

The EFIRD 88c Sale Edition North Carolina, South Carolina and Virginia

EFIRD'S - 88c SALE - EFIRD'S

Two Days Only, SATURDAY AND MONDAY, JULY, 15th and 17th

Doors open Saturday Morning 8:45. We want to be known as the first store that made the 88c sale famous. Watch for our big four page circular.

4 Yards Organdie for 88c	2 Yards Imported White Organdie 88c	18 Spools COATS Cotton 88c	\$1.00 Worth TOILET ARTICLES Your Own Selection 88c	8 Yards 36 Inch Percale Remnants 88c
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Hundreds of New Dresses All to be Included In This 88c Sale

Ladies' Summer Dresses \$2.88
Ladies' Summer Dresses, values up to \$7.00 for \$3.88
Ladies' Dresses, values up to \$12.50 \$8.88
LADIES' SILK DRESSES, \$1.88 OFF

We will give \$1.88 off any dress in our Ready-to-Wear Department during this two days sale priced above \$10.00.

OTHER SPECIAL PRICES IN READY-TO-WEAR DEPARTMENT

It will be impossible to make 88c price out of all items in this department, so we are going thru and price everything in proportion to 88c these four days. So whether you see in this ad or not, you will find special prices in our ready-to-wear department Saturday and Monday.

Children's Summer Dresses 88c
Misses and Children's Gingham Dresses 88c
Ladies' and Misses Middy Blouse 88c
Silk Camisoles 88c
\$1.50 Corsets 88c
Two Corsets for 88c
Ladies' Bungalow Aprons 88c
Ladies' Long Sleeve high neck Gowns 88c
Two White Petticoats for 88c
Children's Rompers 88c
Ladies' \$1.50 Shirt Waist 88c

Ladies' \$2.00 Full Fashion Hose 88c

We have bought special for this 88c sale \$20,000 worth of ladies' full fashion Silk Hose "not mock seam." These Hose we sold in regular way for not less than \$2.00, but they were sold to us as slight mill imperfections, but so slight you cannot detect them. It will pay you to put in your Summer supply while they last. In colors black, white, brown and grey for 88c

Other Silk Hosiery

Our 800 Ladies' full fashion Silk Hose, a good value at \$1.50 Special during this sale — 3 pairs for \$3.88
Ladies' high grade Silk Hose at \$1.88

Buy Your Summer Suit From Efird's During Our 88 Cent Sale---See What You Save

MEN'S PALM BEACH SUITS
In addition to special prices we have marked men's Palm Beach Suits during this sale, we will allow off 88c

MEN'S CLOTHING
During this sale we will allow off any man's Suit priced below \$12.50 88c

On all men's suits priced above \$15.00, we will allow off \$1.88

MEN'S WORSTED PANTS
Men's Worsted Pants for \$2.88
Two men's full cut Work Shirts 88c

MEN'S PANTS
Men's best Pants for \$2.88
Men's M. W. S. best guaranteed \$1.00 Work Shirt 88c

Men's \$1.18 Dress Shirt 88c
Four pair men's Silk Sox for 88c
Two pair Silk Socks for 88c
Two Men's full cut Athletic Union Suits for 88c
\$1.00 worth Men's Collars and Ties for 88c
Men's sailor Straw Hats, Special to clean up 88c
Men's full cut heavy weight Overalls 88c
Boys Wash Suits 88c
MEN'S WORK PANTS
Men's khaki and pin check Work Pants, values up to \$1.35 88c
Men's Work Pants \$1.88

6 1-2 YARDS SCOUTS PERCALE 88c

DRESS GINGHAM 88c
Nine yards Dress Gingham, all new patterns. Special at 88c

32 INCH DRESS GINGHAM 88c
Seven yards 32 inch Dress Gingham

HIGH-GRADE GINGHAM 88c
Five yards Amoskeag Red Rose and other high grade gingham

32 INCH ROMPER CLOTH 88c
Five yards 32-inch solid color romper cloth for 88c

FINE GINGHAM 88c
27 and 32-inch gingham, values that have recently sold as high as 38c per yard, during this sale, 4 yards for 88c

CRETONNE 88c
Six yards 36-inch Cretonne

9-4 SHEETING 88c
9-4 seamless brown sheeting. Special 3 1-2 yards for 88c

SEA ISLAND SHEETING 88c
8 yards brown Sea Island and Father George sheeting

TURKISH TOWELS 88c
One table Turkish bath Towels, values up to 50c, 3 for 88c

20 BARBER TOWELS for 88c

TOWELS 88c
One table huck Towels, values up to 18c, 6 for 88c

TOWELS 88c
Two best heaviest Turkish Towels for 88c

WHITE GOODS 88c
New shipment of White Goods including Flaxon, Dimity Checks, Long Cloth, Curtain Material, etc., to go on sale Saturday Morning at 8:45

BLACK TAFFETA SILK Full Yard Wide 88c

GRASS RUGS \$2.88
6x9 Imported Jap Grass Rugs, \$5.00 value at \$2.88

LADIES' FULL FASHION SILK HOSE \$2.00 Value for 88c

2 BIG SILK SPECIALS

BLACK TAFFETA SILK 88c
Full yard wide guaranteed quality black taffeta Silk at 88c

32 inch all silk shirting \$1.50 value, special 88c

MEN'S SAILOR STRAW HATS 88c
Special to Clean Up for 88c

MEN'S DRESS SHIRTS For 88c

BARBER TOWELS 88c
20 Barber Towels for 88c

OTHER SPECIAL SILK PRICES 88c
In addition to special prices in Silk Department, on all items not including the above, on purchase of \$5 or more we will allow special discount of 88c

EFIRD'S DEPARTMENT STORES

31 Stores - North Carolina, South Carolina and Virginia - 31 Stores