

OUR STORE OFFERS YOU GREAT ADVANTAGES FOR PURCHASING NOVELTIES SUITABLE FOR CHRISTMAS GIFTS.

EFIRD'S

Christmas is almost here and with it comes the passing of the year 1913. We have been wonderfully successful during the past year and we are endeavoring to show our appreciation in a substantial manner. The prices prevailing at our store will tend to place you in a most happy frame of mind - - - - -

WISHING YOU ALL THE COMPLIMENTS OF THE SEASON, A FEW SUGGESTIONS FOR HOLIDAY SHOPPERS

Counter On 2nd Floor.
Sea Island Ticking, Calicoes, Apron Checks, Quilt Lin-
ing, etc. **5c**

Serge Special

- 36-inch Cream Serge with black stripe.....39c
- 50c Solid Colors Serge, blue, black, red.....39c
- Amoskeag, all wool, sponged and shrunk serges, 36 inches wide.48c
- \$1.25 quality 50-inch Whipcord Serge.....88c
- 50-inch Hamilton Serge, \$1.25 quality.....88c

CHILDREN'S COATS \$2.98 MISSES' COATS \$4.98

Misses Coats made of the newest materials. Brown Grays and Blues, \$4.00 value at.....\$2.98
300 Misses' Coats in all the new Grays, Browns, Tans, etc., with velvet trimmed collars, \$7.50 value at.....\$4.98

Ladies Waists

- Ladies' 75c Waists, all colors, high and low collars.....48c
- Ladies' \$1.50 Waists, all white, made of very sheer quality batiste.....98c

FLANNEL OUTINGS DIAPER CLOTH

- Solid white, cream and light blue outings.....10c
- Light blue and pink pin stripe and pin check outings.....10c
- 27-inch width.....88c
- 34-inch Sanitary Rubber Sheet-Flannels 1 yard square.....48c

Ladies' Skirts

- Blue and Black All Wool Serge Skirts.....\$1.98 and \$2.98
- The celebrated "Quiterite" Skirt, ordinarily sold for \$6.00 to go at.....\$4.98

WOOL SERGES MEN'S UNION SUITS

- Amoskeag guaranteed all wool Serges, per yd.....48c
- \$1.00 Sponge and Shrunk Serges.....88c
- \$1.50 Imported Serge yd.....98c
- Wright's \$2.00 Union Suits, per garment.....\$1.50
- Men's fine ribbed Union Suits, \$1.00 value.....98c

Lace Curtains

- 3 yard Nottingham Lace Curtains, white and ecru, made of strong double twisted net, positively a \$1.00 value; pair.....75c
- 3 1-2 yard Nottingham White and Ecru Lace Curtains, \$1.50 everywhere else. Efird's price.....98c
- 3 1-2 yard Lace Curtains, made of very sheer mesh, to sell for.....\$1.98 and \$2.98

EXTRA SPECIAL LADIES \$27.50 COAT SUIT \$18.50

A suit which will stand any test or comparison and still prove to be absolutely perfect, even surpassing a "made to measure" tailored garment.

These suits will astonish you with their style and weaves. An ideal garment to purchase during the Christmas season.

\$15.00 SINGLE COAT SUITS FOR LADIES, \$9.50

Here is the best of all suit bargains. They come in plaids, tweeds, worsteds, and the fancy foreign weaves. These suits will sell on sight.

\$19.50 SAMPLE COAT SUITS FOR LADIES, \$15.00

A chance to buy a high class suit for "a mere song" from now until Christmas we are determined to sell ladies' suits at prices never before thought of.

Ladies' Dress Shoes

- \$3.50 Cloth Top Patent Leather Shoes.....\$2.98
- \$3.60 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
- \$3.50 New Style Tan Lace.....\$2.98
- \$3.00 Russia Tan Button.....\$2.48
- \$3.00 14-button Tan Shoe.....\$2.48
- \$3 16-button Gun Metal Boot.....\$2.48
- \$3 Calfskin Button.....\$2.48
- All \$2.50 Ladies' Shoes in tan, patent leather, gun metal and vici at special price.....\$1.98

Men's Fine Shoes

- \$4.00 Tan Button Shoes.....\$3.50
- \$4.00 Patent Button Shoes.....\$2.98
- \$4.00 Tan Blucher Shoes.....\$3.50
- \$3.50 Patent Button Shoes.....\$2.98
- \$3.50 Gun Metal Button Shoes.....\$2.98
- \$3.00 Russian Calf Blucher Shoes.....\$2.48
- \$2.50 Gun Metal Button Shoes.....\$2.48
- \$2.50 Gun Metal Button Shoes.....\$1.98
- \$2.50 Patent Button Shoes.....\$1.98
- \$3.00 Tan Button Shoes, special.....\$1.98
- \$2.50 Gun Metal Blucher.....\$1.98
- \$2.50 Vici Blucher.....\$1.98
- \$2.50 Calfskin Gaiter.....\$1.98
- \$2.50 Vici Gaiter.....\$1.98
- \$2.00 Box Calf Blucher.....\$1.48

HEAVY SHOES

- Men's Homemade Waterproof Shoes.....\$2.48
- \$3.50 Rawhide Vulcanized Sole Shoes.....\$2.98
- \$3.50 Elkskin with Elk Sole Shoe.....\$2.98

CHILDREN'S HEAVY SHOES

- \$1.25 Solid Leather Kangaroo Special.....98c
- \$1.25 Double Sole Cap Toe Blucher.....98c

Counter On 2nd Floor.
English Long Cloth Shirting, Outings, Gingham, Percales, Dimities, etc. **6 1/2c**

Boys' Suit Special

Big lot of Boys' Suits to arrive in time for this sale will be sold for \$1.48 and \$1.98. They will come in all colors and styles.

BOYS' SCHOOL PANTS ELKIN WOOL BLANKETS

- 100 dozen Boys' school Pants, including blue serges, browns and gray stripes, sizes up to 18, 75c value at.....48c
- \$4.00 Elkin Blankets.....\$2.98
- \$5.00 Elkin Blankets.....\$3.98
- 1 1-2 white and gray Cotton Blankets.....\$1.23
- Large Cotton Blankets.....98c

Men's Work Shirts

One lot Men's 50c work shirts to be sold during this sale.....20c

BED COMFORTS LADIES' BEARSKIN COATS, \$4.98.

- Heavy Bed comforts.....98c
- Fine quality Bed Comforts.....\$1.48
- \$2.50 Bed Comforts.....\$1.98
- \$4.00 Bed Comforts.....\$2.98
- 300 Ladies' Bearskin Coats, a \$7.50 value in all sizes.....\$4.98
- Children's and Misses' sizes.....\$3.98
- Ladies' Long Black Broadcloth Coats at.....\$2.98, \$3.98

Men's Flannel Shirts 98c

These Shirts come in blue, gray, brown and tan, a great value for.....98c

MISSES' COATS, \$2.98 We have just bought a big lot

of sample suits which will be closed out at less than half the original costs. These Suits are made from the very finest of cloth, and up to the minute in style, quality and design. Among the lot will be found \$25.00 suits for.....\$12.00

Suit Cases.

- \$1.00 Suit Cases with lock and key.....89c
- \$1.50 Suit Cases, leather corners, full size.....98c
- \$2.00 Suit Cases, cane and imitation alligator skin.....\$1.24
- \$2.50 Suit Cases, leather corners and inch leather straps.....\$1.48
- \$3.50 Leather Covered Strapped Suit Cases.....\$2.98
- \$6.50 Leather Suit Cases, reinforced edges and whole stock straps.....\$4.98

A Coat Suit Bargain Hitherto Unheard of

FLANNELETTES \$12.50 COAT SUIT \$7.98

Heaviest weight Flanneletts in all the new suiting patterns, Kimona patterns, etc., 12 1-2c qualities at.....10c
Kimona Fleeces.....10

CANTON FLANNEL

- 10c Canton Flannels.....8 1-3
- 12 1-2 Canton Flannels.....10c
- 15c Canton Flannels.....12 1-2c

MEN'S SUITS, \$8.90

One lot men's suits in all shades and weaves, beautifully tailored. Bought at a bargain and will be sold as such.....\$8.90

MEN'S UNDERWEAR

- Wright's Health Underwear for men in the ribbed style, Shirts and Drawers to match, per garment.....75c
- Wright's Health Fleece Lined Shirts and Drawers to match, per garment.....75c

A very popular number, made up in serges, worsteds, tweeds, etc., and the models are shown in conservative as well as the more advanced styles.

50c MEN'S UNDERWEAR 37 1-2c
Men's 50c Ribbed Underwear, per garment.....37 1-2c
Elastic Ribbed Shirts and Drawers, per garment.....43c

MEN'S CLOTHING

- \$8.50 Men's Suits.....\$5.90
- \$10.00 Men's blue serge guaranteed Suits.....\$7.98

MISSES' FINE SHOES

- \$2.50 Misses' 14-button Gun Metal Boot.....\$1.98
- \$2.50 Misses' Glazed Kid Button Shoes.....\$1.93

SHOES FOR BOYS

- \$2.00 Velour Calf Blucher Shoes.....\$1.48
- \$2.00 Solid Leather Oak Sole Button Shoes.....\$1.48

BUY YOUR GIFTS AT EFIRD'S

We have made some very special purchases of attractive novelties suitable for Christmas Gifts and we are making it a point to see that such goods are particularly low. For instance a \$7.50 ivory toilet set may be bought for \$4.98. The lot also includes shaving sets, mirrors, linen handkerchiefs in holiday boxes, fancy neck wear, tie rings for men, manicure sets, and in fact almost everything for which the fancy could wish.

"A Merry Christmas" From The "Efird Chain"

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