

To Make the Turkey Happy



Efird's Thanksgiving Specials For Monday, Tuesday and Wednesday

Extraordinary Bargains in Fine Table Linens, Napkins, Towels, etc.

Ladies and Misses Sample Coats, Furs, Blankets, Comforts, and a Variety of Other Things.

At Thanksgiving Time Winter Needs in Appareling for the Person, and Furnishings for the Home must be filled. King Frost assumes sway simultaneously with the ascension of "His Succulency" "King Turkey" to his Throne—the festive Thanksgiving Board. Probably at no other season of the year are Merchandise Necessities so many and so pressing. It is our pleasure this time to rise to the emergency with a store full of the best Values we've ever had in the things most needed at the time they must be bought.

COME VISIT THE STORE

Compare the Prices listed in this Adv., and better still, compare Qualities, and rest assured that our Assortments are wide enough to give Ample Range to Every Taste.

LADIES' AND MISSES' SAMPLE COATS AND FURS

We have bought several big lots Samples this season. These Samples were bought some 33 1-3 per cent., 40 per cent., and some even 50 per cent. off the regular wholesale prices. Besides difference in price—the Samples always come up good.

\$10.00 Sample Coats...\$5.98 and \$7.48
The handsomest \$15.00 Coats
.....\$10.00
\$7.50 Coats, all Colors, sizes and lengths.....\$4.98
Regular \$5.00 and \$6.00 Coats.....\$3.48 and \$3.98
Full Long Coats in Black, Tan and Colors.....\$2.98
Big line Children's Fancy Colored Coats, at.....\$1.48 and \$1.98
Children's Fine Sample Coats, worth \$5.00 and \$6.00.....\$2.98 and \$3.48
Two big lines Sample Furs at 33 1-3 and 40 per cent. off regular prices. All kinds and Colors Boas and Muffs, ranging in price from.....98 cents each to \$12.50

BLANKETS AND COMFORTS

At Special Thanksgiving Prices Full 10-4 absolutely pure Wool Blanket, no cotton whatsoever in it; Solid White, with Colored Borders. Efird's Special Thanksgiving Price.....\$2.99 a pair

HIGH-GRADE GRAY AND TAN WOOL BLANKETS

Samples, the most beautiful Colored Blankets made out of Wool. These are absolutely pure Wool, extra heavy and are full 10-4 size; a Blanket actually worth \$5.00 a pair, for.....\$3.48
The best Colored Blankets ever made to sell at \$6.00 a pair.....\$3.98

TWO LOTS COTTON COMFORTS

A full large size Comfort.....98 cents
A specially fine Comfort made of pure White Cotton.....\$1.48

SILK SPECIAL

New Plaid Silks, 27 inches wide, the prettiest Plaids brought out this season—Black and White, Navy Blue and White, Brown and White; a specially good quality Silk; real value \$1.00 a yard. Efird's Thanksgiving Price.....75 cents

UNDERPRICED DRESS GOODS

A select assortment the best quality fabrics in the newest weaves, shades and designs are among the most interesting items included in our Thanksgiving Specials.

Don't let the Low Prices mislead you about the Quality. Come see for yourself what unusual values they really are.

56-INCH ALL-WOOL PANAMA CLOTH

The best Chiffon Panama we've ever had to offer at any price. It's all pure Wool, good weight and the finish is beautiful—Black, Navy Blue and the popular shades Brown, etc. Efird's Special Thanksgiving Price.....98 cents

WOOL POPLIN

The best All-Wool quality of this popular hard finish cloth in the new Brown Shades, Navy Blue, Garnet, Cream and Black. Efird's Special Thanksgiving Price.....98 cents

WOOL BROADCLOTH

56 inches wide, at a Bargain Price—Black, Gray, Navy, Brown and all the good Colors.....50 cents a yard
50-cent Black and Cream Nunswelling.....29 cents

HIGH-GRADE MOHAIR SPECIAL Beautiful Bright Finish Mohair in Black, Navy Blue and Cream Colored. Real value \$1.25 a yard. No better Mohair ever sold special at \$1.00 a yard. Efird's Special Thanksgiving Price.....89 cents

High-Grade Table Linens Underpriced

You may know what some stores call "Sale Linens." Every yard of Linen this store contains is worthy and dependable in every particular and is worth far more anywhere, any time, than our Special Thanksgiving Prices. Assortments and Patterns are wide and diversified, and the prices demand your attention.

Yard-wide, extra heavy, Warranted all pure Linen Damask, a quality never sold regular at retail for less than \$1.50 a yard. Efird's Special Thanksgiving Price.....99 cents

Napkins of same quality and patterns to match, in full 3-4 size.....\$2.49 and \$2.98 a dozen

Satin Table Damask

Beautiful Mercerized Table Damask, very popular, looks well and launders nicely for a while, but will not wear like Linen; handsome new patterns, full 2 yards wide. Special.....50 cents a yard

Fringed Linen Towels

Beautiful Damask Towels, all Linen, Plain White and White with Red, Pink and Blue Borders; two popular sizes.....15 and 25 cents each

Hemstitched Linen Towels

Extra large and heavy pure Linen Hemstitched Towels, worth 39 cents. Special for Thanksgiving Week.....25 cents

Huck Linen Towels by the Dozen

Extra Large Size Huck Linen Towels, a splendid Towel for hard wear; Plain, with Colored Borders; a regular 12 1-2 cent seller by the dozen. Special.....98 cents
Mercerized Table Damask at a Bargain Price
60-inch Mercerized Table Damask in pretty patterns, good weight. Special for Thanksgiving.....25 cents a yard

A VARIETY OF ODD SPECIALS

The New Haven Eight-Day Striking Alarm Clock, large Oak and Walnut Frames; sells at all kinds of prices up to \$4.00 and \$5.00 each. Efird's Price.....\$1.98
Best Ink Tablet on the market.....5 cents
25-cent Box Linen Paper and Envelopes to match.....10 cents
Good Whisk Broom.....10 cents
Williams' Shaving Stick.....15 cents
Cuticura Soap.....16 cents
38 Marbles.....1 cent
Mennen's Borated Talcum Powder.....10 cents
Mason's Stove Polish, the best Stove Polish made, the 5-cent size.....2 boxes for 5 cents
Men's 50-cent Four-in-Hand Ties, new line handsome colors.....25 cents
Efird's Special Four-Ply Linen Collars.....10 cents
Ladies' Hair Rolls, all sizes and colors.....10 cents
Glass Pepper and Salt Cellars, 10-cent kind.....2 for 5 cents
Fairbanks' Gold Dust, the old 5-cent size.....3 packages 5 cents
"Good Luck" Baking Powder, the 10-cent size.....3 for 20 cents
The 5-cent size.....3 for 10 cents
Swift's "Pride" Laundry Soap.....3 cakes for 10 cents
Swift's "Red Bird" Laundry Soap.....3 cakes 5 cents
"Success" Soda, full pound size.....3 cents
"Arm & Hammer" Brand Soda, the big Nickel size.....3 cents
"Parrot & Monkey" Baking Powder, the 10-cent size.....3 for 20 cents
The 5-cent size.....3 for 10 cents

"SALEM" ALMANACS

Blum's Farmers' and Planters' Almanac, which has been found correct by your fathers and grandfathers for more than 80 years, has always sold everywhere for 10 cents until we cut the price. Efird's Price.....3 cents
The "America" Alarm Clock, Special.....50 cents
"Dand Cup" Coffe, put up in pound packages and a specially good grade Coffee. Efird's Special Price.....11 cents a pound
"Arbuckle's" Coffee.....15 cents
"Octagon" Soap.....3 cakes for 10 cents
Extra High Back Combs.....10 cents
New Shirt Waist Pins, Plain and Fancy.....5 cents a set
Ladies' New Style Belts, the Elastic kind.....39 cents
Fluffy Ruffles Belts in Black, Brown, etc.; also the large Buckles.....39 cents
Boys' 25-cent Extra Heavy Ribbed Hose.....15 cents a pair, 2 for 25c.
New Hair Barettes.....5 and 10 cents each
10-cent Outings, Solid and Fancy Colors.....8 1-3 cents
12 1-2 and 15-cent Mole-Skin Duckling Fleece, Down, etc.....10 cents

CANNON CLOTH

The old-time reliable Cannon Cloth, full 36 inches wide, Bleached pure White; the regular price is away up now, from what it used to be. Efird's Special Price for Thanksgiving Week.....10 cents a yard

LADIES' NEW BROWN SHOES
New lot handsome Brown Shoes, made on the latest and swellest last. Efird's Special Thanksgiving Price.....\$1.98 and \$2.98

Store Closed Thursday

Our store will be closed all day, Thursday, Thanksgiving Day in order that our employees may have the day.



EFIRD'S

Department Store

THE ALWAYS BUSY STORE

Stores Also at Concord, N. C.

Corner Trade and College Streets.