

# Something Never Done Here Before--But

**EFIRD'S**  
ALWAYS  
LEADS  
THE WAY

## SENSATIONAL DRESS SALE

### Fall Fashion Exhibit



## Hundreds of New Dresses on Sale

### MONDAY AND TUESDAY AT

### \$7.95—\$13.75—\$19.75

#### GROUP NUMBER 1

A group of Smart Frocks in Tricotines and Serges, handsomely beaded and embroidered and containing values up to \$15.00, all navy—special for this sale at only

### \$7.95

#### GROUP NUMBER 2

A group of better grade all wool Tricotine and Serge Dresses, Ornate Embroidery, braided and beaded materials. The Dresses would be considered a wonderful bargain at \$25.00. We offer them at

### \$13.75

#### GROUP NUMBER 3

The third and last group consists of some remarkable values in smart new Dresses, consisting of Serges, Tricotines, Poret Twill, Crepe de Chine and Charmeuse, all the wanted colors. These Dresses are well worth 40.00. Special at

### \$19.75

The power of the Efirid chain was never more strikingly demonstrated than in this wonderful collection of brand new Fall Dresses, bought a few days ago at a tremendous bargain. The largest cash order ever placed by a Southern mercantile firm was given by our New York resident buyers, and the price concessions received were in keeping with the magnitude of the order. We always give our 4,000,000 patrons the benefit of every cent in every bargain. Hence this unusual and momentous offer to open the Fall season with a bargain sale of the latest and most fashionable Dresses.



#### The Materials

SERGE  
SATIN  
POIRET TWILL  
TRICOTINE  
CREPE DE CHINE  
CHARMEUSE

#### The Styles

These dresses are all the more unusual modes, many beautifully embroidered and beaded, and with many other unusual trimming effects—the new button trimmings, new wide sleeves and many also with three-quarter and short sleeves.

#### Ladies Glove Silk Hose

Black, White and Brown  
Values up to \$3.00. Special Monday and Tuesday

\$1.<sup>85</sup>



# EFIRD'S DEPARTMENT STORE

CHARLOTTE, N. C.