

EFIRD'S End of Month Sale

Beginning Saturday Morning, Oct. 25, Continuing Thru Saturday, Nov. 1

Store Full Of New Fall Merchandise At New Low Prices. When Merchandise Is Sold For Less, Efird's Will Sell It. Leaders Of Low Prices In Shelby For Eleven Years And Still Leading.

You Can't Afford To Miss This Sale. Come And Bring Your Friends

OCTAGON

SOAP
2½c
CAKE
4 FOR 10c

SILKS AT \$1.00
One big table of Silks, including heavy weight Flat Crepe, Etc., Sale price, yd. **\$1.00**

Ladies' Rayon Hose 10c
Ladies' All Rayon Silk Hose, new fall colors, 39c values—**10c**

Seamless Sheets 59c
81x90 Seamless Bed Sheets
A 79c value, Sale price **59c**
42x36 Good Pillow Cases **10c**

HOSIERY
Big table ladies' full fashioned pure thread silk hose values usually sold up to \$1 and \$1.15. Some of all colors to go on sale Sat. morning at **65c**

HUDSON HOSE
Hudson's full fashioned pure thread silk hose, first quality, sale price **\$1.00**
Style 930—Queen Charlotte all silk pr. **85c**

NEW TWEEDS
36" heavy weight rayon tweeds in the season's newest patterns, usually sold up to \$1.95. Efird's price **\$1.00**

WANTED
15 Extra Sales-People. Apply to Manager Friday.

Apron Gingham 5c
One table Apron Gingham to go on sale Saturday morning at, yard—**5c**

MEN'S AND BOYS' SUITS AT SALE PRICES

MEN'S SUITS \$17.50
Men's \$25.00 all wool Blue Serge suits, Also pencil stripes, sale price **\$17.50**

BOYS' SUITS
One big lot boys' suits, the new mixtures regular \$5.00 value **\$3.95**
Boys' 2 pants suits, 1 long and 1 short pants, new novelty patterns **\$4.95**

BOYS' TWO LONG PANTS SUITS
2 pairs long pants, sizes up to 18 years, grey, brown, etc. **\$6.95**

MEN'S SPORT COATS
Men's all wool sport sweaters, coat styles, made to fit, sale price **\$2.95**

ROPE STITCH SWEATERS
Men's heavy rope stitched sweaters, mixed colors, all sizes **\$2.95**

MAYO HEAVY UNDERWEAR
Mayo Boys' heavy union suits **79c**
Mayo men's heavy union suits **79c**
Mayo heavy weight union suits **95c**

Hanes Elastic Ribbed Underwear
Hanes Merrichild knit waist suits **79c**
Hanes boys' heavy weight union suits, Sizes 2 to 10 **69c**
Hanes boys' heavy weight union suits, sizes 12 to 16 **95c**
Hanes Medium weight ribbed union suits **\$1.19**
Men's blue chambray full cut yoke back work shirts **45c**
Men's Uncle Sam dark blue work shirts **68c**

WOOL SWEATERS
Gilbert's heavy coat sweaters for men, part wool, navy, black, browns, maroon, buff, etc., Full cut **\$1.95**

Smooth Sheeting 5c
38" Smooth Sheeting, Sale price **5c**

Elkin Blankets
Elkin full double bed size plaid part wool blankets, original \$5 value **\$2.95**

CANNON SHEETS
Cannon 81x90 Bleached Sheets **98c**
Cannon 42x36 Bleached Cases **29c**

OUTING FLANNEL
27" solid color, white, pink and blue Outing Flannels, Sale price **10c**

CANTON FLANNELS
Good quality Canton Flannels, sale price **14c**

LONGCLOTH
Quality 400 regular 12½c Longcloth, Sale price **7½c**

WOMEN'S FALL AND WINTER COATS AT \$4.95

One big rack all new colors and fur trimmed, assorted sizes. Sale price **\$4.95**

NEW FALL AND WINTER COATS AT \$8.95

Smart new styles in browns, navy, tan, black and tweeds. All smartly furred, values to \$12.50. Fall opening sale price **\$8.95**

Big Assortment of Ladies' New Fall Dresses at \$8.95 and \$12.95

In this lot you will find all the new materials of fine silks and woolsens in styles for dress and sports wear, the new prints and plain shades, complete range of sizes. Fall opening sale price **\$8.95 and \$12.95**

NEW PRINT DRESSES 95c

New styles, new colors with long sleeves, all guaranteed fast colors. Sizes 16 to 52 **95c**

CHILDREN'S NEW WINTER COATS AT \$2.95 and \$3.95

Materials of velours, tweeds and tricot cloth, mostly with fur collar and cuffs. Neat, snappy styles for the little miss. Sizes 3 to 6 **\$2.95 & \$3.95**

LADIES' AND MISSES NEW FALL SWEATERS \$1.45 AND \$1.95

Pullover and coat styles in all the new colors, in plain and mixed, complete range of sizes, values up to \$2.95. Sale price **\$1.45 and \$1.95**

NEW FALL DRESSES AT \$2.95

Lovely styles in the Traveler's Prints and plain colors. New browns, greens, navy and black. Sizes 16 to 52. Sale price **\$2.95**

Blankets \$1.45

Full double bed size cotton blankets, **\$1.45**
Sale price **\$1**

Wide Outing 12½c

36" wide outing flannel, 18c quality, sale price **12½c**

Leakville Wool BLANKETS

70x80 Leakville part wool blankets made to sell at \$5.00. To replace them would cost more than Efird's special price, per pair **\$2.95**



LOOK THIS PICTURE OVER — IF YOU MISS THIS STORE YOU'VE MISSED YOUR GREATEST VALUES

BOYS' WARMER SWEATERS
Boys' part wool good sweaters, coat styles, navy, buff, brown, etc. Sale price **\$1.45**

NON-RAVEL BLOOMERS
Ladies' heavy quality non-ravel rayon bloomers, assorted colors, in all regular sizes. Sale price **44c**

SHOES — SHOES — SHOES



Children's School Shoes 95c

Misses' and children's black and tan school shoes, sizes 6 to 8s, 8½ to 11s, and 11½ to 2s. Sale price **95c**

Children's black patent scuffer shoes, 8½ to 11 **\$1.95**

Children's smoked blucher school shoes **\$1.95**

Dark tan blucher scuffers school shoes **\$2.45**

Men's Dress Oxfords
One big lot men's fine dress oxfords at **\$1.95**

MEN'S DRESS OXFORDS
The season's newest patterns in men's shoes, including blacks and browns, bluchers and bals, values that usually sell up to \$4.00 and \$4.50, at **\$2.95**

BOYS' OXFORDS
Boys' black school oxfords **\$1.95**
Boys' Pullman dress oxfords **\$2.95**

MEN'S DRESS SHOES \$1.95
Men's black gun metal blucher cap toe dress shoe **\$1.95**

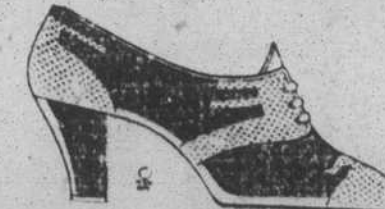
MEN'S SCOUT SHOES \$1.45
Men's tan leather flexible sole Scout Shoes **\$1.45**

Men's Tough Hide Shoes
Men's tough hide full cut heavy work shoes. A value that usually sold for \$3.00, Efird's 9c cotton special **\$1.95**

Lion Brand Made Work Shoes \$2.95
Men's Loan brand made Milwaukee made work shoes, blacks and tans, sale price **\$2.95**

Sport Oxfords
Ladies' lot 353 smoked elk leather sport oxford, sale price **\$2.95**

LADIES' NOVELTY SHOES \$2.95
Ladies' black kid reptile trim covered heel shoes **\$2.95**
Ladies' patent center buckle covered heel shoes **\$2.95**
Ladies' black calf lizard trimmed shoes **\$2.95**
Ladies' black kid O'Orsay covered heel-pump **\$2.95**
Ladies' black kid D'Orsay covered heel pumps **\$2.95**
Ladies' brown calf lizard trim low heel **\$2.95**
Ladies' elk leather sport oxford **\$2.95**
Ladies' patent black covered heel pump **\$2.95**



NOVELTY SLIPPERS

Women's novelty bedroom slippers, fancy patterns, silks, etc. Sale price **95c**

LADIES' FINE DRESS PUMPS AND OXFORDS

WORTH UP TO \$3.00 GOING RIGHT IN THIS SALE AT \$1.95 PAIR

Ladies' new stylish shoes **\$1.95**
Ladies' patent Cuban heel **\$1.95**
Ladies' black kid heel **\$1.95**
Ladies' black kid natural heel **\$1.95**
Ladies' patent Cuban covered heel **\$1.95**
Ladies' black kid leather heel **\$1.95**
Patent D'Orsay Cuban heel pumps **\$1.95**



EFIRD'S DEPARTMENT STORE

South LaFayette Street

Shelby, N. C.

