

EFIRD'S PRE-EASTER SALE

Going Over In a Big Way

The Big Days Will Be

Friday, Saturday and Monday

With Added Attraction In the way of Bargains for your Easter Shopping in both of Efird's Big New Stores at
CONCORD AND KANNAPOLIS

White Voile
Pretty quality sheer white Dress Voiles, Very Special. Yard ----- **29c**

Longcloth
Yard Wide English Longcloth, yard ----- **10c**

Sheets, 79c
72x90 Seamed Bed Sheets, A real value... **79c**

40-inch thin Sheeting, a Special Opening Item while it lasts, yard ----- **7c**

Rubber Mats
18x36 Rubber Mats usually sold at \$1. Sale Price ----- **65c**

Fruit of the Loom
36-inch genuine Fruit of the Loom Bleached Domestic, yard ----- **22c**

Sale Continues
Daily Until
Easter

We have enough space to mention just a few of the hundreds of Bargains that Await you
The New Betty Lee Sport Sweaters for Early Spring at Four Special Prices. Ask to See
Them

\$1.85 \$2.85 \$3.85 \$4.85

Silk Hose
Ladies' Full Fashion pure thread Silk Hose, values usually sold up to \$1.95 a pair. Slightly mill run, not seconds. All colors. A pair ---- **\$1.10**

Underwear Crepe
A beautiful Crepe for Lingerie, Children's Dresses, etc. white and colors ---- **18c**

Check Gingham
12 Yard Fast color check gingham ----- **\$1**

Romper Cloth
Genuine Ladlassie Romper Cloth, guaranteed fast color ----- **25c**

Men's Easter Suits \$10.45 up

Father George Sheeting
Genuine Father George Sea Island Sheeting, a real standard quality for half a century ----- **13½c**

Women's Silk Dresses ----- **\$7.95**

Our Men's Furnishings Department
Is Ready for You

Boys' Two Pants Suits \$4.35

Hundreds of Bargains in our Shoe Department

New Voiles
Printed Voiles, very stylish for spring and summer, real French patterns; beautiful quality ----- **33c**

Children's Socks
Children's Mercerized Sox, plain colors, including white turn over tops ----- **10c**

Seamless Unbleached Sheets
81x90 Seamless Unbleached Sheets, a few washes make them perfectly white ----- **88c**

Cutie Socks
Children's cutie novelty top Sox, all the newest patterns ----- **23c**

Floor Mats
18x36 Felt Base Floor Mats ----- **10c**

Dress Gingham, 10c
32 Inch Dress Ginghams in perfect short lengths, values up to 18c. Sale Price **10c**

Pajama Checks
36-inch fine count Pajama checks for Underwear, Childrens Dressts, etc **17c**

Alarm Clocks
A regular \$1.50 Nickel Alarm Clock ----- **79c**

Percale
36-Inch Percale in light and dark colors as well as solid colors. 36c values -- **18c**

Sea Island Sheeting
39 Inch Glenwood Sea Island Sheeting ----- **10c**

Follow the Crowd
Any Day and You'll
Be At Efird's

EFIRD'S

Concord Kannapolis