

Christmas is almost here and we have got the good things that you will buy for presents.

AT EFIRD'S

We have cut the price on every thing at and below cost. Buy now while buying is a pleasure.

HAVE CUT THE PRICE ON EVERYTHING

You can buy a long Coat, Coat Suit or a Man's or Boys' Suit from now till Christmas for less money than you have ever bought one for before. We have marked everything at and below cost to sell them quick. We take stock the first thing after Christmas and money will be easier to count than goods, that will account for the low prices we will offer our goods at from now till then.

We will also offer many new things that will be nice for Christmas presents. It will pay you to visit Efird's before buying your presents whatever they might be. **WE SELL IT FOR LESS.**

Men's Shoes

EFIRD'S SPECIAL SHOE FOR MEN, AS GOOD AS ANY \$4.00 SHOE, Special \$2.98
 REGULAR \$3.00 MEN'S SHOES, SPECIAL \$1.98
 BOYS' SHOES, ALL PRICES 98c TO \$1.98
 ONE COUNTER MEN'S HEAVY SHOES WORTH UP TO \$3.50, SPECIAL \$1.98



Ladies' Shoes

\$3.50 IMPERIAL SHOES, SPECIAL \$2.98
 BEST \$3.00 SHOE MADE FOR WOMEN, SPECIAL \$2.48
 REGULAR \$2.50 LADIES' SHOES, SPECIAL \$1.98
 LADIES' GOOD LEATHER SHOES, WORTH UP TO \$2, \$1.24 & \$1.48
 CHILDREN'S SHOES, ALL PRICES UP TO \$1.98
 BIG COUNTER OF WOMEN'S AND CHILDREN'S SHOES, VALUES UP TO \$1.75, SPECIAL 98c



Ladies' New Style Coats

VALUES EASY WORTH \$20 TO \$35, SPECIAL \$12.50 TO \$18.00
 BIGGEST VALUES IN HIGH PRICED COATS THAT HAVE EVER BEEN SHOWN IN GASTONIA. BROCADED EPONGE, BROCADED VELVETS, CHINCHILLAS, ETC., IN ALL THE LEADING COLORS. THEY ARE EXCEPTIONAL VALUES. WE WILL BE GLAD TO SHOW THEM TO YOU. THE PRICES ARE LOWER THAN YOU COULD IMAGINE FOR THE QUALITY.

Coat Suits at Low Prices

\$16.00 COAT SUITS, NEWEST STYLE \$6.95
 \$12.50 COAT SUITS, IN ALL LEADING COLORS \$8.95

\$25.00 COAT SUITS IN THE NEWEST CLOTHS, LEADING COLORS, SPECIAL \$12.50
 IT WILL PAY YOU TO VISIT OUR COAT SUIT DEPARTMENT. WE WILL SAVE YOU SOME MONEY ON A SUIT. "SEWING IS BELIEVING."

Extra Size Coat Suits

WE HAVE TWO LOTS OF LADIES' EXTRA SIZE COAT SUITS THAT ARE MADE UP IN THE NEWEST STYLES. SUITS THAT HAVE SOLD UP TO \$15.00 EACH. WE HAVE MADE TWO LOTS TO SELL THEM QUICK.
 ONE LOT WORTH FROM \$12.95 TO \$15.00, SPECIAL \$8.95
 SECOND LOT WORTH FROM \$8.95 TO \$12.50, SPECIAL \$6.95
 EVERY COAT SUIT MUST BE SOLD BEFORE JANUARY 1ST.

Ladies and Children's Coats at Low Prices

LADIES' GOOD WINTER COATS, BIG VALUES, ALL KINDS \$2.48 UP ALL KINDS CHILDREN'S COATS AT \$1.48 UP TO \$4.98
 ONE LOT CHILDREN'S RED COATS WITH BLACK VELVET BEST, REGULAR \$5.00 COATS, SPECIAL \$2.98
 VISIT OUR COAT AND SUIT DEPARTMENT UP STAIRS.

Ladies' Kid Gloves

WE HAVE JUST RECEIVED A BIG LOT OF THESE KID GLOVES IN THE LEADING COLORS, MOSTLY ALL SAMPLES, GOOD SIZES. REGULAR \$1.00 AND \$1.50 VALUES, SPECIAL 75c
 JOSEPHINE BEST KID GLOVE MADE TO SELL FOR \$1.00
 \$3.50 16-BUTTON WHITE KID GLOVES, SPECIAL \$1.98

Underwear Specials

ALL KINDS OF MEN'S UNDERWEAR AT LOWEST PRICES.
 50c RIBBED SHIRTS AND DRAWERS, SPECIAL 37 1-2c
 WRIGHT'S HEALTH UNDERWEAR, SPECIAL 75c
 ALL KINDS OF BOYS' AND GIRLS' UNION SUITS.
 LADIES' 50c UNDERWEAR, SPECIAL 37 1-2c
 LADIES' 39c BLEACHED UNDERWEAR, SPECIAL 25c
 LADIES' \$1.00 UNION SUITS, SPECIAL 62 1-2c
 LADIES' 75c UNION SUITS, SPECIAL 39c



Men's Clothing

MEN'S NEW WINTER CLOTHING, NEWEST STYLES AND NEWEST COLORS.
 \$15.00 FANCY STRIPES, BROWN, GREYS, ETC., AT \$8.90
 \$16.50 BLACK GRANITE SUITS \$12.50
 ONE LOT MEN'S GOOD SUITS, WORTH \$10.00 AND \$12.50, YOUR CHOICE AT \$7.98
 OTHER MEN'S GOOD WINTER SUITS AT \$3.98 UP TO \$6.98

Boys' Clothing

BIGGEST VALUES WE HAVE EVER SHOWN IN ALL KINDS OF BOYS' WINTER SUITS.

IT WILL PAY YOU TO SEE OUR LINE OF BOYS' CLOTHING AND PANTS BEFORE YOU BUY.

FUR SALE

Watch the Gazette for our page telling you about the fur sale and silk kimona sale before Xmas. We can save you some money.

Extra Specials

50c Paris Garters for Men.... 25c
 All kinds of Men's leather work Gloves.
 Biggest line Men's Neck Ties at low prices.
 \$2.50 Axminster Rugs, at... \$1.48
 Big values in Ladies' Silk and Serge Dresses.
 15c Turkish Bath Towels 10c
 25c Hemstitched White Linen Towels 19c
 All kinds of Sheets and Pillow Cases.
 \$2.00 Clarendon Bed Spreads \$1.39
 \$3.00 Extra large good weight Spreads \$1.98
 Best \$4.00 Marseilles Bed Spreads, at \$2.98
 \$5.00 Elkin Wool Blankets... \$3.98
 \$4.00 Elkin Wool Blankets... \$2.98
 Regular \$3.50 Wool Blankets \$2.48
 All kinds Cotton Blankets and Cotton Comforts at Reasonable Prices.

Overalls, Work Shirts

Efird's special Overalls, cut full every way, extra long, regular \$1 Overalls, special 75c
 Cones Boss Head Light Overalls, regular \$1.25 values, special 88c
 Youth's 75c Overalls at 48c
 75c Reunion Work Shirts 48c
 Best 50c Blue Chambray Work Shirts, special 37 1-2c
 Men's \$1.50 Dress Shirts 98c
 Regular \$1.00 Dress Shirts... 75c
 75c Shirts, special 49c
 Big lot of Men's Dress Shirts, some are regular 75c Shirts, slightly soiled, special at 39c

Notion Specials

5c Hair Nets 2 for 5c
 Children's Hose, all colors 10c
 Ladies' 25c Lisle Hose 12 1-2c
 Buster Brown Silk Hose 43c
 Onyx \$1.50 Silk Hose 98c
 50c Boot Silk Hose 29c
 Cadet Stockings 25c
 25c Wool Hose for Women 19c
 Ladies' heavy cotton Hose 10c
 15c White Foot Hose 10c
 Dunham's best 15c Hose 10c
 Infant's Wool Hose 10c
 All kinds Sox for Men.
 \$3.50 Mesh Bags, special \$1.98
 \$1.50 Vanity Cases, special 98c
 Newest thing in Leather Handbags.
 All kinds Ribbon for Christmas.

Men's and Boys' Hats

\$2.50 Celebrated Hats \$1.48
 \$1.50 Pride of America Hats... 98c
 Big lot Men's and Boys' Hats worth up to \$1.50, special... 49 and 75c
 50c Caps, special 25c
 We also sell John B. Stetson Hats.

Your money back for any unsatisfactory purchase at

Do a part of your Christmas shopping at Efird's.

EFIRD'S

We will offer many new things at this store between now and Christmas at low prices.