

Do Your Thanksgiving Shopping At

Hundreds of Specials
In Shoe Department
for Friday and Saturday

EFIRD'S

Buy Your Shoes for Less
here. Can Fit the whole
family.

Five Special Bargain Days From Friday Morning, Nov. 22, Until Wednesday Night, Nov. 27

HUNDREDS OF NOT ADVERTISED SPECIALS FOR THESE DAYS

Special Prices in Coat and Suit Department

We expect an express shipment of more than 300 Ladies' and Misses' Caricel and Fur Coats to go on sale for Friday and Saturday.



Children's School Coats, in brown, blue and gray stripes \$1.99
Misses' fine quality Coats, newest styles and best make-ups, \$2.98 and \$3.98
Children's Teddy Bear Coats, all colors \$1.48

Ladies' Coats

Ladies' Long Black Coats, special values at \$3.98 and \$4.98
Ladies' brown, navy blue and mixtures, Colored Coats, worth up to \$10.00, at \$6.98
Special values in Ladies' Coats, newest styles and colors \$10.00
Ladies' New Novelty and Johnny Coats, newest colors, at \$12.50

Ladies' Suits

A new shipment that is all-wool Blue and Black Serge Suits \$9.50
One lot Ladies' Suits, good assortment, all colors, for Friday and Saturday at \$7.50
Special values in Ladies' Suits, Serges, Corda, Mixtures, etc., at \$12.50 and \$14.50
Ladies' \$25.00 Suits \$19.50

Five Cents Dry Goods Car.

Yard-wide Percales 5c
Yard-wide Dress Ginghams and Colored Madras 5c
Yard-wide English Long Cloth 5c
Car Underskirt Outing 5c
12 1-2c Suiting, short lengths 5c
Black Dress Duck 5c
Cotton Flannel 5c

All-Wool Serges

New shipment of Amoskeag and Hamilton's guaranteed all-wool Serges, in the best shades of navy blues, etc. 49c
44-inch Guaranteed spot proof Serges at 75c
Best made \$1.00 quality heavy Blue Serges 89c

Men's 50c Elastic Ribbed Underwear 35c

200 Dozen Men's regular 50c Elastic Ribbed Underwear, shirts and drawers to match 35c
Men's best extra heavy fleeced-lined Underwear 37 1/2c
One lot Men's fleeced-lined Underwear 58c
Wright's Health Wool Texture Underwear 62 1/2c
Wright's Health Spring Needle and heavy fleeced-lined Underwear at 75c
Boys' fleeced-lined Shirts and Drawers 25c
Boys' heavy fleeced-lined Union Suits 38c and 48c

Men's and Boys' Hats and Caps

New Blue Serge and Fancy Colored Caps at 25c
50c Caps 39c
Men's and Boys' Felt Hats at 49c
Men's \$1.50 Hats, in blacks, browns, grays, etc., latest styles 98c
Men's fine quality Soft Felt Hats, newest styles, regular \$2.50 value, all colors \$1.48
Men's Stiff Hats 98c and \$1.48
Stetson's Stiff Hats, newest blocks \$3.50

Elkin Blankets

Ten new cases Elkin Blankets just received and will be marked DOWN ready for Friday and Saturday.

Also special prices on Comforts.

Crib Blankets

Children's Crib Blankets, pink and blue in animal patterns 39c
\$1.00 Crib Blankets, pinks and blues, animal designs 62 1/2c

Cut Prices on Millinery

All Pattern Hats reduced to about one-half and Untrimmed Shapes one-third for Friday and Saturday.

\$10.00 Pattern Hats \$5.00
\$7.50 Ready-to-Wear in Pattern Hats \$3.50
\$5.00 Ready-to-Wear Hats at \$2.50
\$4.00 Ready-to-Wear Hats \$1.98
Two lots Untrimmed Shapes, including Velvets, Velours, Plushes, etc., worth up to \$9.00, at \$2.98 and \$3.00
Untrimmed Shapes of the newest styles, worth up to \$3.50 \$1.98
Untrimmed Shapes, worth up to \$2.00, at 98c
One lot Untrimmed Shapes Ladies' and Misses', good styles, worth up to \$1.50, at 49c
Children's Silk Caps 15c
Children's Poplin, Bear Skin and Silk Caps, worth up to \$3.00, at 25c
One lot Children's Sample Caps, worth up to \$1.00, at 49c



Men's and Boys' Overcoats and New Suits for Thanksgiving



Boys' \$5.00 Overcoats at \$3.98
Boys' Sample Overcoats, all colors, at \$1.98 to \$3.98
Men's Rainproof Black Overcoats, all sizes \$4.98
Men's Cravinet Rainproof Overcoats \$4.98 and \$5.98
Men's Changeable Black Pronto Colored Overcoats \$7.98
Men's fine quality Black Cravinet Overcoats at \$10.00 and \$12.50
Men's \$18.50 Gray and Brown Mixed Color Overcoats at \$12.50

Boys' Suits

A new shipment of Boys' Novelty Suits, in all the newest colors and best make-ups, at \$3.98
One lot Boys' \$4.00 Suits, Blue Serges and Fancy Worsted, at \$2.98
Boys' fine quality all-wool Suits, newest patterns and best make-ups, worth up to \$7.50, at \$4.98
Boys' Knickerbockers Suits, all sizes, at \$1.48 and \$1.98
Little Boys' Suits at 98c to \$1.48

Boys' School Pants

200 Dozen Boys' new School Pants, in gray and brown stripes, blacks, blues, etc., sizes up to 18, 75c value, at 48c
Boys' Full Peg Top Pants, in all the newest colors, at 38c and \$1.48

Men's Suits

Another new shipment of Men's all-wool Blue Serge, Black Granite and Fancy Mixtures, colored Suits, tan, changeable, etc., in the very newest materials and best styles, in make Pants, worth up to \$15.00. Our leader at \$10.00 and \$12.50

Table Linens

58-Inch Mercerized Table Damask, 35c quality, at 25c
Ranfur Fine Mercerized Table Damask 39c
Two-yards wide, all pure Linen Table Damask 58c
\$1.00 Quality, extra heavy pure Linen at 89c
Turkey Red Table Damask at 25c
Standard Oil Cloth, meritas quality, in white and all colors 15c

Ladies' and Children's Heavy Underwear for Cold Weather

Children's 50c Union Suits at 37 1/2c
One lot Children's Union Suits 25c
Misses' Union Suits, sizes up to 16 48c
Ladies' Ribbed Union Suits 45c
Ladies' Bleached Vests 25c
Ladies' Fifty Cents Underwear 37 1-2c
200 Dozen Ladies' Fine Ribbed, Bleached pure white Vests and Pants to match, either button or no button, at 37 1/2c
Ladies' fine quality Bleached Vests and Pants to match 25c



Wool Flannels

25c Quality cream wool Flannel 19c
Fine quality, cream wool Flannel 25c
Yard-wide, 90c quality, cream Flannel 39c
35c Quality, very heavy red wool Flannel 25c
Heavy grade Underskirt Flannel 18c

New Percales

100 New patterns in yard-wide Percales, Shepherd Checks and dress styles, in all colors, solid blues, reds, blacks, etc. 8 1-2c
Ranfur Dress Ginghams, 12 1/2c quality, sun and tub proof 10c

Bed Ticking

25c A. C. A., Best made Feather Ticking 15c
Good heavy Mattress Ticking 10c
Dark colored Mattress Ticking 5c

Wool Sweaters

Children's Cotton Sweaters, in all colors 25c
One lot Ladies' and Misses' Wool Sweaters, worth up to \$2.00, slightly soiled, reds, whites, browns, etc. 98c
Ladies' fine quality all-wool Sweaters, whites and reds, single or double breasted \$1.98

Ladies' and Children's Hosiery

Boys' and Girls' fine or heavy Ribbed Hose 10c, 3 pair 25c
Boys' and Girls' regular 15c Stockings, all sizes 10c
Misses' fine Ribbed Stockings, all sizes 15c
Ladies' regular 15c plain Black Stockings 10c
Ladies' 15c Hose, with gray heel and toe 10c
Ladies' White Foot Stockings 10c
Ladies' fine quality Black Stockings 15c
Ladies' Split White Foot Stockings 15c
Ladies' heavy fleeced-lined Ribbed Top Stockings 15c

New Silks and Wool Dress Goods

YARD-WIDE TAFFETA SILK 48c
10 Pieces yard-wide guaranteed Black Taffeta Silk for the balance of this week at 48c
New shipment heavy quality Messaline Silks, in black, white, navies, etc. 98c
Extra heavy quality, 27-inch Messaline in every color 98c
Yard-wide Messaline Satins, in all colors 69c
Black Faux de Soie 98c
27-inch Fancy Taffeta Silks, in all colors, figures, stripes, etc. 98c
75c Quality Striped Messaline, all solid colors, with pin stripes 48c

EFIRD'S DEPARTMENT STORE

WHOLESALE AND RETAIL

CHARLOTTE CONCORD GASTONIA WINSTON-SALEM