

# EFIRD'S

## Fall Opening Sale

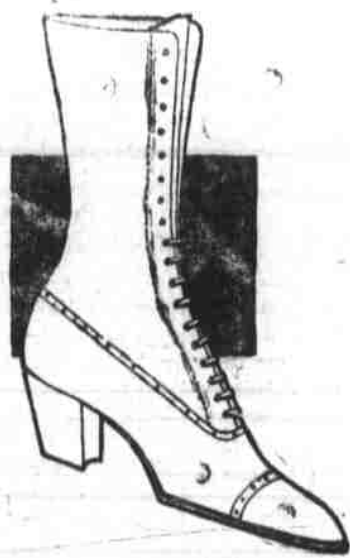
### Friday Morning, Oct. 14 9 O'clock

Continuing For Ten Days



## Bargains In New Merchandise

### SHOES



### Ladies High Grade Imperial Shoes

Black kid 9 inch boot width A to C a real value at	\$9.50
Light tan calf Cuban heel walking shoe, width B to D	\$6.85
Brown calf English Brogue widths B to D at	\$9.50
Brown calf Cuban heel widths B to D at	\$6.85
Black kid medium heel, English last	\$8.95
Ladies tan kid low rubber heel, Pullman shoes	\$7.50
Ladies black kid low heel Pullman shoes	\$6.85

### SHOES

#### Pullman Shoes

For Ladies

Brown kid low heel English lats with rubber heels	\$5.00
Mahogany calf low rubber heels	\$6.85
Brown kid low rubber heels	\$6.85
Mahogany calf, Cuban heels	\$6.85

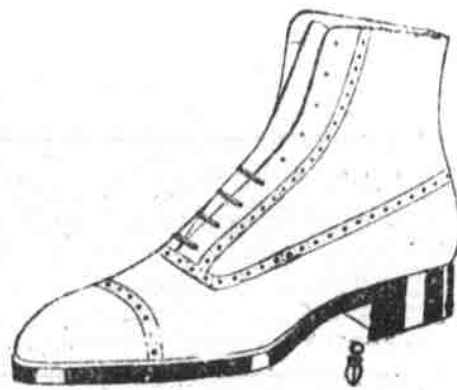
#### Ladies' Heavy Shoes

Heavy Elk blucher, a good shoe for	\$2.98
Women's Chocolate Elk Blucher all leather	\$2.98
Some as above in black	\$2.98
Heavy kid blucher at	\$2.98
Ladies heavy box calf and Elk English last	\$3.48

#### MEN'S REYNOLDS' SHOES

Fancy Calf Ball Strap Brogue, Rubber heels at	\$8.50
Russian Calf, English combination last at	\$7.95
Fancy Calf, plain English, Rubber heel at	\$7.95
Black kid, Broad toe, Flexible Sole Shoe at \$5.48 and	\$7.95
Black kid Blucher, rubber heel at	\$5.48

### SHOES



#### E. C. SKUFFERS FOR GIRLS AND BOYS

Black Gunmetal, lace and button; sizes 12½ to 2	\$3.48
Tan Calf, lace and button; sizes 12½ to 2	\$3.48
Black Gunmetal, lace and button; sizes 8½ to 12	\$2.98
Tan Calf and Kid, lace and button; sizes 8½ to 12	\$2.98
Black and Tan, both lace and button; sizes 3 to 6, \$1.98 and	\$2.24

#### Men's Work Shoes

Men's Tan Elk Scouts	\$1.98
Men's Tan Blucher, solid leather	\$3.98
Men's Tan Heavy Blucher, solid leather	\$5.98

## Ready

### Another Demonstration

With the first approach of Autumn wear. Wear values you have ever seen in many years.

There's not a Dress, Suit or Coat in the lot but what's the use? We buy for less and are

#### Canton Crepe Dresses

Here you will find a surprise! Dresses of black canton crepe also colors, the new fall modes, finely finished with just the proper trimming.

\$19.50 \$22.50 \$29.50

#### Serge Dresses

100 new, all wool serge dresses, values up to \$25.00. To go in this sale at—

\$59.5 to \$11.95

#### Misses' and Women's Coats

Daily by every express, we are receiving new Fall Coats. Never have we seen materials so beautiful and servicable, styles so charming, and most interesting of all, is the prices are so low.

#### Poirot Twill Dresses

In the height of fashion. You can't duplicate them in the city for anything like the price—

\$24.50

HAND-TAILORED AND FINELY FINISHED COAT SUITS

Satin lining of heavy quality, a garment of refinement and beauty, straight lines and all that goes to make for a suit of distinction,

\$35.00

\$35 Coat Suits, \$24.20

A shipment of 100 brand new coat suits just received and taken from their shipping cases late Monday afternoon—Tricotine, Broadcloth, Velour, serge—in all the new trims and styles. Come early Friday for your choice at—

\$24.50

### Wool Flannels

Heavy Weight Gray and Navy Wool Underwear Flannels 89c

Cream Underwear Flannels 48c TO 98c

Silk and Foul Flannels, suitable for infant's coats and ladies underwear,

98c TO \$1.69

### Blankets Blankets

Nights and morning are likely to be very chilly. Now is the time to get your Blankets and save about half. These Blankets will make you comfortable and perhaps will save a doctor's bill. The quality is dependable. You may buy safely.

64x80 Cotton Gray Blankets \$1.98

66x84 All Wool Grey and Blue Plaid Blankets \$7.95

7 2x84 All Wool White with pink borders \$7.98

72x84 All Wool Brown and White Blankets \$9.95

64x84 All Wool Grey and Pink Blankets \$8.95

72x84 All Wool Brown and Blue Plaid Blankets \$14.95

72x84 All Wool Brown, Blue and Pink Plaid \$5.98

For All Your Fall and Winter Needs Come to

# Efird's Department