

Friday Morning, June 24

We Commence The Last 8 Days Of This - Our Greatest Annual

EFIRD'S CHAIN SALE



A Further Cut In Prices
ON ALL
LADIES'
READY - TO - WEAR
For The Last 8 Days
Of This Sale

New Spring Silk Dresses

Silk Dresses include all the new spring colors, etc. Values worth double the price—

\$3.90

Regular \$10 Summer Dresses

One rack ladies' dresses, regular \$10.00 Values. Chain Sale Price—

\$5.90

Best Silk Dresses

One special lot of our Best Silk Dresses to go on Sale Friday Morning, and while they last—

\$12.90

New Summer Silk Dresses

On this rack you will find dresses of all the new silks and the season's best colors, peppy styles, values up to \$12.50, at

\$7.90

Regular \$18.50 Dresses

Our Better Dresses all included in this Sale, values up to \$18.50, at—

\$10.90

Wash Dresses

Ladies' Wash Dresses, values up to \$1.50. Sale Price

88c

LADIES' AND MISSES' GOWNS

At Prices That Will Make You Want To Buy Several

One big lot fine hand made Porto Rico Gowns, really wonderful values. Chain Sale Prices—

84c

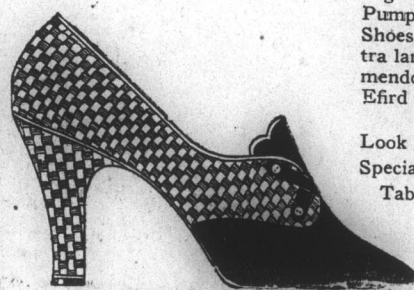
Special lot just received of Voile Gowns. Well made and excellent material. Chain Sale Prices

84c

Big Stock, Special Values, Nainsook low neck, no sleeve Gowns. Chain Sale Prices

44c

Ladies' Shoes At New Summer Low Prices



A great table of Ladies' Better Quality Welt and Turn Pumps, Oxfords, etc., including patents, novelty Shoes, both high and low heels, bought specially in extra large quantities at price concessions that mean tremendous savings. Values in this special lot up to \$8. Efird Chain Sale Price—

Look For Big Special Bargain Tables

\$3.85

Shop Early, Get Your Share of the Bargains

Ladies' Novelty Shoes

Ladies' Fine Novelty Low Shoes, including patent, blondes, etc. Special purchase enables us to offer this big lot on a Special Bargain Table at one price. During Chain Sale

\$2.65

LADIES' LOW SHOES

This big collection of ladies' fine Patent Leather and Blonde trimmed strap pumps, etc., every pair a real value, many worth more than \$5.00, all placed on one special table in Shoe Department at low June Sale Price— One Big Table—All Sizes, Styles Designs—Come Early -----

\$1.85



Silk and Rayon

SILK DRESSES

One rack Ladies' Dresses, including Silks, Rayon Silk, etc.

\$1.85

Silk and Voile

SUMMER DRESSES

One rack Ladies' Silk and Voile Dresses, all colors, values worth almost double the price, Sale Price

\$2.69

CHILDREN'S FINE DRESSES

New English Print in All the New Summer Styles

Chain Sale Price

88c

