

EFIRD'S - : - EFIRD'S

FRIDAY MORNING, April 8th, Efirds Commence The Second Week Of Their Annual Pre-Easter Sale Which Has Proven To Be Biggest Pre-Easter Sale We Have Ever Had. Note The Following Specials For Friday, Saturday And Monday. We Will Continue Each Day Until Saturday Night April 12th.

LARGEST DISTRIBUTORS OF

Silk Hosiery In The South

In this great collection of Fine Hosiery one will find all the desirable colors in the correct size and priced specially for this Great Pre-Easter Sale. Now is the time to acquire your Easter Hosiery at lowest possible prices.

Ladies \$1 Silk Stockings
In all the new shades. Special for this sale 55c, two pairs for **\$1.00**

A Great Value
New colors in Nebel Hose, in the new shades **\$1.45**

Ladies' Full Fashioned Stockings
Ladies' Full Fashioned Silk Stockings, slightly mill damaged, otherwise would be a regular \$1.50 value; all the new colors. Sale price **68c**

Hoover \$2.00 Stockings
In all the new shades, Sale price **\$1.65**

Quality Stockings, \$1.20
Ladies' better quality silk-to-the-welt, pure thread Silk Stockings in all the new colors **\$1.20**

Boys' and Children's Stockings
Boys' and Girls' 3-4 50c novelty Hose **38c**
One lot Children's 3-4 Hose **25c**
Infants' Socks, Pair **22c**

One lot of Ladies' Full Fashioned Silk Hose, including dark and gray colors that are so popular now. Worth up to \$2.00. **SALE PRICE \$1.00**

WHITE BROADCLOTH SHIRTS
Style 140, highly mercerized Broadcloth Shirts, full cut; a value that usually sells for **95c**. Sale price **\$1.45**. Sale price **\$1.29**

Style 300, Imported White Broadcloth Shirts. Easter Sale price **\$1.29**
Style 450 better quality Genuine Imported White Broadcloth Shirts, a \$2.00 value, at **\$1.65**

COLORED SHIRTS
1 lot Men's Woven Madras and Colored Broadcloth Shirts, all the new patterns, all sizes **95c**

NEW NOVELTY SHOES AT EASTER SALE PRICES

Ladies' Patent Leather Dress Shoes **\$1.95**
Ladies' Beautiful Patent Leather and Combination One-Strap Low Shoes **\$2.95**
Ladies' New Blondes and Novelty One-Strap Ties, Etc., at Ladies' \$5.50 Shoes—All New Patterns—for **\$3.95**

CHILDREN'S SHOES
Children's Novelty Shoes, Pair **98c**

Children's Happytoz Novelty Low Shoes **\$1.25 \$1.45 \$1.95**

GREAT SCOTT SHOES
The Newest Novelties in Great Scott Shoes for Misses. All styles and qualities at— **\$2.45 \$2.95 \$3.45**

PAJAMA CHECKS
Quality AAA pure white fine bleach **10c**
Quality 2000 Pajama Checks **12½c**
Colored Pajama Checks for underwear **12½c**

MEN'S NEW OXFORDS

Men's Broad Toe Tan Oxfords, all Bals and Bluchers, at **\$2.85**
Men's Welt Oxfords, New Tan Broad Toe, Bals and Bluchers, at **\$3.35**
Men's Black Oxfords at **\$2.85**
Men's Black Oxfords, a Real Special, at **\$3.35**
Craddock-Terry Men's Oxfords at **\$4.95**

LADIES' NEWEST NOVELTY FOOTWEAR

Ladies' Pullman Two-eyelet Blonde Flapper Oxford **\$3.95**
Novelty Blonde cut-out one-strap Pump **\$4.95**
Novelty Strap Blonde Covered Heel Pump **\$4.95**
Patent Covered Heel One-Strap Pump **\$4.95**
Craddock-Terry Crepe Sole Blonde Oxford **\$4.95**
Craddock-Terry White Kid Covered Heel Pump **\$4.95**
Craddock-Terry White Covered Heel One-strap Kid Pump **\$4.95**

LADIES' NEW EASTER READY-TO-WEAR

(On Second Floor) 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**
A regular \$18.50 silk lined Poiret Twill Coat with and without fur collars at **\$14.50**
New model nobby Sport Coats in all desirable materials at **\$14.50**
\$25.00 Sport and Poiret Twill Coats, handsome fur collars as well as the tailored models and much wanted black and whites **\$19.50**

NEW SPRING DRESSES

Real Silk Crepe de Chine Dresses in a big range of new shades and models; \$7.95 value at **\$4.95**
Special purchase regular \$9.50 Satin Canton Crepes and Crepe de Chines. Extra **\$7.95**
One lot high grade Dresses in all the new Spring materials at **\$12.75**
One lot extra fine Dresses, made of exceptionally fine materials; they sell the country over at \$25. Our special **\$16.50**
BUNGALOW TIEBACK CURTAINS 39c PER PAIR

CHILDREN'S EASTER DRESSES

One lot Children's Printed Wash Dresses, all new Spring styles, 7 to 14 years, at **95c**
One lot Children's Cotton Broadcloth Dresses, specially attractive, at **\$1.95**
Fine line of Boys' Wash Suits in sizes 2 to 6 years at **95c**

UNDERWEAR FOR EASTER

One lot Silk Rayon Bloomers, Stepins, Vests and Slips made in all the light shades at **95c**
\$1.95 Silk Rayon Teddies, Stepins 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 Stepins in all new light shades at **95c**
One lot 95c Voile Teddies and Stepins, special at **69c**

RAYON SILKS 25c

36-inch solid color Rayon Silks—blues, tans, rose, helio, etc., Easter Sale **25c**

PRINTED BATISTE

Very fine quality highly mercerized Printed Batiste, in all the newest, neatest patterns, 40c quality, at **25c**

PRINTED PONGEE

Mallinson's printed fine quality mercerized Cotton Pongees for ladies' and children's wash dresses, a quality that usually sells for 59c. Sale price **44c**

SOLID COLOR VOILES

Belvedere fine quality fully mercerized Voiles, white and all the leading shades. Open Sale price **25c**

RAYON SILKS 18c

36-inch new Rayon Silk in all the new patterns for children's and ladies' dresses, sport wear, etc.; 39c quality; perfect short lengths **18c**

PETER PAN GUARANTEED FAST COLOR WASH GOODS

Peter Pan Nana, Fully Mercerized Printed Pongee, guaranteed fast color, in the neatest, newest dress styles **44c**

Peter Pan Aspra Corded and Printed Dimity check, neat patterns, guaranteed fast color **44c**

Peter Pan Highly Mercerized Batiste, fast color, for **38c**

Peter Pan 40-inch Highly Mercerized Colored Voiles, all the new colors, for **38c**

PRINTED FLAXONS

All the new styles in Printed Flaxon for children's and ladies' dresses, 50c value **38c**

MINUET VOILE

40-inch Minuet Voile, chiffon finish; all all the new patterns, yard **33c**

SPORT AND UNDERWEAR SATIN

Lumino Rayon Sport Satin for underwear and dresses, \$1.00 value **69c**

BARONET SATIN

Baronet Sport Satin, \$1.50 value, in all the underwear and dress shades, yard **\$1.29**

NEW PRINTED SILK

36-inch new Printed Silks in neat styles for Spring **\$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 for **\$1.35**

FLAT CREPE

40-inch Flat Crepe de Chine in the staple as well as new shades for Spring **\$1.85**

40-inch Canton Crepe, all colors

\$1.95

NEW PRINTED CREPES

40-inch new Printed Crepe De Chine, patterns that are entirely different, at **\$1.85**

GEORGETTES

40-inch Georgettes in the new Spring Shades, \$1.50 value **\$1.18**

SILK BROADCLOTH

36-inch All-Silk Suburban Broadcloth in the underwear and dress shades for **\$1.10**

STRIPED BROADCLOTH

All-Silk Striped Broadcloth, a value that usually sells for \$1.50. Easter Sale price **\$1.10**

COLORED PONGEE

36-inch All-Silk Colored Pongee, guaranteed washable **\$1.18**

SILK REMNANTS, \$1 PER YARD

One table Silk Remnants, including Crepe de Chine, Wash Silks, Broadcloths, Radium, etc.; values worth up to double the price. Opening morning of this sale, per yard **\$1.00**

WHITE GOODS

Pre-Easter Sale Prices on the Biggest Quantities of White Goods, Linens, Towels, Etc., That Will Create Big Buying by Thrifty People During This Great Pre-Easter Sale.

BED SPREADS

81x90 Colored Stripe Bed Spreads **98c**
63x90 Pure White Ripplette Bed Spreads **\$1.39**
72x90 Ripplette Bed Spreads **\$1.59**
81x90 Ripplette Spreads **\$1.79**
81x105 Rayon Silk Spreads **\$2.95**

TOWELS

Small size Turkish Towels **10c**
Extra size Turkish Towels **18c**
A regular 35c Turkish Towel **22c**
Large size Honeycomb Towels, pure white **18c**
81x90 Seamless Sheets **85c**
Cambria 81x90 Seamless Bleached Sheets, \$1.25 value **85c**
81x90 Excell Seamless Sheets, \$1.35 value **95c**
81x90 Empire Seamless Sheets **\$1.18**
81x90 Pepperell Bleached Sheets **\$1.25**
42x36 Empire Pillow Cases **29c**

Special Prices On Other Nationally Advertised Brands of Sheets and Pillow Cases.

FATHER GEORGE SHEETING

Father George Sheeting, Sale price **10c**

FEATHER TICK

Amoskeag A C A Featherproof Tick **25c**
Good Satine Finish Mattress Tick **18c**
Heavy quality coarse Mattress Tick **10c**

WIDE SHEETING

81-inch 9-4 Unbleached Seamless Bed Sheeting, Sale price **25c**

LONGCLOTH AND BLEACH DOMESTIC

350 English Longcloth **10c**
Quality 400 English Longcloth **11c**
Quality 3000 Longcloth, 35c value **22c**
Barker Mill Bleach **18c**
Genuine Lonsdale **25c**
Nainsook Lonsdale **25c**
Cambric **25c**

UNDERWEAR CREPE

In white, pinks, blue, peach, Helio, Genuine underwear crepe, etc., a 25c value in remnants **18c**

HOPE BLEACH DOMESTIC

Genuine Hope Bleach Domestic **14c**
36-inch Pepperell Bleach Domestic **18c**
36-inch Embroidery Cloth, 25c quality **18c**

BROADCLOTH, 14c

Quality 600 36 inch white broadcloth Special at **14c**

NAINSOOK, 10c

Quality AAA 36 inch soft Finish Nainsook **10c**

EFIRD'S DEPARTMENT STORE - SHELBY, N. C.