

EFIRD'S ANNUAL CHAIN SALE

Beginning Friday May 30th and Continuing All The Month of June

STORE CLOSED ALL DAY THURSDAY

See Our Eight Page EFIRD CHAIN SALE Bulletin Out TODAY

With More Than A Thousand Prices For This Sale

SILK DRESSES

One big lot at only four prices—Real bargains to thrifty buyers.

- Ladies' Silk Dresses \$12.00 values **\$7.98**
- Ladies' Silk Dresses \$17.50 value **\$11.75**
- Ladies' Silk Dresses \$24.00 value **\$16.75**
- Ladies' Silk Dresses \$35.00 value **\$21.75**

VOILE DRESSES

Ladies' beautiful quality Voile Dresses, white as well as the new Spring shades, well made, beautiful styles, \$6.00 values. Sale Price **\$2.95**

LINEN DRESSES

Pure Irish Linen Dresses and French Voile Dresses, whites and every color that is good this season, including shades, hand-embroidered. One of our strong sale items **\$4.65**

Ladies' Buster Brown Silk Stockings, 85c

Ladies' Buster Brown silk hosiery, seamed back, in all the newest colors, as well as black; all values worth up to \$1.25; Sale Price **85c**

Ladies' Buster Brown, 38c

All colors in ladies' seamed back Buster Brown fibre silk hose, 65c values. Sale Price **38c**

LADIES SEAMED BLACK HOSE, 10c

1900 dozen in this lot of ladies' 25c fashioned seam black cotton hose **10c**

LADIES' \$2 FULL FASHIONED SILK HOSE

A real high-grade full fashioned pure thread silk stocking in all the newest colors, as well as black, \$2.00 value **\$1.45**

LADIES' \$1.50 HOSE \$1.10

Knox Knit best thread silk Hose for ladies, in all the newest colors, \$1.50 value **\$1.10**

AT 85c A PAIR

Knox Knit Ladies' \$1.25 Silk Hose, new colors. Sale price **85c**

IMPORTED GRASS RUGS TO GO ON SALE FRIDAY MORNING

- Size 9 x 12 Grass Rug **\$4.95**
- Size 8 x 10 Grass Rug **\$3.95**
- Size 6 x 9 Grass Rug **\$2.75**
- Size 3 x 6 Grass Rug **.85**

WORK SHIRTS

Note these values in Work Shirts extra full cut; 75c Work Shirt **55c**

- Long John Work Shirts **65c**
- Big Yank Work Shirt, extra full cut **85c**
- M. W. S. \$1.50 Work Shirts **85c**
- Men's genuine Blue Chambray Work Shirts **39c**

Men's and young men's Palm Beach Suits, all this season's newest patterns, light and dark colors, stripes, checks, plaids, etc., well tailored, \$15 values, sale price **\$9.85**

MEN'S TROPICAL WORSTED SUITS

Men's and young men's tropical worsted Suits in only newest patterns out this season, well made, by high grade tailors values up to \$22.50 **\$15.85**

SERGE SUITS

Men's and young men's well tailored, very fine quality blue Serge Suits a real sale value **\$16.45**

MONROE CLOTHES

Men's and young men's Monroe Suits in the newest patterns, special for this sale **\$21.75**

ALUMINUM WARE

Pure Aluminum Ware worth 75c a piece Chain Sale Price **48c**

PEPPERELL SHEETS

- Pepperell 81x90 Bleached Sheets Sale Price **\$1.29**
- Pepperell 63x90 Bleached Sheets Sale Price **\$1.19**
- 42x36 Pepperell Pillow Cases **29c**

OTHER SHEETS AND PILLOW CASES

Every sheet and Pillow Case in our entire stock have been reduced for this sale. Buy your Summer supply now.

FATHER GEORGE SHEETING 12c

Genuine Father George yard-wide Sheeting. Sale price **12c**

TABLE DAMASK

- 58-inch Pure White Table Damask, per yard **44c**
- 64-inch highly Mercerized Damask, 85c quality **55c**

81 INCH SHEETING

31-inch Seamless Brown Sheeting 50c quality **38c**

DOUBLE BED SHEETING

Full two-yard wide seamless Brown Sheeting. Sale price **25c**

81x90 SHEETS

81x90 seamless Bed Sheets, as long as they last, sale price **98c**

40 INCH SHEETING—7 1-2c

40-inch smooth sheeting Sale Price **7½c**

TABLE NAPKINS

- 18x18 full Mercerized Table Napkins, per dozen **\$1.10**
- 22x22 best quality Mercerized Napkins per dozen **\$2.00**

COLORED DRESS LINENS

36-inch shrunk Dress Linens, all colors. Sale Price **74c**

GINGHAMS 5c

Friday morning when the store opens, we will sell one big table of fast color Apron Gingham. (No mail orders) Per yard **5c**

40 INCH SHEETING 5c

Friday morning to the first 50 Ladies we will sell 10 yards of 40 inch Smooth Sheeting per yard **5c**

LONG CLOTH, 10c

No. 350, 36-inch Long Cloth Friday, and while it lasts during the sale **10c**

OTHER LONG CLOTH PRICES

- Quality No. 400, 36 inch Long Cloth **12c**
- Quality No. 1500, 36 inch Long Cloth **16c**
- Quality No. 2000, 36 inch Long Cloth **22c**

FRUIT OF THE LOOM

36 inch genuine Fruit of Loom domestic, sale price **18c**

OUR LARGEST PURCHASE OF GINGHAMS

Places us in a position to make the following prices during this sale:

ROMPER CLOTH, 22c

Amoskag knicker and other well-known romper cloth **22c**

CHECK GINGHAMS \$ 1-2

27-inch fast colored apron gingham full length **8½c**

BIRDSEYE DIAPER CLOTH

Best absorbent quality in both the yard goods and hemmed squares. Guaranteed first quality.

- 24 inch, 10 yards to the bolt **\$1.69**
- 27 inch 10 yards to the bolt **\$1.89**
- 30 inch 10 yards to the bolt **\$1.99**

ANDERSON GINGHAMS, 17c

Wm. Anderson's "Ivanhoe," a gingham known by every woman. Efird's Sale Price **25c**

DRESS GINGHAMS, 17c

32-inch very fine quality Dress Gingham, values worth up to 28c per yard. Sale Price **17c**

32 INCH DRESS GINGHAM 12 1-2c

A very good quality 32-inch Dress Gingham in new checks and plaids, in all the newest colorings, 20c value **12½c**

BIRDSEYE DIAPER CLOTH—HEMMED SQUARES

- 24x21, cut and hemmed, per dozen **\$1.59**
- 27x27, cut and hemmed, per dozen **\$1.69**
- 30x30, cut and hemmed, per dozen **\$2.19**

CHAMBRAY

27-inch blue chambray for dresses, blouses shirts, etc. **10c**

DRESS GINGHAM, 21c

32-inch best qualities of Dress Gingham, made to retail up to 35c, per yard **21c**

SPINDALE GINGHAM

One of the finest qualities, made in the United States, Gingham the South is proud of, 50c value **34c**

DRESS GINGHAM, 40c

Several thousand yards dress gingham in all the new Spring and Summer checks **10c**

BOYS' AND GIRLS' SHOES

Children's lace bal play shoes in sizes 5 to 8 and 11-12 to 2, values up to \$1.50, at opening sale special Friday and Saturday, and while they last **90c**

E. C. SKUFFERS

Low shoes for boys and girls, 6 to 11 cut-out and play shoes **\$1.85**

PATENT LOW SHOES

Ladies and Misses cut-outs and sandals, flexible soles, low heels, a dress style **\$2.98**

WOODBURY PUMPS

Ladies' one-strap flexible sole Woodbury pumps **\$1.98**

SCOUT SHOES

Men's and boys' Elk Scout shoes special sale price **\$1.85**

MEN'S OXFORDS, \$3.98

One table men's low shoes, all this season's styles, a great value at **\$2.85**

OXFORDS \$3.98

Men's Pullman Oxfords, bal and blucher, a genuine welt at **\$3.98**

PONGEE SILK

Imported all-silk Jap pongee. Every day of this sale, special **75c**

BLACK TAFFETA

Yard-wide black taffeta silk, a leading special at **98c**

EFIRD'S DEPARTMENT STORES