

# EFIRD'S ANNUAL EASTER SALE

Commences Friday Morning, March 30th

8:30 o'clock

And Continues Just Eight Days  
Through Saturday Night, April 7th

New Yard Stick Free  
to Ladies Friday  
Morning

Special Size Octagon  
Soap  
3½c

THIS IS OUR ONCE-A-YEAR SALE AND INCLUDED IN THIS SALE IS EVERY SPRING GARMENT AND ALL EASTER MERCHANDISE AT PRICES YOU CAN NOT AFFORD TO MISS

Coates' best spool cotton	3½c
39" Smooth Sheeting, per yard	5c
Palmolive Soap, per cake	6c
81x90 Pepperell First Quality Sheets	\$1.00
9-4 Seamless Unbleached Bed Sheeting per yard	25c

### SPRING SILKS

12 Mummie All Silk Imported Jap Pongee. Easter Sale Price, yard	45c
---	-----

### SHANTUNG PONGEE

A beautiful quality All Silk Colored Pongee in tan, rose, pink, green, yellow, blues, etc. Beautiful wash quality. Sale price **95c**

### SPORT SATINS

One special lot Sport Satins in all the new shades for underwear, etc. Easter sale price **39c**

### EASTER HOSIERY

One big lot of ladies' all over silk Rayon hose, slightly mill damaged otherwise 50c values, while they last, pair **10c**  
Ladies' all over Rayon Silk Milujo service weight Peak heel hose, \$1.00 value, slightly mill damaged **55c—2 for \$1.00**

### SPECIAL HUDSON PEAK HEEL HOSE

One lot all over silk Peak Heel hose **\$1.20**  
Lot 165 Hudson's all silk Peak Heel Service hose **\$1.55**  
All over silk Peak Heel Chiffon hose **\$1.35**  
Lot 185 Hudson's all silk Peak Heel silk top chiffon hose in every good color **\$1.65**

### YARD WIDE PAJAMA CHECKS 10c

Yard wide fine quality bleached pajama checks, perfect short lengths to go on sale Friday morning and while it lasts, per yard **10c**

### ACA TICK 25c

Amoskeag ACA 8-oz. best Feather Ticking	25c
---	-----

### BED TICKING 10c

Mattress Bed Ticking, per yard	10c
Men's Athletic union suits, good quality, per suit	39c

### ALEXANDER SHEETS AND CASES

63x90 Alexander quality sheets. Sale price only	\$1.00
81x90 Alexander sheets, sale price	\$1.35
42x36 Alexander pillow cases	33c

### WIDE BED SHEETING

8-in. New Era Seamless unbleached sheeting. Sale price	25c
9-4 Genuine Pepperell unbleached seamless bed sheeting. Sale price	38c
42x36 Pepperell, first quality pillow cases	29c
81x90 Barometer seamless bed sheets, first quality. Sale price	79c

### DIMITY BED SPREADS

63x90 Bleached Krinkled Dimity bed spreads. Sale price	\$1.10
72x90 Bleached Krinkled Dimity Bed Spreads. Sale price	\$1.19
81x90 Bleached Krinkled Dimity Bed Spreads. Sale price	\$1.29
Genuine Father George Sea Island sheeting	10c
40-in. smooth Sea Island sheeting, short length. Sale price, while they last	5c
80x90 Colored stripe cotton spreads. Sale price	88c
One lot men's white broadcloth shirts with collar attached. Sale price	79c

### LADIES NEW EASTER COATS

A wonderful value in Spring Coats, beautiful styles and colors. Easter Sale price **\$8.35**  
One rack Ladies' New Spring Coats. Easter sale price **\$4.65**

### LADIES' NEW SPRING DRESSES

A clean-up lot of New Spring Dresses. A good variety of styles and colors. Easter sale price **\$4.65**  
A wonderful lot of beautiful all silk Dresses; qualities and styles that look like \$15. Easter sale price **\$7.75**

House Dresses	95c
---------------	-----

### MEN'S PAJAMAS

A special purchase of 1,000 dozen men's Pajamas by the Efird stores enables us to sell during this sale, values worth up to \$1.50 to \$2.00 at **\$1.00**

### BOYS' BLOUSES

One lot boys' Honor Bright blouses and shirts values up to \$1. Special Easter Sale price **65c**

### WORK SHIRTS

Men's blue chambray work shirts, full cut **39c**

### MEN'S SOX

One lot men's silk sox, mill damaged **10c**  
Men's lot 50, novelty sox, values upto 65c. Easter sale price **35c**  
**Three Pair for \$1.00**

### EASTER SHOES

One table ladies' patent and blonde one strap pumps and oxfords, very special at **\$1.35**  
One double table children's patent, tan and miscellaneous one strap pumps, very special at **95c**  
Men's \$4.00 tan and black, bal and blucher style oxfords, a real value at **\$2.95**  
Men's oxfords in all the new lasts, black and tan, a real value at **\$4.95**  
Ladies' plain patent pump, medium and high heels. Special at **\$4.95**

SPECIAL PRICES ON ALL MEN'S AND BOYS' SUITS

# Efird's Department Store

Forest City, N. C.