

Great Fall Merchandising Event

Now In Full Swing

EFIRD'S NEW GOODS BOUGHT BEFORE the ADVANCE EFIRD'S

New Fall Ready-to-Wear for Men, Women and Children. New Fall Oxfords for every member of the family--Piece Goods, Wool Goods, Blankets, Rugs, Trunks, and Everything from the Cellar to Roof EFIRD Prices--Which mean the Lowest prices to be found anywhere in the Carolinas.

New Fall Coat Suits Specially Priced

New Coats Suits
Made of all wool Amoskeag Storm Serge. Every style is new, coats nicely lined with good grade of Sateen. Sale Price \$9.95
Ladies' Coats in navy, black and brown. All the late styles. Real bargain at \$21.75

New Fall Coats
Ladies, New Fall Coats, a big shipment just unpacked. Plain and fur collars. All the wanted weaves and colors. See these, priced special for \$22.50

Special Outings
5,000 yards of heavy, fine Outing in solid colors and checks and dark and light colors. The time to buy Outing is now, yard 18c

Misses and Children's Coats
By express today a big line of Misses' and Children's Coats, some with large fur collars. You must see these. Specially priced from \$1.95 to \$7.95

New Fall Dresses
Yes, we have them in the newest fall models. Point Twill Dresses in navy and brown. Silks in numerous colors, all carrying the latest hits. See these at, each \$4.95 to \$9.95

New Fall Dresses
Canton Crepes, Canton Knit, Taffetas, Crepe Brocades, Crepe de Chine and Flat Crepe. Showing all the new style developments for fall values to \$22.50 for \$14.95

New Fall Dresses
Two big racks of entirely new Frocks for fall. One rack in regular sizes from 16 to 40, the other rack featuring dresses for stout women. Sizes 40 1-2 to 58. We can fit you whether you are large or small! These dresses priced for \$24.50



Children's Union Suits
Hanes Union Suits for children. None better made. Buy them early this season. They will feel fine these chilly mornings: priced special for 98c

FALL SHOES

The shoe business in Efirde's huge chain of 34 stores makes a tremendous outlet volume from the manufacturers. For this chain Efirde buys direct from the manufacturer for SPOT CASH by the solid car load. This advantage in close purchasing power for cash means a big shoe saving for our customers. It means that we can make a legitimate profit on shoes and sell them much lower than the ordinary store.

Ladies' New Fall Footwear
One big close-out of Ladies' White Reignsku Oxford and one-strap pumps, with red and blue trimmings; values up to \$4.98 \$2.85
One big table of Ladies' Black and Tan Oxfords. Also one and two-strap Pumps, \$5.00 values. As long as they last \$2.85

One big lot of Ladies' White Canvas Shoes with Cuban heels. All styles and sizes; values up to \$3.48 \$1.85
One lot of Ladies' Black Patent Leather one-strap Pumps, (trimmed in champagne. Low and rubber heels; values up to 4.98 \$2.98

A big lot of Ladies, Combination Sport Oxfords with low rubber heels a regular \$4.99 seller. Only \$2.98
A big bargain of Ladies' Black Satin Pumps, tan and champagne combination Sport Oxfords, Patent Leather one-strap Pumps and Kid Pumps; values up to 7.50 \$4.98

A big lot of school shoes for Misses and women in brown calf. Low rubber heels \$3.48
A big lot of Ladies' Black and Brown Kid Shoes with English and round toes, Cuban and low heels \$4.95
One lot of Ladies Patent Kid one-strap Pumps with hand turned sole. Leather Baby Louis heel; \$8.00 value \$5.98
Also Black Kid \$4.98

Ladies' Satin Pumps, \$3.98
One big lot of Ladies' Black Satin one-strap Pumps, low heels; \$6.00 values \$3.98
One lot of Ladies' Black Satin Pumps with black suede straps; low and Baby Louise heels \$4.98
Just Arrived, \$3.98

250 pairs of Ladies' Sport Footwear in Oxfords and Pumps. A big assortment of colors and combinations. Made in all the new styles for fall; \$6.00 values \$3.98
One lot of Ladies' Brown Oxfords with suede trimmings. Low and Military heels \$4.95
Children's New Fall School Shoes

One big lot of Children's Black Patent Leather Low Heel Pumps, also Children's Brown Sandals; values up to \$1.98 95c
One big lot of Misses' School Shoes in black and brown, low rubber heels. Sizes 12 1-2 to 2 \$2.48 and 2.98
Infants Scuffer Shoes black and tan \$1.48

Scuffers, \$2.98
One big lot of Black Scuffers for boys and girls in button and lace. Sizes 8 1-2 to 11 1-2 \$2.48
Brown Calf Scuffers for boys and girls, button and lace, sizes 12 1-2 to 2 \$2.98
Just received: A big shipment of E. C. Scuffer Shoes for children, in tan and black, vici and calfskin, button or lace. Infant's sizes, 3 to 6 \$1.48
Children's sizes 6 to 8 \$1.98
Children's sizes 8 1-2 to 11 1-2 \$2.48
Children's sizes, 12 to 2 \$2.98
Misses' sizes, 3 to 8 \$3.98

Men's Work Shoes
225 pairs Men's Brown Elk Scout Shoes for work. Will last. All sizes regular \$2.98 values \$1.95
A big table of Men's Lion Brand Work Shoes, Munson last, soft and values \$3.85
One big lot of Men's Wooden Pegg Heavy Work Shoes \$2.65

Bed Room Slippers
Ladies' Felt Bed Room Slippers in solid and combination colors. Sizes 3 to 8 95c
One lot of Turkish Bed Room Slippers in all colors and sizes, at 75c

Oxford Pumps
One big lot of Ladies' Black Kid Oxfords with natural bridge arch saver. With low military and Cuban rubber heels. The Shoe for style and comfort \$7.50 values \$4.95
\$4.00 Values, \$2.98
200 pairs Ladies' Heavy Brown Elk Hide Shoes for Fall, with and without rubber heels. All sizes \$4.00 values \$2.98

This Season's Newest Styles
One big lot of Ladies' Brown Suede Oxfords and one-strap Pumps with leather trimmings; low and Cuban rubber heels \$5.95
One lot of Ladies' Grey Suede Oxfords and one-strap Pumps with military and low heels \$5.85

YOUR NEW SUIT IS HERE

New Fall Suits Faultlessly Tailored, Made of Domestic and Imported Woolens--Every Suit Priced Reasonably

New Fall Suits
Fine heavy 3-piece Suits for men; the kind you pay \$18 for. On sale \$11.75

Men's Monroe Suits
In young men's and conservative styles. Made of the finest worsteds, serges and cashmeres; all colors; perfect fit assured. Very Special at \$25

Men's Odd Pants
In solid colors and pin stripes. A full assortment of sizes and colors. Priced from \$1.98 to 7.50

Men's Suits
Men's Suits, new Fall Colors and styles. Strictly all wool materials, for \$25.00

Youths' Suits
New Fall Suits in the famous Monroe Brand. Every color, size and style \$22.50

Men's Suits
Men's All-Wool Suits that are perfectly tailored, correctly styled and in the latest Fall colors, for \$27.50

Men's Suits
Very special high-grade Men's Well-fitting Suits for \$19.50

Men's Shirts and Drawers
Men's Shirts and drawers. Mayo Brand, medium weight, cotton ribbed shirts and drawers at garment 85c

Men's Monroe Suits
Make up your mind to let your next Suit be a Monroe. You'll save money with no sacrifice as to style, workmanship and fit. They're guaranteed. Hundreds of these good-looking Suits in every desired color on Sale in our Men's Department at \$30.00

Men's Monroe Suits
Plain Navy French Twill Serges, mixed colors in worsteds, pin stripes and checks, in flannel and worsted. A suit worth every cent of \$45.00. Buy it here for \$35.00



Men's Odd Coats
Just a few more left. You'll have to hurry for one of these. Your choice of brown, grey or blue, all wool hard worsted at \$4.95

Men's Union Suits
Medium Ribbed Cotton Union Suits, Mayo brand. All sizes in stock at, suit \$14.50

HOSIERY

Ladies, buy your Hosiery at this great sale. We will not sell again at these prices.

Ladies' Silk Hose, 55c come early, buy now, all colors, 89c values for pair 55c

Children's Hose in Black
The school Hose to buy when you can get them at this price, Friday and Saturday only pair 15c

\$1.18 Ladies' Silk Hose, 90c Pair
Pure Silk reinforced heel and toe, black colors, not many to sell at this price 90c

\$1.50 Ladies' All Silk Hose, 1.10 Pair
Full fashioned garter top, double heel and toe, in black and colors, long as they last \$1.10

Romper Cloth
32-inch Romper Cloth in all new patterns, as well as solid blue, 35c quality in remnants at 18c

Dress Gingham
Fine quality Dress Gingham 25c value, all this season's newest patterns, and solid colors at 18c

32-inch Gingham
A big shipment of the best known brands of 32 inch Gingham in a broad range of patterns, values up to 33c, sale price 25c

Dress Gingham, 14c
A big lot of quality mercerized dress gingham, made in this county, selling in many of the stores as high as 60c per yard, sale price 38c

Dress Gingham, 14c
One table dress gingham, widths up to 42 inches wide, values up to 20 cents per yard at 14c

Tissue Gingham
32 inch tissue gingham and very fine quality in neat patterns, sale price 38c

Bed Ticking
Good mattress ticking 12c
Best grade mattress ticking 14c

Best Straw mattress ticking 19c
Feather ticking 25c
Amoskeag ACA feather ticking 39c

Apron Gingham
Best quality Southern made apron gingham, sale price 10c

Shirting
Heavy quality striped chevots, also blue for shirts at 14c
Genuine hickory stripe shirting 14c
Hickory hickory stripe shirting 23c

Sea Island Sheeting
Father George 36-inch sea island sheeting 14c
38-inch smooth sea island sheeting 10c
36-inch smooth sheeting 8 1-2
39 inch square fine quality sea island best sheeting 15c

Large Huck Towels, 10c
16x30 white, also red border towels each 10c
18x34, 25c huck towels each 14c
38x36 huck towels, each 17c

Turkish Towels
Turkish towels each 14c
Extra size Turkish towels, each 22c
50c Turkish towels, each 35c
65c Turkish towels, each 44c

Visit Our Infant's Department--Second floor. Everything for Their Comfort.

Infant's Sweater Sets
All wool knitted Zephyr Sweater sets. Solid white edged in blue or pink. Priced \$1.98 to \$3.45

Infant's Sacques
Pretty knitted Infants' Sacques, trimmed in blue or pink edging. 98c
Teddy Bear Suits
For Infants and Toddlers. All colors to choose from prices. \$2.98 to \$4.45

Men's Dress Shoes and Oxfords
One big table of Boys' and Men's Brown Calf Oxfords. Low rubber

heels \$3.98 values \$2.65
One big lot of Men's Black and Brown Calf Brogue Shoes in combination last; \$8.00, special \$6.95
One big lot of Men's O-So-Ez-E Shoes in black and tan. Blumer cut Solid comfort \$6.50

One big lot of Men's Tan Dress Shoes in blucher and bal; rubber heels Special \$3.98

One big lot of Men's Tan Shoes in blucher and bal. Round brogue and English toes \$4.95

Don't Fail to See Us About That New Fall Suit.

We Can Please You

Boys' Two-Pant Suit
Made of all wool, mixed colors in cashmeres and worsted. Two pair of pants with each suit. A \$9.95 value for \$5.95

Boys' Two-Pants Suits
Extra quality, all sizes. Well made in every way. All good colors. An extra pair of pants free. Very special at \$9.95

Small Boys' Suits
Here's a real bargain for boys. A suit actually worth \$6.50, on sale for \$4.95

Boys' Monroe Suits
None better. These suits are justly called the Adamant Suit. Colors in brown, blue and grey. Two pair pants with every suit \$10.95

Boys' Monroe Suits
Two pair pants with belt to match

An extra value. None but select woolens are used in their manufacture. Colors--solid, pin stripes, in blue and brown. Also Scotch tweed. Sale price \$13.95

English Corduroy Suits
There's no clothing yet made that will give any more hard service than one of these suits. We have them in sizes for the small boy on up to the 16-year size. Priced \$4.75 and \$6.75

Boys' Pants
Odd Pants for boys, 8 to 18 years sizes. Solid colors, stripes and mixed patterns 98c to \$1.98

Boys' Blouses
In black and all the leading fall colors. Percale. All sizes for growing boys. Special at 65c

MEN'S NEW FALL HATS

Sport Hats
Young Men's Sport Hats in light tan \$1.98

Unfinished Velours
In tan and colors. A hat that is easily worth \$5.00 for \$3.95

Men's Felt Hats
In black and all the leading fall colors. See this line at \$4.95

Velour Hats
A Hat you would pay \$7.50 for. The quality is there. Black only Special at \$4.95

Plain Hats
In black and all colors. All new shapes. A real Efirde bargain at \$3.95

Block Felts
Men's black felt Hats, excellent quality. \$8.50 values. Sale price \$2.95

Children's Sweaters
A full line of warm wool knit sweaters for children of all sizes. Very special for \$1.25

sired color to select from. See these, priced from \$1.75 to \$2.95
Wool Caps
For infants on up to large children. A large assortment of colors. Priced special 48c to 65c

Efirde's Sell the McCall's Printed Patterns The Easy Way to Sew

EFIRD'S DEPARTMENT STORE

The Store of Service
Spartanburg, S. C.

October McCall Patterns and Quarterly on Sale Now