

Men's All Wool SUITS \$5.00

Men's \$18.50 SUITS \$10.00

MEN'S OXFORDS Worth up to \$3.00 \$1.95

MEN'S \$4.00 OXFORDS \$2.44

Ladies' Bargain Counter SLIPPERS 94c

Boys' and Girl's Leather OXFORDS 79c

Ladies' up to \$4.00 PUMPS and OXFORDS \$1.95

Ladies' \$2.50 Pumps and OXFORDS \$1.48

Ladies' Nationally Known \$5 and \$6 Snappy Pumps & Oxfords \$2.95

MEN'S 25c SOX 10c

MEN'S BROADCLOTH SHORTS 18c

HANES 50c SHORTS 34c

MEN'S ATHLETIC UNION SUITS 25c

65c ATHLETIC UNION SUITS 35c

BOYS' GOOD OVERALLS Sizes 6 to 16 35c

MEN'S GOOD WORK PANTS 79c

MEN'S BIG OVERALLS 47c

FAST COLOR PERCALES 10c

Fast Color Printed VOILES 10c

35c Printed Sheer VOILES 22c

Solid Color VOILES 8½c

25c Mercerized White Batiste and sheer pastel colors 12½c

MEN'S 50c WORK SHIRTS 25c

Men's 85c Big Yank, Senator and Covert WORK SHIRTS 48c

STORE CLOSED

Our entire store will close at 2 o'clock Thursday afternoon, April 28, to mark down and rearrange merchandise for the opening of this sale.

FRIDAY MORNING APRIL 29th AT 8:30

Merchandise To Be Sold Cheap

All five of the Efid Brothers have spent much time in New York and visiting the different mills and manufacturers during the past two weeks buying bargains for this sale. We have bought merchandise at the lowest prices in the history of our business which goes back for more than 30 years in this section.

KOTEX

Box 20c

3 Boxes 59c

Efid's Carries Big Stocks

It would require all the space in a big newspaper to undertake to quote prices on all items in our big stores. Just come expecting to find everything carried in a big department store selling at cut prices.

Good 4-String House Brooms 10c

RAYON HOSE 10c

Ladies' all over Rayon Hose, all the new spring shades, slightly mill damaged, per pair 10c

SPORT HOSE 5c

Boys' and girls' 3-4 Sport Hose, 20c value, slightly mill damaged, per pair . . . 5c

All silk full fashion hose 44c

\$1.35 Mesh Hose. 75c

ANKLETS

Ladies' and children's all over rayon anklets. Sale price . . . 10c and 15c

Hudson's best quality pure thread silk semi-chiffon hose 59c



EFIRD'S

ANNUAL MAY SALE

A Sale of 10,000 Bargains

Commencing **Friday Morning APRIL 29th**

Every Dollar's Worth Of Merchandise On All Floors

SELLING AT CUT PRICES

Sale Continues Daily Through Monday Night May 23rd

NOTICE TO MERCHANTS

CONSIDERING THE LOW SPECIAL PRICES WE HAVE PUT ON MERCHANDISE DURING THIS SALE, WE RESERVE THE RIGHT TO LIMIT THE QUANTITY AND THERE WILL BE NO BETTER PRICES MADE TO MERCHANTS.

Come To This Sale

Be sure and attend this SALE. Bring just a little money and you will buy a lot.

Nuff Sed

ALL RAYON FLAT CREPE

47c YARD

Prices Cut On All Ladies' Ready-To-Wear

LACY KNIT DRESSES

With That Hand Made Look \$2.79

Several styles two-piece models to choose from. New Summer colors, powder blue, Nile green, maize, flesh, orchid, white, sizes 14 to 20. May sale price **\$2.79**

NEW SPRING SWEATERS

In all new Combinations **44c & 89c**

CHILDREN'S WASH DRESSES 44c

A manufacturer needed cash we bought ten thousand wash dresses, size 6 to 11, formerly should have sold 79c and 95c. Sale price **44c**

LADIES' WASH DRESSES 38c

The only thing cheap about these dresses is the price and that is so far below regular we hate to think about it. Ten new styles, assorted colors and sizes. May sale price **38c**

An Instant Success! The Vestee Suit

Ideal for golf or general wear **95c**

Vestee suits are made of excellent quality wool mixtures and tweeds in grey and tan. Sizes 7 to 15.

RAYON UNDIES

One special table of Non-Run Rayon Bloomers, Step-ins, Vests, Panties, Mesh Rayon Shorts, regular 35c values, some slightly imperfect, some mill ends. A complete range of sizes for women and misses, special price **18c**

BOYS' WASH SUITS

Made of fast colored broadcloth linens **25c**

ANOTHER SENSATION — NEW DRESSES

You'll marvel that such stunning silk dresses can be had. Scores of styles in this group featured in crepe, crepe prints. You simply can't resist buying of these dresses **\$2.79**

CHIC SPORT JACKETS

Misses' smart flannel jackets for frocks or suits, in Nassau blue, red green. Sizes 14 to 20 **\$2.79**

NEW SPRING DRESSES

Made of flat crepe and canton crepe in a manner to appeal to the feminine eye, with all these "Cute" Little Touches that make these dresses smart. They are copies of higher priced dresses **\$4.44**

SNAPPY DRESSES

Beautifully fashioned in fine silks in the most outstanding advance models, street models, Sunday night, afternoon and sport. In all the new Spring colors, Nassau blue, navy, peach, rose green and rose beige. Sizes 14 to 20. for Misses. **\$7.65**

Sizes 38 to 52 for women **\$15.00**

TWO FOR \$15.00

RAYON AND COTTON PRINT DRESSES

Slenderizing styles in good looking spring rayon prints and solids. Styles with long and short sleeves **\$1.69**

NEW SILK DRESSES

\$9.95 Values, \$5.65

For those who watch their dollars, exquisite jacket style, charming combinations, sports dresses, Sunday night dresses, liumess dresses and the quality of the silk goods, workmanship make them values you'll long remember. Shades for every preference. Sizes 14 to 44. **\$5.65**

The Silk Prices

ALL SILK FLAT CREPE — PLAIN COLORS

Heavy quality all silk Flat Crepes in white as well as all the light pastel shades and dark colors, values worth up to \$1.25 per yard, perfect short lengths. Friday morning when store opens and while it lasts, per yard **55c**

PRINTED FLAT CREPE — REMNANTS

Heaviest weight printed Flat Crepes, perfect short lengths, quality originally worth up to \$1.35, for Friday morning when store opens and while it lasts, per yd. **55c**

PLAIN SHADE FLAT CREPE

Good heavy quality all silk Flat Crepe in black, navy and all pastel spring colors, per yard **63c**

HEAVY FLAT CREPE

Our better quality plain shade flat crepes, original quality worth up to \$1.65, white, black, navy and all light shades for Spring, per yard **85c**

ALL SILK PONGEE — 16½c

Best quality all silk imported pongee for dresses, draperies, etc., per yard **16½c**

36" mercerized curtain marquisette, ecru, cream and white, per yard **10c**

Ladies' Rayon Underwear Friday Morning **18c each**

5c COUNTER

Special bargain table for Friday morning and while it lasts, 32-inch Gingham, yard wide Bleached Domestic, Long Cloths, Father George Sheeting and many other 10c goods. Special while they last . . . **5c** Yard

Full Fashioned Hose 39c

Ladies' genuine full fashioned all pure thread silk hose, original \$1.00 values . . . **39c**

\$1.35 Mesh Hose 75c

Nebel's best \$1.00 all pure thread silk hose, all new spring shades **75c**

Best Hosiery Cut In Price

Senior Class and Demoda hose, original \$1.35 value **79c**



\$1.35 Dress Shirts

68c

65c SHIRTS **43c**

Octagon Soap

Friday and each day of sale while it lasts **2c**

Yard Wide Smooth SHEETING

2½ Yd. Yard Wide

LONGCLOTH **5c** Yd.

GINGHAMS 3½c

27" gingham—and solid colored chambray, May Sale price **3½c**

Feather Tick

Amoskeag ACA best guaranteed feather proof tick, a new low price, per yard **15c**

A good mattress tick, per yard **10c**

Father George Sheeting 5c

Genuine Father George Sea Island Sheeting—none better made. Efid's May Sale price . . . **5c**

Hemmed Diapers

Universal Best Absorbent Quality

24x24 per doz. 49c

27x27 per doz. 79c

30x30 per doz. 94c

SHEETS

81x99 extra length Milford seamless sheets **49c**

Bed Sheets 29c

72x90 seamed bed sheets sale price **29c**

Pillow Cases

42x36 good pillow cases **10c**

42x36 Rowan 25c pillow cases **16c**

36-inch nainsook finish longcloths, per yard **5c**

Yard wide best quality fine pajama checks, 15c value . . . **8½c**

Good yard wide bleached domestic, per yard **5c**

Krinkle Krepe

Krinkle Krepe, white, pink and underwear colors, 22 quality. **12½c**

Pacific best bleached domestic fine count soft finish . . . **10c**

Cheese Cloth

Good quality snow white cheese cloth, per yard **3½c**

MARQUISSETTE CURTAIN

38" curtain marquisette, beautiful quality . . . **5c**