



Great Pre-Easter Sale of Wearing Apparel

Now Going on at Efir's Department Store



EVERY DEPARTMENT is filled to overflowing with the prettiest and most wanted styles for Easter and Summer wear. Never before in the history of this store have we shown a more comprehensive collection of Ladies' and Misses' apparel than is displayed for this great price cutting sale. We want every reader to note the big reductions in all prices and carefully inspect the quality and style of each and every garment.

THIS IS YOUR OPPORTUNITY TO BUY JUST WHAT YOU WANT AT PRICES LESS THAN YOU EXPECTED TO PAY—VISIT THIS STORE AND CONVINCE YOURSELF OF THIS FACT

NEW SPRING COAT SUITS

You will find on display here all of the newest and most charming styles in Suits and at a saving of from \$5.00 to \$15.00.

Singer Bros. Tricotine and Serge Suits, handsomely tailored. Prices \$57.50 to \$83.95
 French Serge and Tricotine Suits, button and braid trimmed, in the very newest styles. Prices \$41.95 to \$52.50
 Good quality French Serge and Poplin Suits in the latest ripple styles. Prices \$29.75 to \$37.50

COATS ..

Sport Coats in all of the new materials and desirable shades. Prices \$19.50 to \$41.75

DRESSES

You will be delighted when you see the beautiful line of Dresses we are showing. Newest models in Figured and Plain Georgettes, Foulards, Satins, Tricolettes and Taffetas. Tricolette Dresses in Navy, Black and Brown, beautifully made. Prices \$38.50, \$39.50 and \$42.50
 Foulard with Georgette Combination. Price \$39.50.

Figured and Plain Georgettes in styles that are very becoming and attractive. Prices \$27.48 and \$28.75
 Satin and Taffeta Dresses in many desirable shades and styles. Prices.... \$18.50 to \$33.75
 Silk Poplin Dresses \$6.48

SHIRT WAISTS

Georgette Waists in flesh, white, in fact all the most desirable shades. Prices.. \$5.98 to \$14.50
 Crepe de Chine Waists in white, flesh and tan \$4.48 and \$3.98
 Special lot of Georgette Waists that originally sold for \$4.98, now on sale at \$3.98
 Sport blouse of Voile in blue, salmon and lavender \$3.48
 Voile Waists in a variety of styles .. 98c to \$2.98

MIDDY SUITS

We have just received a shipment of Middy Suits in gold-colored linen and copen and white galatea.

Linen Suits \$14.75
 Copen Galatea 7.98
 White Galatea 5.98
 Pleated Skirts, best quality Galatea. Price \$3.48
 Gabardine Skirts 2.48

EASTER HOSE

Black lisle hose 48c
 Black, Cordovan and White lisle 79c
 Black and White lisle 89c
 Black and White lisle (full fashioned) 98c
 Black Silk \$1.29
 Black and White Silk \$1.59
 Black Silk, with white arrow..... \$1.98
 Fancy Black Silk \$2.18
 Beautiful Silk hose in Black, Cordovan, Smoke and White \$2.48
 Extra quality in Black and Cordovan Silk Hose, with white arrow \$2.75
 Fancy "glove silk" hose, taupe and brown \$2.98
 Monito silk hose in Black, Cordovan, white \$2.98
 Ladies' pure thread silk hose (full fashioned) in Black and Grey \$3.07

SILK UNDERWEAR

White and flesh underwear made in the most attractive styles of crepe de chine and wash satin.

\$12.50 Crepe de Chine gowns, beautifully trimmed with Georgette and lace. Special .. 9.75
 \$11.50 Crepe de Chine gowns with yokes of Georgette pintucked. Special price \$8.95
 \$8.50 Crepe de Chine gowns, lace trimmed \$6.18
 \$6.50 Pink and White Crepe de Chine gowns, sleeveless, with hemstitched yokes \$5.75
 \$4.48 Pink satin bloomers. Special price .. \$3.39
 \$5.98 Teddies, very heavy quality crepe. Special at \$4.75
 \$4.98 Crepe de Chine Teddies, with tops of satin. Special \$3.48
 \$3.98 Crepe de Chine or Satin Teddies \$3.18

MUSLIN UNDERWEAR

Ladies' envelope chemise, lace trimmed 59c
 Envelope chemise of soft white and pink nainsook. Prices 98c, \$1.18 and \$1.24
 Long sleeve muslin gowns, prices \$1.18 to \$2.18
 Embroidery and lace trimmed muslin gowns. Prices 98c to \$2.75
 Beautiful lace trimmed petticoats.. 98c to \$3.98
 Embroidery flounce petticoats 89c to \$1.00
 Corset covers 65c to \$1.48
 Ladies' Muslin drawers. Prices 48c, 69c. and 75c
 Misses Muslin drawers, sizes 14, 16 and 18. .. 75c
 Children's drawers, sizes 2 to 12 years. Prices 15c, 25c and 48c

Children's Muslin underwaists. 35c, 48c and 59c

CAMISOLES

We have them all prices from..... 98c to \$3.98

CORSETS! CORSETS!

We have a G. & R. Corset for every lady and miss in town. All sizes in both back and front lace. Prices to suit every purse.

VOILE DRESSES

We have about thirty voile dresses carried over from last season. The original prices were from \$5.98 to \$10.50. These are now on sale for \$3.98.

We also have a number of Serge dresses in navy and black, original price was \$3.50. We now have them on sale at the ridiculous price of \$4.98
 One lot of children's voile dresses, sizes 8 and 10 years, original price \$1.39. Special price 19c.

MIDGET SUITS

These are sure to please the little folks \$3.48, and \$3.98.

MEN'S CLOTHING

One lot of Young Men's Suits in dark and light gray; silk lined, \$30.00 values for \$21.50
 One lot Young Men's Suits in brown and green stripes; silk lined, \$35 values for \$25.90
 One lot Young Men's Suits in gray mixed; also green and stripes; silk lined; \$40 value for \$30
 One lot of staple patterns for older men in blue and brown serges to close out at ... \$25.00
 One lot of staple suits for older men in black serge; \$30 values at \$22.50
 We also carry the famous Monroe Brand Clothing. Priced at \$25.00, \$35.00, \$42.50, \$45.00 and \$49.50.

BOYS' CLOTHING

We have a big line of Boys' Clothing to select from. Prices range from \$10 to \$13.50
 One table Boys' Clothing taken from our regular stock in broken sizes; in browns, grays, and blue serges at \$4.98, \$5.48, \$6.48, \$7.48 and \$8.48.

MEN'S DRESS SHIRTS

In percales and madras at \$1.35, \$1.98, \$2.18, \$2.75 and \$3.48.
 Silk Shirts \$3.98, \$4.98, \$7.98

MEN'S TIES

We have a large assortment of ties at 48c, 59c, 75c, 98c, \$1.48, \$1.75 and up to \$2.98
 Wash ties at 29c, 59c, 75c and 98c

NEW SPRING FOOTWEAR

The new spring suit or gown is not going to look its prettiest unless the footwear is immaculate. Our Shoe Department is completely stocked with the very latest footwear for Milady, the dainty Pumps and Oxfords that so truthfully reflect the real spirit of spring. Here are some of the more notable offerings that go on sale Saturday:

CRADDOCK-TERRY PUMPS and OXFORDS

Patent Colonial Pumps and Oxfords, French heel \$7.00
 Kid Colonial Pump, French heel \$7.00
 Kid Oxford, snappy last, French heel \$7.50
 Kid Oxford, snappy last, military heel ... \$8.50
 Kid Oxford, welt sole, French heel \$8.50
 Dark brown, English last, rubber heel \$8.50
 Dark brown, military heel \$8.50
 Dark brown pump, military heel \$8.50
 Dull leather, high military heel \$8.50
 Dull leather, low military heel \$8.50
 Black Kid, English last, rubber heel \$8.50
 Black Kid blucher, rubber heel.. \$4.98 and \$8.50
 Black Kid blucher, high military heel \$8.50

IMPERIAL PUMPS AND OXFORDS

French heel, black kid oxford \$10.00
 French heel, black kid pump \$10.00
 Military heel, patent pump, welt sole \$10.00
 High military heel, kid pump, welt sole \$9.00
 High military heel, kid Oxford, welt sole \$10.00
 High military heel, kid oxford, stitch cap . \$8.00
 High military heel, kid oxford \$7.00
 French heel, kid pump, straight toe \$8.20
 French heel, kid pump, Colonial front \$8.50
 Low heel, kid pump \$8.00
 Brown kid, French heel Oxford \$7.00
 Patent colt pump, French heel..... \$6.00

BARGAIN COUNTER—WHITE SHOES

If it is white shoes you want we have them at a bargain price. High and low heels, rubber and leather soles. All good styles. Sale price ..\$1.98
 Bargain Counter—Ladies' Pumps and Oxfords
 You will find a wonderful bargain in ladies pumps and oxfords. All good styles and all leathers. Sale price \$5.98

Efir's Department Store, High Point, N. C.