The AND ABOUT THE CITY

The Control of the Control

All Sizes, Shapes and the **New Colors**

Party Shoes, Dress Shoes, Sport and Play Shoes for Everyone

And the Prices Will Please Your Purse

The New EFIRD Store

IN AND ABOUT THE CITY



Easter has passed and now we begin to think of our supply of dresses for Summer. We are showing the most complete line of Spring and Summer Materials that has ever been shown in Concord.

Some of the leading Materials that are going big now are Crepe Back Satin, Satin Canton, Flat Crepe and Canton Crepe. We have a Wonderful Line of all these in stock



\$3.00 value Flat Crepe in Short Lengths Special \$1.98 and \$2.48

Just in, a Lot Sport Stripe Extra Heavy Broadcloth in Nice Range of \$2.30 One Counter Filled with all Kinds of Silks. Special per yard \$1.00 75c Value English Broadcloth \$2.50 Value Satin Back Canton \$1.98

\$1.75 value Canton Crepe One Lot All Pure Linen, 36 inches wide.

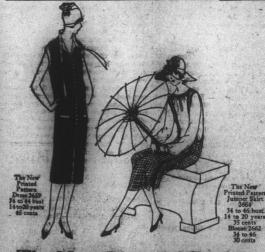
in all the good colors. Special -

Suiting. Special this week _____
Printed Crepes Are Going Very Strong for Spring and Summer Wear \$1.00 Crepe Special \$5c, 89c Radio Crepe Special
Radio Crepe in Silk and Cotton Mixture.
Beautiful Range of Patterns
75c Value. Special this week
Big Stock of New Silk Stripe and Checkel
Voiles for the Hot Summer Days That are
coming. Priced 25c to 59c

Fast Colors, 75c value



AStore Full of Big Bargains For You every day in the week Come In and Let Us Show You



Simplified Printed Patterns

New Summer Quarterly of Pictorial Review Fashion Book now on sale in Pattern 25c Department ____

The New Pictorial Review

May Now on Sale in Pattern Department

are also perforated, notched and cut out ready for use. There are no superfluous margins to overlap or trim away. Try these wonderful printed patterns.; They almost talk to you.

We Deliver Everything We Sell Phones 138--608

Concord, N. C.