

# ANNOUNCING A BIG ANNIVERSARY SALE at EFIRD'S

A SALE COMMEMORATING THE SIXTH ANNIVERSARY OF THE ESTABLISHMENT OF EFIRD'S IN SHELBY.

We Are Planning to Celebrate Our Sixth Birthday With the Biggest Price Cut in History of Local Store.

--- SALE OPENS FRIDAY, APRIL 16TH ---

--- READ THIS PAGE ---

## SPECIAL FOR FRIDAY MORNING

The Opening Day — Sale hour 10 to 11 o'clock only — Genuine \$1.00 value in Ladies' Hose — **49 CENTS**

## FOR WOMEN

We are featuring good values in every department of the store for this anniversary sale—you will find bargains on every shelf and counter—but we are calling especial attention to the big cuts in Ready-To-Wear garments, both for women and men.

### Smartest Versions Of NEWEST SPRING COATS AND DRESSES

—\$14.50 COATS—

Colors: Tans, Greens, Gray, mixed flannels, Rose, Green, Satin Lined, complete line of sizes \$14.50

#### —DRESSES—

In Canton Crepes, Chiffons, Flat Crepes, in all the new leading shades, remarkable value, any size — \$14.50

—\$23.95 COATS—

Colors: Tan, Gray, Rose, Green, Suede, Tweed Sports, plain or Fur Trimmed, extra special value \$23.95

—\$12.75 COATS—

Colors: Orange, Tan, Brocaded Valoria Tweeds, Sports, mixtures, Gray, Tan, Rose and Greens. In all sizes. Special value \$12.75

Values up to \$18.00

—\$9.50 DRESSES—

In Taffetas, Satin Back Crepes, Georgettes, Canton Crepes, Romain Crepes, Trimmed, very pretty, all the Spring shades \$9.50

#### —DRESSES—

Lovely variety of wonderful Dresses in attractive shades, real values \$3.75

—\$19.50 DRESSES—

In Romaine Crepe, Crepe de Chines, Satin Back Crepes, lovely Spring colors, ideal quality.

—\$23.95 DRESSES—

In Flat Crepes, Canton Crepes, Romain, all the new shades, ideal value \$23.95

—\$6.95 AND \$7.95 DRESSES—

In Flat Crepe, Crepe de Chine, Georgettes, Satin Back Crepes, in all the new shades, all sizes \$6.95, \$7.95

### —CHILDREN'S NEW DRESSES—

In solid colors, prints and stripes, 2 to 14 years \$1.24 to \$2.48

### CHILDREN'S SCHOOL DRESSES

In good quality of Ginghams, sizes up to 14 95c

### ENGLISH BROADCLOTH DRESSES

One rack of genuine Broadcloth Dresses, all the latest styles, stripes and solid colors. At real values, this sale \$1.98 & \$2.98

### —BLOOMERS—

Safeen, Satin Stripes, Cotton Jerseys, in White and Colors 59c to 85c

### —LADIES' PRINCESS SLIPS—

All colors and sizes 95c

### —MUSLIN GOWNS—

Sizes up to 20, extra values, White and Flesh 95c

### —\$5.00 COSTUME SLIPS—

In all the new bright colors and white. Special at \$3.95

### —DARK SILK COSTUME SLIP—

Special purchase, the most wonderful values we have ever offered, mostly dark colors \$1.93 & \$2.95

### —\$9.50 COATS—

In Tweed, Tan, Black and White mixed Tweeds, Whip Cords, Poi. et Twills. Colors: Tan, Henna, Gray and Sports mixture. Any size \$9.50 Values Up To \$15.00.

### —\$5.95 COATS—

One lot Ladies' Coats, all sizes and colors, specially priced for this sale \$5.95

## THE NEW SPRING SILKS

### —SILK FONGEE—

Imported all Silk Jap Pongee, at 58c

### —COLORED PONGEE—

Heavy quality all Silk colored Pongee, in all the new desirable shades, \$1.50 value, at \$1.18

### —CREPE DE CHINE—

40-Inch all Silk Crepe de Chine in new Spring colors at \$1.48

### —FLAT CREPE—

40-Inch Flat Crepe in new Spring colors, at \$1.95

### —PRINTED CREPES—

35-In. printed Silk and Cotton Crepes, \$1.00 values, at 79c

### —DRESS LINEN 38c—

Imported Dress Linen, in the new Spring colors, full shrunk, worth about double. Efird's sale price 38c

## COTTON PIECE GOODS

### —PRINTED SATEEN—

36-Inch printed Sateen and fancy novelty patterns, at 29c

### —TURKISH TOWELS—

Special sale of regular 25c Turkish Bath Towels, at 18c  
50c Turkish Towels, heavy weight and good sizes, at 35c  
Huck Towels, values up to 25c, special at 15c

### —FINE SHEETING—

XX 33-Inch Sea Island Sheeting 10c  
Father George Sea Island Sheeting, at 12 1/2c

### —SERPENTINE CREPE—

Serpentine Crepe in all the new Spring patterns, sale price 25c

## A WORD TO THE PUBLIC

I am taking this opportunity—the occasion of the sixth anniversary of the establishment of EFIRD'S in SHELBY—to express to our customers the sincere appreciation I feel personally, which is shared by the firm managers, of the patronage and good will which has been extended us since we became identified with the city.

The relationship between the local buying public and the store has been uniformly cordial and agreeable. And while we have done our utmost to promote this feeling of confidence and cordiality, no effort of ours could have been effectual unless we had been met by a like spirit on the part of our patrons.

It is this spirit of co-operation and helpfulness and confidence which we appreciate, and which we shall do our utmost to return, and to knit the store into even closer relationship with the local patronage by square and upright dealing and as nearly one hundred per cent service as we can render.

In commemoration of our sixth birthday we are putting on a sale embracing some genuine bargains in merchandise. The sale is in line with the EFIRD policy of genuine value with small margin of profit.

G. W. NEELY,  
Manager.

### OCTAGON SOAP—

At **3 1/2c**

### OCTAGON SOAP—

Large Size Cakes

**6c**

### Three Cakes TOILET SOAP

**10c**

### Genuine PALMOLIVE SOAP

**7c**

One Box 12 Package

### KOTEX

**39c**

## Complete Line Of New SPRING FOOTWEAR

### At Sale Prices

Ladies' Blond Kid Pumps, Spanish heel, neatly trimmed at \$4.95

Ladies' Patent Pump, one strap, Spanish heel, trimmed in gold \$4.95

Ladies' low heel one strap dress pump, neatly trimmed in blond at \$3.95

Complete line of latest styles in blond kid, high or low at \$4.95 to \$5.95

Complete line of Misses' and Children's Spring Footwear. Prices range from 98c to \$2.95

One table of Children's miscellaneous Shoes and Oxfords, at 85c

One lot of Ladies' Strap Pumps, patents and tan; values up to \$4.00; all sizes at \$1.95

One miscellaneous table of Ladies' low Shoes valued up to \$5.00; to clean up at \$2.95

## SILK HOSIERY

Efird's Chain Department Stores are Among the Largest Distributors of Hosiery in the Carolinas. Quality and Colors to Match the Novelty Shoes and Prices to Suit the Purse. Extra value Nebel Silk Hose in black, white and colors. "Full Fashioned" at \$1.65

Full Fashioned 20-inch Boot Silk Hose \$1.18

Pure Thread Silk Hose in all the new shades. A real value at \$1.35

Full range of colors in Fashioned Seam Silk Hose. Worth \$1.00. Special, pair 85c

Buster Brown Fibre Silk Hose. Sale price 45c

## —CHILDREN'S HOSIERY—

Infant's all silk hosiery in white and colors at 45c

Children's cutie fancy top socks at 22c

Misses 3-4 novelty top hose at 44c

Boys' 3-4 Sport Hose at 44c

## —PRINTED PONGEE—

Printed Pongee in English patterns, very fine quality for Wash Dresses, at 44c

## —LONGCLOTH—

No. 350 English Broadcloth at 10c

Quality 1400 English Longcloth 14c

No. 2000 25c Quality English Longcloth, at 19c

Quality 3000, finest construction Longcloth, at 25c

## —PAJAMA CHECKS, 10c—

Yard wide Bleached Japama Checks, at 10c

## —HOPE BLEACH—

Yard-wide Hope Bleach, 25c values, at 18c

Barker Mill and Fruit of the Loom Bleach, at 22c

Lawnsdale Nainsook, at 29c

Lawnsdale Cambric, at 29c

## —DIMITY CHECKS AT 10c—

Sheer quality White Dimity Checks, Sale price 10c

## —KING PHILIP NAINSOOK—

King Philip Nainsook Batiste, put up in 10-yard packages at special prices during this sale.

## SPECIAL FOR SATURDAY DAY

The second day of the sale —while the supply lasts— One big table of good quality Apron Gingham **5 CENTS A YARD**

## FOR MEN

### Men's and Boys' Spring SUITS

Men's new Spring 2-pant suits in just the right colors and materials at \$16.50

Men's new Spring Suits, worth up to \$25.00, in just the things you will look right in at \$18.50

Men's new Spring Suits with two pairs of pants. Why pay \$35.00 when our price is only \$23.50

Our extra high grade Men's Suits with two pairs of pants. Just as nobby as you could expect at \$27.50

### —BOYS' NEW SPRING SUITS—

We have a complete line of little men's suits, with one long and one short pair of pants. All the newest colors and styles, age 4 to 18 years. Prices to suit every purse. Sale price \$4.98 to \$9.48

Boys' short pant suits. Special sale price \$3.95 and \$4.95

Big assortment of boys' long pants. Prices range from \$1.65 to \$1.98

### Men's New SPRING OXFORDS

One miscellaneous table of Oxfords; all good styles, values up to \$6.50. To clean up during this sale at \$3.45

Men's Light Tan Oxfords at \$3.95

Men's Calf Skin, Light Tan, Wide Toe Oxfords, special during sale at \$4.95

### —MEN'S WORK SHOES \$1.95—

Men's Scout Shoes. A real good strong and serviceable Shoe for rough wear. Price \$1.95

### —BOYS' OXFORDS—

Light Tan Oxfords for Boys in all sizes from 2 1/2 to 5 1/2. Guaranteed solid leather at \$2.95

### —MEN'S SOX—

Men's fancy Rayon Silk Socks, special 33c

Our regular 65c Silk Socks in fancy or solid colors 45c

### MEN'S DRESS SHIRTS

Men's Dress Shirts at 95c

Men's fancy stripe Broadcloth Dress Shirts with collar attached, \$2.00 value at \$1.65

### —WORK SHIRTS—

Men's Amoskeag Work Shirts in heavy blue chambray at 69c

M. W. S. Work Shirts at 85c

Boys' Blue Chambray Work Shirts at 44c