

Common sense should advise you to visit the store where you can purchase to the greatest advantage. "EFIRD'S" UN- DERSELL ALL OTHERS. . . .

EFIRD'S

We stand behind every sale made at our store with an iron bound guarantee of satisfaction. Your money is refunded without a question when you are dissatisfied.

The weather has reached that stage whereby it compels one to make the final change to winter wearing apparel. Of course you want to purchase such apparel as economically as possible. This question is solved when you visit "EFIRD'S." We carry everything worn by man, woman, or child and PRICE and QUALITY are GUARANTEED ABSOLUTELY. SATURDAY and MONDAY are THE BIG DAYS.

In Our Ladies' Ready-to-Wear Department Will Be Found Coats, Coat Suits, Dresses, Etc., at Prices That Cannot Be Reached By Competition

\$12.50 All Wool Serge Suits \$9.50.

This is the greatest coat suit bargain offered this season. Contains all of the style features seen in suits of much higher price and has similar lining.

Guaranteed Bagains, All

Space doesn't permit of a complete description of all coat suit models, but the following prices are guaranteed to be exactly as represented and to be such as to save you at least 20 per cent. These suits are made up in the latest and most approved manner and the weaves are the very newest shown.

- \$13.50 Suits in blues, browns, grays, etc. \$10.98
- \$16.50 Suits in ratines, wool poplins, French Astraken, etc. . . \$14.50
- \$15.00 Suits in all colors, shades, styles and weaves. . . . \$13.50
- \$22.50 to \$25.00 Suits, lined with the very heaviest of satin, plain and fancy collars and cuffs, draped skirt, wonderful value for \$16.50

\$11.50 Coat Suits \$8.98

This Suit is intended to advertise the underselling feature of "EFIRD'S." Come in and see it. \$8.98

\$14 Coat Suits \$10.98

This suit is certain to be one of the most popular number in the entire lot. Has every feature about it tending to make it welcome to the purchaser, of which the principal one is the price.

Ladies' and Misses' Underwear

- Ladies' \$1.00 value White Ribbed Union Suits will sell for. . . . 63c
- Ladies' Bleached Ribbed Fleece Lined Union Suits. 48c
- Ladies' Bleached Ribbed Yarn Fleece 50c Underwear, per garment. 38c
- One lot Ladies' 50c Ribbed Underwear. 25c
- Misses' finest quality Union Suits. 48c
- Misses' 50c Bleached Ribbed "Knit-to-Fit" Union Suits. . . . 38c
- Misses' Standard Make Underwear, per garment. 25c

Boy's Underwear.

- Boys Fleece Lined Underwear, per garment. 25c
- Boys' Union Suits will sell for. 48c

Men's Clothing

- Men's \$10.00 Blue Serge Suits. \$7.50
- Men's \$8.00 and \$9.00 Wool Tweed Suits. \$5.90
- Men's \$12.50 Suits in Serges, Worsteds, Tweeds, etc., all colors and patterns. \$10.00
- Men's and Youths' \$16.50 Suits in Norfolk and coat styles, beautifully tailored \$12.50
- Men's \$8.00 Overcoats in blacks, greys, etc. . . . \$ 4.98
- Men's \$10.00 Overcoats in all colors. \$ 7.50
- Men's \$9.00 Overcoats in all colors. \$ 5.98

Children's Coats

That popular "Teddy Bear" coat is here in all colors—blues, reds, grays, browns, etc., and "EFIRD'S PRICE" is only \$1.48

New Assortment Kimona Flannels

- 15c Figured Kimona flannel. 12 1/2c
- 15c Colored and Striped Kimona flannel. 12 1/2c

69c Brocaded Silks

- \$1.00 Brocaded Silks. 69c
- \$1.00 Brocaded Silks in colors red, brown, navy, Alice blue, wistaria. 69c

Specials in Velvet

- 30-in. \$100 Velvet. 59c
- 30-in. \$100 Velvet in colors wine, navy, blue and Alice blue. . . 59c
- 30-in. \$1.50 Silk Corduroy, brown, blue and garnet. 98c
- 27-in. Brocaded Velvet in brown, black and blue. 98c

Table Linens

- \$1.50 72-in. Satin Damask. . . . 98c
- \$1.00 72-in. Satin Damask. . . . 75c
- 75c 64-in. Renfrew Damask, highly mercerized. 48c
- 50c 64-in. Damask, highly mercerized. 39c

New Assortment Renfrew and Bates Gingham

- 12 1/2c Bates and Renfrew Gingham, mercerized. 10c
- 12 1/2c 36-in. Linen Finish Suiting. 10c
- 12 1/2c Figured and Striped Flannelette "for winter dresses" 10c
- 12 1/2c Anderson Outing for dresses. 10c

Juniors' Coats

These are also here in abundance and at popular prices \$2.98, \$5.98.

Ladies' and Juniors' Coats in Every Conceivable Style, Pattern and Shape.

It would take two pages to tell you everything regarding our enormous stock of coats, so we can only mention the fact that we 1,400 garments on hand, and can suit any taste or fancy. The prices range from \$3.98 to \$18.50.

\$6.00 Velvet Plush Coats, \$3.98

The cheapest coat of this kind ever offered for sale in any Carolina store.

\$7.50 Children's Coats, \$4.98

These coats should certainly be seen before purchasing a coat for the little girl. It is just the thing to please both parents and child.

Finest Wool Caps, Hats, Hoods, Toques, etc.

A very fortunate purchase enables us to place these on sale at prices less than half their real value.

In the lot is included crocheted hats for ladies and children, fancy hoods and toques, automobile hoods, etc. They have been arranged in three lots, according to weight and style, and the prices will be 29c, to 48c and 59c.

Ladies' Kimonas and Bath Robes

- Ladies' Turkish Kimonas, light weight. 98c
- Ladies' Heavy Weight Fleece Outing Kimona, a \$1.50 value, for. \$1.48
- Ladies' \$3.50 Heavy Blanket Bath Robe. \$2.48

Boys' Clothing.

- Boys, Suits up to 10 years. \$1.24
- Boys' Suits in all ages. \$1.48
- Boys' \$3.00 Suits in Norfolk and coat styles. \$1.98
- Boys' Blouse and "Buster Brown" Suits, made up in serges and French flannel. \$2.98
- Boys' Wool Suits in all styles, \$5.00 values, for. \$3.98
- Boys' \$6.00 Suits in serges, tweeds, worsteds, etc., Norfolk and coat styles. \$4.98
- Boys' Extra Size Suits, 18-20 year size, well worth \$9. Our price. \$7.48

\$1.50 Children's School Dresses 98c

These dresses are made from the very best gingham and are absolutely guaranteed. If the colors fade a particle you get a new dress.

Sport Coats

Don't overlook the important fact that these coats are the "Big Rage" all over the country this season.

Efird's is carrying the largest stock in the state and can suit you in style, quality and price.

Men's Underwear

- Men's 50c fleece lined Underwear. 38c
- Men's 50c Ribbed Underwear. 38c
- Men's heavy weight ribbed underwear. 43c
- Men's wool fleece lined "Wooltexture" underwear. . . 63c
- Men's \$1.00 Wright's Health Underwear. 75c
- Men's \$1.00 Wright's Spring Needle Underwear. 75c

We have just completed a separate department for the purpose of handling mail orders.

OUR ENORMOUS BUYING POWER

enables us to obtain goods in such a way as to successfully compete with any Mail Order House in America. Your orders receive prompt attention and leave on the first outgoing train. You experience no annoying delays.

WE PREPAY ALL PARCEL POST OR EXPRESS CHARGES, AND YOU MAY RETURN GOODS IF NOT SATISFACTORY. WRITE FOR SAMPLES AND INFORMATION.

Ladies' Dress Shoes

- \$3.50 Cloth Top Patent Leather shoes. \$2.98
- \$3.50 15-button Gun Metal. \$2.98
- \$3.50 Low Heel Gun Metal button. \$2.98
- \$4.00 Cravenette Button. . . . \$2.98
- \$4.00 Cuban Heel Satin button. . . . \$2.98
- \$3.50 Tan Button Shoe. \$2.98
- \$4 24-button tan boot. \$2.98

Men's Fine Shoes

- \$4.00 Tan button shoe. \$3.50
- \$4.00 Patent button shoes. . . . \$2.98
- \$4 Tan Blucher shoes. \$3.50
- \$3.50 Patent Button shoe. . . . \$2.98
- \$3.50 Gun Metal button shoe \$2.98
- \$3 Russian Calf Blucher shoe. . . . \$2.48
- \$2.50 Gun Metal button shoes. . . . \$1.98
- \$2.50 Patent Button shoes. . . . \$1.98
- \$3 Tan Button shoes, special \$1.98
- \$2.50 Gun Metal Blucher. . . . \$1.98

Misses' and Children's Fine Shoes

- \$2.50 Misses 14-button Gun Metal boot. \$1.98
- \$2.50 Misses' Glazed Kid Button shoes. \$1.98
- \$2.50 Misses Gun Metal Blucher shoes. \$1.98
- \$2.50 Misses' Gun Metal Button shoes. \$1.98
- All \$2 Children's Shoes, special \$1.48

Ladies Heavy Shoes

- \$1.25 Women's Home Made shoes. 98c
- \$1.50 Women's Home Made shoes. \$1.24
- \$2 Kangaroo Blucher. \$1.48
- \$2 Plain Toe Kangaroo. . . . \$1.48
- \$1.50 Kangaroo Bal. \$1.24
- \$1.50 Solid Leather School shoe. \$1.24

Men's Heavy Work Shoes

- Men's Home-Made Water Proof Shoe. \$2.48
- \$3.50 Rawhide Vulcanized Sole Shoe. \$2.98
- \$3.50 Elkskin with Elk Sole Shoe. \$2.98
- \$3.50 Rawhide Plain Toe Shoe. . . . \$2.98
- \$3.50 "Old Man's" Water Proof "Comfort" Shoe. \$2.98

"THE EFIRD CHAIN"

WINSTON - SALEM - CHARLOTTE - CONCORD - GASTONIA - ROCK HILL, S. C.