

Big Special in White Lawns for Friday and Saturday.
Short Lengths Splendid Quality White Lawns pieces with 1 to 15 yards 21-2c yd.

EASTER

Check Gingham in Short Lengths, pieces up to 10 yards, all Colors, for the Easter Sale... 21-2c a yard

MILLINERY SPECIALS FOR FRIDAY AND SATURDAY

Our Millinery trade so far this season has been the greatest ever here. Extra preparations have been made for the great Easter Trade Friday and Saturday.



1,000 nicely Trimmed Hats, made on wire frames, Black, White and All Colors with different kinds of trimming..... \$1.00 each
1,000 more Fine Trimmed Hats ranging in price from \$1.50, \$2.50, \$3.50 and \$4.00 each.
50-cent Rough Straw Sailors, Black and White, with Silk Ribbon Bands 25 cents

Big Sale Flowers in Millinery Department Friday and Saturday.

150 dozen Assorted Flowers, all kinds, worth 25 cents a Bunch and more. Special Friday and Saturday..... 10 cents
If you want a Stylish, Becoming Hat, Get It at EFIRD'S.

Embroideries For Friday and Saturday
Our first Low Price Embroidery Sale this Season will commence Friday Morning. This Great Lot Embroideries picked up by our Buyer on the Market, Odd Pieces, Short Lengths, etc.; Embroideries worth up to 25 cents a yard, widths from 1 inch to 16 inches. Beautiful Insertions in fine quality Swiss, Nainsook, etc. See Window Display. Choice the Entire Lot Friday and Saturday 6 cents a yard

Fine quality White Lawns in Short Lengths, regular 10 and 12 1-2 cent qualities, 32 to 42 inches wide. Special 5 cents a yard

Handkerchief Specials For the Easter Trade
Ladies' Pure Linen Hemstitched Handkerchiefs, full size, every thread guaranteed Pure Linen..... 2 1-2 cents each
Regular 10-cent Linen Handkerchiefs, very fine quality. Special 5 cents each
Ladies' White Cotton Handkerchiefs, Hemstitched, very nice soft quality 1 cent each
Ladies' Fancy Handkerchiefs, White and all Colors, Embroidered, etc. 5 cents each; 50 cents dozen
Men's full large size Pure Linen Hemstitched Handkerchiefs 79 cents a dozen
Men's Fancy Colored Handkerchiefs, regular 5-cent retailer 3 for 5 cents
Men's extra large Indigo Blue and Turkey Red Handkerchiefs, the regular 10-cent kind 5 cents each
Men's fine soft quality White Hemstitched Cotton Handkerchiefs 5 cents each

Great Lace Special For the Easter Sale Friday and Saturday
2,000 dozens Fine Lace, beautiful Edges and Insertions to match, all the Odd Pieces, Broken Sets, etc., cleaned up from an Importer at 40 cents on the Dollar of Regular Prices. The very finest quality 10-cent Laces. Special Friday and Saturday..... 5 cents a yard
60 cents a dozen

Yard Wide Guaranteed Black Taffeta Special Friday and Saturday
\$1.00 quality Black Taffeta Silk, with Colored Selvage; every yard Warranted to Wear. Efird's Special Price..... 59 cents a yard



The Corset is Important
Most dressy women at this moment are demanding straight back, sheath hip corsets. We have them at every popular price in LA REINE and we dare say in beauty of design, goodness of fabrics and charm of trim, not found in other corsets.
Big Special in Ladies' Hose Supporter Corsets For Friday and Saturday
A special quality Batiste Corset made up on the very Latest Shapes, with good hose supporters. Special Friday and Saturday..... 49 cents

Batiste Girdles at a Special Price Friday and Saturday
25 dozen the popular little, light Batiste Girdles in all sizes for Friday and Saturday..... 10 cents each

Hosiery Specials For Friday and Saturday
Ladies' 10-cent Hose, absolutely Fast Black, full size and seamless..... 5 cents a pair
Children's Black and Tan Ribbed Hose in all sizes, regular 10-cent Hose..... 5 cents a pair

Ladies' New Neckwear
All the Latest Out in the new Dutch Collars, Jabots, Laundered and Soft Collars, Ruchings, etc. 10 and 15 cents each
The Buster Brown Style Laundered Collars, plain and embroidered, for 15 cents each
Wide Merry Widow Ruching..... 25 cents a yard; 10 cents for a Collar Length
White Widow Ruching, regular 25-cent quality. Special 10 cents a yard

Other Good Notion Specials For the Easter Trade
Net covered Hair Rats..... 25 cents
Extra long, 24-inch Hair Rats, 25 cents everywhere else, for..... 15 cents
The High Collar Supporters..... 5 cents a card
Nice clear Pearl Buttons..... 5 cents a dozen
The latest out in Hand Bags—Black, Tan, Brown, etc. 39 and 49 cents each
Extra large Hand Bags, good quality, looks like a \$1.00 one. Special 39 cents
New Elastic Belts, Black and All Colors..... 25 and 39 cents

Dress Goods and Silk Specials
44-inch All-Wool Vests, Black, Navy Blue and Brown..... 59 cents a yard
52-inch Mohair, Cream, Navy Blue, Black, Brown, etc. Special 50 cents a yard
44-inch Stripe Serge, Navy Blue, Brown, Green, etc. 50 cents a yard
Fine quality All-Wool Batiste, Cream, Navy Blue, etc., regular 25-cent quality, for..... 25 cents
Beautiful Stripe Mohair in Black, Tan, Navy Blue; would be an extra Special for 50 cents a yard. Efird's Easter Price..... 39 cents
Pure Linen Lawn, nice sheer quality, full 36 inches wide. Special 49 cents a yard
72-inch Table Damask, warranted Pure Linen, regular 50-cent quality. Special for Friday and Saturday..... 50 cents a yard
46-inch Persian Lawn..... 59 cents a yard
Mercerized Silk Mull in Short Lengths, Felka, Dets, Floral Designs, Stripes, Figures, etc., regular price for full bolts 35 cents a yard; these Short Lengths..... 25 1-2 cents a yard
Galatea Cloth in all the new Stripes, Solid Colors, etc. 13 1-2 cents a yard
25-cent Silk Gingham in Remnants..... 12 1-2 cents a yard
Beautiful light colors in Shirt Waist Madras, Stripes, Figures, etc. 10 cents a yard
Nice sheer quality White Dotted Swiss..... 15 cents a yard
36-inch Long Cloth, very fine quality Cambrie Finish, nice and soft 10 cents a yard
27-inch White Waist Net, regular price 35 cents. Special 15 cents a yard
Yard wide Colored Taffeta, regular \$1.00 quality, Navy Blue, Green, Brown and every Good Shade. Special Friday and Saturday..... 69 cents
Fine quality Messaline Satin, all Silk, in Old Rose, Green, Pink, Black, etc. 49 cents a yard
Yard wide Suesene Silk in all the popular Shades of Old Rose, Green, Brown, Black, etc. 59 cents a yard
27-inch Spot Proof China Silk—Black, Cream, Light Blue, Pink, Old Rose, Green and every good shade. Special 50 cents a yard
An Extra Special in 50-cent China Silk, natural Cream Color only, for Friday and Saturday..... 25 cents a yard

Extras in Dry Goods Department For Friday and Saturday
Yard wide White Cambric..... 5 cents a yard
Regular 10-cent quality Hickory Stripes, Blue and Brown..... 5 cents
15-cent Striped Bookfold Dress Goods, Special..... 10 cents a yard
Scotch Plaids, nicely put up in bookfold, regular price 10 cents. Special 5 cents a yard
Nice heavy weight Brown Dress Linen..... 19 cents a yard
10-cent quality wide Solid Blue Gingham..... 5 cents a yard
15-cent quality White Madras, in Short Lengths..... 10 cents
\$2.00 White and Cream Net Shirt Waists, for..... 95 cents
10-cent quality White Long Cloth, in Short Lengths..... 5 cents a yard
Nice smooth Brown Sea Island Sheeting..... 5 cents a yard
40-inch White Curtain Swiss..... 5 cents a yard
Mosquito Netting, all colors..... 5 cents a yard
\$2.50 Marseilles Bed Spreads..... \$1.45
\$1.00 White Crochet Bed Spreads..... 69 cents
Regular \$1.00 size nice White Bed Spreads, for..... 49 cents
7 1-2 cent Bed Ticking..... 5 cents a yard
50-cent Lace Curtains, full 2 1-2 yards long..... 19 cents a pair
Regular \$1.25 Lace Curtains, full 3 1-2 yards long, 1 1-2 yards wide 79 cents a pair
\$2.50 Lace Curtains, for..... \$1.95
The best \$5.00 Lace Curtains..... \$2.95

Hundreds of other Good Specials Under Regular Prices. Our Prices are Invariably Lower than Other Stores, but for Cash Only.



∴ GET IT AT EFIRD'S ∴

