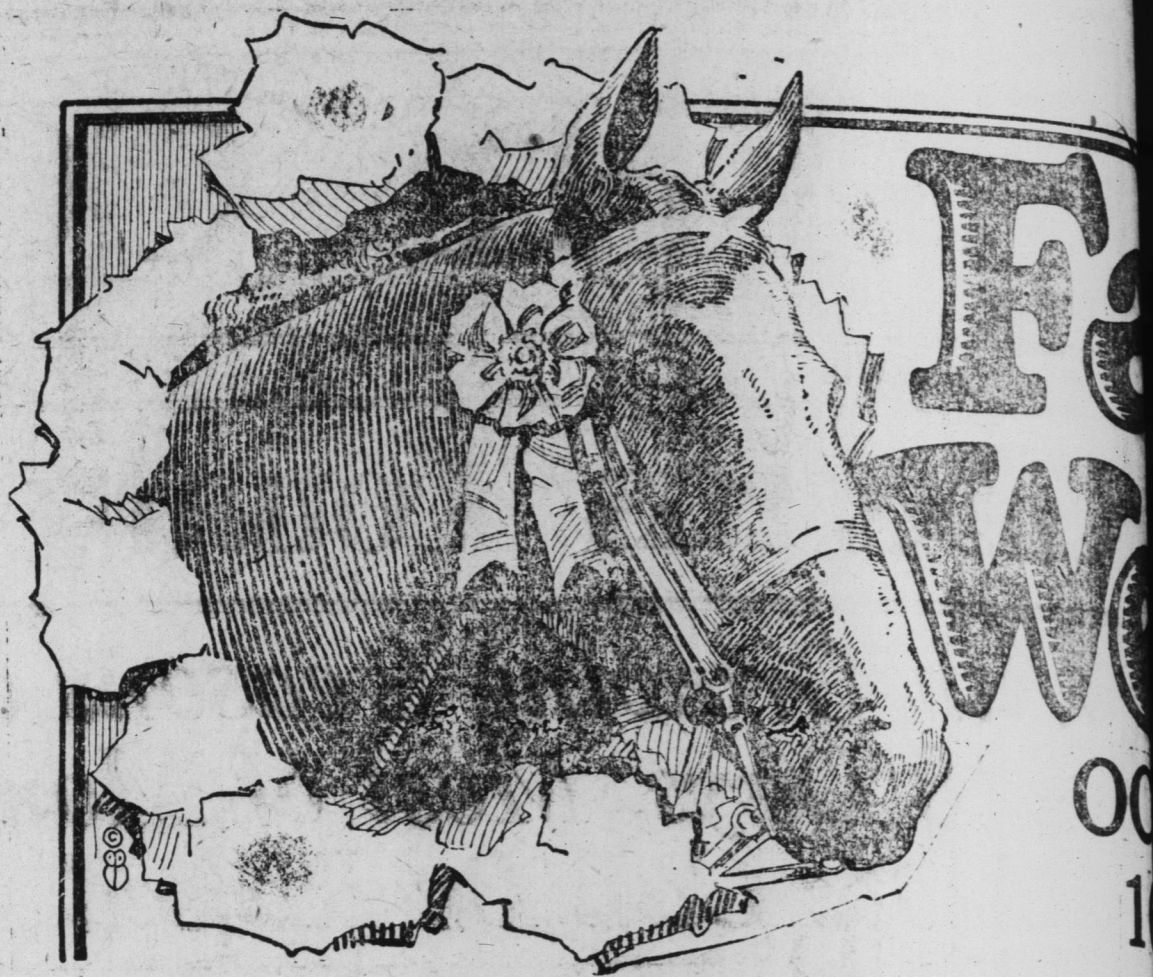


EFIRD'S

County Fair Week

No one can raise crops like the Cabarrus farmers, and no one can raise bargains like the Efir stores. We are both supreme in our class. Just as you folks are showing your best at the fair grounds, we are exhibiting the latest and the best in general merchandise at our Concord Store during Fair Week. Four million patrons in the Carolinas believe Efir's values are the winners.



Efir's Gives First Prize for Best Exhibit

Fashion's Fall

So this is the time to speak of the Fall Clothes we are showing this morning October 16, at 9 o'clock and will be one of the Cabarrus women.

Frocks and Dresses appropriate for every emergency, color to give the striking note. Coats and wraps in the proper straight lines of the silhouette. In fact, every garment which bespeaks the latest Fall Fashions. Thus, his yet select a delightfully attractive Fall and Winter wardrobe.



Betty Wales

Big Rack of Ladies' Dresses in Canton Crepe, Velvet, Crepe de Chine, Satin and Charmeuse, in Solid and Fancy Colors. Prettily Embroidered, and well finished. All sizes Great value at **\$12.50 to \$25**

Big Rack of Ladies' Dresses in Canton Crepe, Slendering Crepe Brocades, Long and Short Sleeves, the very latest and extra stylish in Betty Wales and Peggy Page Dresses Priced at **\$25 to \$39.50**

Rack of Ladies' Dresses in Serge, Poiret Twill, Tricotine, Betty Wales and Peggy Page Dresses. Lovely

FALL FASHIONS For the Little Miss

Now is the time to be outfitting the little Miss with Fall Clothes for school. And it's a wise mother who shops at our store, for, we carry a large assortment of practical garments for the younger generation. Pleated Skirts in stripes and checks. Foulard Frocks. School Coats made on growing lines are a few of the big bargains to be found in our Children's department. Children's Coats, ages two to six, in a great variety of Warm Pretty Materials **\$2.98 to \$9.95** Warm Serge Middy Suits with Regulation Insignia in two pieces **\$4.95**

Latest Fall Fabrics



32-Inch Soisette, all colors. Only the yard **39c**
 Large Assortment Loraine Gingham, 32 inches wide, the yard **39c**
 32-Inch Gibson Gingham and Knicker Cloth **19c and 25c**
 Serge, 36 to 54 Inches Wide per yard **75c to \$2.98**

40-Inch Satin Back Crepe, Canton Crepe and Charmeuse in all colors. per yard **\$2.98 and \$3.48**
 Fine Line of 36-Inch Taffetas in Satins, all colors. Per yard **\$1.35 to \$2.98**
 36-Inch Sateens in all colors per yard **39c to 95c**
 Buty Chine, a splendid Dressy new material See it. Only the yard **65c**
 Cretonnes for Curtains, Draperies and Coverings, 36 inches wide. The yard **25c, 39c**
 Outing Cloth, Solid colors, dark and light, also in Plaids. The yard **15c to 25c**
 Remnant Counter—a little of everything the yard **10c**

HOSIERY



Full Fashioned Hose in Lisle, Cotton and Silk, all colors, and sizes **48c to \$2.98**
 Beaded and Novelty Bags, the latest thing just out **\$1.98 to \$2.98**
 Imported Japanese Boudoir Lamps, each to clear **\$1.00**

GAY

Blouses continue to be the high color note in milady's costuming. And especially so for Fall. In our display, you'll find Blouses with the side tie or the latest pert bustle tie bow. Printed and plain silks, many crepes. Assorted sizes.

Novelty Blouses and Sweaters. A Fine Large Assortment of each. A new Blouse is always bandy and this is sweater time for sure. Fine selection of Blouses just in, all the latest colors and novelty effects for special fair week shopping attraction—

\$3.48 to \$8.95

Sweaters—Warm, Cozy, Comfortable. Just the thing for automobile riding and a hundred other purposes. The bright new colors are most attractive see them Fair Week. Don't miss them at only—

\$4.95 to \$8.95

Blanket Bargains Fair Week

All Wool Double Blankets in Plaids and Solid Colors, white with blue and pink borders, Plaids with blue, pink and grey. Priced **\$5.95 to \$6.75**
 Special Bargains in Comforts. Just the thing for the cool nights. Be comfortable when it costs so little. Priced **\$4.48**

RUGS

Fibre Rugs, 36x27, only **\$1.24**
 Large Parlor or Bed Room Rugs, 9x12 at **\$22.50 and \$29.50**