

COLD WEATHER

Shoe and Clothing Specials

AT

Efird's Department Store

FRIDAY AND SATURDAY

With Eye Opening Specials in Dry Goods Department

New Shoe Specials

Ten cases Ladies' Regular 75c. Rubbers at 49c.
 Men's Heavy Storm Cut Rubbers at 68c.
 Men's \$1.00 Rubbers at 74 and 88c.
 Ladies' \$1.00 Heavy Rolled Edge Rubbers at 74c.
 Boys' and Girls' Rubbers, 39 and 49c.

Ladies Shoes.

Ladies' All-Solid Dongola Bluchers, every pair guaranteed \$1.49
 Ladies' \$3.00 Shoe, all solid at \$1.98 and \$2.49
 Ladies' Pat Leather, Velvet Top Shoes at \$2.98
 Ladies' \$1.50 Kang Bluchers, Pat Tip at 96c.
 Children's School Shoes, all solid, every pair guaranteed, all sizes up to 2, at 98c.
 Children's School Shoes, the pair that wears, sizes, 6-8, 98c.; 9-12, \$1.24; 13-2, \$1.49.

Men's and Boys Shoes.

Boys' Shoes, some of all sizes, special to clean-up, at 98c.
 Boys' Box Calf and Gun Metal Shoes, all solid at \$1.49
 Boys' Gun Metal, Button Shoes, \$2.50 value, at \$1.98
 Men's \$2.00 all-solid leather Kang Calf Shoes, at \$1.49
 Men's Gun Metal, Box Calf, and Tan Shoes, all solid, every pair guaranteed, at \$1.98
 Men's best \$3.50, all-solid leather Shoes, Gun Metal, Box Calf, Patent Leather, etc. at \$2.98
 The Barry \$4.00 and \$4.50 Shoes, in Patent Leather, Gun Metal, Tan, Vel, Lace or Button at \$3.50

New Clothing Specials.

One lot Men's all-wool Suits, some of all sizes and a little off in style, worth up to \$7.50, special at \$1.98, \$2.98 and \$3.98
 100 Men's new all-wool Fancy Worsted Suits, Grey Mixtures, Heavy Weight Serges, all-wool Black Granite, etc., made up in all the newest style Suits, worth up to \$16.50 at \$10.00
 Boys' Suits, Knickerbocker Pants, all sizes at \$1.48 and \$1.98
 Boys' \$5.00 Blue Serge Suits, all sizes, at \$3.98

Men's and Boy's Pants.

50 dozen Boys' New Fancy Worsted School Pants, all sizes up to 17, worth up to 75c. at 49c.
 One lot Boys' all-wool Blue Serge Pants, lined throughout at 98c.
 Men's Work Pants at 98c.
 Men's Heavy Grey Kersy Pants at \$1.25
 Men's \$2.50 Dress Pants at \$1.79 and \$1.98
 Men's Fine all-wool Dress Pants, worth up to \$4.50 at \$2.98, \$3.48

Men's and Boy's Overalls.

Men's Heavy Railroad Overalls, in all sizes up to 48; no better \$1.00 Overalls made, special at 75c.
 Men's Apron Front Overalls, at 49c.
 Youths' 50c. Overalls, at 39c.
 Brownie Overalls, at 25c.

Men's and Boy's Over Coats.

50 Boys' Overcoats, heavy weight, some of all sizes, \$1.98, \$2.95
 Men's Heavy Overcoats, at \$3.95, \$4.95

Men's and Boy's Hats.

Men's New Pride of America Hats, Black and all colors, newest shapes, Celebrated Hats, \$2.50 value, New Spring shapes, Black and all colors at \$1.48
 Boys' Hats at 49 and 75c.
 One lot Men's Sample Hats, worth up to \$1.00, at 49c.
 Men's Stiff Hats, newest shapes, at 98 and \$1.48

Men's and Boy's Winter Underwear.

Men's 50c. Heavy Fleece Lined Undewear, Shirts and Drawers to match at 37 1-2c.
 Boys' Heavy Fleece Lined Undewear, Shirts and Drawers to match at 49c.
 One lot Men's Heavy Ribbed Undewear at 25c.
 One lot Wright's Health Undewear, Shirts and Drawers to match, at 62 1-2c.
 Men's Best \$1.00 Heavy Fleece Lined, or Spring Needle, at 75c.

Yard Wide Percales at 5 Cents.

Two cases full yard Percales, in all the pretty new light shirting styles, dress patterns, etc., qualities worth 10 and 12 1-2c., special for Friday and Saturday at 5c.

Yard Wide Bleach at 5 Cents.

Three cases yard wide Bleach Domestic, Cambric and Long Cloth Remnants, 10c. qualities, special at 5c.
 Full Yard Wide Outing at 5c.

Dress Gingham at 5 Cents.

Three cases yard wide Dress-Ginghams, Solid Color Chambrays, etc., widths up to 19 yard pieces, qualities worth 10 and 12 1-2c. 5c.
 All the best Standard Colicoes, in Black and White Shepherd Plaids, Dark Reds, Dark Blues, in all the New Dress Styles, Old Time Quilting Colico, etc., all 6 1-2c. qualities at 5c.

New White Goods at Low Prices.

Yard Wide Lonsdale Cambric, slightly seconds 10c.
 Best Quality Lonsdale Cambric at 12 1-2c.
 A good 12 1-2c. Soft Full Yard Wide Bleach Domestic 10c.
 10c. Bleach Domestic 8 1-3c.
 Best Quality Yard Wide Cannon Cloth 10c.
 Book Fold Linen Finish Waisting 10c.
 Small Check Nainsook, Good Soft Finish 10c.
 Fine Sheer Quality Check Dimity, in Very Small and Large Size Checks, qualities worth up to 18c per yard 12 1-2c.
 40" India Linon Lawns 10c.
 Pretty quality Book-Fold India Linon Lawn 10c.

New Dress Gingham.

10 cases New Spring Dress Gingham, in all the Pretty Plaids, Mercerized Finish, etc., warranted Fast Colors, qualities worth up to 12 1-2c and 15c., special at 10c.

New Silks.

27" New Suesene Silks, in Plain Colors, also Embroiderery Dots. In Black, White Light Blue, Rose, Copenhagen Blue, etc. at 25c.
 Regular 50c. quality Silk Crepe-de-Chene, Black, White, Pink, Light Blue, etc 39c.
 Silk Stripe Veiling, in all colors, regular 50c. qualities at 39c.
 White Mercerized Stripe Batiste 18c.
 Peerless Fongee Silk Finish, 25c. quality 18c.

Ladies and Children's Hosiery.

100 dozen Ladies' Plain Smooth Black regular 10c. Hose, Friday and Saturday at 5c.
 Ladies' 25c. Lisle Hose at 15c.
 Boys' and Girls' Heavy Ribbed School Hose, at 10c.
 Misses' 25c. Smooth, Ribbed Hose, at 15c.
 Men's 15c. White Foot, Seamless Hose, at 10c.
 Men's 25c. Lisle Hose, at 15c.

Ladies New Belts at 10 Cents.

25 dozen Ladies' New Patent Leather Belts, Black and Red, Big Buckle, at 10c.

Ladies White Shirt Waists.

60 dozen Ladies' New Spring Shirt Waists, including an all-pure Linen Waist, Embroidered Linene Finish Waist, White Linen, etc., all regular \$1.50 values, special, at 98c.

Wool Dress Goods at Special Prices.

44" Chiffon Panama Cloth, Black and all colors, at 39c.
 50" Mohair, 75c quality, Black and all colors, at 50c.
 36" Mohair, good bright finish, Black and all colors, at 25c.
 Wool Serge, in all colors, at 50c.
 42" All-Wool Imported French Poplin \$1.00 quality, Black and all colors, at 75c.
 42" All-Wool Imported French Poplin Cream, Black Navy, etc., at 98c.
 French Serge, in Black, Navy, and Cream, at 98c.
 50" Cream Mohair, at 50c.
 Cream Wool Cashmere, at 25c.

Toilet Specials.

Air Float Talcum Powder 5c.
 Poud Can Air Float Talcum Powder 15c.
 Mennen's Talcum Powder 12 1-2c.
 Oval Can Air Float Talcum Powder 10c.
 Corlyopsis Talcum Powder 15c.
 Sweet Maiden Toilet Soap, per box 10c.
 6 Cakes Palmolive Soap 45c.
 Cosmo Buttermilk Soap, 25c. Box 17c.

Wool Dress Goods Remnants.

2,000 Yards Wool Dress Goods Remnants, in all colors, widths up to 50-inches wide, qualities worth up to \$1.00 a yard, all piled out on big table, to clean them up quick Friday and Saturday, at 25c.

Ladies Coat Suits and Long Coats Cut in Price.

Children's Heavy Weight, Winter Coats, at \$1.98 and \$2.98
 Ladies' Coat Suits, worth up to \$15.00, at \$8.50
 Ladies' \$18.00 Suits, at \$12.50 and \$13.50 \$12.50 and \$13.50
 \$25.00 Suits, at \$18.50
 All Long Coats cut to just about 1-2 their regular prices.

Black Petticoats.

40 dozen Black Petticoats, imitation of Heatherblom, with deep Embroidery Ruffles, \$1.50 value, at 98c.
 Silk Petticoats, Black and all colors, at \$2.98
 \$5.00 Black Silk Petticoats, the Heavy Rustling Kind, at \$3.98

Birdeye Cloth.

Five new cases White Lily Birdeye Cloth, the best Absorbent quality, in all widths, at 49c.
 19-inch, at 75c.
 24-inch, at 75c.
 27-inch, at 88c.
 3-4 Yard Square Sanitary Rubber Sheeting, at 49c.
 27-inch Cream Wool Flannel, at 25c.
 36-inch 50c. Cream Wool Flannel, at 39c.
 Yard Wide Embroidered Wool Flannel, at 49c.

Blanket Specials.

11-4 Heavy Weight Cotton Blankets, at \$1.98 and \$1.24
 12-4 Extra Heavy Cotton Blankets, White or Grey, at \$1.48
 11-4 Elkin Wool Blankets, at \$2.98
 Fine Sample Wool Blankets, at \$3.48 and \$3.98

Two Specials in Box Paper.

One lot Box Paper and Envelopes to match, plain or ruled, regular 10c. value, at 5c.
 500 Boxes Linen Paper, plain or ruled, two dozen envelopes to match, at 10c.

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Wholesale and Retail