 as a spoonful of anyother highgrade baking powderand costs much less

## Bake it

 BEST withWhat is your money earning?

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By Property

Wouldn't you experience considerable satisfaction if you knew that every dollar. you had invested was fully secured by

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A LAM A NCE
Insurance \& Real Estate Company Capital and Surplus \$ $\$ 00,000.00$ W. E. SHARPE, Mgr. burlington, n. C.

Please send me without obligation your booklet "Bonds"

## EFIRD'S

FALL OPENING SALE-
STARTS FRIDAY, OCT. 10, LASTS THRU OCT. 18 In the Combined Chain of 36 Stores Throughout The Carolinas and Virginia
FOLLOWING NOTE FROM J. W. EFIRD, OUR NEW YORK OFFICE
My office, with the entire organization, has been busy now for three weeks collecting new Fall merchan dise for all the stores. We have bought the largest num ber of garments in the past two weeks that. we have ever bought in a like time, and at prices lower for real quality and style that we have ever heard of. We have simply took the entire ouput of numbers of manufacturers numbering into the thousands and thousands of Dresses and Coats. I know our stores can sell Dresses and Coats this fall at lower prices than our competitors are paying for them in New York. Put on a sale at once and save the good people some money for we have shipped enough to each store during the past ten days to fill them up.

SHOES
Ladies Priced
$\$ 2.25$ to $\$ 3.95$
Children's priced-
$\$ 1.45$ to $\$ 2.45$
Men's priced
$\$ 1.45$ to $\$ 3.45$
Men's black kid, blutcher last with welt sole and rubber heel

| BOYS' SWEATERS |
| :---: |
| Boys Sweaters ___ 95c Boys' All-Wool Slipover |
|  |  |
|  |
| Boys' Rope Stitch All- |
| Wool slipovers ..... \$3.85 |
| Boys' Rope Stitch all-wool |
| Coat Sweaters $\quad \$ 3.85$ |
| Boys' Wool Coat |
| Sweaters $\quad \$ 1.95$ |
| Boys' heavy wool mixed |
| Slipover sweaters \$1.65 |
| Satin Face |
| 36-inch All Silk Satin Face |
| Mesaline, Satin \$1.45 |

WOOL BLANKETS 68x80 North Carolina part wool Blankets; a regula $58 \times 8$ Chatham Elkin $\$ 3.8$ 68x80 Chatham Elkin part ool Blankets; a real val ue... They... will.. not... last
long SUITS
Boys' good grade twopants Suits, sizes 7 to 17 years, at $\$ 4.95$ One lot of young men's Suits worth up to $\$ 22.50$ rood line patterns $\$ 14.9$ The Best 2-pants Suits in town, for boys, in assorted colors, all sizes at
$\$ 5.95$ to $\$ 6.95$
Big lot of Men's conserva tive Suits made of good heavy material that will wear. Assortment of patterns, all sizes, a real bargain at
$\$ 12.50$
COATS
Women's Fall Coats
$\$ 16.50$
Women's Fall Coats
Women's Fall Coats
In Velour and Polo Cloth. Embroidery trimmed. Satinette lined.
Women's Fall Coats
$\$ 9.95$
tractively made and trimmed.
New Fall Coats
$\$ 14.50$
are made of Boivivia, Velour and Polo Cloth. Very attractive
ly made in the latest styles.
, Good quality lining
New Fall Coats
$\$ 19.50$
and self collars
New Fall Coats
lot of beautiful quality Coats for Fall. Newest su... $\$ 24.50$
somely trimmed with fur. Crepe de Chine linings,
DRESSES
Women's Fall Dresses
One rack of good quality Jersey and Silk Dresses, New styles and \$5.95
Women's Wool Dresses

Women's Fall Dresses
One rack of Fall Dresses in Poiref Twill. $\mathbf{\$ 1 4 . 9 5}$ values. Special $\$ 8.95$.
New Fall Dresses
Dreses made of Pol ret Twili, Lewelline, Canton Crepe and Crepe de Chite.
$\$ 10.95$
New Stylee.
New Fall Dresses
Attractive lof of mew Fall Dreseo In Canton Crope and Poiret Twill
Nevert Slinden
New Fall Dresses


