



208
Fayetteville
Street

EFIRD'S

Raleigh,
North
Carolina

RALEIGH'S BUSIEST DEPARTMENT STORE

THE BARGAIN CENTER



A Sale of Things Now In Demand

Ladies' Ready-to-Wear

The ready-to-wear department now offers values that you simply cannot afford to overlook. BUY NOW!

DRESSES

Lot Serge and Jersey Dresses in the new models; worth about \$25.00. Special, at **\$18.50**

Fall Dresses of Serge, Silk, Tricotine and Jersey; the last word in styles, at \$24.50, \$27.50, \$28.50 and **\$32.50**

Fall Coats and Capes at prices that will save you at least 25 to 40 per cent. if you buy now. Coats and Capes at \$10.98, \$14.95, **\$24.50** and \$18.98 and

SUITS

All Wool Poplin Suits, if bought now **\$29.50** (Later \$35.00)

All Wool Serge and Poplin Suits, if bought now **\$29.50** (Later \$39.50)

All Wool Serge, Poplin and Silver-tone Suits, if bought now **\$32.50** (Later \$45.00)

All Wool Tricotine, Serge and Silver-tone Suits, if bought now **\$39.50** (Later \$49.50 to \$65.00)

Suit of Navy Tricotine. A strictly hand-tailored model. The coat is lined with silk and interlined. The back of the coat is prettily trimmed with stitched bands and silk darts. The belt is narrow and extends all around. The skirt has pockets and a belt. If bought now **\$45.00** (Later \$55.00 to \$65.00)

Suit of Fine Quality Navy Tricotine. A smart tailored model. The coat is lined throughout with figured silk, and interlined. The sides of the coat and the sleeves are trimmed with rows of buttons. The belt extends all around. The skirt has pockets and a belt. If bought now **\$49.50**

Friday Saturday Monday

We are going to place on sale a collection of articles which, though varied in kind, are all needed and in demand just now.

We are receiving thousands of dollars worth of merchandise daily, for which orders were placed months back AT A SAVING OF 25 TO 33 1-3 per cent.

GET THE EFIRD HABIT--IT PAYS

SHOES--Final Close-Out of Shoes at Efird's--SHOES

One lot of Ladies' Tan Cordovan Calf Oxfords with Cuban heels and cap toe; worth \$9.00. Sale price **\$4.98**

One lot of Ladies' Vici Kid Tan Oxfords with medium heels, cap toes; made on a very comfortable last; worth \$8.00 and \$9.00. Sale price **\$4.98**

One lot of Ladies' Tan Pumps with low heels and cap toes; welt sole, cordovan leather; worth \$7.00 and \$8.00. Sale price **\$4.98**

Ladies' Patent Pumps, with high and low heels, plain toes; worth \$7.00. Sale price **\$4.98**

Bargain Counter No. 1

You will find Ladies' Tan Oxfords and Pumps with high and low heels; also Ladies' Black Oxfords with high and low heels, \$5 and \$6 values. Sale price **\$3.48**

Bargain Counter No. 2

You will find Ladies' High and Low Heel Black Oxfords with plain and cap toe; worth up to \$6. Sale price **\$3.19**



Bargain Counter No. 3

Ladies' Pumps and Oxfords with high and low heels for **\$1.98**

Bargain Counter No. 4

Men's Black and Tan English Oxfords; worth up to \$6. Sale price **\$2.39**

Bargain Counter No. 5

Men's Black and Tan Oxfords, medium round toe; also English cut; \$5, \$6 and \$7 values. Sale price **\$3.98**

Bargain Counter No. 6

Men's Barefoot Sandals in tan only; worth \$3.50 and \$4.00. Sale price **\$2.98**

Bargain Counter No. 7

You will find a big lot of Children's Sandals and Play Oxfords in tan only; sizes 8 1-4 to 11, price \$1.33; sizes 1 1/4 to 2. Price **\$1.64**

YOU MUST BUY YOUR SHOES AT EFIRD'S TO GET THE BEST VALUES.

Men's and Boys' Clothing Department

In every nook and corner of this department are values that you see only at EFIRD'S.

Table of Men's Dress Shirts; worth up to \$1.75. Special, at **\$1.25**

Boys' Blouses and Shirts, with or without collars **98c** & **\$1.18** Special at

Table of Work Shirts, at **98c**

Men's and Boys' Caps on table, at **48c**

Special table of Sample Hats **\$2.98**

25c value Hose **15c**

Men's Silk Hosiery; worth 75c, at **48c**

The famous Monroe Clothes for Men and Young Men. Special shipment just received for Fall, in all the new styles and colors. **\$25.00**

\$8.50 value Boys' Suits, \$5.98. One lot Boys' Brown and Blue Suits; size 8 to 11. The suit **\$5.98**

\$9.95 value Boys' Suits, \$7.50. Special lot of Boys' Mixed Suits; while they last, sizes 8 to 17. Suit **\$7.50**

\$2.50 Overalls, \$1.95. Old reliable Anvil Brand Overalls. Efird's sale price. Pair **\$1.95**

\$5.00 Serge Pants, \$3.48. One lot of Blue Serge Pants in all sizes. While they last. Pair **\$3.48**

Pure Linen Table Cloth; beautiful designs, 72 inches wide. Priced at, per yard, \$2.75, \$2.98 and **\$3.25**

Highly Mercerized Cotton Table Linen; 72 inches wide. Priced at, per yard **\$1.25**

Pure Linen Table Napkins; 23x23. Priced at, per yard, dozen, **\$7.98** and **\$8.98**

Highly Mercerized Table Napkins; 17x17. Priced at, per dozen **\$1.75**

Good quality Table Oil Cloth; 45 inches wide, white and colored designs. Priced at, per yard **45c**

Men's Mercerized Hose, in black, white and lavender. Special **10c**

Babcock's Corylopsis; cut roses and butterfly. Special **15c**

Ladies' Mercerized Hose, in white, black and cordovan. Special **39c**

Large-size Turkish Towels; remnant chambray. Very special **19c**

Stationery in white and colors. Special **39c**

Large-size box Correspondence cards, colored **59c**

Ladies' Cotton Hose. Special **10c**

Wool Fibre Druggets, 9x12. Special at \$11.98 and **\$14.98**

Best quality Embroidery Cloth, 33 inches wide. Priced at, per yard **23c**

Good quality Embroidery Cloth; would be cheap at 25c; 34 inches wide. Per yard **15c**

Genuine Indian Head; 33 inches wide. Priced at, per yard **33c**

Genuine Indian Head; 36 inches wide, at, per yard **39c**

Genuine Indian Head; 54 inches wide. Priced at, per yard **54c**

Best quality Middy Twill; 36 inches wide. Priced at, per yard **39c**

Cannon Jeans; 32 inches wide. Per yard **33c**

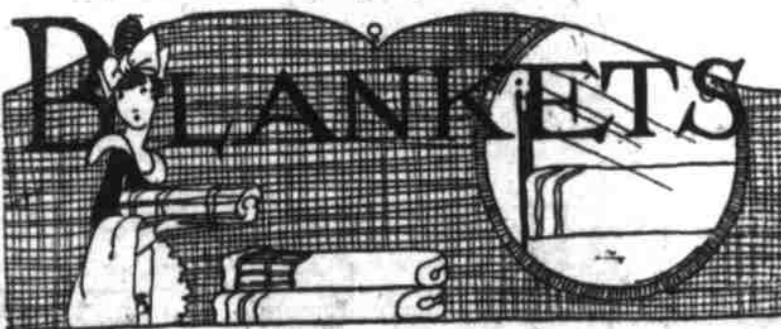
Genuine Renfrow Devonshire Cloth. Priced at, per yard **45c**

\$1.50 Alarm Clocks **89c**

Curtain Scrim, in white and ecru; plain and hemstitched borders. Priced at, per yard **15c** up

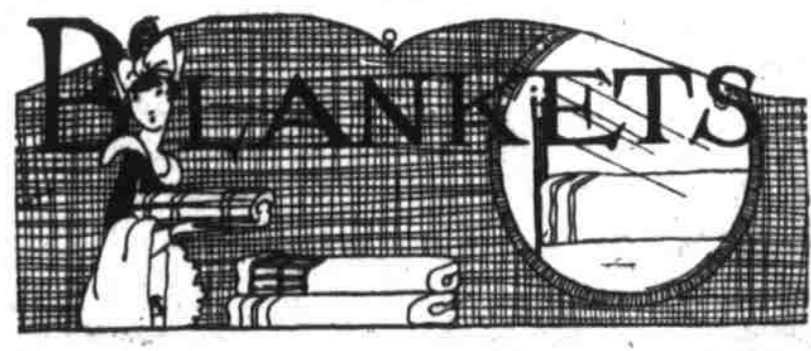
BLANKETS--Our Annual Sale of Blankets Begins Saturday and Lasts One Week Only

We cannot urge you too strongly to buy these BLANKETS, for we realize more fully than you how great the saving to you. These BLANKETS were bought when the market broke after the armistice had been signed, and true to our word, "We sell a bargain when we make a bargain."



64x76 Nashua Grey with red and blue borders; medium weight Cotton Blanket **\$3.48**
64x76 Nashua grey with red and blue borders; heavier weight Cotton Blanket **\$3.98**
64x76 grey, blue, tans and mixed plaids; medium weight Cotton Blanket at **\$4.98**

64x76 Nashua Woolnap Blankets, in greys, pink, blue and tan plaids; heavy weight at **\$5.48**
Genuine Nashua Woolnap Blankets, embroidered edge, in all the wanted plaids, at **\$5.98**
66x80, fine wool mixed in beautiful grey, rose, tan and blue plaids; heaviest weight, at **\$6.48**
72x80 wool mixed, family sized blankets, very fluffy and soft, with pink and blue borders; also all the wanted plaids with embroidered edges **\$6.98**
Woodbine 72x90 Bleached Sheets **98c** at
Willow 81x90 Bleached Sheets **\$1.24** at
Special Leader 81x90 Sheets **\$1.48** at



Brown Sheetings, 22c and **23c**
9-4 Brown Sheetings at **59c**
Pillow Covers, 35c, 39c and **45c**