

OPENING FRIDAY MORNING

SEE BIG 4 PAGE CIRCULAR OUT TODAY

A MONTH HARVEST CELEBRATION

October

EFIRD'S MONTH IN THE CAROLINAS

It was in the Fall Month of **OCTOBER** the first of the Efird's went to work in a store, and it was in the Month of **OCTOBER** the most of the Efird Stores were opened.

We have planned for months buying merchandise and getting ready for this great celebration of the opening of the Efird stores, and we have gone so extensive in our preparations we have decided to make it a full Harvest month celebration and call it—

BETTER MERCHANDISE

Everyone is looking for better merchandise and the Efird Stores are wide awake to the wants of the people and have filled our store with higher type, better and the most stylish merchandise in every department and by planning ahead we are able to hold prices in a reasonable range.

OCTOBER

EFIRD'S MONTH IN THE CAROLINAS

INVITATION

We the salesforce of Efirds Department Store, Henderson, N. C. Are always glad to have you come in to see us, and are pleased to be of service to you:

- Raymond Weldon
- Dorsey Tillotson
- Ethel Miller
- Fannie Smith
- Mrs. Annie Duke
- Ruth Aycock
- Rose Mabry
- Lucy B. Wester
- Mrs. Bryan Jordan
- Mrs. G. T. Wiggins
- Robert Rodwell
- George Kimball
- Rachel Fuller
- Louise Duke
- Mollie Shepherd
- Evelyn Murray
- Joyce Whitehead
- Mrs. Dorsey Hester
- Mrs. Ben Goodrich
- Mrs. C. F. Moss
- Elizabeth Goodrich (Cashier)
- C. E. Denner (Manager)

This Great Event Commences Friday Morning, October 2nd, and Continues Entire Month of October

SILKS and WOOLENS



ROUGH CREPES

Heavy quality rough crepe in the newest fall colors. Special per yard **79c**

FLAT CREPES

39-inch flat crepe. In all the new fall colors, fine quality—yard **68c**

NEW FALL CREPES

Regular 69c quality rough crepes in the season's leading shades, you must see this to really appreciate the value. Special per yard **48c**

WOOLENS

New all wool dress goods in the newest novelty weaves and patterns, beautiful color combinations. A big value. Yard **97c**

FLANNELS

54-inch heavy weight flannels, in new fall colors, per yard **\$1.45**

PRINTED SILKS

New fall colors and patterns in Eagle's printed crepes, regular 59c value. Special, yd. **48c**

TOWELS

Large size good quality Turkish towels, every one a real value—**10, 15, 18, 22c**

PERCALES

Rumson and Manchester 80 square percales, all new patterns and colors. 22c value, per yard **18c**

PERCALES

Scout and Bradford percales. New patterns and colors, as well as solid colors. 18c value—yard **15c**

Tweeds

New Heather tweeds of new fall colors, and patterns. Special per yd. **22c**

Long Cloth

Yard wide long cloth, good soft finish, snow white. per yard **10c**

Prints

Yard wide, printed percales, fast colors. Special for Friday morning, yd. **10c**

Play Cloth

Special purchase Riverside play cloth. A quality known over the country as a 15c value. Special, 1-2c yard **12c**

Shoes for the Entire Family

Fine Slippers

Ladies' fine quality novelty slippers, newest styles in black or brown leather or combinations. Widths A to C, all sizes **\$2.95**

Men's and Boys' Work Shoes

Good strong Elk leather, in plain or cap toes. Blacks and browns, with leather or composition soles. A real value **\$1.94**

Men's black or brown plain toe work shoes.

Composition soles. Plenty sizes **\$1.48**

Special Purchase

Ladies' fine novelty dress shoes and oxfords, in the newest styles, this lot includes ties, wide straps, pumps, etc., in a great assortment of leathers and combinations. A big value. Pair **\$1.94**

Children's School Shoes And Oxfords

Children's leather school shoes. Plenty styles to choose from, in sizes ranging from 6 to 3-A. Special value—pair **97c**

Men's Better Work Shoes

Welt soles. Leather or Rawcord, plain or cap toes. These are high grade shoes and cannot be beat at the price **\$2.95**

230-232 South Garnett Street

SILK HOSIERY

All silk, full fashioned hosiery, sheer and service weights. This includes such well known brands as Nebel, Hudson and Senior Class. New fall colors. A real hosiery value. **68c**
2 pairs **\$1.35**

Very sheer all silk full fashioned stockings. New fall shades, all sizes **79c**
2 pair **\$1.50**

BIG VALUE

Sheer stockings in new fall colors. These are regular \$1.00 values, but slightly irregular. Special **55c**
2 pair **\$1.00**

Special lot pure thread silk stockings, slightly irregular but a big value—pair .. **48c**

Misses and children's new novelty sox and anklets—**10c, 15c, 22c**

HOLE PROOF
Sheer quality silk hose in all the good fall shades **97c**
3 pairs **\$2.85**



NEW COATS and DRESSES

COATS

Stylish coats of outstanding quality. Beautiful fur collars. Well tailored, of the latest materials at the special price of **\$19.50**

Ladies' sport coats, latest styles. Newest novelty materials. Models for women or misses. Every coat a big value—**\$9.75 and \$12.75**



DRESSES

Ladies' and Misses silk dresses in all the new styles. Colors of green, brown, rust, black and Romance blue **\$6.95**

Ladies' new fall dresses in silks, woollens and corduroy. All new colors, best styles. You must come in and see them—**\$2.95 and \$3.95**

These Cool Nights Call For More

MORE BLANKETS

70x80 part wool plaid blankets. Special **97c**

70x80 part wool double blankets. Pair **\$1.98**

72x84 Chatham or Leaksville part wool blankets. Pair **\$2.95**

All Wool Blankets

Chatham or Leaksville all wool blankets, solid colors or reversible. Special **\$4.95**

SWEATERS

Ladies' and misses' twin sweater sets in new fall color combinations **\$2.95**

SKIRTS

New flannel skirts in solid colors and colorful plaids **\$1.95**

SLIPS

Fine quality crepe slips in colors of tea-rose and pink. A regular \$1.48 value. Special **97c**

New Fall SUITS

Men's and young men's styles. New novelty fabrics, single and double breasted sports as well as more conservative models. Priced—**\$9.95**
\$12.00
\$15.00



Boys' Suits

Boys' stylish suits, new materials, well tailored, real quality. 1 long and 1 short pants **\$4.95**

Boys' heavy weight all wool zipper lumberjacks in dark blue or plaids, all sizes **\$2.95**

Boys' school pants in both longies and knickers. New novelty materials. Real snap and style **\$1.45**

Efird's Department Store

Henderson, North Carolina

Hundreds of Big Values Too Numerous To Mention.