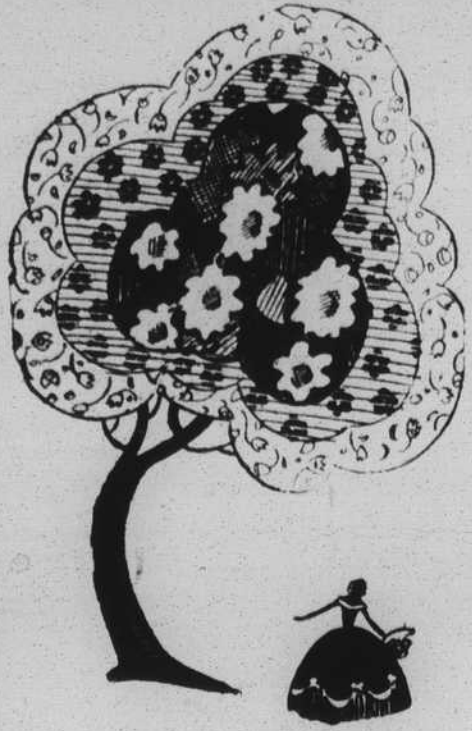


EFIRD'S GREATER ANNUAL CHAIN SALE

THE SOUTH'S GREATEST MERCHANDISING EVENT

Beginning Friday Morning, May 31, at 9 o'Clock. Be On Time for the Opening!



SILKS--ALL

Specially Priced

- \$2.00 PRINTED FLAT CREPES \$1.00**
Special for opening hour Friday morning, we will sell one lot remnants of printed crepe de chins and flat crepes, values up to \$2.00 per yard. See our window display, while they last. Sale price \$1.00
- HEAVY WEIGHT FLAT CREPE, \$1.65**
39" heavy weight all silk flat crepe in white and all the season's newest shades, worth up to \$2.25 per yard. Sale price \$1.65
- PRINTED CREPES, \$1.39**
40" inch all silk printed flat crepes and crepe de chins, the season's newest patterns, originally sold up to \$2.00 per yard. Chain Sale price \$1.39
- MALLINSON'S SILK PRINTS**
Mallinson's printed georgette, exclusive patterns, beautiful combinations, all colors, originally priced up to \$3.50 per yard. Chain Sale price \$1.84
- OILCLOTH 18c**
A good quality table oilcloth, sale price 18c
- SOLID COLOR VOILES 5c**
Friday morning, opening hour, we will sell one lot solid color voiles, mostly dark colors, per yard 5c

LOOK AT THESE SPECIALS!

- Tennis shoes for ladies', misses', children, boys and men at 69c
They can't last long.
- Thrift guaranteed colored Alarm Clocks, Sale price 79c
- I. & P. Coats' spool cotton, per spool 3c
- Thrift \$1.00 nickel finish Alarm Clocks 68c
- Esmond bay crib blankets 44c
- Esmond 30x40 \$1.00 fancy crib blankets 79c

TOILET GOODS SPECIALS!

- 10c Lana Oil Buttermilk Soap, per cake 3c
- Mavis Talcum Powder, per can 8c
- Mavis 50c Face Powder 25c
- 10c Tooth Brushes 5c
- Keep Klean 25c Tooth Brushes, individual box 10c
- All Bright 50c Tooth Brush in individual box 25c



Frocks that are New

- One lot ladies' printed crepe dresses, special for opening sale, priced at \$3.85
- One special lot flat crepe and printed crepe de chine dresses, Chain Sale price \$4.35
- Printed crepe, georgette and flat crepe dresses, sports and ensembles \$6.85
- A great value in beautiful dresses, flat crepes prints, etc. Sale price \$7.95

NEW PRINTS

- Ladies' new printed rayons and rayon tafeta dresses, sale price \$2.79

SILK DRESSES AT \$10

- One special rack silk dresses including all this season's better dresses, value up to \$15.00. Sale price \$10



HAPPY HOME DRESSES

- New hipment Happy Home street dresses, made of beautiful printed materials, styles and values up to \$2.00, sale price 94c

WASH DRESSES

- In prints and solid colors, featuring the most attractive of Summer styles. At 68c

SPECIALS FOR FRIDAY MORNING

- AT 9:00 A. M. Bargain table featuring 39 inch sheeting, remnants of dress gingham and other specials at, yard 5c
- Yard wide percale in assorted colors at, yard 10c
- For the opening hour a special table of fine yard wide percale, fine quality longcloth white and colored pajama checks, and other piece goods. Greatest values at, yard 10c

LINEN VALUES

BEDSPREADS

- Double bed colored stripe spreads 79c

RAYON SPREADS

- 81x105 Rayon Spreads, \$4.50 value. Chain Sale price \$2.39

RIPPLETTE DIMITY SPREADS, FIRST QUALITY

- 68x90 1.18
- 81x90 1.59
- 72x90 1.39

TABLE NAPKINS

- 20x20 Mercerized Table Napkins 10c
- 20x20 Rosemary's best quality Napkins 22c

ALL LINEN

- All linen hemstitched tea napkins, six for 75c
- 85x85 all linen tea and card table hemstitched covers 95c

SHEETS, WIDE SHEETING AND PILLOW CASES

- 81x90 seamless bleached sheets, Sale price 79c
- 81x90 Allendale \$1.50 seamless sheets, price \$1.00
- 42x36 Allendale cases 22c

PILLOW CASES, 15c

- One lot 42x36 Pillow cases 15c

NATIONALLY KNOWN SHEETS AND CASES

- 81x90 seamless nationally known sheets, which we are not allowed to use the name, at the special price sold in the Efird Chain Sale at \$1.25
- 68x90, same as the above \$1.10
- 81x90 \$1.39
- 42x36 Pillow Cases 33c

9-4 SHEETING, 22c

- 81-inch seamless brown sheeting, yard 22c
- 9-4 heavy seamless brown sheeting, yard 25c

PEPPERELL 9-4 SHEETING

- Pepperell 81-inch seamless brown sheeting, Sale price 38c

CURTAINS, MARQUISSETTE AND SCRIMS AT ABOUT HALF PRICE

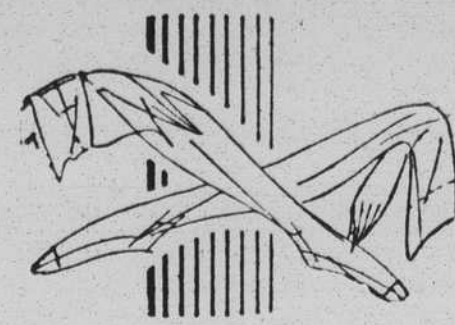
- Plaid Scrim Curtains, per pair 35c
- Regular \$1.25 fine marquisette curtains, per pair 79c

CANNON TOWELS

- Small face towels 4c
- Special lot huck towels 8c
- Turkish towels 8c
- Extra size turkish towels 18c

LADIES' FINE HANDKERCHIEFS

- Pure White Embroidered Handkerchiefs 2 1/2c
- Ladies' fine sheer rolled edge Handkerchiefs 5c
- Ladies' hand rolled edge, sheer, pure linen Handkerchiefs 10c
- Ladies' novelty sheer imported Handkerchiefs 10c



SILK HOSE

POINTED HEEL HOSE, \$1.00

- Pure thread silk pointed heel silk hose, slightly mill irregulars, sale price \$1

SILK HOSIERY, \$1.35

- Hudson's Peak Heel and other all over silk high grade silk hose in all the light shades. Sale price \$1.35

\$1.65 HOSE AT \$1.15

- One special lot of all over silk pointed heel hose in the season's best colors, values up to \$1.85, sale price \$1.15

50c RAYON HOSE, 10c

- One case ladies' all over rayon hose in light shades, Peak Heel, slightly mill damaged, while they last 10c

- Ladies' Rayon Bloomers 44c

- Children's beautiful printed rayon and other novelty dresses, Sizes 2 to 6 95c



Men's Fine Shirts

MEN'S TROY MADE \$2 DRESS SHIRTS, 95c

- These shirts are made of best quality shirtings, cut over full patterns, 7 pearl buttons, tailored in every way for a \$2.00 shirt. Sale price 95c

JOB LOT MEN'S DRESS SHIRTS

- One special lot factory damaged dress shirts, values up to \$1.00. Sale price while they last 55c

MEN'S PANTS

- A special purchase of entire factory loft of men's pants, regular stock, jobs, samples, etc., one special lot, Chain Sale price \$1.95
- One lot men's pants, values up to \$4.50, sale price \$2.95

MEN'S AND BOYS' OVERALLS

- Boys' full cut blue denim overalls 65c
- Men's \$1.25 Blue Devil Overalls 89c



LADIES' LOW SHOES 95c

- Ladies' patent low shoes, straps, pumps, etc., shoes worth double the price, while they last 95c

TENNIS SHOES, 69c

- Men's Tennis Shoes, opening sale special 69c
- Boys' Tennis Shoes, extra special sale price 69c
- Misses' neatly trimmed tennis shoes 69c

MEN'S FACTORY DAMAGED SOX

- One lot men's factory damaged novelty socks, otherwise a regular 25c and 35c value, Opening Sale, priced per pair 5c



Men's & Boys' Suits

MEN'S NEW GENUINE PALM BEACH SUITS

- New shipment men's genuine Palm Beach suits, season's best patterns, Sale price \$10.95
- Extra pants \$3.95



BOYS' NEW SPRING SUITS

- With every suit goes a watch free, a guaranteed timepiece at \$3.95 \$4.95 \$6.95 and \$8.95

BOYS' WASH SUITS

- One special purchase of boys' wash suits, including linens, crashes, novelty makes, etc. values up to \$1, sale price 59c
- \$1.50 wash suits 95c

EFIRD'S DEPARTMENT STORE

SHELBY, N. C.

SEE FOUR PAGE EDITION OUT TODAY