

THE STORE OF CHRISTMAS GIFTS! THE STORE OF GREATER VALUES!!

Men's Work Shoes



In black and tan, plain and cap toes, leather heels with steel heel plates and composition soles, uppers of elkskin or cowhide.

\$1.48

Ladies' Gaiters



In black Jersey, blue heather, brown heather and figured brown, net lined, plain cuffs, adjustable straps with snaps.

69c

Ladies' Shoes



Novelty styles, ties, oxfords, pumps and straps, low, medium and high heels, suedes, patent, kid and calfskin, in black, tan, brown and combinations.

\$1.48

Men's Rubbers

Broad and medium toes, jet black rubber, heavy rolled soles and heels.

95c

Ladies' Rubbers

High, medium and low heels in jet black rubber, reinforced soles and heels.

95c

Ladies' And Children's Rubbers

Dixie, Loyalty and U. S. brands, net and felt lined, jet black and gray black styles, for ladies, boys and girls

48c

Men's Raincoats

Made of black waterproofed leatherette, strongly reinforced, very durable

\$2.45

Men's Raincoats

Made of tan and brown suede, specially processed to make them rainproof.

\$3.95

SHOP For Christmas Bargains At EFIRD'S

You will be thrilled by the novel, as well as the practical Christmas gifts you will find throughout our store, and you will be doubly thrilled by the famous Efird prices, which are lower this year than ever before.

Ladies' Bargain Table



Ladies' pumps and oxfords in black and brown, worth up to \$3. One big bargain table, your choice

98c

Doll Cedar Chests

Solid genuine red cedar in a highly polished finish, generous size with two removable trays, will last a lifetime.

\$1.95

Whatnots and Magazine Racks

These whatnots (corner shelves) and magazine racks are finished in beautiful mahogany and make practical gifts for any home. Your choice

59c

Boys' Sheep Lined Coats



Made of durable rubberized leatherette and lined with genuine sheepskin, large nepped collars, sizes 10 to 16 years.

\$2.45

The same as above in 3 to 7 year sizes **\$1.95**

Men's Work Shoes



Styled with plain and capped toe, of soft Elk leather or genuine cowhide. Leather and composition soles, colors are black and tan.

\$1.65

Ladies' Arch Support Shoes



Smart footwear styles by natural bridge, miracle arch and Southern Girl. Tan, patent kid, moire, many with reptile trim. Pumps, straps, ties and oxfords, regular \$5.95 sellers.

\$2.95

Ladies' Shoes



Novelty trimmed ties, pumps and straps, styled in patent leather, dull kid, brown kid some reptile and elk combinations, high and low heels.

\$1.95

Ladies' Tailored and Furred COATS



Well tailored, neatly trimmed blacks, browns and fancy tweeds, copies of much higher priced coats

\$4.65

Sport and Furred COATS

Newest styles, cape styles, shawl collars, browns, blacks, wine and mixtures, beautiful furs.

\$10.95

Ladies' New Sport Coats

Large selection of Polo and furred coats in all the new shades of the season, really \$12.50 values.

\$7.95

Ladies' Jersey Raincoats



Rubberized and waterproof, heather shades in tan, wine green and gray

\$1.95

LADIES' SUEDE RAINCOATS

Princess styles, form fitting, with belts, beautiful shades of tan and brown.

\$3.95

CHILDREN'S RAINCOATS

Waterproof Jersey, suede and tweed, with caps to match.

\$1.95

EFIRD'S DEPARTMENT STORE