

SEND YOUR MAIL ORDERS TO US—WE WILL GIVE THEM SPECIAL ATTENTION.

ANNOUNCING A COMPLETE EXPOSITION OF FALL MODES



A presentation for the delight of lovely woman—fascinating apparel and accessories, by which she may achieve smartness and distinction.

Modes sympathetically interpretative—subtly flattering to all types of women. Modes flashing, versatile—with a spontaneity of value that stirs a responsive chord in every woman's soul.

Each day brings new dresses and suits, and women's apparel from the manufacturers, but their stay here is brief indeed, for our ready-to-wear section is one of the busiest sections of our entire store—the fame of our values has spread far.

New dresses, with the new sleeves! New waistlines! Fascinating new ways of draping! and new skirt lengths! Made of canton crepe, satin faced canton, poiret twill and satin. Black predominates, but there are navy blue and brown dresses, too, for those who prefer those colors.

We take much pride in offering such a beautiful array on Thursday, in this our annual ANNIVERSARY SALE. We have been in High Point for the past five years, serving you to the best of our ability, and we believe that we have given you such values that you have never before seen in High Point.

We want to thank the good people of High Point for their past patronage and we also want to assure them that we shall do our utmost in the future to continue giving you the same service in the future as we have given in the past.

We want your business, we appreciate your business, and we want you to be a satisfied customer. Come in Thursday and go through our entire store, and see the wonderful values that we are offering you during this, our Fifth Anniversary Sale. You will then echo our previous statement that we are giving you some very real values.

Ladies' Evening and Street Dresses

DRESSES—such a vision of loveliness and magic are conjured in the very mention—for fashion has completely forsaken every idea we favored in the past and brings every line and feature of startling newness. Efir's has assembled a smart array of silk and wool modes that are exceptional in their beauty and value. It will be our pleasure to have you come in and see for yourself—just how much in value Efir's offers at these inexpensive prices.

Canton Crepes are coming into more favor than ever. Our displays of these popular dresses are complete in every detail. A look into this department will be more than a pleasure to you, for you will thoroughly enjoy your visit. These dresses are priced very low, as low as \$11.95 and up to \$29.75.

Evening Dresses, lace and combination black and brown, for \$11.95

Two-tone Taffetas in all colors, beautiful Evening Dresses, for \$21.75

White Crepe Dresses for \$25.00

Two-tone beautiful shades of Taffeta for \$29.75

Evening Dresses, very special for \$29.75

Lovely new fall dresses of canton crepe and crepe de chine, all are made nicely and some trimmed and others plain in navy, black and brown, for \$9.95

You have seen Dresses priced at \$16.75 before; but never have you seen such dresses as the ones we have at this price. New Dresses of Satin, Poiret Twill and Tricotine Dresses in navy, at \$16.75

Second Floor.

Women's and Misses' Coats

More youthful than most Coats dare to be! Lovely, deep-textured! Blue, black and new brown—Zanzibar, Havana, Bark. Designed specifically for any woman of any age who wears a 14, 16 or 18 size. The woman whose slenderness permits of the unusual in silhouette. They are truly smart.

Milady's Coat

Coats and wraps for every occasion, combining in their warmth of coloring and beauty of fabric, in models suitable to every conceivable type—they prove the statement that "you can't go wrong with coats." They are a wide range of colors for your inspection. Priced \$12.48 and up.

Ladies' Coats

Ladies' Coat of Bolivia Cloth, priced at \$32.50

Ladies' and Misses Coats.

Velour and heather mixtures, blue and brown, \$25.00 values, for \$16.75

Velour and Bolivias in brown, navy and black for \$18.95

Ladies' New Coats

Velours and Bolivia in navy, brown, black \$24.50

Children's Coats

Made of beautiful colors of velour. Sizes 10 to 14. \$4.98

Second Floor.

Women's and Misses' SWEATERS



Slip-over and tuxedo, and college miss sweaters. Plain and fancy weaves. In all the wanted colors. Your inspection is invited.

New Sweaters

Ladies' new coat sweaters in the new fall colors for \$3.98 to \$6.48

Children's wool and cotton sweaters in red, blue and white, Efir's prices at \$1.98 and \$2.48

Second Floor.

A Distintive Showing of FALL SUITS

Distinctive in every detail; all of the newest, and most beautiful fall shades. The newest designs; the work of artists in this line of work; the work of unstinted effort on the part of the designers; a work that was done with the idea of pleasing just you. Your inspection of this beautiful array of fall suits will be sure to please you, both in style, quality and price.

Serge Suits

New fall suits of serge in navy, and black in plain models, for \$9.95

Tricotine Suits

Tricotine Suits in navy and black and a wonderful value for \$18.95

Tricotine and Velour Suits

Tricotine Suits of navy and taupe. Some are embroidered and others are plain models. They are a good buy for \$21.75

Poiret Twill Suits

Poiret Twill Suits for fall. They are the new soft fabrics in tailored models, for \$29.95

Second Floor.

EFIRD'S DEPARTMENT STORE

SECOND FLOOR

We Solicit Your Mail Order Business.