

Only A Few More Shopping Days Before Christmas

We are going to reduce our stock; to do so we have marked our goods at a price that will move them.

FRAMED PICTURES FOR CHRISTMAS.

200 Fine Framed Pictures, easy worth \$3 to \$3.50 each. The Frames and Glass alone are worth twice the price. We will offer them at for Christmas. We will put them on sale Wednesday morning at 79c each

EFIRD'S

SELLS IT FOR LESS

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Every Day From Now Until Christmas Will Be A Special Day At EFIRD'S

EFIRD'S CUT THE PRICE AND SELL THE GOODS

Ladies' and Misses' Suits and Coats At Almost Your Own Prices This Week

Great Reductions Made On the Remainder of the Imported and Fine Tailored Ladies' Coats

High Grade Coats

\$15 to \$25 Coats to go at \$9.50
20 to 30 Coats to go at \$12.50 and \$13.75

Children's and Misses' Coats

Children's \$3 Coats \$1.48 and \$1.98
Misses' \$5 Coats 2.98
One lot Misses' Coats 1.48
\$7.50 Misses' Coats 3.98

Other Coats

Ladies' Black Broadcloth Coats \$2.98
Ladies' \$6 Cloth Coats 3.98
Ladies' \$12 Coats 8.75

Ladies' Suits

\$12.50 All Wool Blue Serge Suits \$6.95
15.00 Cheviot and Serge Suits 9.50
25.00 Suits all colors \$12.50 1.95
Extra size Cheviot and Serge Suits, sizes up to 50 at 9.50

Blankets and Comforts

Large size Baby Blankets, worth and do sell everywhere for 69c, pair for 55c
Babies' Jungle Blankets, with animal patterns, etc., worth \$1.00 at 59c
400 Single Bed Blankets. These are big bargains for only, pair... 45c
600 pair large 11-quarter Blankets, Monday's Bargain Sale, pair... 98c
11-Quarter Wool Blankets, in white or gray, worth \$3 pair at... \$2.18
Fine Wool white, gray or plaid Blankets, pair \$2.98
California All-Wool Blankets, large size and good values, pair... \$5.98
Good cotton filled Comforts and big bargains at, each 99c
Large double-faced, satin covered extra fine Comforts, each \$2.98
Extra large cotton-filled Comforts, would be a bargain at \$2.50, each \$1.48
Silk Messaline Petticoats, worth \$5, snug fitting, newest of all styles in black and all colors, including Kelly green, American beauty, copper tan, blue, Nell rose, sauge, Terra-cotta, mahogany, etc., at \$1.98

Suspenders and Supporters in Xmas Boxes

President Suspenders in Christmas Box 48c
Paris Garters in Christmas Box 29c
Brighton Garters in Christmas Box, Special 19c
Baxton Garters in Christmas Box, Special 29c
1 Pair padded Garters and Arm Bands in Christmas Box 29c

Suggestions for The Housekeepers

\$4.90 Elkin 11-4 Blankets, 80171 White with Pink and Blue Border \$2.98
\$3.50 Plaid Elkin Blankets \$2.50
\$6.00 Elkin Blankets \$3.95
11-4 White Marseille Spreads \$1.98
Clarendon Spreads, Marseille Patterns \$1.38
Honeycomb Spreads 11-4 size pure White 99c
81x90 Seamless \$1 Bed Sheets... 60c
51x90 Single Bed Sheets 48c
Full size Sheets with seam 48c
42x36 Pillow Cases, 10 and 12 1-2c
25c New York Mills Pillow Cases 18c 2 for 35c
Large Huck Towels 10c 98c doz
Large Bleached Turkish Towels 10c 98c doz
Linen Hemstitched Towels 18c 2 for 35c
Scalloped Linen Towels 25 and 48c
Large hemmed Napkins, ready for use 98c doz
Beautiful Mercerized Napkins, ready for use, per dozen 39c
Mercerized Table Linens 25c and 39c
72-Inch Silver Bleach German Linen, per yard 98c
Extra size Hollies to match Linen, per dozen \$2.95

Men's Overcoats

\$7.50 Men's Overcoats \$4.98
Men's heavy Gray Overcoats... \$5.48
\$10 Overcoats \$6.95
\$15 Black Granite Overcoats, Special \$10

Gifts Suggested for Young Ladies'

\$2.50 White Ivory Beveled Glass Mirrors 98c
Colonial Ivory Mirrors, all sizes 98c
White Ivory Clocks 98c
Silver Plated Vanities 25c and 48c
New Style Leather Hand Bags 48c and 98c
\$5.00 Bag Sealed Skin Lining with fittings \$2.98
Seal Lined Bags, newest styles 98c and \$1.48
New Room Slippers in Gray, Brown, Red, Navy, etc., 98c and \$1.24
New Neckwear 25c and 48c
50 New Patterns in the latest style Ruchings and Plaited Chiffon Crepe Net, etc. 25c pr yd
Our store will be open every night until 9 o'clock from now until Christmas.

Presents That Will be Appreciated By Young Men

Newest style Neckties in Cane Holiday Boxes 48c
Beautiful Ties 25c
100 Dozen new Belts for this week 25c and 39c
Paris, Boston and Brighton Garters in Holiday Boxes 25c
Pad Garters and Arm Band Set in Holiday Boxes 25c
President Suspenders in Holiday Boxes 48c
President Suspenders Pad Garters and Arm Bands to match in Holiday Boxes 95c
Linen Collars 6 for 50c
Silk Sox, all colors 25 and 48c
Shawknit Sox, solid black also blacks with white foot 25c, 3 pairs for 68c
White Dress Shirts 75c and 98c
Sweaters 48c and \$1.98
Undressed Kid Gloves 98c
Heavy Work Gloves 48 and 98c
Alarm Clocks, guaranteed 75 and 98c
Iron Clad Alarm Clocks 98c
Pajamas, all colors 98c

Kid Gloves 48c

WE HAVE JUST RECEIVED A BIG SHIPMENT OF LADIES' KID GLOVES IN BLACKS AND MANY OF THE LEADING COLORS. THEY ARE SAMPLES. SOME REAL \$1.50 GLOVES IN THIS LOT, SPECIAL 48c
BEST \$1.50 KID GLOVES, SPECIAL 98c
REGULAR \$1.00 KID GLOVES, SPECIAL 75c
\$3.50 16-BUTTON KID GLOVES AT \$1.98

Silk Kimonas for Christmas

WE HAVE RECEIVED A NICE LOT OF FINE SILK KIMONAS, VALUES WORTH UP TO \$15.00, OUR SPECIAL PRICE FOR CHRISTMAS SHOPPERS \$3.98 UP TO \$8.50
BIGGEST ASSORTMENT OF SILK PETTICOATS EVER SHOWN HERE BEFORE AT \$1.69 UP TO \$3.98

Furs! Furs! Furs! Furs!

WE HAVE JUST RECEIVED A LOT OF NICE FUR SETS THAT WILL BE NICE FOR CHRISTMAS PRESENTS. SOME EXTRA GOOD VALUES WORTH UP TO \$35.00, OUR SPECIAL PRICE, PER SET IS \$3.98 TO \$14.50

Handkerchiefs Initialed; Low-Trimmed Corded; Embroidered; Color Trimmed.

Customers tell us every day we have the prettiest Handkerchiefs they ever saw. We know this is the greatest stock of Christmas Handkerchiefs we've ever had, and we suppose the other must be true — so many have told us so. "Infinite Variety" is the impression made by a look at the Handkerchiefs here—you won't know how many different styles there are unless you come and see! Here are some especially desirable Handkerchiefs boxed ready for gifts.

Ladies' Xmas Gloves

100 Kid Gloves black, white and tan at 75c
Josephine Kid Gloves, black, white and tan \$1.00
16-Button \$3.50 Kid Gloves, black white and tan. Special... \$1.98

Handkerchiefs Hose and Silk Petticoats for the Young Ladies

1-2 Dozen beautiful Embroidered Handkerchiefs in Holiday Box, per Box 75c and 98c
1-2 Dozen beautiful Initial Handkerchiefs in box... 45c and 55c per Box.
Ladies' Initial and Embroidered Handkerchiefs, worth up to 10c, at 5c each

Embroidered Handkerchiefs worth up to 25c, Special 10c each, per Dozen \$1.10
Pure Linen Handkerchiefs with very neat or medium Lace Edge, 39c value 25c
Ladies' Fine All-Wool Sweaters, whites, reds, etc. \$1.48 and \$1.98
\$3 All Silk Messaline Petticoats in Emerald Greens and 50 other colors \$1.95
Genuine Heatherbloom Petticoats at 98c
50c Full Fashion Silk Hose, blacks, whites and tans, 3 pairs for \$1.00
Extra heavy all Silk Hose in blacks, whites, reds emerald greens and tans, etc. 98c
Fine black Hose with emerald green, red and lavender tops 98c
Ladies' fancy round Garters in Hol-Kayser's Italian Silk Hose in emerald green, blacks, whites and tans at \$1.48
1day Boxes 25c
White Crepe Shirtwaists, new Ruffle front 98c
Heavy quality China Silk Waists, black and white only \$2.50
Silk Crepe de Chine Waists \$3.98
50 Dozen Shirtwaists, assorted kinds at 98c

Your money back for any unsatisfactory purchase at

For Sale Wednesday and Thursday

EFIRD'S

Silk Kimonas and Furs Wednesday and Thursday

CHARLOTTE - CONCORD - GASTONIA - ROCK HILL - WINSTON-SALEM