# 7 Days---July 15 to July 22nd

Taking Stock these hot days in July is a hard job and if prices will move them they will go during these 7 days

SALE OPENS 9 O'CLOCK SATURDAY, JULY 15TH.

Store Closed Friday Evening Marking Down Goods for this sale.

Commencing Saturday Morning, July 15th, at 9 o'clock this Big Pre-Inventory Sale will start at all the Efird Chain of Stores, and whatever town you may be in, do not fail to visit our store. Our Pre-Inventory Sales are looked forward to by hundreds of thousands of people throughout the Carolinas as the Great Bargain event of the year,

LADIES' WHITE SKIRTS, 59c.

For this sale we have secured 10 dozen Ladies' White Wash Skirts, these are a regular 98c value, but for this sale they will be sold for the special

## SALE SPECIALS FOR 1c.

1	Dozen	Good	Pearl	Bu	tte	on	S			1
L	adies W	hite	Hems	tite	he	d	H	aı	ndk	er
	chief									1
1	Paper	Pins								1
2	Thimb	les .								1
	Dozen									
2	Balls S	ewin	g Cott	on						1

Shop Early

STORE OPENS SATURDAY MORN

ING AT 9 O'CLOCK AND EACH

MORNING AFTER 8 O'CLOCK.

arl Buttons 1c	4 Put up in 10-yard lengths, best
emstitched Handker-	absorbent quality:
1c	24-Inch width
1c	27-Inch width 78c
1c	27-Inch width
air Pins 1c	3-4 Rubber Sheeting23c
otton 1c	1 Yard square Rubber Sheeting 45c

## J. & P. Coats' to Ladies only 6 SPO

Saturday a

# from 9 until 9:

TES' GOWNS, 19c.

and while they last.

ing, worth 7 1-2c at . . 5c

auze Union Suits, 18c.

Pants with lace knee 18c

PRE-INVENIORY SALE

COMMENCES SATURDAY, LY 15th, 9 O'CLOCK A. M.

Lasts Just 7 Days Until turday Night, July 22nd

This is The Sale Where Eveng is Slaughtered in Price

The Buying Event of Cearr. Don't Miss It

Our Stock Must Be Great duced During These 7 Days

(Second Floor.)

LADIES GOWNS 18c

from 9 until 9:30 o'clock we will sell

Ladies' regular 50c Nainsook Slip

over Gowns, limit two to a customer,

Saturday and Monday morning

## About 500 Lace Curtains mismated and slightly soiled, all qualities, to clean up quick (No mail orders) \$5c LONG CLOTH, 5c.

LACE CURTAINS, 25c.

Yard-wide English Long Cloth, 1 quality in short lengths for Saturday and Monday mornings from 9 untf o'clock, yard (No mail orders) 5c

50c Silk Hose, Black, Navy, Grey,

## WHITE HOSE, 5c. Ladies plain white and black Seamless Hose, 10c values for the first

Palmolive Soap 6c

Palmolive Toilet Soap for the first

three days of this sale, 10c cakes to

Palmolive 5c Vanishing Cream or

Face Powder and 4 cakes of Palmol-

ive Soap every day of the sale, 90c

three mornings of this sale from 9 45-Inch Silk Crepe, 12 1-2c. Pieces 45-inch White Silk and

POE MILL BLEACH 5c

Monday and Wednesday morning

from 9 to 9:30 o'clock we will sell

the Genuine Poe Mill Bleached Do-

mestic to Ladies only, limit 10 yards

Cotton Crepes, quality made to sell at 50c per yard, but slightly imper Men's Percale Dress Shirts and Blue fect, for Saturday morning, 12 1-2c Chambray Work Shirts. Price . . . 190 STRAW HATS, 5c. CREAM WOOL GOODS, 25c. Remnants of Wool Serges. French Serges, Batistes and other Wool

Men's and Boys' Mexican Straw Hats. Safe price One lot Men's \$1 Sailor Straw Hats. Goods, values worth up to 75c per

PARIS GARTERS, 10c.

Saturday and Monday mornings from

WASH SUITS, 25c.

(No mail orders)

## LACES, 2 1-2c.

7 Days---July 15 to July 22nd

In Marking down goods making preparation for this sale we have

forgotten the cost of Merchandise

SALE OPENS 9 O'CLOCK SATURDAY, JULY 15TH.

Store Closed Friday Evening Marking Down Goods for this sale.

Several thousand yards Laces including Shadows, Nets. Torchons, Round Thread Linens, Vals, Lace Bands, etc., qualities worth from Se to 25c per yard, to go on sale Saturday morning at ... Oriental and Net Bands, values worth up to 25c per yard ... (No mail orders filled on the

Voiles and Organdies, 10c. Perfect 10-20-yard lengths Mercerized Voiles, Organdies and Batistes qualities worth up to 25c, to go on sale in Dry Goods Department on

We shall fill all Mail Orders for items from this advertisement with the exception of the specials adver-

tised for certain hours. These items will be impossible to apply on Mail Orders, also include postage on or-ders for 5c and 6 1-2c Goods.

MAIL ORDER CUSTOMERS

# All Ladies Ready to Wear at Pre-Inventory Prices

We have the reputation of carrying nothing in LADIES' READY-TO-WEAR over from one season to an her if prices will move it. In this sale you will find prices that will make Spring Suits look good on a and Shirtwaists at almost your own price,

SILK DRESSES.

hot July day, and Summer Dresses	
SPRING SUITS.	
SPRING SUITS.  One lot of ladies' Spring Suits including Poplins, Shepherd Checks, etc., values up to \$12.50, at \$4.75  Ladies Suits worth up to \$16.50 at	
LADIES WHITE SKIRTS, 59c.	
LADIES WHITE SKIRTS, 59c. For this sale we have secured 10 dozen Ladies White Wash Skirts. These are regular 98c values but for this sale they will be sold for the	**
this sale they will be sold for the	

ial values in Shirt Waists for opening morning of this sale .... Crepe de Chine Waists, \$1.65. Crepe de Chine and heavy China Silk Waists, the regular \$1.98 and \$2.50 \$7.50 Sport Dresses .... Numbers in White and Colors \$1.65

Dresses, values worth up to \$7.50, Blacks, Taffeta and Combination of Taffeta and Georgette Crepe and other fan-

Dresses worth up to \$25 at . . \$12.50 \$5.00 Colored Wash Dresses . . \$3.95

Georgette Crepe and other Novelty Waists worth up to \$3.50 at . . . \$2.65 \$12.50 White Net Dresses ...

MIDDY BLOUSES, 38c. Twilled Middy Blouses, all sizes 8 to 36-Inch all Silk Black Taffeta. . 79c sale at One lot Crepe de Chine and Poplin .38c 36-Inch Peau de Soie .....

Taffeta, Crepe de Chine and Combi- One lot embroidered White Voile \$1.00 Quality all Silk Shirtings, plain Crepe de Chine, colors, Flesh, Rose, Yard-wide Taffeta Silks, Navy Blues, White Voile Dresses worth up t 87.50 Organdy and Voile Dresses to

> One lot Crepe Kimonas worth up to rimmed, worth up to \$1.50 at 95c

CREPE KIMONAS.

CAROLINA GIRL LOW SHOES F

## 5.00 All Silk Kimonas . . . . . . \$3.75

LADIES \$3 PUMPS, \$1.65.

One big rack Ladies Pumps, Colonials and Oxfords in all lasts, but we Pump have only a few pairs of a style, val- Ladies' Dongola Blucher Oxford, low

Pumps and Oxfords, worth up to ette back . adies Nubuck and Sea Island Duck or high heel worth up to \$2.50, at .... Several hundred pairs Efird's Best and blacks, going in this sale \$2.50 edging

and Misses' Pumps and Oxfords, in- white celluloid 

Ventilated Leather Oxfords. Men's Ventilated Leather Sole Ox-Ladies' Ventilated Leather Sole Ox-Leather Sandals for This Hot

Men's Tan Ooze and Gray Work

Weather. Children's Elk Sole Sandals . . . . 49c

Children's Elk Sole Leather San-Children's Leather Sole Sandals, 5 Children's Leather Sole Sandals. 8

Hickory Shirtings, 7 1-2c. Blue and brown stripe Hickory Shirt

The original President 50c Suspend

Shoes at Pre-Inventory Sale Prices

Ladies Dongola 1-strap medium hee Gunmetal Blucher Oxford, low he Gunmetal button high heel ... \$1.98 Vici kid blucher Oxford with low Ladies' high heel Pat. Pump. . \$2.98 Vici kid blucher Oxford with high Ladies and Misses White Canvas Ladies' 1-strap Pat. Pump, Cravin-Gunmetal Pumps, high or low heel Ladies' turn sole patent Pump, low Patent Pumps with high or low heel Peggy Pumps, Oxfords, etc., values Ladies' patent 1-strap low heel Mary .. \$1.18 Jane Pump Gunmetal Colonial Pump with high MEN'S \$3.50 OXFORDS, \$2.50. Ladies' kid pick Pump, medium heel .\$2.98 or low heel . and Efird's Special Oxfords in tans Patent Colonial Pump, with white Patent Colonial Pump with Louis Tan Sandal strap Oxford . . . . \$1.98 Pat. Colt Mary Jane Pump ... \$1.98 One rack, about 500 pairs Ladies Ladies patent Pump trimmed with .\$3.50 Gunmetal Mary Jane Pump . .\$1.98 Ladies' patent Colonial Pump with Gunmetal Kuple Pump ..... \$1.98 50c bronze trimmings Pat. Colt 3-strap Pump ....

> 39c Patent Pump, plain toe, medium heel Blue kid pick Pumps .... \$2.50 Ladies bronze pick Pumps ... \$2.50 ... \$1.25 WHITE OAK SCHOOL SHOES FOR

MEN'S OXFORDS, \$1.65. fords, Gunmetals, Pat. Leathers, etc. Patent Colt Mary Jane, sizes 5 to 8 worth up to \$2.50, at .... .... \$1.65 Efird's Special Oxfords for Men. Gunmetal button or lace at ... \$2.98 81.24 Pat. Colt lace or button .... \$2.98 Patent Colt Mary Jane, sizes 5 to 8 .\$1.49 Tan calf button or lace .....\$2.98 We also have all the above styles Gunmetal English, Plaza toe. . \$2.98

in Gunmetal as well at the same Vici blucher, flexible sole ....\$2.98 Ventilated Oxfords at \$1.95. .000 Pairs Ladies and Misses Sam Children's Leather Elk Sole San- ple Oxfords in all leathers and sizes, Men's \$2.50 Ventilated Leather Oxfords in all sizes. Sale price ... \$1.95 values worth up to \$2.00, to go on one counter in this sale at . . . . 98

WOOL SKIRTS.

About 500 Ladies Parasols, including ing at ...... All-wool Skirts, \$4 values, at \$2.98 price (No mail orders) ..... 39c All-wool Serge Skirts . . . . . . . \$1.95

\$1.00 PARASOLS, 39c.

One table Silks, including plain Suc-18c Amoskeag ACA 25c Ticking 16 2-3c while they last. (No mail orders) 9c

# All Silks at Cut Prices

40-Inch Black Taffeta Silk, Special Heavyweight Navy Blue, Black, Rose short length Silks, including some of

SILK SHIRTINGS, 35c. 32-Inch Silk Shirtings in 25 new patterns and colorings, 50c quality. SILK CREPE DE CHINE, 75c,

BIRDSEYE.

quality in Black only, \$1,50 value to and Cope and other colors in our every kind carried in our store, to . \$1.18 best quality Taffeta Silks go in this go on sale Saturday morning when \$1.10 store opens, per yard .... \$1.50 Georgette Crepe at \$1.25. Chine in Black, White, Pink, Rose, Black and White Georgette Crepes, Colored Taffeta Silks, 79c. .35c \$1.25 and \$1.39 best quality of Silk Dresses, all sizes up to 44, at \$2.95 and Satin Stripes, Stripe Poplin Maise, Helio, Lavender, Pink, Black, Tans, Blacks, Rose, Browns, etc. White, etc. Sale price ......

## Colored Wash Gooods Amoskeag Madras, 81-2c.

\$1.00, all colors ..... 69c 32-In, Amoskeag Bleached Madras Crepe Kimonas with yoke back, silk in all Shirting styles. Price . . 8 1-2c moskeag 32-in Romper Cloth in all plain colors and every color stripe Heavy Silk Hose in Black, Taupe, 10c DRESS GINGHAMS, 7 1-2c. Ginghams, in all the new Plaids, Black Clockings .

100 Doz. Jap Silk Waists in all the About 6,000 yards regular 10c Dress Heavy white Silk Stockings with ble, warranted fast colors at 7 1-2c FOULARDS AND BATISTE, 9c. 5c Mercerized Foulards and colored new patterns. Sale price 40-INCH STRIPE VOILE, 9c. 40-Inch Awning Stripe Voiles in the narrow and wide stripes, colors 9c

25c STRIPE VOILES, 18c.

All the newest patterns and Spor

Stripes in Voiles and Organdies, 250

qualities to go in this sale at . . . 180

Stripes, etc., in every color imagina- 50c Silk Stockings, black and tan onblack, etc. . . . . Batistes, Organdies, Lawns, etc., all Fiber Silk Hose, black and white 25c

Children's white cotton Hose . . . 10c Misses fine ribbed black and white . 12 1-2c Misses' full mercerized black and white fine ribbed Hose ......23c SILK GLOVES.

One big counter of odd pieces of

NEW NECKWEAR.

imperfect, black and white 12 1-2c | Lace and Sport Collars, Cuff Sets,

OUR SILKS ARE THE BEST

k Silk Stockings with Clocking Special quality white cotton Hose 10c Krinkle Dimity Quilts . . 95c 81x90 Seamless full bleached Sheets, 

16-Button long black Silk Gloves, \$1 Kayser's 16-button Silk Gloves 79c A new lot Ladies' Neckwear including everything in the new Organdy, oc Mercerized Lisle Hose, slightly

Crochet Counterpanes, extra worth up to \$1.25 .

42x36 Pillow Cases ... 5 Iollow Pillow Cases. . 12 1-2c 5x36 Pillow Cases, slightly

with mill stains

Utica Mohawk 81x99 extra heavy 72x90 Seamed Sheets .... Tulip 72x90 bleached seamed Sheets Orchard 72x90 heavy weight seam-

Daisy 81x90 seamed Sheets .... 45c

## Spreads, Sheets and Towels at Sale Prices 45-Inch 16c Pillow Tubing 11 1-2c

45-Inch heavyweight seamless Tubing at Soft Barber Towels, per doz. Best 10c Bleached Turkish Towel 7c 15c Guest Towels 12 1-2c Colored border Huck Towel

25c Large Turkish Bath Towels 18c 22x42 Colored border Honeycomb white Towels 25c Linen finish Turkish Huck Tow-50c Pure Linen Towels at ..... 38c 81-Inch Unbleached Seamless Sheet-

Heavyweight Domestic 81-in. brown Sheeting at White Rock Mills 81-inch bleached Sheeting, 30c quality ..... 22 1-2c

## 9 to 9:30 we will sell the genuine Paris Garters to men only, per pair,

**\$1 AMERICA ALARM CLOCKS 39c** 

Thursday Morning from 9:30 to 10

o'clock we will sell the best \$1 Alarm

Clocks every one guaranteed, at 39c

(None Sold to Children.)

10 Dozen Boys' Gingham and Percale Wash Suits. Sale price ... 25 bove Laces.)

First Floor, per yard . . . . . .

3,000 Yards Embroideries and Insertions, slightly soiled, qualities worth up to 18c per yard, to go on sale Sat-LINEN TOWELS, 38c. 50 Doz. of pure Linen Damask Towels. They would be worth if bought

today, 75c. Sale price .... ... 38c The genuine Boston and Ivory Garters, every day of this sale .... 18c

WHITE POPLIN AT 12 1-2c. 36-In. White Poplins. Price 12 1-2c

## Clothing and Furnishing Goods at Sale Prices

Genuine Panama Hats in all newest, best styles, worth up to \$4, One lot Men's Panama Hats at \$1.95 to go at . Men's and Boys' Panama and Saflor

Men's Sailor Straw Hats Men's \$1.50 Sailor Straw Hats in all \$10.00 Worsted Suits . the newest styles of straw at . . . . 90c Men's Sailor Straw Hats, worth to \$2.00, at . Boys' Sailor Straw Hats Boys' Soft Straw Hats Men's \$1.50 Featherweight

## For this sale we will sell Men's All Men's 50c Neckwear ... Palm Beach Pants, a regular \$2.50 | 25c Neckwear .....

weight \$1.00 Overalls with coats to

One big counter Men's \$10.00 and \$12.50 Suits, some of all materials and sizes at WORK PANTS.

Men's Khaki Work Pants with belt 45c | Pin Check Work Pants Straw | Heavyweight Khaki Pants Work Pants worth up to \$1.2

# Boys' Suits worth up to \$2.50 \$1.65 Boys' Suits worth up to \$5 at \$3.75

PALM BEACH SUITS. Men's Panama Suits at .... Genuine Palm Beach Suits worth up o \$7.50, in light and dark colors MEN'S DRESS PANTS.

Several hundred pairs Men's Dress Pants, values worth up to \$2.50, to Blue Serge and fancy Worsted Pants to go at Men's \$4.00 Pants Finest quality. Blue Serge and other fancy Worsted Pants .... \$2.98

FOR THE ABOVE DAYS WE

3x4 1-2 feet, 98c special ..... 79c 3x6 feet, \$1.30 special 4 1-2x6 ft., \$1.95 special .... \$1.69 9x10 1-2 ft., \$10 special .... \$7.98 9x12 feet, \$11, special ..... \$8.95

With every Rug over \$1.00 we will give FREE OF CHARGE one small art Rug, size 18x18 inches, suitable for putting under Jardiners or Water Coolers or anywhere a waterproof cover is wanted.



# **Corset Specials**

For this sale we will make special prices on the Famous R. G. and C. B.

\$1.25 Quality at ...... 980 \$1.00 Quality at .... 790 \$2.50 Quality at ..... \$1.98 \$3.50 Quality at ..... \$2.95 With every Corset sold durinig this sale over \$1.48 we will give

FREE OF CHARGE one 25c Corset

Yard wide Percales, English Long Cloths, Nainsooks, Voiles, Batistes, Organdies, Dry Goods and enormous other odds and ends of White and Colored Wash Goods (Second Floor, no mail orders) .... 61-2c WHITE DIMITY, 5c. Several thousand yards White Check

6 1-2c COUNTER.

loods, per yard ..... 5c SUMMER CURTAIN MATERIALS. 10c White and Ecru Curtain Etamne with colored borders ..... 5c 12 1-2c Plain White and Ecru Etamine ...... 10c 15c White Etamines and Voiles 11c 25c White Marquisittes and Voiles ut ...... 16c Cut Prices on Table Linens.

8-In, pure white Table Damask 18c

Best 50c quality full mercerized Da-

64-In. Mercerized Table Damask with blue border ..... 29c

and Stripe Dimities, 40-inch Lawns,

remnants of other kind of White

Mercerized Crochet

skeins for ..... COLORED CREP Best fast color Apron C Flowered Crepes in all patterns, per yard .... Pretty quality colored dots, etc., per yard .

Dexter's Darning Cotto

Star Brand Crochet Co.

D. M. C. Embroidery

Dexter's Knitting Co



# WHITE GOODS

45-IN, EMBROIDERY, 25c. 45-Inch Embroidery Flouncing, all

WHITE SKIRT GOODS. Cannon soft finish Skirting . . 12 1-2c 36-In, Irish Linen finish Skirting 11c 5c Honeycomb Skirting .... White Beach Cloth ..... 32-In, white Romper Cloth . . 12 1-2c

Dimities, Swisses, Piques, etc., durng this sale. EMBROIDERED VOILES. 36-Inch Embroidered Voiles, White

Ladies Handkerchiefs, 1c.

legular 10c Handkerchiefs including pure linen, emrhoidered corners, \$1.00 CORDUROY, 49c.

Wide Wale White, Rose, Cope, Wash ble Corduroys, \$1.00 qualities dur-

assorted patterns, worth up to 50c 40-in. Very sheer Organdies 12 1-2c odd lots in Lion Brand and other The Little One Rompers and Blousper yard, Special while it lasts. . 25c

Best Twilled White Galatea at 12 1-2 36-Inch Tan Motor Linen, 25c quali-

ground with White, Light Blue, Rose Pink, Helio and Lavender embroidwork, regular 59c quality, at 32c

Ladies White Hemstitched Handker-One lot Ladies regular 5c Handkerhiefs, emrboidered corners, plain white, hemstitched, etc. ... 2 1-2c

ing when store opens and everyboo

quality, at ..... 40-Inch Marquisette Voiles . 5c 40-Inch Organdies ... 39c Linen Cambric .35c Men's Belmar fine quality Cambric

Beautiful quality Mercerized Seed and knee Drawers to match . . . 25c 25c sleeve fine or broad check with knee Pique Stripe Voiles ..... Shadow Check Voiles Mercerized Novelty Waisting . . . 150 10-Inch full mercerized Batiste, Men's 50c Athletic Union Suits 39c 25c quality .

10-Inch Mercerized Linaire . . 12 1-2c

MEN'S HANDKERCHIEFS, 2c. Men's white hemstitched Handker- Men's new Sport Shirts . . . . chiefs Saturday and Monday mornings from 9:30 to 10 o'clock ... Men's colored border Handkerchief 10c White Handkerchiefs ... Genuine President White stitched Handkerchiefs ..... 7 1-2c We will have extra salespeople and check girls on duty Saturday morn-

1.50 Fine quality Ratine Skirts, big pockets, pearl buttons, trimmed, etc.

will be waited on promptly.

25c Quality Mercerized Voiles 12 1-2 Fine negligee dress Shirts, including

Cambric Muslin, full size night Shirts . . . 48c Galatea wash Suits . 45c Fruit of the Loom Night Shirts 79c Special value in white wash Suits 95c 69c Boys' one-piece check Pajamas. . 48c

Sc Drawers to match .... .... 37 1-2c Boys' Atlethic Union Suits . . . . 250 \$1.00 Athletic Union Suits .... 75c NEGLIGEE SHIRTS, 45c. same size and dimensions as Dollar at shirts in 20 new styles and colorings

BLEACHED MUSLINS. 3-Inch Embroidered Cloth .. 8 1-2c In. Bleached Cambric 6-In. genuine Cannon Cloth 12 1-2c lish Long Cloth .....

PAJAMA CHECKS, 6 1-2c. 

# Lot Boys' 2-piece Wash Suits 25c

ion Brand \$1.50 Nos., but have only a few sizes of a number, and othregular \$1.50 Shirts in the finest quality Cambrics, Percales, Pongees, etc., a great value at .... 98c

One lot Men's and Boys' blue work Shirts, all sizes . . Long John and other regular Work Shirts . Men's laundered negligee Shirts the Solid blue and Khaki Work Shirts SPORT SHIRTS, 39c.

> .. 45c Men's and Boys' Sport Shirts in all the new loud patterns, best 50c Nos. Fine quality English Long Cloth, not not be disappointed. the thin starchy quality. (12-yard

12-Yard bolt very soft quality Eng-Woven Sea Island Tissue or Voile in Beautiful soft quality Long Cloth 

neavyweight Khaki Pants 48c Pins ..... 5c

Children's Hemstitched and embroid

Lace and embroidered 50c Nainsook

Ladies Quiterite Palm Beach Suit

Shirts and Underwear Prices Cut Deep on Muslin Underwear

Children's regular 10c tucked Draw-

## neat trimmings, Special ..... 79c LADIES DRAWERS.

Ladies Circular Lace trimmed Nain-Drawers, open or closed ..... 25c

duesine Teddies at ..... 98c

## edition of The Gazette, so come ex-Ladies' Nickel Handkerchiefs. . 5

No. 2000 Finest count Nainsook fin-ish Long Cloth, 18c quality 12.1-2c All colors in Pearl Buttons, 1 dozen White and colored Featherstitching

Pepper and Salt Shakers full of Han

pecting Great Bargains and you will go at ..... 79c ity Ginghams and Percale Dresses, Card quarter size Pearl Buttons 5c fast colors, all sizes 2 to 14. One

# 39c Children's knit Bodies with two rows Gowns, made of fine soft Nainsook.

## sook Drawers, opened or closed 25c this lot you will find several of sizes 2 to 14 ..... 25c Neat embroidered trimmed muslin

## Mercerized Nainsook lace trimmed White, pink, and blue Batiste and

White and colored Longerel Braid, are slightly soiled. These will be sold at the very special price of 79c