Gingham— 8c YARD	Fine grade Trousian Clifton Silk, finished for beautiful underwear and Dresses, regular 50c quality 38c Yard	Beautiful Variety of fine Radium Silk, regular \$1.50 quality in this Chain Sale at 95c Yard	9-4 Unbleached Seamless Bed Sheeting—big lot specially bought for this sale, now— 35c Yard	Regular yard wide English Longcloth, a very fine quality in the Chain Sale at per yard 10c	Fine smooth 40-inch Sheeting, just the quality that is wanted in every household at the lowest price— 8½c
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Sheer Quality White Check Dimity— 17c	Big assortment of Lace and Insertion for our chain Sale, per yard 4c	Big lot of Men's and Boys Suspenders, special for 5c	Efird's Black Shop Caps for 10c	White Voiles, beautiful sheer quality, perfect short lengths— 17c	OCTAGON SOAP 10c large Size Octagon Soap 6c Medium Size Octagon Soap 4c
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It Costs Less to Buy at

EFIRD'S