

PRE-EASTER SALE

We Start Our Second Week Of Our Annual Pre-Easter Sale
FRIDAY, April 8th. The First Week Of This Sale Was The Largest Of
Any Pre-Easter Sales. Easter Is Only A Week Off So Come Now.

— Note All Specials On This Page —

Tremendous Purchase! Hundreds of Brand New Dresses to Choose From



Real Silk Crepe de Chine Dresses in a big range of new shades and models; \$7.95 values at

\$4.95

One lot high grade Dresses in all the new Spring materials at

\$12.75

Special purchase regular \$9.50 Satin, Canton Crepes and Crepes de Chine. Extra Spécial at

\$7.95

One lot extra fine Dresses, made of exceptionally fine materials; they sell the country over at \$25.00. Our special

\$16.50

Ladies' Broad Cloth Dresses

Just received a Big Shipment. Come in plain and figured patterns. Very special

\$2.45 AND \$2.95

Happy Home Dresses

Hundreds and hundreds to select from, any pattern or style you desire

95c



Silk Underwear

One lot Silk Rayon Bloomers, Step-ins, Vests and Slips, made in all the light shades at

95c

\$1.95 Silk Rayon Teddies, Step-ins and Bloomers at

\$1.45

One lot Glove Silk Bloomers in all the new high shades, at

\$1.95

One lot Hand-Made Voile and Nainsook Gowns in white and light shades

95c

One lot of neat Voile Teddies and Step-ins in all new light shades at

95c

Men's Oxford's

Young Men's Broad Toe Tan and Black Oxfords. All sizes. \$5.00 value. Pre-Easter Sale Price

\$2.85

Men's Black and Tan Oxford, a Real Spécial at

\$3.35 AND \$3.95



Children's Dresses

1 Big Rack Children's Voile Easter Dresses, all colors. Neatly trimmed. Sizes up to 15—

\$2.45

1 Lot Broadcloth Fancy Patterns. Sizes up to 15. Very Spécial—

\$1.95

Boys' Oxfords

Boys' New Spring Oxfords in Tan and Black. Goodyear Welts, sizes 2 1-2 to 5 1-2. Very special at—

\$2.45 AND \$2.95



Spring Coats

In Fancy Mixtures and Plaids, including Sport Models at **\$7.95**

All-Wool Poiret Twill Coats, Silk lined, in both fur and plain collars, at

\$12.75

New Model Nobby Sport Coats in all desirable materials, at

\$14.50

NEW EASTER FOOTWEAR

at

PRE-EASTER SALE PRICES

Ladies' Patent Strap and Blonde Kid two-eyelet, \$3.00 value. Pre-Easter Sale

\$1.95

Ladies' Pullman Two-eyelet blonde Flapper Oxford

\$3.95

Ladies' Novelty Strap Blonde \$5.00 value. Pre-Easter Sale

\$3.95

Ladies' Blonde and Patent Leather. Also Combination colors. Pre-Easter Sale

\$2.95

Ladies' Novelty Cut Out One-Strap Pump, \$6.50 value. Spécial

\$4.95

Craddock Terry Patent Combination Easter Style. Spécial

\$4.95

Specials

LADIES \$1.00 SILK STOCKINGS

In all the newest shades special for this sale

55c 2 pair for \$1

A Great Value

New Colors in Nebel Hose, in the new shades

\$1.45

Hoover \$2.00

Stockings

In all the new shades, Sale Price

\$1.65

PAJAMA CHECKS

Quality AAA Pure White fine Bleach

Sale Price **10c**

Quality 2,000 Pajama Checks **12 1/2c**

Colored Pajama Checks for Underwear **12 1/2c**

UNDERWEAR CREPE

in white, pink, blue, peach Helio, Genuine Windsor Underwear Crepe, etc., a 25c value in

remnants **18c**

SPORT AND UNDERWEAR SATIN

Lumino Rayon Sport Satin for underwear and dresses

\$1 value **69c**

BARONET SATIN

Baronet Sport Satin, \$1.50 value, in all the underwear and dress shades, yard

\$1.20

NEW PRINTED SILK

36-inch new Printed Silks in neat styles for spring priced

\$1.18

SILK PONGEE, 49c

36-inch All-Silk Imported Jap Pongee, a quality that usually sells for 85c; while it lasts

for **49c**

CREPE DE CHINE

Quality 3360 40-inch All-Silk Crepe de Chine in all the new Spring Shades priced at

\$1.95

Efird's Department Store

VISIT THIS STORE

EVERY DAY DUR-

ING THIS SALE

OPEN UNTIL

10:00 P. M.

SATURDAYS