

MAIL ORDERS
 SOLICITED FOR ANYTHING IN
 THIS ADVERTISEMENT.
 MONEY BACK, IF NOT FOUND
 AS REPRESENTED.

E F I R D ' S

Money Refunded
 For any Unsatis-
 factory Purchase

SPRING MILLINERY OPENING

Tuesday and Wednesday, March 26th and 27th

A strong array of Specials for the great EASTER TRADE this week
 New stocks and every department at its best this week which
 should be the Banner Week of the Spring Season.

The Spring Millinery Opening starts Tuesday morning of this week
 A most cordial welcome is extended to all to come and see the
 new and correct styles for the season. The display will include
 a wide variety of hats representing everything fashionable in
 Millinery for Spring and Summer 1907.

EMBROIDERIES--Monday

4,800 yard the finest quality Swiss, Nainsook and
 Cambric Edgings and Insertions. This is all the
 highest class embroidery work on very best grade
 Nainsook, Swiss and Cambric; positively one of
 the strongest values we've ever offered in Em-
 broidery. No wide widths—it's quality that counts
 this time. The price Monday . . . 10 Cents a yard.

Rustling Black Taffeta--Guaranteed

Just the Silk wanted for Underskirts, etc. It rattles
 when moved; full 36 inches wide; the finest all pure
 Silk, every fibre, the guarantee woven in the selvage
 of every yard with white silk thread. The greatest
 Silk bargain we've ever sold . . . 98 Cents a yard.

LONG SILK GLOVES

Monday

600 pairs extra long, pure Silk Gloves, Whites
 Blacks; all sizes . . . \$1.00 a pair.

Job Taffeta Silks

Fine lot Colored Taffeta Silks, solid and fancy colors
 —all regular 50-cent Silks . . . 29 Cents.

LACE SPECIAL AGAIN MONDAY

A little lot, about 400 dozen this time; by the
 dozen only—none cut . . . 50 Cents a dozen yards.

Oriental Spot-Proof China Silk

Absolutely Water and Perspiration-proof; will not
 show through. White, Cream, Black and all Colors;
 27 inches wide, good weight and the only real Spot-
 proof Silk made; guaranteed . . . 50 Cents a yard.

NEW SPECIALS IN DRESS GOODS AND SILKS FOR EASTER WEEK

Gray Panama

54-inch Hard-finish All-Wool Panama Cloth, best
 shade of Gray. Special . . . 89 Cents a yard.

Wool Batiste Special

A fine Special for this week in Wool Batiste, a regu-
 lar 50-cent selling cloth—in Black, Navy, Garnet,
 Brown and all the good shades . . . 29 Cents a yard.

Cream Woolen Dress Goods

40-inch Cream Brilliantine, a 50-cent value
 . . . 39 Cents a yard.

Cream Mohair

Beautiful smooth finish, not all Wool but wears
 well and makes up nicely . . . 25 Cents a yard.
 Silk and Wool Crepe de Chine, 42 inches wide—in
 Cream; a good bargain at . . . 89 Cents a yard.
 50-inch Cream Batiste, all Wool; a fine value
 . . . 50 Cents a yard.

Big Dress Goods Special

Cream Nunsveiling, actual value 50 cents a
 yard; here Monday, special . . . 29 Cents a yard.

ALL-OVER EMBROIDERIES--Special This Week

1,200 yards the highest class All-Over Embroid-
 eries in Swiss and Muslin; new, handsome pat-
 terns, including the very neat, dainty designs so
 popular now in high-class Embroidery. More
 than 100 different patterns to select from. This
 the greatest bargain we've ever thrown out; not a
 piece in the lot could be bought in a regular way
 for less than \$1.25 a yard—most of it worth a great
 deal more. Our price this week . . . 79 Cents.

White Goods Specials

Mercerized White Madras, 25-cent value, in short
 lengths . . . 12 1-2 Cents.
 Fine White Madras, woven designs; an excellent
 value . . . 10 Cents.
 Galetea Cloth in all colors . . . 12 1-2 Cents.
 36-inch Sheer Linen Lawn . . . 25 Cents.
 Pure Linen Waisting, 36 inches wide . . . 25 Cents.
 44-inch White Wash Chiffon; 50-cent seller
 . . . 30 Cents a yard.
 Cross Barred Dimity, a special value . . . 10 Cents.
 White Dotted Swiss, woven in dots; 15-cent quality
 . . . 10 Cents.
 Beautiful, sheer Persian Lawn . . . 10 Cents.
 12-yard Bolt Long Cloth . . . 98 Cents.

Notion Specials

New Wash Braids, fast color ones; regular 10-cent
 selling numbers . . . 5 Cents a yard.
 The new Laundered Collars for Ladies, the latest fad;
 nicely Embroidered Collars, 15 Cents each, 2 for 25c.

THE ALWAYS BUSY STORE

Efird's Department Store

The Bee Hive

Corner Trade and College Streets