WE ARE INTRODUCING NEW FALL MERCHAN

Our Store is Jam Full of New Fall Goods, Fall Goods Bought Last
Prices Ver

Coat Suits of Surpassing Beauty in Our Ready-to-Wear Department.

The strictly tailored suit is here to stay. The demand for this style of garment is more pronounced every season. Besides this type of suit there are many of the more dressy models at prices within the reach of any purse. Let your new suit come from Efird's and there won't be any after regrets. SAFETY FIRST is the idea at this store—always.

Prices $5.98 up to $27.50.

Grand Display of New Fall Waists.

We have them in all the new materials, including silk and messalines and to suit every taste. And Efird's prices always less.

48c, 59c, 98c, $1.98 and $2.98.

Lace Curtains.

$1.00 Cream Lace Curtains, 3 yards long, good strong net; this sale 59c
25 pairs 3 1-2 yard Nottingham Lace Curtains, regular $1.25 values, go in this sale, pair 89c
25 pairs 3 1-2 yards Long Lace Curtains, extra wide, regular $1.98 numbers; this sale only, pair $1.25
All of $3.50 Lace Curtains included in the sale, pair $2.98

Amoskeag White Flannels, 10c.

Soft Velvet Finish Baby Flannels 10c
Pin Check and Stripe Outings 10c
Anderson's Dress Outings 10c
Always best prices on Hickory Shirtings and Overall Cloth.

50c Full Boned Corsets, 18 to 30 inches; special for this sale 29c
Five numbers of the famous $1 La Reine Corsets to close out at less than cost. Price for this sale 69

Large Towels, 5c.

Full size Huck Towels 5c
10c Huck Towels 7c
10c Turkish Towels 7c
25c Bath Towels 14c

Rubber Sheeting, 25c.

3-4 Square 25c
Yard Squares 48c
1 1-4 Yard Squares 75c
1 1-2 Yard Squares 98c
27-inch Bird Eye Cloth 88c
24-inch Bird Eye Cloth 75c

39c Bed Sheets, 25c.

Full size, 4 to a customer 25c
New York Mills Sheets 63c
Mohawk, 81x90 75c
$1.00 Utica Sheets, 81x90 88c
500 dozen Pillow Cases 8c
Regular 15c Pillow Case 10c

Efird's Extra Specials.
(Second Floor.)

5 lbs. Columbia Mills Carpet Warp $1.20
36-inch Farber Cambric Sheeting 5c
1 lb. good Feather Pillow for this sale only, per pair $1.39
5-4 Mercerized Oil Cloth 19c
25c Linen Window Shades, all colors 19c
Children's 12 1-2c Drawers 7c
Boys' 50c Gingham Waist Sale 25c
Ladies' 25c Pants 19c
Ladies' 50c House Dresses 25c

A Grand Display of Sport Coats and One-Piece Dresses.

Big shipment Sport Coats just received. Efird's prices are less.

$3.98, $4.98, $5.98 and $6.98.

Ladies' $5 Silk Messaline Dresses; this sale $2.98
$6.00 Messaline and Taffeta Dresses, all the new shades; this sale $3.98
$5.00 All Wool Serge Dresses, beautiful assortment to select from; this sale $4.98

Silk Petticoats.

Just received a big shipment of these petticoats and they are made of guaranteed messaline and taffeta silk.

$4.00 Petticoats $1.98
3.00 Petticoats 2.98
3.00 Petticoats 1.48
$2.50 Petticoats 1.39
$2.00 Petticoats 98c

New Fall Skirts.

Big shipment of new skirts just received for this sale. They are made of serges, poplins, gabardines, fancy weaves, etc. Specially priced for this sale $3.98, $4.98
Big sample lot of skirts in all the new fall weaves and shades. Investigate these and you will invest. Prices $1.98 and $2.98

29c Sheeting 19c.

Best 10-4 Unbleached Sheeting 19c
White Rock Mills Bleached 10-4 Sheeting 35c
AAA Cheney Mountain Sheeting 7 1-2c

Efird's Big 5c Counter Has No Competition.

Father George 36-inch Sheeting
8c Bed Ticking
8c Outing
8c Solid Color Chambray
8c Cotton Checks
Best Calico, light and dark
7c Apron Gingham
8c Check Dimity
8c Cross Barred Muslin

5 Cents

SECOND FLOOR.

GREATEST SHOE VALUES IN THE BY THE C

Ladies' Dress Shoes Very Special, $1.98

All regular $2.50 shoes and the very latest styles, $1.98.
$2.50 Patent Leather Cloth Top, Spanish Heel $1.98
$2.50 Patent Leather Gray Cloth Top Lace $1.98
$2.50 Dull Leather Cloth Top Military Lace $1.98
$2.50 Gun Metal Low Heel Button $1.98
$2.50 Patent Leather Cloth Top Low Heel $1.98
$2.50 Patent Leather Kid Top Button $1.98
$2.50 Gun Metal Low Heel Lace $1.98
$2.50 Patent Leather Plain Toe Cloth Top $1.98
$2.50 Old Ladies' Comfort Dress Shoe $1.98
$2.50 Gun Metal English Shape $1.98
$2.50 Vici Kid Low Heel Lace $1.98
$2.50 Patent Leather Kid Top Low Heel $1.98
$2.50 Kid Leather Low Heel Button $1.98
$2.50 Tan Button, Cuban heel $1.98
$2.50 low heel tan button $1.98
$2.50 gun metal h. heel but. $1.98
$2.50 kid leather h. heel but. $1.98
$2.50 low heel Calfskin button school shoe $1.98
$2.50 box calf blucher heavy sole school shoe $1.98

Misses' and Children's Shoes $1.48, $1.24 and 98c.

$2.00 Gun Metal Button Shoe $1.48
$2.00 Patent Leather Button $1.48
$2.00 Tan Leather Button $1.48
$2.00 B. x Calf Button School Shoe $1.48
$2.00 Gun Metal Blucher $1.48
$2.00 Dowd Kid Blucher $1.48
$1.50 Gun Metal Button $1.24
$1.50 Vici Kid Button $1.24
$1.50 Vici Kid Blucher $1.24
$1.50 Gun Metal Blucher $1.24
$1.50 Vici Button $98
$1.25 Gun Metal Button 98c
$1.25 Vici Kid Blucher 98c
$1.25 Vici Button Heel Button 98c
$1.25 Spring Heel Lace 98c
$1.00 Vici button tan, tip 74c
$1.00 Gun Metal Button 74c
$1.00 Vici Kid Blucher 74c
69c Kid leather patent tip 49c

That Great L... Special Sh... Men, $...

These shoes a... $3.50 and $4.00 ... guaranteed and ... styles
$4.00 Mahogany ... lish Last ...
$4.00 Black Calf ... lish
$4.00 Box Calf Lea...
$3.50 Gun Metal ...
$3.50 Vici Blucher...
$3.50 Patent Leat...
$3.50 Gun Metal B...
$3.50 Tan Calf Bal...
$3.50 Calfskin Dou...
$3.50 Tan Calf Bl...
$3.50 Dark Tan Vi...
$3.50 Velour Calf ...
$3.50 Box Calf, ... sole
$3.50 Willow Calf ...
$3.50 glazed kid ... Feet
$3.50 gun metal ...

The Imperial Shoe for Ladies' Fine Dress Shoe

$5.00 Bronze Lace, Louis Heel $4.50
$4.50 Patent Leather Fawn Top Lace $4.00
$4.50 Pat. Tea Cloth Top Button, Louis Heel $4.00
$4.00 Patent Leather Cloth Top, fancy foxing $3.00
$4.00 Gaiter Cloth Top But. $3.50
$4.00 Patent Leather Sand Cloth Top Button $3.50
$4.00 Patent Leather Kid Top, Cuban Heel $3.50
$4.00 Pat. Leather Black Cloth Top, turned sole, Spanish $3.50
$4.00 Pat. Leather Heavy Black Woolen Cloth Top Button $3.50
$4.00 Pat. Leather Cloth Top Button, light dress shoe $3.50

Men's and Boys' Fine Shoes Very Cheap.

$2.50 Men's gun metal but. $1.98
$2.50 Men's tan calf but. $1.98
$2.50 Men's gun metal blu. $1.98
$2.50 Men's tan calf lails $1.98
$2.50 Men's box calf blu. $1.98
$2.50 Men's gun metal gaitor plain toe comfort shoe $1.98
$2.50 vici kid lace $1.98
$2.00 Men's tatin calf blu. $1.48
$2.50 Boys' box calf blu. $1.98
$2.50 tan calf button $1.98
$2.50 pat. leather button $1.98
$2.50 tan Russia calf blu. $1.98
$2.50 pat. leather blucher $1.98
$2.00 box calf blucher $1.48
$1.50 Satin calf blucher $1.24
$1.50 box calf blucher $1.24

Efird's Best Shoe for Men $3.50

These are regular $4.00 and $4.50 shoes, bench made, and all the very best styles—$3.50.

$4.50 tan english last $3.50
$4.50 black calfskin $3.50
$4.00 gun metal blucher, heavy double sole $3. 0
$4.50 gun metal button $3.50

$4.00 glazed kid b...
$4.00 gun metal f... dress shoe
$4.00 tan waterpr...
$4.00 light calfski...

Ladies' Fine Shoes American Girl S...

$2.00 pat. leather ... ton

Little Gen... Shoe

$2.00 value, $1.48, ...
$2.00 gun metal, w...
$2.00 gun metal b...
$2.00 tan calf oak ...
$2.00 tan Russia ca...
$2.00 gun metal bl...
$2.00 velour calf b...
$2.00 scout shoe, o...
$2.00 box calf blu...
$1.50 black calfski...

6 1-2 Cent Counter

36-inch 12 1-2c Dimity
36-inch 8c Sea Island Domestic
36-inch 10c Long Cloth
36-inch 10c White Organdie Lawn
10c and 12 1-2c Dress Gingham
36-inch 10c Bleach Domestic
Fries' Shirting Remnants

6 1/2 C

(Second Floor.)

Cotton Flannels at Low Prices.

Extra Heavy Canton Flannel, unbleached; spec. 12 1-2c
Good quality unbleached Canton Flannel 10c
27-inch Heavy Drilling; special 10c
27-inch Unbleached Canton Flannel only 8 1-3c

See Our 8 1-3c. Counter.

10c quality White, Light Blue and Pink Outing; special per yard 8 1-3c
Dark Blue, Gray and Red Outing; special only 8 1-3c
Light Blue and Pink Pin Striped Outing, good quality, only 8 1-3c
36-inch Dark Percales in Sheppard Checks; special 8 1-3c
36-inch Light Percales in Shirt Stripes, only 8 1-3c
Good quality Cheviot in solid blue and checks; special only 8 1-3c

We're Headquarters for Underwear Cut the ...

50c Men's Fleeced Underwear
50c Best Ribbed Underwear
$1.00 Wright's Health Wright's Wool Texture
50c Boys' Union Suits
Boys' Mayodan Suits
Boys' "Velvet" Fleeced Union Suit
50c Boys' Ribbed Suits
Infants' Vests
50c Ladies Bleached Vests
Best 50c Bleached Vests and Pants
35c Bleached Garments
$1.00 Ladies' Bleached Union Suits
Bleached Pure White Union Suits
Ladies' White Lamb's Wool Vests
Ladies' Red Medicated Wool
36- inch Aledo Silk in all shades, ... plum colors
Yard wide Pajama Checks this we...
(No mail orders.)

THE EFIRD DEPA...

Winston-Salem, N. C. Charlotte, N. C. Durham, N. C. Con... d, N...