

EFIRD'S Scoops the New York Market in Another Big Purchase

We Bought---

All On Display
Thursday Night
in Our Windows



7,043 Silk Dresses
10,500 Slipover

Sweaters
6,000 French Voile
Shirt Waists

For Our 33 Stores--All Go on Sale

FRIDAY MORNING, 8:45 PROMPT

The Dresses
Are Divided Into Just
3 GROUPEES

Never before in our history have we made such an advantageous purchase of fine wearing apparel, and true to our policy, we pass the bargains on to you.

And Sell For

Groupe A **Groupe B**

See
\$18.50 Window Display **\$14.50**

Groupe C

New Effects New Materials
New Styles New Colors
New Treatments New Combinations
New Absolutely New Ideas
\$8.50

**A Wonderful Gorgeous
Collection at Any Price**

The Sweaters

All New Spring Col-
ors and Weaves



**GO ON SALE
Friday Morning
8:45**

All At One Price

CHOICE \$1.00

SEE WINDOW DISPLAY

Two Lots of French Blouses



All made of genuine French Voile, trimmed in Hand Filet Lace and Hand Embroidery—values in the lot up to \$5.00

LOT NO. 1 CHOICE LOT NO. 2
\$1.87½ **\$2.93**

SEE WINDOW DISPLAY

**This Purchase and Sale of DRESSES,
Is just what we say it is, and the figures may be SWEATERS and
verified by communicating with our New York SHIRT WAISTS
office, 126 Fifth Ave., New York City.**

EFIRD'S DEPARTMENT STORE

LOCATED IN THESE TOWNS

- | | | | | | | |
|-------------------|--------------------|--------------------|-------------------|-------------------|--------------------|----------------------|
| Albemarle, N. C. | Cherryville, N. C. | Durham, N. C. | Greenville, S. C. | Lexington, N. C. | Rocky Mount, N. C. | Sumter, S. C. |
| Anderson, S. C. | Concord, N. C. | Forest City, N. C. | Greer, S. C. | Lincolnton, N. C. | Salisbury, N. C. | Raleigh, N. C. |
| Burlington, N. C. | Columbia, S. C. | Gastonia, N. C. | High Point, N. C. | Lumberton, N. C. | Shelby, N. C. | Wilmington, N. C. |
| Charlotte, N. C. | Danville, Va. | Goldsboro, N. C. | Laurinburg, N. C. | Monroe, N. C. | Spartanburg, S. C. | Winston-Salem, N. C. |
| | | Greenwood, S. C. | Lenoir, N. C. | Rock Hill, S. C. | Statesville, N. C. | Wilson, N. C. |