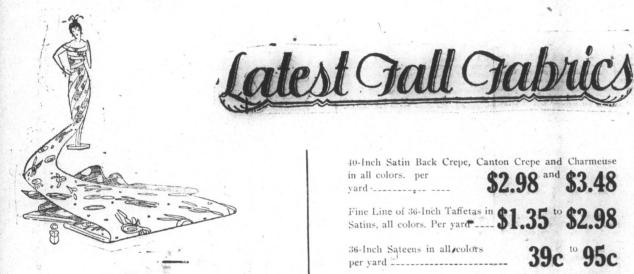
EFIRD'S



No one can raise crops like the Cabarrus farmers, and no one can raise bargains like the Efird stores. We are both supreme in our class. Just as you folks are showing your best at the fair grounds, we are exhibiting the latest and the best in general merchandise at our Concord Store during Fair Week. Four million patrons in the Carolinas believe Efird's values are the winners.



Efird's Gives First Prize for Best Exhibit



32-Inch Soisette, all colors. Only 39c Large Assortment Loraine Ginghams, 32 inches

32-Inch Gibson Gingham and Knicker 19c and 25c

Serges, 36 to 54 Inches Wide 75c * \$2.98 40-Inch Satin Back Crepe, Canton Crepe and Charmeuse in all colors. per

Fine Line of 36-Inch Taffetas in \$1.35 to \$2.98 Satins, all colors. Per yard----

36-Inch Sateens in all colors

Buty Chine, a splendid Dressy new material See it. Only the yard ____

Cretonnes for Curtains, Draperies and 25c, 39c Coverings, 36 inches wide. The yard

Outing Cloth, Solid colors, dark and light, also in Plaids. The yard ______ 15c

Remnant Counter-a little of everything

Fashion's

So this is the time to speak of the Fall Clothes we are d morning October 16, at 9 o'clock and will be one of the mos Cabarrus women.

Frocks and Dresses appropriate for every emergency. Late color to give the striking note. Coats and wraps in the u proper straight lines of the silhouette. In fact, every ga which bespeaks the latest Fall Fashions. Thus, his will yet select a delightfully attractive Fall and Winter wardrobe

Betty Wales a

Big Rack of Ladies' Dresses in Canton Crepe, Velvet, Crepe de Chine, Satin and Charmeuse, in Solid and Fancy Colors. Prettily Embroidered, and well finished. All sizes Great value at _____ Big Rack of Ladies' Dresses in Canton Crepe, Shim-

mering Crepe Broades, Long and Short Sleeves, the very latest and extra stylish in Betty Wales and Peggy Page Dresses Priced at

Rack of Ladies' Dresses in Serge, Poiret Twill, Tricotine, Betty Bales and Peggy Page Dresses. Lovely

HOSIERY



wide, the yard -----

Full Fashioned Hose in Lisle, Cotton and Silk, all colors, and sizes ___ 48c to \$2.98 Beaded and Novelty Bags, the latest thing just out \$1.98 to \$2.98 Imported Japanese Boudoir Lamps, each to clear _____ \$1.00

GAY

Blouses continue to be the high coloruf note in milady's costuming. And especially so for Fall. In our display, you'll find Blouses with the side tie or the latest pert bustle tie bow. Printed and plain silks, many crepes. Assorted

Novelty Blouses and Sweaters. A Fine Large Assortment of each. A new Blouse is always bandy and this is sweater time for sure. Fine selection of Blouses just in, all the latest colors and novelty effects for special fair week shopping attraction—

\$3.48 to \$8.95

Sweaters—Warm, Cozy, Comfortable, ust the thing for automobile riding and a hundred other purposes. The bright new colors are most attractive see them Fair Week. Don't miss them at only—

\$4.95 to \$8.95

Blanket Bargains Fair Week

All Wool Double Blankets in Plaids and Solid Colors, white with blue and pink borders. Plaids with blue, pink and grey, Priced ____ \$5.95 to \$6.75 Special Bargains in Comforts. Just the thing for the cool nights.

Be comfortable when it-costs so little. Priced _____\$4.48

RUGS

10c

Fibre Rugs, 36x27, only \$1,24

Large Parlor of Bed Room Rugs, 9x12 at \$22.50 and \$29.50

FALL FASHIONS

For the Little Miss

Now is the time to be outfitting the little Miss with Fall Clothes for school. And it's a wise mother who shops at our store, for, we carry a large assortment of practical garments for the younger generation. Pleated Skirts in stripes and checks. Foulard Frocks. School Coats made on growing lines are a few of the big bargains to be found in our Children's department.

Children's Coats, ages two to six, in a great variety of Warm Pretty Materials \$2.98 to \$9.95 Warm Serge Middy Suits with Regulation Insignia in two pieces