

This Page of Christmas Specials

With Thousands of Others and New Ones Added Every Day

Will Be On Sale Ever Day From Now Until Christmas

Efird's Department Store

Store Open Every Night Until 9 o'clock---Saturday Nights Until 12 o'clock

Shoe the Whole Family For Less at Efird's

CHILDREN'S FINE SHOES.

- Shoes with heel tap 49c
- Patent Tip Blucher 98c
- The Pair That Wears 98c
- Red Blucher Lace 98c
- Dongola Blucher 74c
- Vici Blucher 64c
- Vici Blucher 64c
- Chocolate Tan 98c
- Wedge Heel Button 49c
- One Heel Tan Button or Lace 49c
- All Colors Soft Soles 25c

LADIES' \$4.00 SHOES, \$2.98

- \$3.50 16-Button Russian Tan . . . \$2.49
- \$4.00 Russian Tan, 14-button . . . \$2.98
- \$4.00 Patent Leather Lace . . . \$2.98
- \$4.00 Patent Leather Button . . . \$2.98
- \$4.00 Brown Velvet Button . . . \$2.98
- \$4.00 Black Velvet Button . . . \$2.98
- \$4.00 Pat. Leather Velvet Top Button \$2.98
- Welt Ease, very comfortable . . . \$2.98



\$2.00 LADIES' FINE SHOES, \$1.48

- Old Ladies' Ease and Comfort . . \$1.24
- Ladies' Tan Button, high top . . \$1.49
- Ladies' Patent Leather, Button, velvet top \$1.49
- Gun Metal, button or lace . . . \$1.49
- Vici Kid, button or lace . . . \$1.49
- \$2.00 All-Over Velvet Shoes . . . \$1.49

\$2.50 MEN'S FINE SHOES, \$1.98

- \$2.50 Patent Leather and Vici . . \$1.98
- \$2.50 Tan \$1.98
- \$2.00 Ebony Calf \$1.49
- \$2.50 Gun Calf \$1.98
- \$2.50 Ease and Comfort . . . \$1.98
- \$2.50 Congress \$1.98
- \$2.00 Kangaroo Calf \$1.49
- \$1.50 Satin Calf \$1.24
- \$2.50 Gun Metal Button . . . \$1.98
- \$2.50 Patent Leather Button . . \$1.98
- \$2.50 Fancy Toe Button . . . \$1.98
- \$2.00 Imperial Shoe \$1.49
- Size up to 15 \$1.49

SPECIAL VALUES IN MEN'S AND BOY'S HATS AND CAPS.

WINTER UNDERWEAR AT CUT PRICES.

- Men's 50c. Fleece-lined Underwear 25c
- 3 Cases Men's Regular 50c. Heavy Fleece-lined Shirts and Drawers. Special 25c.

- Men's Best Ribbed Underwear, Shirts and Drawers to match 43c & 85c Suit

- Wright's Health Wool Texture Underwear, Shirts and Drawers to match, the dollar kind 58c.

- Men's Fleece-lined drill drawers 25c., 38c. and 48c.

- Boy's Fleece-lined Shirts and Drawers 25c.

- Boy's Heavy Union Suits 38c and 48c

- Boy's Union Suits 25c

\$2.50 LADIES' FINE SHOES, \$1.98

- \$2.50 Tan Button \$1.98
- 2.50 Gun Metal Button \$1.98
- \$2.50 Southern Girl \$1.98
- \$2.50 Vici Kid Button \$1.98
- Old Ladies' Comfort \$1.98
- Low Heel Dress Shoe \$1.98
- \$2.50 Bering Shoe \$1.98
- \$2.50 Imperial Button \$1.98
- \$2.50 Patent Leather Lace . . . \$1.98
- \$2.50 Patent Leather Button . . \$1.98
- \$2.50 Low Heel Button \$1.98

\$1.50 LADIES' SHOES, \$1.24

- Ladies' Vici Button or Lace . . \$1.24
- Old Ladies' Ease and Comforts . \$1.24
- Columbia Blucher \$1.24

BIG COUNTER OF LADIES' AND MISSES' FINE SHOES, 98c.

- \$2.00 Sample Shoes 98c
- The Good Noxite 98c
- Old Ladies' Comfort 98c
- Old Ladies' Warm Shoe 98c
- Heavy Kangaroo Cap Toe 98c
- Heavy Sole Plain Toe 98c
- \$1.50 Hand-made Heavy Shoe . . 98c
- \$1.25 Anchor Split Kangaroo . . . 98c
- Misses' Shoes 98c



\$4.00 MEN'S FINE SHOES, \$2.98

- \$4.00 Russian Tan Button . . . \$2.98
- \$4.00 Patent Leather Button . . \$2.98
- \$4.00 Veal Calf Coaster \$2.98
- \$4.00 Veal Calf Sport \$2.98
- \$4.00 Gun Metal Blucher . . . \$2.98
- \$4.00 Long Wear Russian Calf . . \$2.98
- \$4.00 Gun Metal Blucher Stag . . \$2.98

BOY'S FINE SHOES.

- \$2.50 Patent Leather Lace . . . \$1.98
- \$2.00 Gun Metal Blucher . . . \$1.49
- \$2.00 Gun Metal Calf \$1.49
- \$2.00 Gun Metal Calf Button . . \$1.49
- \$1.50 Bright Valour Calf . . . \$1.24
- \$1.50 Box Calf Blucher \$1.24
- \$1.50 Tan Blucher \$1.24
- \$1.50 Satin Calf \$1.24
- \$1.25 Box Calf 98c
- \$1.25 Satin Blucher 98c

LADIES' UNDERWEAR.

- 25c Ribbed Shirts and Drawers . . 18c
- Fine Bleached Shirts and Drawers 25c
- Best 50c Bleached Shirts and Drawers, Vest with buttons 37 1-2c
- No Button Bleached Vest at . . . 25c and 37 1-2c
- Ladies' Extra Heavy Fleece-line Shirts and Drawers 42 1-2c
- \$1 Wool Underwear 75c
- Fine White and Red Wool Underwear 98c

UNION SUITS.

- Children's Ribbed Union Suits . . 25c
- 50c Union Suits 38c
- Big Size Heavy Union Suits . . . 48c
- Children's 25c. Vest 12 1-2c

AVIATION CAPS AND WOOL SCARFS.

- 50c. Aviation Caps 25c
- Children's Wool Hoods 10c
- Wool Toques, white and all colors 23c
- Big round thread hand-made Aviation Caps; the \$1 kind, now 48c
- Wool Scarfs 48c
- Wool Shawls 48c and 98c
- Silk and Wool Scarfs 48c and 98c
- Plain Hemstitched Scarfs 25c

Some Helpful Shopping Suggestions

For Christmas Gift Givers

GIFTS SUITABLE FOR MEN.

- Suits
- Overcoats
- Rain Coats
- Neckwear
- Shirts
- Bath Robes
- Sweaters
- Hose
- Umbrellas
- Gloves
- Mufflers
- Shoes
- Purses
- Stationery
- Hats
- Caps
- Fur Gloves
- Suit Cases
- Trunks
- Fancy Vests
- Suspenders
- Handkerchiefs
- House Slippers.
- Pocket Books
- Alarm Clocks
- Automobile Gloves
- Paris Garters
- Automobile Robes
- Buggy Robes
- Wool Sweaters

GIFTS SUITABLE FOR BOYS.

- Toys
- Steam Engines
- Suits
- Reefers
- Overcoats
- Hats
- Caps
- Fur Gloves
- Kid Gloves
- Wool Gloves
- Shoes
- Slippers
- Sweaters
- Neckwear
- Underwear
- Umbrellas
- Stockings
- Cuff Buttons
- Tie Pins

SPECIAL PRICES IN LADIES' MISSES' AND CHILDREN'S

HOSIERY FOR THESE DAYS

WOOL DRESS GOODS AT SPECIAL PRICES.

BIG REMNANT TABLE.

- Fine Wool Dress Goods, short lengths of Serge Suitings, Muslins, Panamas, etc., worth up to 75c yard 19c Yard

Other Items in Dress Goods Just as Good.

- DOLLAR SILK, 48C YARD.**
- 10 Pieces Yard Wide Guaranteed Black Taffeta Silk \$48c Yd
- SPECIAL PRICES RIGHT THROUGH ON SILKS.**

CUT PRICES ON ALL KINDS OF DRY GOODS, FLANNELS, OUTFITTERS, GINGHAMS, BED SPREADS, ETC.

GIFTS SUITABLE FOR WOMEN.

- Cloth Coat
- Tailored Suit
- Shirt Waists
- Slippers
- Shoes
- Kimonas
- Gloves
- Stationery
- Leather Bags
- Pocket Books
- Belts
- Neckwear
- Ribbons
- Suit Cases
- Trunks
- Trimmed Hats
- Silk Petticoats
- Fancy Aprons
- Handkerchiefs
- Silk Stockings
- 16-Button Tan Gloves
- Velvet Shoes
- Silk Waist Pattern
- Silk Scarfs
- Dress Pattern
- Sweaters
- Pretty Rugs
- Bed Spreads
- Sheets
- Table Linen
- Jabots
- Collars

GIFTS SUITABLE FOR GIRLS.

- Aviation Caps
- Toys
- Dolls
- Ribbons
- Gloves
- Stockings
- Shoes
- Slippers
- Hats
- Fur Sets
- Handkerchiefs
- Stationery
- Umbrellas
- Aprons
- Toilet Sets
- Sweaters

Ladies' \$1 Kid Gloves, Black, Brown, Tan 75c

- 16-Button \$3.50 Kid Gloves, white, black, brown, tan, etc. . . . \$2.50

Josephine Kid Gloves, all colors \$1.00

Ladies' and Misses' Wool Gloves 23c

Men's Work Gloves 25c

Boy's and Misses Gauntlets 48c

Men's Heavy Work Gloves, with cuff 48c

Fire-proof Gloves 75c and 98c

Men's \$2 Automobile Gloves . . \$1.48

LADIES' HAND BAGS.

- 50c. Leather Bags 25c
- Suk Velvet Bags, long cord 25c and 48c
- Black and Brown Suede Bags . . 98c
- New Tapestry Bags 48c
- \$1.50 Leather Bags 98c
- \$5.00 Seal Bags, with six fittings \$2.98

SWEATERS.

- Ladies' \$1.50 Wool Sweaters . . . 98c
- \$2.00 Wool Sweaters, now . . . \$1.48
- \$2.98 Sweaters, now \$1.98
- Children's Woolen Sweaters . . . 48c
- Men's \$2 Sweaters, all colors, now \$1.48
- Men's Wool Sweaters 98c

ALTERATIONS FREE.



LADIES' SUITS AT CUT PRICES.

- \$8.50 Suits, now \$5.75
- \$12.50 Suits \$8.50
- \$16.50 Suits \$10.00
- \$18.50 Suits \$12.50
- \$25.00 Suits \$15.00 and \$18.50

LADIES' AND MISSES' LONG COATS

- Misses' Long Coats . . \$1.48 and \$1.98
- \$4.00 Misses Heavy Coats, now \$2.98
- Ladies' \$5.00 Long Black Coats \$2.98 and \$3.98
- \$7.50 Long Black Coats \$4.98
- \$18.50 Heavy Coats, Reversible, etc. \$8.95 and \$10.00

SPECIAL VALUES IN SKIRTS AND SHIRT WAISTS.

CANDY AT EFIRD'S.

- Best Stick Candy, any flavor, 12 sticks for \$1.00
- 2 1-2 lb. Box 19c

HOLLY CHRISTMAS BOXES.

- 7,000 regular 10c Holly Christmas Boxes, Glove Boxes, Handkerchief Boxes, Book Boxes, Pin Boxes, Scarf Boxes, Sox Boxes, etc., all 3c
- Holly Wrapping and Tissue Paper Sheets, 20x30 inches, 6 sheets for 5c

CHRISTMAS TOYS IN MILLINERY DEPARTMENT.

BLANKET AND COMFORT SPECIALS.

- ELKIN BLANKETS, \$1.98.**
- 50 Pair Elkin Blankets, white, with pink or blue border \$1.98
- 11-4 Elkin Blankets \$2.98
- Elkin Flaid Blankets \$2.98
- \$6.00 Fine Guaranteed All-Wool Flaid Blankets \$3.98
- \$2.50 Fine Soft Comforts \$1.98 & \$2.48
- Good Comforts 98c and \$1.48
- Cheap Comforts 75c

HOLLY RIBBON.

- 100 Pieces Holly and Christmas Ribbon, worth up to 15c per yard, all widths 6c
- No. 3 Holly Ribbon 2c
- Baby Ribbon, all colors 1c
- No. 2 Baby Ribbon, all colors 2c
- Nos. 5 and 7 Ribbon, in all colors . . 5c



Cut Prices Men's, and Boys' Clothing

- Boy's Knickerbocker Suits, dark color, winter weight 98c.
- \$3.00 Knickerbocker Suits \$1.48
- \$3 Knickerbocker Suits \$1.98
- \$2.50 Knickerbocker Suits \$2.48
- \$4 Knickerbocker Suits \$2.98
- Boy's Best All Wool Mixtures and Blue Serge Suits . . \$3.98 and \$4.98
- Boy's Overcoats \$1.48 and \$1.98
- Boy's Fine Overcoats . . \$2.98 and \$3.98

MEN'S FINE CLOTHING.

- All this season's newest colors and best patterns; \$10 values . . . \$7.98
- \$12.50 Suits, black, navy or any of the newest colors \$10.00
- \$7.50 Suits \$5.98
- Men's good Winter Suits \$3.98 & \$4.98

MEN'S SUITS, \$1.98.

- 100 Men's Heavy Winter Weight Suits worth up to \$10.00, a little off in style, to clean up quick \$1.98 & \$2.98

MEN'S NEW OVERCOATS.

- All Wool Presto Collar Overcoats; a \$12.50 value; Chavennetted . . \$10.00
- Best \$10.00 Black Presto Collar Cravennetted Overcoats \$7.98
- \$16.50 Presto Collar Overcoats \$12.50
- Good Heavy Overcoats \$3.98 and \$4.98

MEN'S PANTS.

- Good Work Pants 98c.
- Heavy Kersey Pants \$1.23
- Fine Dress Pants \$1.98
- Dickie All Wool Kersey Pants \$1.98
- \$4.00 Dress Pants \$2.98