A Sale That is Looked for Every Summer by the Thousands of People Throughout the Carolinas

Come With the Crowds

people and check girls on duty Thursday morning when store opens and everybody will be waited on promptly.

Keep This Price Sheet

Remember this sale continues for 15 days. Retain this price sheet for

Not Advertised Specials

edition of The Evening Sentinel, so come expecting great bargains and you will not be disappointed.

Sale Starts

Friday Morning, June 23 at Nine O'clock

Closes Saturday Night July 8th

Friday, June 23d

Saturday, July 8

Friday, June 23d 15 Days Saturday, July 8

Store Closed all day Thursday, Juliarking Down Goods for this Sale

ANNUAL MILIMMER SALE

It is the custom of our Chain of Stores to hold a Mid-Summer Sale in June Each Year

The Sale we are advertising this time promises to surpass all previous events in BIG. BARGAINS

Sale Starts

FridayMorning,June 23 at Nine O'clock

Closes Saturday Night July 8th

Bought for This Sale

New York last week buying special gods for this sale, and was fortunate in picking up forty cases of Remnant Vhite Goods from one of the Eastern finishers at almost a song. These biggest specials when the store opens hursday morning at nine o'clock.

As the Sale Goes On days and we will continually add new specials to make every day a big one.

Shop Early

Store opens Thurcday morning at nine o'clock and each morning after at

Mid-Summer Prices On All Ladies' Ready-to-Wear



Children's Muslin Underwear At greatly reduced prices, 25 dozen pairs children's 10c Muslin Dresses, limit 4 pair to a customer. No phone or mail orders. Pair5¢

Children's 25c Muslin Gowns Drawers, skirts and bodys all included this special sale. Each. 19¢

Efirds 5c Counter Has No Competition-Second Floor Light and dark Calicos 5 é Apron and Dress Ginghams5 38-inch Domestis 8c Curtain Scrim 5¢ Ladies' Muslin Underwear And

Ladies' \$1 colored Batiste Princess Ladies' Teddy Bear Combination Ladies' plain and embroidered French envelope combination suits 50 doz. Middy Blouse for women and children, made in every known style Solid white stripes, and white with

colored collars. This sale 48¢ to 98¢ Specially priced for this sale. Big

shipment just received for this sale. They are made of serge, poplin, fancy weaves, plaid and stripes, Special ... \$4.98 Big sample lot of skirts in all the new weaves, shades and stripes. Investigate these and you will invest. 25 doz. white and awning stripe skirts made of gabardine, poplin and embroidery cloth 98¢

61-2c Counter 2nd Floor 61-2c Merchandise on this counter unmatch able in price. Genuine domino apron Gingham 61 No 350 English long cloth 6.

Cross barred Muslin and Dimity 61 Danville Coton Checks..... 10c Dress Gingham Simpson Prints...

Grand Display of New Waists We have them in all the new materials including silks, crepe de chines voiles, etc., and to suit every taste and Efird's price always less. 48¢, 98¢, \$1.98, \$2.98

Efirds Extra Specials

Second Floor hildren's 39c Rompers... 25¢ Best quality 25c 5-4 Oil Cloth ... 196 Children's 10c Drawers... ... 5c \$2.98 and \$3.98 ladies' white Dresses \$1.50 tan colored Middy Suits ... 69¢ Ladies' 25c Muslin Drawers.. ... 14c Ladies 25c Corset Covers.... Good feather Pillows, 6 lbs. to pair

Coats Suits Sacrificed Prices on all Coat Suits sacrificed

or the special sale. Let your Suit come from Efird's and there won't be any other regrets. Safety first is the idea at this store—always. 320 \$10.98 and \$12.50 Suits, sale price \$18.50 and \$24.00 Suita, sait prict only ... \$16.50 \$5.98 and \$6.98 Palm Beach Suits for

only \$4.98 Big Corset Specials

Special prices on all La Reine Corsets to close out \$1.50 La Reine Corsets \$2.00 La Reine Corsets\$1.4 \$2.50 La Reine Corsets ... \$1.79 \$3.00 La Reine Corsets ... \$1.98 \$5.00 La Reine Corsets ... \$2.98 50c full boned corsets, made of good

Crepe Kimonos 75 dozen Crepe Kimonas, bought 50c on the dollar-nuff said-dividen into three lots. EFIRD'S PRICE 48c. 98c. \$1.48 Half Price

WHITE GOODS

Royal Linon 12/20 No 250 Royal Linon Cannon Soft Finish Skirting 36-inch Irish Linen Finish Skirting . 25c White Gaberdine 2-inch White Romper Cloth . Best Twilled White Galetea 121/2¢ and 15¢ Special prices on sheer quality White Dimities Swisses, Piques, etc., during this gale. Embroidered Voiles

36-inch Embroidered Voiles, white ground with White, Light Blue, Rose, Pink, Hellotrope ond Lavender embroidery work, regular 59c quality

Nevelty White Goods One lot White Gaberdine, Pique and Ratine \$1.50 fine quality Ratine Skirts, big pockets,

pearl button trimmed, etc

Dimity and Crochet Quilts at

25c quality Mercerized Voiles 121¢ 40-inch very sheer Organdies 1216 40-inch Mercerized Linaire, 25c quality 18¢ 40-inch Marquisette Voiles... ... 25c 40-inc hOrgandies...

Linen Cambrics and Dress Goods 36-inch Linen Cambric, special..... 19¢ 39c Linen Cambric ... 39c Linen Cambric. 39c Linen French Linen, heavyweight ... 39c 48c Very fine count of Linen Cambric .. 36-inch Tan Motor Linen, 25c quality ... 18¢

Novelty White Goods 10-inch 25c Seed Voiles... 123¢ Beautiful quality Mercerized Seed Voiles 186 Pique, Stripe Voiles......... Shadow Check Voiles.

SOSIERY

Mercerized Lisle Hose, slightly imperfect nck and White ... Heavy Silk Mercerized Lisle Hose, garter top, Black White, 2 pairs for 356 \$1.50 heaving pcial quality White Cotton Hose 10¢ Ladies' Boot Silk Hose, 15c Heavy Whi

dozen Ladies' Black Bot Silk Hose, slightly slightly imperfect 121/2¢ Kayser's Italian Silk Hose at \$1.15 ser's Italian Glove Silk and Wonderfot

Stockings in Navy, Sand, Purple, Tan, pe. etc., sold the world over at \$1.50. Sale \$1.15 new lot Ladies' Neckwear, including every hing in the new Organdy, Lace and Sport

olars, Cuff Sets, etc ... 23¢, 19¢ and 48¢



All Men's and Boys' Clothing To Go At Sale Prices

New 50c Neckwear,38c All Men's 50c Neckwear 18¢

Men's extra heavy weight aSililk, 25c Neckwear 18¢ Satin Stripe Dress Shirts, the kind that is usually sold at high price stores from \$4 to \$5. Special \$2.95 \$1.00 Overalls, 75c

200 dozen of the best made heavy

weight \$1.00 Overalls with coats to

One lot Men's \$1.00 Sailor Straw Hats.

One lot Men's and Boys' Blue Work

Shirts, all sizes 18¢

Long ohn and other regular 50c Work

Solid Blue and Khaki Work Shirts

match. Sale price 75¢

Men's and Boys'Sport Shirts in all Boys' old time Indigo Blue Overalls. the new loud patterns, best 50c num-Sale Price 59¢ Men's Silk Hose, 15c

Men's 26c Silk Boot Hose, blacks Men's Percale Dress Shirts and Blue

Chambray Work Shirts. Price 19e 50c Silk Hose, black, navy, grey, with dots, rings, stripes, etc. ... 386 Boston and Ivory Garters, 18c Straw Hats, 5c The genuine Boston and Ivory Garters, every day of this sale 18¢ Men's and Boys' Mexican Straw Hate

> Samuel Rosethal's Rochester Special Clothing Cut in

About 100 of Rosenthal's Rocheste Special Suits for men, all this season's latest styles and patterns, etc., in Fancy Flannels, Serges, Mixteures Fancy Worsteds, etc., sold regularl from \$17.50 to \$22.50, to go at one price for all \$14.75

Goods at Sale Prices

\$12.50 Suits, \$8.75 One big counter Men's \$10.00 and \$12.50 Suits, some of all materials and sizes \$8.75

Palm Beach Suits Men's Panama Suits at \$3.50 lenuine Palm Beach Suits worth up to \$7.50, in light and dark colors at ... \$4.98

Boys' Beach Suits at \$1.48 loys' Beach Cloth Suits, washable, all sizes from 8 to 17. Sale price . Boys' Suits worth up to \$2.50 at One Special Lot Boys' Suits ...

\$2.75 \$3.75 Boys' Suits worth up to \$5.00 oa . Big Boys' Novelty Suits, sizes up to 19

Boys' Pants Boys' 50c Khaki Pants . Boys' Heavy weight Khaki Pants .

Several hundred pairs Men's Dress Pants values worth up to \$2.50 at ... Blue Serge and Fancy Worsted Pants \$1.98 Finest quality Blue Serge and other Fanc Worsted Pants 82.98

Work Pants Men's Khaki Work Pants with belt ... leavy weight Khaki Pants . Work Pants Worth up to \$1.25 at .

Children's White Dreses

I'wo special lots Children's fine quality linghams and Percale Dresses, fast colors, all sizes 2 to 14. One lot at 48¢ Misses' \$2.98 White Dresses at...\$1.98

Amoskeag Madras, 10c

32-inch Amoskeag Bleached Madras in all shirting styles. Amoskeag 32-inch Romper Cloth in all plain colors and every color stripe made that would be worth more if bought today.

plaids, stripes, etc., in every color imaginable, warranted fast Foulards and Batiste at 9c

15c Mercerized Foulards and Colored Batiste, Organdies, Lawns, etc., all new patterns. Sale price...... 9¢ 40-inch Stripe Voile at 9c

25c Stripe Voiles, 18c All the newest patterns and Sport Stripes in Voiles and Organdies, 25c qualities, to go in this sale at18¢

Hickory Shirtings, 71-2c Blue and Brown Srtple Hickory Shirting 74e Amoskeag A. C. A. 25c Ticking Heavy Stripe Cheviot for shirts at 81e

15c heavy Blue Stripe Hickory Shirting 11e

> \$1.00 Corduroy 49c Wide Wale White, Rose, Cope, Washable Corduroys,

> \$1 qualities, during this sale at 49¢

Regular 25c Suspenders 18¢

sale in Dry Goods Department o first floor, per yard 10¢

above laces.

Ladies' Handkerchiefs 1c One lot Ladies' regular 5c Handker-

chiefs, embroidered corners, plain white, hemstitched, etc.... 21¢ Regular 10c Handkerchiefs, including pure linen, embroidered corners, mercerized batiste handkerchifes, etc... ... 5¢ Silk Crepe de Chine and other 25c Handkerchiefs.. ... 10¢

No mail orders.

day and Monday mornings from 9 until 11 o'clock, per yard 5¢

Palmolive Soap 6c

5c to 25c per yard; to go on sale Thursda ymorning at 21¢ 80c value, at... 41¢ Orientals and Net Bands, values worth up to 25c, at per yard .. 5¢

to a customer. 31x90 Seamless Heavy Weight Full Bleached Sheets..... 82x90 Bleached Seamled Sheets it... ... 25e

Birdseve

best absorbent quality. 1-yard square Rubber Sheeting 48¢

Paris Garters 10c

Friday and Saturday mornings from 9 to 9:30 we will sell the genuine Paris Garters to men only, per pair.. 10¢

All goods from our Wholesale Department will be turned loose in this sale at less than merchandise

Palmolive Toilet Soap for the first three days of this sale, 15c cakes, 6¢ Palmolive 50c Vanishing Cream or Face Powder and 3 cakes of Palm olive Soap every day of the sale,

Two Big Sheet Specials For the first four mournings o this sale, including Monday morning from 9 o'clock until 10 o'clock, we will sell two of the biggest bar

gains in Sheets thath as ever been sold in Winston-Salem. Limit four

Pieces put up in 10 yard lengths 24-inch width.. ... 746 27-inch width 88¢ 30-inch width 68c 3-4 square Rubber Sheeting .. 23c

40-inch Mercerized Linaire., ... inch full Mercerized Baiste, 25c quality 18c

45-inch heavyweight best Seamless Tub-

Mercerized Novelty Waisting

Sale Prices Be Manufactured for Today 82x90 Double Bed Krinkle Dimity Quilts 81x90 seamless full bleached Sheets, 75c 72x90 Krinkle Dimity Quilts 95c 81x90 heavyweight Seamless Sheets Full size Crochet Counterpanes, .. 65¢ torn and hemmed, 85c value.....57¢ Heavy Crochet Counterpanes, extra size, Utica Mohawk 81x90 Seamless Utica Mohawk 81x99 extra heavy Seam-

The famous Clarendon \$1.50 Crochet Pillow Cases Sleepy Hollow Pillow Cases..... 123c Utica 45x36 Pillow Cases, slightly soiled with mill stains ...

10-4 Sheeting 81-inch Unbleached Seamless Sheeting Sheeting, 30c quality.. 221¢ Pillow Tubing · · · · · · · · 15¢ 45-inch 16c Pillow Tubing 12 ¢ Lonsdale 25c Pillow Cases.. 18c

40-Inch Sheeting 5c

40-inch fine smooth quality Sea

sland Sheeting, worth 71-2c, at 5¢

Silk Jersey Coats \$6.50

All Silk Jersey Sport Coats in rose

green, blue; also green and rose

stripes, the \$10 and \$12.50 kind.

\$1.00 Shirt Waists 79c

One counter of our best \$1 Shirt

Waists, slightly soiled, all the new

Dry Goods 3 1-2c

Thousands of yards of Apron

Checks Colored Lawns, Calicos and

remnants of all kinds of white and

Seamless Sheets and Pillow Cases at Lower Prices Than They Can 10c Red Border H

Best 10c Bleached h 12 1-2c Colored Box 25c Large Turkish

Tulip 72x90 Bleach

Heavy St

Misses' Fit

Fine Ribbe

Black Taffeta Silk, special qualilack only, \$1.50 value: at \$1.18 olored Taffeta Silks, 98c vide Taffeta Silks, navy blues icks, rose, browns, etc. Special

\$1.50 Taffeta at \$1.19 .50 Georgette Crepe at \$1.25 range of colors including Black

Silk Crepe de Chine 79c \$1.00 quality all Silk Crepe de Chine is Crepe de Chine, colors flesh, maise, rose ielio, lavender, pink, black, white, etc

Silk Shirtings, 29c 2-inch Silk Shirtings in 25 new patterns Silk at 38c

nd colorings, 50c quality. Sale price 29¢ One big counter of odd pieces of short length Silks, including some of the very kind carried in our store, to go on sale Thursday when store opens; yard 386

Sea Island Tissue, 11c Woven Sea Island Tissue or Voile in every new pa Marcella Mercerized Mulls and Voiles in stripes, floral Crochet and Embroidery Cottons Mercerized Crochet Cottons, white and colors 4¢

Men's Athletic quarter sleeve shirts

and knee ength drawers to match

fine or broad check shirts with knee drawers to match 371/2¢ Boys' Athletic Union SSuits ... 25¢ Men's 75c Athletic Union Suits .. 48¢

Night Shirts

Boys' one-piece Check Pajamas 48¢

Boys' Soft Cambric Night Shirts 39e Men's Delmar fine quality Cambric Muslin full size Night Shirts ... 48¢

Men's Laundered Negligee Shirts,

One lot Boys' two-piece Wash Suits The Little One Rompers and Blouses

Boys' Wash Suits and

33c HEATH SHEETING 19c

for 39¢ Boys' Pongee Blouses 39¢ Rarling Sporting Blouses 48¢ Boys' 50c Sport Shirts Boys' solid White and Striped Wash Boys' Best White and Striped Galatea

Dress Shirts \$1.00 Dress Shirts, 69c

Fine Negligee Dress Shirts, including odd lots in Lion Brand and other regular \$1.00 Shirts, all this season's paterns, some of all sizes. Special to clear up 69¢

Dress Shirts, 98c n this lot you will find several of Lion Brand \$1.50 numbers, but have other regular \$1.50 Shirts in the finest quality Cambrics, Percales, Pongees,

Sale Specials for 1c

dozen good Pearl Buttons.....

loe quality Cambric at

12 1-2c Cambric..........

36-inch Bleached Cambric.. ...

3-inch Embroidered Cloth.

Ladies' White Hemstitched Handkerchiefs.

dozen Wire Hair Pins..

Yard wide fair quality Bleached Domestic

Bleached Muslins



Women's \$4.00 Pumps and Oxfords, \$2.98

\$4.00 Pumps and Oxfords..\$2.98

\$4.00 Pat. Leather Plain Pump ... \$2.98

\$4.00 Dull Kid Spol Heel Pump. \$2.98 \$4.00 Gun Metal Cuban Heel Pump \$2.98 \$4.00 Pat. Kid White Piped Pump \$2.98 \$4.00 Bronze Pump.. ... \$2.98 \$4.00 Tan English Oxford. \$2.98 \$4.00 Pat. Leather Two-Strap Pump \$4.00 Pat. Leather Louis Heel Pump

Sine Kid Leather Pump ... \$1.98 Blucher Oxford...... \$1.98 \$2.50 Boys' Tan Button Oxford...\$1.98 \$1.50 Women's Sandals... \$1.24 ain Toe Vici Oxford \$1.98 \$2.50 Boys' Gun Metal Button Oxford \$1.25 Women's Sandals 98¢ Evening Slippers in pink, \$2.50 Boys' Tan Blucher Oxford. \$1.98 \$1.25 Misses' and Boys' Sandals. 98¢ unter will be found tan, patgun metal, button, blucher last, very special at \$1.98 \$2.00 Youths' Tan Blucher Oxford \$1.48 Black and White Tennis Oxfords.. 48¢ \$4.00 Tan Rubber Sole Oxford....\$2.98 ig lot of Men's \$2.50 Oxfords

eather Button Oxfords \$1.98

\$1.50 Little Gents' Tan Oxford ... \$1.24 n. patent leather and gun met- \$1.25 Little Gents' Gun Metal Oxford 90¢ d all good styles, extra special \$1.25 Little Gents' Vict Oxford...98¢ One counter Men's Oxfords, worth up to \$5.00, good sizes and good styles. This \$2.98 Metal Blucher Oxford \$1.98 Big counter Men's Oxfords, worth \$2.50 \$4.00 Tan English Last.. \$2.98 and \$3.00, will go in this sale at \$1.98 \$4.00 Pat. Leather Button Oxford \$2.98

> 98c-Women's Oxfords-98c One counter Women's Pumps and Ox-

\$2.00 Youths' Tan Button Oxford \$1.48 \$2.00 Youths' Gun Metal Oxford \$1.48 75c Children's Sandals.. ... \$1.50 Little Gents' Gun Metal Oxford at... ... \$1.24 lutely solid leather, good workmanship

\$4.00 Gun Metal Button Oxford .. \$2.98 fords, extra good values in small sizes,

\$1.00 Children's Sandals 74¢ 75c Misses' and Boys' Sandals ... 59¢ 49¢ \$4.00 Dark Tan Button Oxford ... \$2.98 \$4.00 Values, \$2.98

and the very best styles.

and Oxfords. These Oxfords are abso-

14.00 Pat. Leather Blucher Oxford \$2.98 \$4.00 Black Calfskin English Oxford at... ... \$2.98 \$4.00 Tan Calf Button Oxford \$2.98

\$4.00 Black Calf Rubber Sole Oxford at... ... \$2.98

\$1.69—Big Counter—\$1.69

Big Bargain Counters of Sample Pumps and Oxfords just received. A big manufacturer's complete line of samples, which will go in this sale at about one \$4.00 Gun Metal Blucher Oxford. \$2.98 half price; all styles and all sizes at \$4.00 Vici Blucher Oxford \$2.98 49¢ and up.

10-4 best grade Unbleached Sheeting, 33c grade. Special

10c LONG CLOTH 61-2c No. 400 Long Cloth, 10c grade, Friday and Saturday61¢

Bleach, 10c grade......61¢ \$1.00 AMERICA ALARM CLOCKS 33c Friday morning, 9:30 to 10, we

every oneg uaranteed, at 33¢ **One-Half Price**

will sell best \$1 Alarm Clocks,

One lot ladies' and junior's \$1.00 Crepe, Lawn and Gingham Dresses, long as they last we offer them at 48& 10 dozen children's \$1.00 and \$1.25 white Madras Dresses, slightly soiled, sale price Children's \$1.00 Middy Blouses, solid

collars, sale price 48¢

Summer Curtain Materials 10c White and Ecru Curtain Etamin with colored borders 12 1-2c Plain White and Ecru Etamine 25c White Marquisettes and Volles for 16¢ Lace Curtains

We offer three extra specials lace curtains for this sale. \$1.00 Lace Curtains, three yards long 50 pairs white and ecru lace curtains full 2 1-2 yards long, reguar 50c va ues, in this sale for......29¢ 50 pairs, 3 1-2 yards ong, curntais, for this sale only, pair ... \$1.25

They wiuld be worth if bought today

5c. Sale price 380



Colored Wash Goods

10c Dress Ginghams, 7 1-2c About 6,000 yards regular 10c Dress Ginghams in all the new

40-inch Awning Stripe in the narrow and wide stripes, all colors....... 9¢

Bed Tickings Good Mattress Tick81¢

President Supenders 35c The original President 50c Suspenders during this sale at... 35¢ One lot genuine President Suspenders.. 25¢

Longcloth 5c Yard wide English Longcloth, 10c quality, in short lengths; for Thurs-

No mail orders. Laces 2 1-2c Several thousand yards Laces, in cluding Shadows, Nets, Torchons, Round Thread Linens, Vals, Lace Bands, etc., qualities worth from

No mail orders.

Lace Curtains 25c

About 500 Lace Curtains, mismated

and slightly soiled, all qualities, to

clean up quick.. ... 25¢

Voiles and Organdies at 10c Perfect 10-20 yard lengths Mercerized Voiles, Organdies and Batistes, qualities worth up to 25c, to go on

No mail orders filled on the

Mohawk Hemstitched Pillow Cases 23¢

Mohawk Pillow Caseg

Wholesale Stock

wash goods to go on Big Bargain Counter, second floor 31e No mail orders. White Bargains 40-inch Mercerized Organdies and Voiles, short lengths of Mercerized Pride of the West Baiste and other Novelty White Goods in perfect short lengths, qualities worth up to

> To Mail Order Customers We will fill all mail orders for goods ordered during this sale with the exception of the items as stated

Best 50c quality full Mercerized

72-inch heavy weight Damask 45e

Damask.....

25c per yard, to go on sale in Rem

nant Department on second floor

when store opens Thursday morn-

in ad. including 5c and 61-2c Dr Goods Specials. Cut Prices on Table Linens 58-inch pure white Table Damask 64-inch Mercerized Table Damasi with blue border ...

White Georgette Crepes, our \$1.50

Metal English Oxford \$1.98

nglish Oxford... \$1.98

Button Oxford.. ... \$1.98

letal Button Oxford ... \$1.98

ather English Oxford \$1.98

eather Blucher Oxford \$1.98

ducher Oxford.....\$1.98

omfort Oxford \$1.98

All Silks at Cut Prices

Mercerized Crochet Cottons, white and colors C. M. C. Crochet Cotton.......... Dexter's Darning Cotton.......

Dexter's Knitting Cotton, per ball.....

Men's and Boys' Underwear

Men's best 50c Athletic quarter sleeve

shirts, in 20 new styles and colorings, Men's New Sport Shirts......39¢ \$1.00 Athletic Union Suits A. 75¢

Less Profit Than Any Store In The Carolinas

variety of styles and all sizes Women's Pumps and Oxfords, worth up to \$3 and \$4: extra special for this sale \$1.69

white and white with red and blue

10c POE MILLS BLEACH 6 1-2c Friday and Saturday morning, 9 to 9:30, we will sell Poe Mills Linen Towels, 38c. 0 dozes pure Linen Damask Towels.