

WISE AT - VERY - SPECIAL - PRICES

December When Prices Were Lowest Ever, and We Have Made the
 er Interesting.

ROLINAS. WE BUY OUR SHOES
 C LOAD.

MEN'S FINE SHOES
 The Carolina Special Shoe
 at Efirid's Only \$2.48

\$1.50	Patent Leather Cloth Top Button	\$2.98
\$1.50	Patent Leather Gray Cloth Top Lace	\$2.98
\$1.50	Gun Metal Gray Cloth Top Button	\$2.98
\$1.50	Patent Leather Black Cloth Top Lace	\$2.98
\$1.50	Gun Metal Low Heel Button	\$2.98
\$1.50	Gun Metal Low Heel Lace	\$2.98
\$1.50	Gun Metal Button, Cuban Heel	\$2.98
\$1.50	Gun Metal Low Heel Lace	\$2.98
\$1.50	Patent Leather Cloth Top Spanish Heel	\$2.98
\$1.50	Patent Leather Plain Top Cloth Top	\$2.98
\$1.50	Patent Leather Cloth Top, cap toe	\$2.98
\$1.50	Patent Leather Cloth Top Baby Heel	\$2.98
\$1.50	Patent leather dull kid button	\$2.98
\$1.50	Patent leather plain toe kid top Cuban heel button	\$2.98
\$1.50	Gun metal low heel white oak sole school shoe	\$2.98
\$1.50	Black calfskin button	\$2.98
\$1.50	Russia calf blucher	\$2.98

Ladies' Dress Shoes Very Special, \$2.98

\$1.50	Patent Leather Cloth Top Button	\$2.98
\$1.50	Patent Leather Gray Cloth Top Lace	\$2.98
\$1.50	Gun Metal Gray Cloth Top Button	\$2.98
\$1.50	Patent Leather Black Cloth Top Lace	\$2.98
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\$1.50	Gun Metal Low Heel Lace	\$2.98
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\$1.50	Black calfskin button	\$2.98
\$1.50	Russia calf blucher	\$2.98

Women's, Misses' and Children's Heavy Shoes.

\$2.50	double sole waterproof shoe	\$1.98
\$2.50	elkskin plain toe	\$1.98
\$2.50	elkskin unlined cap toe	\$1.98
\$2.50	heavy box calf blucher	\$1.98
\$2.00	kangaroo calf blucher	\$1.48
\$2.00	kangaroo calfskin	\$1.48
\$2.00	kangaroo cap toe b.	\$1.48
\$2.00	solid leather double sole plain toe heavy shoe	\$1.48
\$2.00	heavy cap toe shoe	\$1.48
\$2.00	misses' heavy gun m.	\$1.48
\$2.00	box calf blucher	\$1.48
\$1.50	kangaroo cap toe b.	\$1.24
\$1.50	heavy double sole school shoe	\$1.24
\$1.25	oil grain heavy shoe	98c
\$1.25	kangaroo calf blucher	98c

Men's-Boys' Heavy Shoes

\$1.50	Men's Waterproof Shoe	\$2.98
\$1.50	Tan Calf, double sole	\$2.98
\$2.50	Tough Hide Shoe	\$1.98
\$2.50	Tan Cap Toe Heavy Shoe	\$1.98
\$2.50	Black Kangaroo Grain	\$1.98
\$2.50	Plain Toe Army Shoe	\$1.98
\$2.50	Heavy Cap Toe, white oak sole	\$1.98
\$2.00	Cap Toe, double sole	\$1.48
\$1.75	Men's heavy brogan	\$1.48
\$2.50	Men's and Boys' Scout Shoe	\$1.98
\$2.00	Little Gents' Scouts	\$1.48
\$2.50	Bulldog raw hide waterproof boys' shoe	\$1.98
\$2.50	Elkskin blucher	\$1.98
\$2.00	heavy double sole cap toe boys' shoes	\$1.48
\$2.00	heavy tough hide boys' shoes	\$1.48

Every Description; Efirid's

29c	
38c	
75c	
63c	
38c	
38c	
48c	
29c	
10c	
38c	
38c	
25c	
62 1-2c	
48c	
98c	
98c	
and 25c	
5c	

3 1-2 Cent. Counter

Will be greater than ever for this sale. Apron Gingham, Dress Gingham, Simpson Prints, Cotton Checks, Calico of all colors, and remnants of goods from every department. Come early and get in the push. All, the yard

3 1/2 C
 (Second Floor.)

New Shipment of Plaids and Poplins

18c	Mercerized Poplins in blue, bleach, tan and all colors; special
18c	32-inch Fancy Plaid Suitings
12 1/2c	36-inch Shepherd Plaids, fast colors, only
11 1/2c	Cotton Serge in black and navy only
10c	Best Kimona Fleece, per yard

Toilet Articles

8c	Palmolive Soap, our price
8c	Yellow Rose, Glycerine, Sweet Maiden, Gaudenia and Sweet Briar Toilet Soap, 3 for
8c	Or per box
8c	Colgates' Violet, Dactylis, Eclat and Cashmere
12c	Bouquet Talcum Powder; special
12c	Babcock's Cut Rose and Violet Elice Talcum Powder, 25c value; special

Furnishings, Overalls and Pants, the
 Most Complete We Have Ever Had.

<p>Men's Pants.</p> <p>Men's extra quality, work pants, special 98c</p> <p>Just received a shipment of Men's Corduroy pants, assorted colors, special \$1.48, \$1.98, \$2.48</p> <p>Men's Dress pants, special 98c</p> <p>\$2.50 Dress pants in all stripes and assorted colors, special \$1.98</p> <p>Men's \$1.98 and \$2.50 pants in the latest patterns, special \$2.48</p> <p>Men's best Dress pants in serges, greys, browns and fancy stripes, special, only \$2.98, \$3.48</p>	<p>Men's Furnishings</p> <p>One lot of Men's Dress Shirts, special 37c</p> <p>Men's Porcelo shirts, 98c</p> <p>An assortment of Men's Silk Pongee Shirts, sold guaranteed fade-proof, at 98c, special, 52c</p> <p>The famous Lion Brand Shirts in fancy stripes, colors, 75c, 98c, \$1.48</p> <p>Men's soft collar Shirts, special, 98c</p>
<p>Overalls.</p> <p>Overalls made of heavy denim in blue, grey and brown, special 75c</p> <p>Boys' Overalls, special 25c</p> <p>Boy Scout Overalls in assorted colors, special only 48c</p> <p>Efirid's Special Overalls, boys 50c</p>	<p>Boys' Pants</p> <p>Boys' Pants, in blues, greys, browns and stripes, special only 98c</p> <p>Boys' best \$1.00 pants, special 65c</p> <p>Boys' lined blue serge Pants, The Boys' \$1.50 Pants in all the latest patterns, special 98c</p> <p>Boys blue serge Pants size up to 20, guaranteed all wool, special \$1.48</p>
<p>Work Shirts.</p> <p>Men's heavy tan and chambray work shirts, special 25c</p> <p>Men's extra quality work shirts, special 37 1-2c</p> <p>Boys' best work shirts, 98c</p>	<p>Buy Your Fall Hat Here</p> <p>See our Fall line of Station Hats in all the newest and up-to-date styles, price \$1.50</p> <p>Hubb's of America Hats in different patterns, special 98c</p> <p>Our celebrated hand finished Hats, special, only \$1.48</p>
<p>School Supplies.</p> <p>The Blue Ribbon School Tablet and Pencil, all for only 7c</p> <p>Autograph Lead Pencils, 2 for 5c</p> <p>The best Autograph Lead Pencils 1c</p> <p>Pencils with soft lead, for 5c</p> <p>One good big Ink Tablet only 5c</p>	<p>Best Quality of Hickory Shirting and Denims</p> <p>Best quality Hickory Shirting in blue and brown stripes, special 12 1/2c</p> <p>Heavy Hickory Shirting in brown and blue stripes, special 10c</p> <p>25c quality extra heavy blue denim, special 16 2-3c</p> <p>Good quality Denim, only 10c</p>

NEW FALL SILKS AND WOOLEN GOODS SPECIALLY PRICED.

Market reports quote Woolen Goods as advancing in price every day, but this lot was bought before the upward rise commenced, and we are selling it only in proportion to the price we paid. This is only one of the many instances as to WHY EFIRD'S SAVE YOU MONEY.

SERGES.

78c	36-inch Amoskeag (the name Amoskeag on a fabric means absolute perfection) all Wool Serge in all shades of blue as well as tan, garnet, browns, blacks, etc., very desirable right now for school dress
38c	Best Pacific Mills Serge in all colors
48c	36-inch All Wool Cream Serge (to be used very much during early fall)
59c	40-inch All Wool Amoskeag Serge in all of the desired colors
59c	40-inch All Wool Double Warp Serge in a carefully selected assortment of colors; per yard
75c	Amoskeag All Wool Sponged and Shrunk Serge, absolutely spot proof, \$1.00 quality, comes in all colors
59c	Amoskeag 40-inch Vigereaux Serge in the new greys, especially attractive to elderly tastes
98c	50-inch Imperial Fine Corded Serge, \$1.50 quality, in black, navy and delf blue
48c	36-inch All Wool French Serge in all colors
75c	42-inch Gabardines, all colors, \$1.00 quality
98c	50-inch Gabardines, all colors, \$1.50 quality

36-Inch All Wool Batiste, 48c.

We have this in black and cream and this goods is always popular at this particular season of the year. Specially priced at 48c

42-Inch Imported French Poplin, 75c.

This is another \$1.50 value which we will specialize for one week at a reduced price; comes in black and navy; per yard 75c

Big Specials In Men's Suits

Regular \$15.00 all wool, hand finish, suits in all colors and serges, special

\$10.00

Men's Caps, 19c.

Job of Men's Caps to clean up 19c

39c Sample Caps, men's and boys' 25c

Best 50c Caps 39c

Children's Hats 25c, 39c, 48c, 59c and 98c.

BOYS' CLOTHING

All the Newest Clothes and Styles in Boys' School Suits.

\$2.00	Boys' Suits \$1.48
\$2.50	Boys' Suits, very special \$1.98
\$3.00	Newest Styles \$2.48
\$4.00	All Wool Heavy weight \$2.98
\$4.50	Boys' Suits \$3.48
\$5.00	Special Worsteds \$3.98
\$6.00	High Grade, special \$4.98

DEPARTMENT STORES

d, N. C. Gastonia, N. C. Rock Hill, S. C. Columbia, S. C.

New Elkin Blankets

Now is the time to select what you may need in Blankets. The stock is new and fresh.

\$3.50	Elkin Blanket	\$2.98
\$4.00	Elkin Blanket	\$3.48
\$5.00	Elkin Blanket	\$3.98
	Esmond Cotton Blankets, 72x80, tape bound, colors of gray, tan, plaid and white, \$2.50 values	\$1.98
	Double Bed Size Cotton Blankets	.89c and \$1.19
	Crib Blankets	.48c and 59c