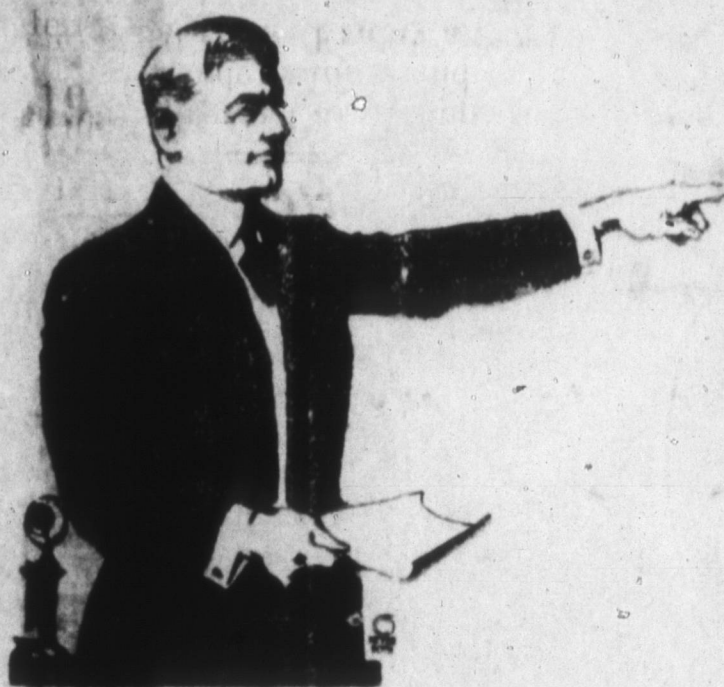


EFIRD'S

You will always find BARGAINS worth while if you will STOP AT EFIRD'S to do your shopping. We can outfit every member of every family cheaper than any other merchant in Eastern North Carolina.



IT'S OUR POLICY TO SELL FOR CASH, BUT SELL FOR LESS.

Through our purchasing agency, Efird's supply the entire chain of 30 stores and our cost price therefore is much less than it would be to the average merchant.

Efird's

BUYS FOR LESS AND SELLS FOR LESS

A Festival of Bargains for
Friday, Saturday, and Monday



Men and Boys Clothing Department

Men's Monroe Suits— \$19.50 TO \$35.00	Blue Serge Suits, all sizes— \$19.75	One lot Young Men's Suits, all good patterns, \$11.95	Young Men's 2-Pants Monroe Suits— \$24.50
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BOY'S CLOTHING.

Boy's 2-Pant Monroe Jr. Suits, all new patterns— \$12.95	New lot Boy's 2-Pant Suits, all good patterns— \$6.95	One lot Boy's 1-Pant Suits, all new and good styles— \$4.98
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Ladies' Patent Leather Pumps, low rubber heels, welt soles, \$6 values. Friday and Saturday—
\$4.98

Ladies' Satin Pumps, baby Louise heels, best grade Skinner Satin, \$9.00 value. Friday and Saturday—
\$6.50

Ladies' Brown Suede Pumps, with brown calf inlay, \$7.50 values. Friday and Saturday—
\$5.95

Ladies' Brown Calf Pumps with brown suede saddle and inlay cap, \$6.50 value. Friday and Saturday—
\$4.98

One table of Ladies' Pumps and Oxfords, plain and combination collars, low and military heels, values up to \$5.00. Friday and Saturday—
\$2.95

Ladies' Black Satin Pumps, trimmed in Black Suede, low heels, \$7 values. Friday and Saturday—
\$5.98

One table of Men's Dress Oxfords in all the wanted lasts, \$5.00 values to clean up, Friday and Saturday—
\$2.95

Men's \$2.50 Scout Work Shoes for Friday and Saturday only—
\$1.98

We have a full line of Men's Dress Shoes and Oxfords for fall. Be sure to see them during this sale. Special prices on all.

CHILDREN'S E. C. SKUFFERS FOR SCHOOL WEAR

One lot of Boy's Skuffers in brown and black lace and button, \$3.50 values. Friday and Saturday—
\$2.98

Child's E. C. Skuffers, sizes 6 to 8, brown button only, \$2.50 values. Friday and Saturday—
\$1.98

One table Men's Dress Shoes, English and Brogue last, \$5 values. Friday and Saturday—
\$3.95

New Fall Dresses

We have just received a nice line of beautiful silk and wool dresses

Silks

Canton Crepes, Satin Cantons, Satins, Crepe de Chines, M o r i e, newest shades for fall. Priced:
\$18.50 TO \$37.50

Wool Poiret Twills and Canton Crepes, beautifully made with braided designs. Priced from—
\$11.95 TO \$16.75

Closing Out All Silk and Cotton Dresses

Suitable for early Fall wear. Among these you will find All-Silk, Canton Crepe, Paisley Crepe, Crepe de Chine and Georgette. There are Dresses in this lot valued up to \$39.50. Priced now from **\$7.95 to \$12.88**

One rack of Voile and Gingham Dresses. The very best styles and materials, values up to \$9.95 will go on sale at **\$3.98**

Happy Home Dresses

Beautiful designs in Gingham, Chambrays and combinations—
88c

A wonderful selection in Cotton, Wool and Silk Skirts. All new materials. Closing out price from—
\$4.95

We Have Just Received

A complete line of Brassieres in all the new models, some with elastic sides and supporters, others made of splendid quality satin and brocaded material. Priced from **18c to 98c**

Sweaters

The latest thing for Fall Wear in Sweaters in all the wanted shades and styles at **\$1.98 to \$4.95**

EFIRD'S DEPARTMENT STORE