

# EFIRD'S FEBRUARY SALE EFIRD'S

## Beginning At 8:30 on Friday Morning, February 12

A sale in all departments for all the people. We offer in this Sale great bargains in all winter merchandise and the newest Spring Goods.

### With New Colors---New Fabrics--- the Advance Spring Modes Come to Town



Ladies look at these Wonderful Flannel and Wool Dresses in our February Sale for **\$5.95**

A special lot of Silk Dresses formerly priced as much as \$18.00, a great bargain in our February Sale at **\$6.95**

A special lot of \$18.50 wool Dresses for our February Sale priced to sell at **\$9.50**

One small lot of Silk Dresses, \$25.00 values, to go in this Sale for only **\$12.75**

One rack of our \$25.00, \$27.50 and \$30.00 Silk Dresses. Special in our February Sale **\$16.95**

A great bargain rack of Irene Castle and other high priced dresses go in this February Sale For Less Than Cost to Us. One lot of Wool and Brocaded Dresses. just a few left for **\$1.85**

23 Coats at Give Away Prices, sizes 36 to 42 for only **\$3.95**

27 Coats, Fur and Self-trimmed, \$18.50 values for our February Sale at **\$9.95**

One rack of \$25.00 and \$30.00 Winter Coats, special for this Sale **\$15.00**

Our Spring line of Dresses and Coats are coming in each day and they are of the newest shades and materials, priced so low that you will wonder why we sell them so cheap.

### Vanta Baby Garments



Vanta Underwear the kind without pins and buttons:

- Vanta Vests **59c**
- Vanta Vest, wool and Cotton **89c**
- Vanta Vest, Silk and Wool **\$1.45**
- Vanta Bands, Cotton **49c**
- Vanta Bands, Wool and Cotton **85c**
- Vanta Binder, Cotton **49c**
- Vanta Binder, Silk and Wool **69c**
- Vanta Baby Hose **39c, 69c**
- Vanta Knit Gertrude **\$1.35**
- Vanta Knit Nightie **\$1.23**
- Nazareth Infants Vest **29c**
- Efird's Brand Infants Shirts **39c, 45c, 85c**

Infants Bathrobes, white pink and blue priced **\$1.45**  
Meyers Infants Hand Made Dresses, long and Short **95c \$1.85**

Good assortment of Bootes, Special price **25c, 45c**  
Baby Blankets **85c** special  
Baby Quilts, Silk and Hand Made **\$1.45**  
Baby Sacks and Sweater Coats **85c \$1.65**

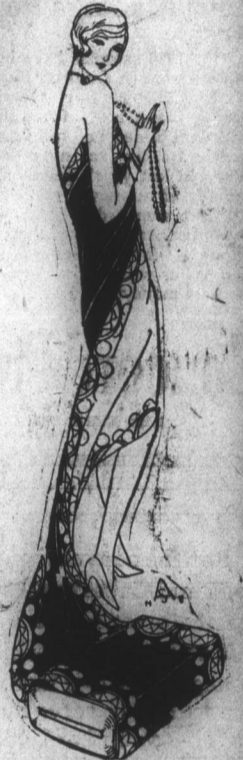
Children's Brushed Wool Suits **\$3.65**  
Children's All Wool Sweaters Special **\$1.65 \$4.95** Price

Children's Panties **79c**  
Dresses **79c**  
Children's Wash Suits **95c and \$2.85**

Children's Flannel and Jersey Knit Suits **\$1.95 \$4.95**

### New Spring Fabrics Tempt One To An Early Start

- Taffeta in blue, brown, black, navy, rose, tan, extra special for this sale **95c**
- 33 and 36-inch Radium in assorted colors for **95c**
- New Colors in Georgette, all the new spring patterns **\$1.95**
- 40-inch printed Crepe de Chine New Spring shades special **\$1.95**
- 36-inch Printed Foulards, a good assortment of colors for spring wear **\$1.35**
- 32-inch Tub Silk in Stripes, just fine for Spring Dresses **\$1.35**
- A special table of Silk Remnants priced to suit you.
- 40-inch Radium in Pink, Yellow, Orange, Orchid, heavy quality. Priced for this Sale **\$1.69**
- 36-inch Satin, blue, brown and green, special **\$1.29**



### Sensational Dress Sale

Just for Friday and Saturday we will sell 55 Silk and Flannel Dresses, all good colors and materials **\$4.89** only

### GLOVES

Gloves, Chamiosette and Kid, specially priced just what you want for Spring Wear **65c TO \$2.95**

### HANDBAGS

Buy Now while they are cheap.

### Hosiery Chooses the Loveliest of Colorings



- Gotham Gold Stripe Hose for Ladies—sheer and heavy weight, ravel stop. A stocking that gives real service **\$1.65**
- No. 1220 Full Fashioned Nebel Hose, Carolina made and comes in all the new colors. Priced for our February Sale at **\$1.45**
- No. 1900 Ladies Pure Thread Silk Hose in the new shades. Priced for this sale **\$1.35**
- No. 1200 Queen Charlotte Hose. Full fashioned Silk hose, special for our February Sale **95c**

- Big Assortment of Fiber Silk Hose, \$1.00 values, now **68c**
- No. 110 Hall Knit Ladies' Fiber Silk Hose in assorted colors, special for our February Sale **55c** Special
- Another big assortment of Silk Hose, in assorted colors special **45c** for
- Children's Fancy Top and Mercerized Hose. Just what the school girls want at **22c to 45c**
- Boys' School Hose **23c**
- Black and Tan **23c**

### The New Slippers for Daytime and Dancing

On our big stock of well selected Shoes you will find great money-saving values. We want you to be sure and come and let us show you our big Bargains.

- One big lot of Children's Shoes in buttons and lace. Special while they last **85c**
- One big table of Ladies Oxfords and Strap Pumps while they last **85c**
- Men's, Boys', and Ladies' High Top Shoes, Panceo Sale, special in this sale at **\$1.75**

- One table of Ladies' and Misses Satin, Patent and Tan Pumps. Good Styles and sizes **\$2.45**
- One table of Pullman and Craddock Pumps, special **\$2.75**

75 Pair of Imperial, Pullman and Craddock \$5.00 and \$6.00 Pumps special for our February Sale **\$3.75**

Big assortment of Ladies, Misses and Men's Newest Styles in Spring Oxfords and Pumps. Colors in tan, Blond and Patent Leathers. Priced Low to Save You Money.



We want to invite every Lady in this vicinity to come see the new spring dresses and coats. Not since the war started have we been able to offer such dazzling values in ready to wear.

There's No Place For Values Like

# EFIRD'S CONCORD,

N. C.