

BARGAINS HERE
Come and Save

EFIRD'S

PRICES HIT
ROCK BOTTOM

Re-Arrangement of Stock **SALE**

BEGINS FRIDAY MORNING, FEBRUARY 17th

And Continues Through Saturday, February 25th

29c Large Turkish Towels	17c
50c Quality solid color Suitings, sun fast, per yard	29c
Father George Sea Island Sheeting	10c
Ladies' Winter Coats, including fur trimmed styles. Values up to \$10.00 on Sale for	\$3.85
Ladies' better Winter Coats, including values up to \$16.50. Sale Price	\$8.90
One rack Ladies' New Spring Dresses, styles and colors that are different. Sale Price	\$4.39
New Spring Dresses, values up to \$12.50, on sale for	\$7.75
Ladies' New Spring Coats, new materials and colors	\$7.75
One rack Ladies' New Spring Coats in leading colors	\$4.69
New Spring Coats in the latest colors and styles at	\$9.90
Extra Heavy Outing, 18c value	10c
White and colored Cheese Cloth	5c
Turkish Towels	10c
72x90, 2 lbs. Cotton Bats	79c
Children's Lumber Jackets	75c
81x90 Seamless Sheets, special	69c
Men's good heavy, part Wool Sweaters, \$1.50 value at	85c
17x24 Feather Pillows	\$1.50 pr.
Men's Keen Cut Overalls	98c
20 per cent off on all Trunks and Bags.	
25 per cent off on all Wool Rugs.	
Round Sofa Pillows. \$1.00 value, special	29c
18x36 Gold Seal Rugs, 50c value, Saturday at	15c
Boys' Banner Blue Overalls	59c
Coat's Spool Thread	3 1-2c
3 Boxes regular size Kotex	98c

66x80 Extra heavy Cotton Blankets	\$1.45 Pair
House Dresses	69c
One rack Happy Home and Wirthmor	
Dresses, new patterns and styles. Sale Price	88c
Ladies' better quality \$1.00 Rayon Bloomers	58c
Ladies' \$1.50 finest quality Rayon and Glove Silk Bloomers	94c
39-inch Smooth Sheeting	5c yd.
Ladies' Full Fashioned Pure Thread Silk Hose in all leading colors, usually sold \$1.50 and \$2.00 per pair	\$1.00
Ladies' all over Silk Peak Heel Hose in every good color, Sale Price	\$1.35
4-String Heavy Brooms	25c
Ladies' Misses', and Children's Shoes on Sale	49c pair
One table of Ladies' and Misses' low as well as high tops	95c pair
A better grade of Ladies' Pumps, Oxfords and Straps in all new styles	\$2.95 pr.
Men's High Top Shoes and Oxfords, all sizes and styles	\$1.95 pr.
Ladies' and Children's Novelty low Shoes, Pumps, Oxfords	\$1.35 pr.
Men's Oxfords in all the newest lasts, blacks, and tans	\$2.95 pr.
One lot ideal Baby Shoes, high tops and Sandals	69c pr.
Boys' Nicker Pants, good dark colors for School	89c
Boys' \$2.00 and \$2.25 Pants	\$1.65
Men's heavy weight Wool and Moleskin Work Pants	\$1.79
Men's Khaki Pants	95c
\$1.50 Pin Check Pants	95c
Boys' School Blouses all colors	68c
Boys' New Honor Bright Shirts, fast colors, good patterns	68c
One lot Children's 3-4 Hose	15c
Boys' and Girls 3-4 School Hose, 50c Value	35c

2-yd. wide Felt Base Floor Covering, per square yd.	33c
2-yd. wide Genuine Congoleum Felt Base Floor Covering, per yd.	55c
Palmolive Soap	6c
66x80 Chatham Blankets, first quality, \$5 value, pair	\$2.99
Heavy Army Blankets	\$1.75
Regulation Army Colored Blankets	\$2.75
9-4 New Era Seamless Unbleached Sheeting	25c
81x105 Striped Scalloped Bed Spreads in Pink and Blue	\$1.98
12 Mummie Imported all silk Jap Pongee, \$1.00 quality	45c
Boys' and Girls' Knit Union Suits	35c
Men's and Boys' Blue Chambray Work Shirts	39c
Men's Long John Blue Chambray Work Shirts	68c
Men's Mayo Union Suits	69c
Men's \$1.50 Mayo Union Suits, first quality. Sale Price	69c
Boys' and Girls' \$1.00 Knit Union Suits	69c
One lot Men's Suits	\$5.98
Men's Suits worth up to \$12.50, Sale Price	\$8.45
Men's Suits in good Styles	\$11.00
Men's \$25.00 and \$29.50 Suits	\$16.95
Boys' Corduroys and Woolen Suits, good quality	\$2.95
Boys' Two-Pants Nicker Suits, originally sold for \$9.00	\$4.99
Boys' Better Quality and Good Spring Styles	\$7.75
Men's Novelty Silk Hose	22c
Men's 50c Novelty Silk Sox	38c
One lot Rayon Silk Sox, all colors	10c
Men's Full Cut Heavy Denim Overalls	98c
Boys' Full Cut Blue Denim Overalls	69c
Men's White Hemstitched Handkerchiefs	3c

EFIRD'S DEPT. STORE

Forest City,

North Carolina