

EFIRD'S MARK DOWN SALE

COMMENCING FRIDAY MORNING, 9 O'Clock

THESE MARKED DOWN PRICES WILL MOVE MERCHANDISE FAST

A STORE FULL OF BARGAINS. NOT ROOM HERE TO MENTION. COME. BE HERE. LET NOTHING KEEP YOU AWAY.

Store Closed

THURSDAY AT FOUR O'CLOCK TO MARK DOWN PRICES.

COME! DON'T MISS IT!

LADIES' FINE FELT BED ROOM SLIPPERS
Marked Down Price
25c Pair



<p>Yard Wide Striped OUTING 10c</p> <p>One special table yard wide striped outing flannels perfect short lengths, per yard</p> <p>10c</p>	<p>NEW SUITINGS 19c</p> <p>New shipment doubled and rolled suitings, newest fall patterns at the new price Friday morning at, per yd.</p> <p>19c</p>	<p>PER CALES 15c</p> <p>Fast color Scout and Bradford Cambric Percales, per yard</p> <p>15c</p>	<p>9-4 SHEETING 25c</p> <p>Full 81-inch seamless heavy weight bed sheeting, per yard—</p> <p>25c</p>	<p>Yard Wide Solid Color Outing 10c</p> <p>A good quality pink, blue and white outing, perfect short lengths for Friday mornin, per yard</p> <p>10c</p>	<p>Fast Color PERCALES 10c</p> <p>Yard wide fast color percales, perfect short lengths, Sale Price—</p> <p>10c</p>
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LADIES' FINE COATS CUT IN PRICE BUY NOW!

— GROUP NO. 1 —

Ladies' Fur Trimmed Coats, Blacks and Brown. Sold up to \$16.50.

MARK DOWN PRICE—

\$9.85

— GROUP NO. 2 —

Ladies' Beautiful Coats in all that is new in materials and style, sold up to \$22.50.

MARK DOWN PRICE—

\$13.75

— GROUP NO. 3 —

Ladies' higher priced coats, and they are beautiful. Values to \$29.50.

MARK DOWN PRICE—

\$18.75

Children's Fine Coats
Plain and Fur Trimmed
All Cut In Price

ALL SILK AND WOOL DRESSES MARKED DOWN FOR THIS SALE

— GROUP NO. 1 —

This group of new Winter Dresses, Rayon Crepes, Travel Tweeds and Prints. Blacks, Browns, Red and Green. Values to \$3.50.

MARK DOWN PRICE—

\$1.94

— GROUP NO. 2 —

Ladies' beautiful Silk Dresses in all the new Winter shades. Sold up to \$5.95.

MARK DOWN PRICE—

\$3.85

— GROUP NO. 3 —

This group of Dresses in Flat and Canton Crepe and new Wools. Values up to \$7.50.

MARK DOWN PRICE—

\$4.85



WOOL GOODS BY THE YARD

All Cut In Price

54" Wool Goods

New special lot 54" wool goods, the new materials used in Coats, Sale price

97c

WOOL GOODS

Worth up to \$2.00 yard. Mark Down Sale Price, Yard

\$1.39

SILK SPECIALS—BUY NOW. SAVE

Satin Back Crepe, Canton Crepe, Yard

97c

Pongee Silk, 12 mommie silk Pongee, per yard

17c

BED SPREADS At Mark Down SALE PRICES

BUY NOW AND SAVE!

Printed Velvets, Friday morning, per yard

59c

Heavy Work Shirts 48c

Men's heavy weight dark blue chambray work shirts at the old special price of

48c

Boys' Suits

Boys' new winter suits, values up to \$5.95. Mark Down Price

\$3.85

Boys' New SUITS

All wool materials. Values up to \$6.95. Mark Down Price

\$4.85

Men's Dress SHIRTS

In fast color broadcloth, \$1.00 values. Mark Down Price

77c

2 FOR \$1.50

Sale Continues Through Saturday December 23rd

Plenty of Extra Salespeople To Serve You

Prices Cut On MEN'S FINE SUITS

— Group No. 1 —

MEN'S NEW WINTER SUITS
Men's new suits, in Worsted and Basket Weave, Blue, Brown and Oxford. New serge, \$18.50 value. Mark Down Price

\$13.95

— Group No. 2 —

MEN'S WINTER SUITS
Men's all wool suits, values to \$12.50. Mark Down Price

\$8.90



Children's Fine COATS

Worth up to \$5.00. Marked Down Price

\$3.85

Children's Plain Sport and Fur Trimmed COATS

Worth up to \$6.95. Marked Down Price

\$4.65

Outing Gowns 48c

Good full cut outing gowns, round or V necks

48c

BLANKETS

72x80 heavy part wool blankets, heavy block plaids, slightly mill damaged, on sale Friday morning at

\$2.39

Full Fashioned HOSE 48c



Ladies' pure thread silk full fashioned hose, slightly irregulars, per pair

48c

Children's Sport Sox

Worth up to 25c. Mark Down Sale Price, Pair

15c

COTTON HOSE

Ladies' regular 15c Fine Cotton Hose, pair

10c

Ladies' Fine Rayon Hose

Season's newest colors. Worth, up to \$25c. Mark Down Price, Pr.

15c



MEN'S - BOYS' WORK CLOTHES

Men's Blue Buckle Green Label OVERALLS

97c

Men's and Boys' Heavy Union Suits

Buy here and save.

Men's Felt Hats

\$3.50 value — Mark Down Price

\$2.45

Men's Sweaters

Men's all wool, heavy rope knit sweaters. Worth up to \$3.00

\$1.87

Men's Blue Chambray Work Shirts

Mark Down Price

39c

Men's Dress Sox

Worth up to 25c. Mark Down Price

15c



Men's Top Grade WORK SHOES

Black and brown, solid leather welt. Sale value up to \$4.00

\$2.87

MEN — LOOK! REGULAR \$2.50 WORK SHOES

Mark Down Sale Price

\$1.94

Men's Work Shoes — Special
Value to \$3.00. Mark Down Sale Price

\$2.37

All Men's \$2.00 WORK SHOES
Marked Down

\$1.47

Men's Oxfords
Marked Down—

\$1.94

Thousands Pairs Fine Winter Shoes In This Great Sale — BUY NOW — SAVE!

— SHOES — SHOES — SHOES —

Children's Solid Leather SCHOOL SHOES

Black Blucher, rubber sole. All sizes 6½ to 11 and 11½ to 2. Marked Down—

97c

Boys' and Girls' Dress And School Shoes

In black and brown. Regular \$1.50 value. Marked Down Price—

\$1.18

Men's High Grade DRESS OXFORDS

Genuine full grain calf skin. Every pair a \$4.00 value. Marked Down Price—

\$2.95

Men's Regular \$3.00 DRESS OXFORDS

Best styles. Solid leather soles. Mark Down Price—

\$2.47

Ladies' Fine Sport Oxfords And Dress Slippers

All regular \$2.00 values. Black and Brown—

\$1.47

Ladies' Dress Slippers And Solid Leather Oxfords

Beautiful new styles. Worth up to \$3.00—

\$1.94

Boys' Good Tough Winter Shoes

Regular \$2.50 value. Marked Down Price—

\$1.94

BOYS' \$3.50 SHOES
Marked Down Sale Price

\$2.87

BOYS' \$2.00 SHOES
Marked Down Sale Price

\$1.47

Ladies' Arch Support Slippers and Ties

Values up to \$3.50. Marked Down Price—

\$2.48



MEN'S LEATHER BOOTS

Worth up to \$5.00. Marked Down Price—

\$2.95 & \$3.95

EFIRD'S DEPARTMENT STORE SHELBY, N. C.