



# Special Easter Offerings

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## Efird's Always Busy Store

Our Store Has Been Busier the Past Few Weeks Than Ever Before. There's a Reason. We Were Lucky in Not Being Stocked Up With High Priced Goods When the Panic Came on, Then, Since Prices Have Declined We Have Not Been Afraid as Most Merchants Have of Dull Trade. We Have Had the Nerve to Fill Our Store With **NEW SPRING GOODS** at the **NEW LOW PRICES.**

**NEVER BEFORE HAVE SUCH PHENOMINAL BARGAINS IN REALLY HIGH CLASS GOODS BEEN OFFERED**

### A Superb Showing of Easter Hats

This store's showing of charming spring Millinery has found strongest favor with fashionable dressers. The rushing business which our Millinery Department is doing is the best proof we could offer of our smarter, more exclusive styles and greater values. New Hats, simply irresistible in their crisp freshness and beauty, have been added to the showing since our brilliantly successful Opening, and today our collection of beautiful Easter Millinery is without an equal in Charlotte.

EVERY GOOD STYLE, SHAPE AND COLOR IS HERE.  
THE LARGE "MERRY WIDOW" SAILOR

is a special favorite. This extremely large, swagger style is strikingly becoming. We have the "Merry Widow" Sailors in a full range of styles and colors, variously and effectively trimmed, and they are selling at a record-breaking clip. We mention also the new high-crowned Hats and Hats with high trimmings. Beautiful flower-decked Hats, fresh and spring-like. Hats with wings and quills; Hats in the new Browns, Blues, Greens, Cerise, Gray and Black.

Just everything that's good and new, and in the wide assortment, there's just the Easter Hat to please you most, at the price you wish to pay.

**IN JUSTICE TO YOURSELF DON'T SELECT YOUR EASTER HAT UNTIL YOU SEE HOW MUCH BETTER OUR STYLES AND PRICES WILL SATISFY YOU.**

### Specialty Line in Millinery Department

Full line Human Hair goods. Big line Children's and Girls' fancy Hats and Caps and Infant's White Lawn, Embroidery and Silk Caps, etc.

### Embroideries Again Monday Morning

Never knew that so many Embroideries could be sold before. We have sold more Embroideries this season, by two and three times over, than we ever thought were used in all Charlotte and Mecklenburg County.

Another fine lot will go on sale Monday morning. Widths up to 16 and 18 inches; qualities worth up to 30 and 25 Cents a yard, all to go at the popular price of.....10 Cents.

### New Easter Lace Special for Monday

Beautiful match sets handsome Edgings and Insertions; 400 dozen Linen-Finish Torchon Lace; 200 dozen fine Val. Laces in the lot actually worth up to 10 Cents per yard. To go on sale Monday, by the bolt, at.....50 Cents a Dozen

### Job Silk Gloves Monday

Another sensation for Monday, in another big lot Job Silk Gloves. The long elbow-length, full 16-button kind, in White, Tan, Brown and all colors. Every pair in this lot either slightly imperfect, or slightly soiled; none with holes or bad damage; could easily be sold for Perfect Gloves. There's all kinds in the lot, worth up to \$1.50 and \$2 a pair. The price for Monday will be.....69 Cents

### Short Lisle Thread Gloves

Fine lot Mercerized Cotton and Real Lisle Thread Gloves in light summer weights; Blacks, Whites, Tans, Browns, etc., and in all sizes. Gloves made to retail up to 50 Cents a pair, Monday.....15 Cents

### High Grade White Lawn

15-inch White Lawn; beautiful sheer quality; a regular 35 Cent value. The only thing the matter with it, the selvages not being perfect. Our price Monday is.....18 Cents a Yard..

### Easter Silk Specials

BLACK TAFFETA CUT IN PRICE.

Positively the best yard-wide Black guaranteed Taffeta ever sold for \$1, even special. It is a very fine weave, bright, smooth finish; guarantee on the selvage of every yard; the very best black. Efird's Special price for Monday.....79 Cents a Yard

NEW SHIRTWAIST SILKS.

Regular 69 Cent qualities.....50 Cents  
Yard wide colored Taffeta in Checks, Stripes, Solid and Two-toned colors, at.....75 Cents

Yard wide China Silk, in beautiful new Stripes, Tans, Navy Blues and Green with White Stripes. A \$1.50 quality Silk; special Monday 98 Cents a Yard

JOB LOT 19-INCH SILK, SPECIAL AT 19 CENTS YARD.

This is some odd pieces of Fancy Taffetas, China Silks, etc., to be cleaned up at the almost give-away price of.....19 Cents

### Figured Silk Mull

Just the thing for that new Easter Dress, in beautiful Tan, Brown and Navy Blue combinations. This popular fine quality goods sells everywhere for 25 Cents a yard and more. Efird's price Monday.....15 Cents

### New Colored Lawns

An excellent bargain in fine quality Figured Lawns, in all the beautiful new colors.....10 Cents a Yard

### New Summer Hosiery Under Price

Another fine lot Lace and Real Gauze Lisle Thread Hose; the very best Blacks; double soles and heels. Regular 20 and 25 Cent selling Hose, at per pair.....12½ Cents

### Remnants Yard Wide Bleach

Good quality one yard wide bleach, in lengths up to 10 yards. Special for Monday.....5 Cents a Yard

### New Things

The Newest Things Can Always Be Found Here As Soon As Out Big line Merry Widow Belts, Merry Widow Hand Bags, Merry Widow Combs, Merry Widow Ruchings, etc. New lots just in by express, ready for selling Monday; also a fine lot of New Braids and White Embroidered Belts; new style Collars and Ladies' Neckwear, including the Merry Widow Bows. All these new things are marked, as everything else, under Regular Prices.

### Staple Dry Goods at Special Prices for the Easter Trade

New York Mills' Sheets, 81x90 inches, actual measure; hemmed and ready for use. This is the highest class and best wearing sheet made.....75 Cents

New York Mills' Pillow Cases, 45x36 inches; hemmed.....19 Cents

27-inch Bird's Eye, the "White Lily" Brand; the best one made; 10-yard bolts. Special.....75 Cents

Brown Dress Linen.....10 Cents a Yard

White Mercerized Table Linen, regular 50 Cent quality; bleached pure white. Beautiful new patterns.....29 Cents

Soft white Long Cloth, 36 inches wide, regular 10 Cent quality, special for Monday.....5 Cents a Yard

Mercerized Table Napkins, full large size handsome designs, per dozen.....75 Cents

Hemmed Cotton Napkins, good size plain Damask Napkins, hemmed, at a record price for Monday.....39 Cents a Dozen

Fruit of the Loom Bleach yard wide ticketed goods. Special for Monday per yard.....7½ Cents

MARSEILLES BED SPREADS UNDER PRICED.

Large 12-4 size Marseilles Quilts, bleached Pure White; the prettiest patterns we have ever seen. Regular \$4.50 and \$5 spreads, special.....\$3.00

COLORED BED SPREADS.

The famous Mitchelene Spreads, in Blues and Reds.....99 Cents

### Ladies' New Sample Skirts 33 1-3% Off Regular Prices

Monday morning we will put on sale 150 Ladies' fine Sample Skirts; this season's very best styles. Voiles, Panamas, Brillantine, etc., in Blacks, Browns, Copenhagen Blue, Navy, etc. Every Skirt brand new and guaranteed to be this season's make. Every one is well made, and will fit correctly. Regular \$7.50 Skirts will be sold here Monday for.....\$4.99  
\$5 and \$6 Skirts for.....\$3.48 and \$3.98  
\$1 Skirts.....\$2.98  
\$3 fine Brillantine and Mohair Skirts.....\$1.98  
\$2.50 Brillantine Skirts.....\$1.48

### Lace Curtains Again Under Priced

2,500 PAIRS AT 65 CENTS ON THE DOLLAR—MORE THAN A THIRD OFF REGULAR PRICE.

We have built such a large Lace Curtain business until the quantities are never too large if the price is low enough. That is why we have this lot. Full 2½ yard Lace Curtains Monday.....27 Cents a Pair

\$5 Lace Curtains for.....\$2.97 a Pair

\$1.50 Lace Curtains.....84 Cents a Pair

Every housekeeper should see these.

# Efird's Department Store

#### MAIL ORDERS

Get Your Easter Mail Order in Early in Order to Get Choice and Avoid the Great Rush. All Mail Orders attended to Day Receiver.

Charlotte's Spot Cash and Under Priced Store

Stores Also Concord, N. C.

Cor. Trade and College Streets

This is a Time When SPOT CASH

Counts in Buying and Selling

Merchandise.

We Buy and Sell for Cash.