

EFIRD'S

FASHIONS

WE ARE SHOWING THOUSANDS of DOLLARS WORTH

**Sale Starts Friday, Oct. 27th
and Closes Sat. Night Nov. 4th**



Fall Frocks of Popular Serge, Taffeta, Etc.

Dresses of the smartest New Serge, in blacks and blues. Easily the leaders. Tailored Silks, etc., at special price for

**\$3.48, \$3.98, \$4.98, \$5.98,
\$6.98, \$8.95 and \$9.95**

Ladies' Evening Dresses

We have just received some very handsome evening Dresses in the latest styles and colors, our special prices on them are

\$9.95, \$12.95, \$14.95, \$15.95, \$16.95, \$18.95

Men's Clothing Red

Heavyweight brown, checked and blue pin stripe, special for this sale at ... **\$7.95**

Brown and gray plaid, well tailored, dark blue and English Serge \$12.50 value **\$9.95**

Men's Odd Coats \$2.98

Big Sample lot Coats, all colors ... **\$2.98**
Job Lot Odd Coats ... **\$1.98**

300 Boys' Suits

300 Boys' Suits 1916 Styles, all new wools. Same materials that retailed for \$3. Special

\$1.98

500 Boys' Suits \$2.98

All of the newest fall mixtures, latest styles, pinch back coats, peg pants, suits that retail at \$5.00. Special ... **\$2.98**

Men's Odd Pants at Special Prices

Big lot assorted colors ... **\$1.98**
\$4.00 Special, all colors ... **\$2.98**

Heavy grays, browns, checks and all the newest colors, special for this sale ... **\$11.95**

High-grade guaranteed all wool, best tailored, special for this sale only ... **\$12.50**

ROCHESTER SPECIAL ... **\$12.95**

\$1 Men's Overalls 75c

The best \$1.00 Overall, special ... **75c**
\$1.00 Gray Overalls ... **75c**
\$1.00 Kahki Overalls ... **75c**

Boys' and Girls Union Suits

Standard Knitting Co., none better, white and tan colors, sizes up to 16. 60c values, special

48c

400 Boys' Fancy Blue Serge Suits

Just in by express; best make and styles, values up to \$7.50. Special ... **\$4.98**

Middy Blouse Suits

Middy Blouse Suits made of navy blue wool serge, emblem sleeve and platted skirts, sizes 12 to 22 ... **\$4.98 and \$5.98**



Ladies' Sport Coats

200 Ladies' Sport Coats just received for this special sale. They are made of fancy plaids and stripes. Efird's prices for this sale

**\$3.98 \$4.98
\$5.48 \$5.98**



Big Specials on 10c Counter

Yard-wide 12 1-2c Standard Percales ...
Yard-wide 12 1-2c Striped and Figured Percales ...
Yard-wide 12 1-2c No. 600 English Longcloth ...
Yard-wide 12 1-2c No. 79 Cambric Bleaching ...
Yard-wide Colonial Drapery ...
32-inch Plaid Suiting ...
All 12 1-2c Standard Gingham, fast colors...

10c

Efird's 6 1-2c Counter

SECOND FLOOR

White Dimity ...
White Check Muslin ...
10c Dress Gingham ...
8c Domino Apron Gingham ...
Best quality Dark Calico ...
Best quality light Calico ...
Solid Color Calico ...

6 1/2c



Efird's Figure Less Profit on Shoes than any other Store in the Carolinas



Men's Dress Shoes

\$4.50 Patent Leather Button ...
\$4.50 Extra Heavy Gun Metal ...
\$4.50 Patent Kid Lace Shoe at ...
\$4.50 Gun Metal Belmont Last ...
\$4.50 Patent Leather Blucher at ...
\$4.50 Black Calf Blucher at ...
\$4.50 Box Calf Blucher at ...

\$3.50

Messenger Shoes for Boys'

\$2.50 Gun Metal English ...
\$2.50 Gun Metal Blucher ...
\$2.50 Gun Metal Button ...
\$2.50 Glazed Calf Leather ...

\$1.98

Boys' Overland Dress Shoes

\$3.50 Gun Metal Tan ... **\$2.98**
\$3.50 Gun Metal Button ... **\$2.48**
\$3.50 Glazed Calf ... **\$2.48**

Misses' & C Shoes at

\$2.00 Heavy Kangaroo ...
\$2.00 Kangaroo Calf ...
\$2.00 Home Made Bluch ...
\$2.00 Heavy Double Sol ...
\$2.00 Heavy Gun Metal ...
\$2.00 Tan Elkskin Shoe ...

Misses' and

\$2.00 Patent Leather Bu ...
\$2.00 Vici Button ...
\$2.00 Gun Metal Button ...
\$2.00 Box Calf Blucher ...
\$1.50 Vici Button ...
\$1.50 Vici Patent Tip Bu ...
\$1.50 Gun Metal Button ...
\$1.50 Patent Leather Bu ...

Youths' and Little Gents' Dress and School Shoes

\$2.00 Gun Metal Blucher ... **\$1.48**
\$2.00 Tan Button Shoes ... **\$1.48**
\$2.00 Gun Metal Button ... **\$1.48**
\$2.00 Tan Calf Blucher ... **\$1.48**
\$1.50 Gun Metal Button ... **\$1.24**
\$1.50 Vici Blucher ... **\$1.24**
\$1.50 Box Calf Blucher ... **\$1.24**
\$1.25 Gun Metal Blucher ... **98c**

Boys' Dress Shoes at Special Prices

\$2.50 Gun Metal Blucher Shoe ... **\$1.98**
\$2.50 Tan Calf Blucher ... **\$1.98**
\$2.50 Tan Calf Button ... **\$1.98**
\$2.50 Patent Leather Button ... **\$1.98**
\$2.50 Patent Leather Blucher ... **\$1.98**
\$2.00 Gun Metal Button ... **\$1.48**
\$2.00 Kangaroo Calf Blucher ... **\$1.48**
\$2.00 Gun Metal Blucher ... **\$1.48**



Ladies' Silk Sweaters

We are showing some handsome Silk Sweaters in Rose, Gold and Copenhagen at

\$4.98 and \$5.98

New Velvet Corduroy for Coats

34-inch \$1.25 Velvet Corduroy, large welt, fast pile ... **98c**
34-in. \$1.25 White Corduroy for Coats ... **98c**
30-in. \$1.00 Corduroy Copenhagen, rose, yellow, green, etc., special ... **59c**
32-in. \$1 Corduroy in brown and navy ... **59c**

Embroidered Wool Flannels

36-in. 60c Embroidered Wool Flannels ... **48c**
36-in. 75c Embroidered Wool Flannels ... **59c**
36-in. \$1.25 Embroidered Wool Flannels ... **98c**
36-in. 85c Silk and Wool Flannels ... **69c**
36-in. 50c Cassimere Flannel ... **39c**

Elkin Blankets Specially Priced

\$3.00 Elkin Blankets ... **\$2.48**
\$4.00 Elkin Blankets ... **\$2.98**
\$5.00 Elkin Blankets ... **\$3.98**
\$7.00 Leaksville Woolen Mills Blankets **\$4.98**
\$2.50 Eamond Cotton Blankets, double bed size, in plaid ... **\$1.98**
Children's Crib Blankets ... **48c to 59c**

Efird's Army Leather Shoe Special \$2.50

We have 50 cases of this Shoe which was bought last year. If this Shoe was bought today it would have to be sold for \$3.50. This is one of the greatest Shoe Bargains ever offered by us. Ask for No. 524 or 526.

50-INCH FRENCH SERGE, 98c.

Pacific W. F. All-wool Fine French Serge, Black and Navy only. Special ... **98c**

Wool Goods

50-INCH SUITING, 98c.
Atlantic All-wool 50-inch Suiting, Patterns ...

VIGIERAUX SERGE, 79c.
Amoskeag 40-inch all wool Vigieraux Serge ...

SPONGED AND SHRUNK SERGE
Amoskeag guaranteed all wool Sp Shrunken Spotproof Serge in navy ...

F. S. G. SERGE, 79c.
40-inch all wool French Serge, Blue, etc., a splendid quality, while it

50-INCH STORM SERGE
50-inch Amoskeag all wool Storm Suits