

If You Get It At
EFIRD'S
 You Get It For Less

EFIRD'S GREAT



Special Xmas Prices on all Ladies' Coat Suits

We have gone through our stock of Ladies' Coat Suits and have reduced the already low prices of these suits. If price is an inducement you will certainly buy one of these handsome suits at these prices.

- \$6.98, \$7.95, \$8.95
- \$10.95, \$12.95, \$9.95
- \$14.95, \$16.95,
- \$22.50, \$25.00

Ladies' Coats at Christmas Prices

WE HAVE REDUCED THE PRICE OF OUR STOCK OF LADIES' LONG COATS IN VELOURS, PLUSHES, FANCY PLAID WORSTEDS AND ALL THE NEW COAT MATERIALS.

- \$4.98, \$5.95, \$6.98,
- \$7.95, \$8.95, \$9.95,
- \$12.95, \$19.50, \$21.50,
- \$25.00



Boudoir Caps

We have just received a beautiful assortment of Ladies' Boudoir Caps. They come in Crepe de Chine, Nets and all the new novelties. Our special price while they last 25c, 29c and 48c

Notion Specials

- Babcock's Talcum Powders 12c
- Colgate's Talcum Powders 12c
- Mennen's Talcum Powders 15c
- 2 cans for 25c
- Air Float Talcum Powder 8c
- Pears Soap 15c
- Peroxide, 10c size 8c
- Palmolive Soap 8c
- 25c Crepe de Chine Handkerchiefs at 18c
- 50c Crepe de Chine Handkerchiefs at 38c

Elkin Blankets

- \$5.00 Elkin Blanket \$3.98
- \$6.00 Elkin Blanket \$4.98
- \$2.50 Esmond Wool Finish Cotton Blankets, 72x80, in plaid. \$1.98
- \$4.00 Elkin Blankets \$2.98
- \$2.00 Gray Wool Finish Cotton Blankets, double bed size, just received and specially priced for this sale \$1.24 and \$1.48

Comforts

- Good Cotton Comforts \$1.48, \$1.98
- Cheap Cotton Comforts \$1.18

GIFT SUG

Why not make your Christmas present something that can be worn and will novelty that is soon broken and forgotten of Bath Robes, Bed Room Slippers, Silk Hose, Mens Hose, Mens Gloves, Mens Hats and Caps, Auto Robes, and other always acceptable gifts for any

Flannels

A FEW OF THE GOOD THINGS IN FLANNELS AT EFIRD'S AT OLD PRICES.

- 36-inch Cream Flannels, 50c value at 39c
- Fine yard-wide Soft Cream Flannels at 48c
- 36-inch Silk Warp Wool Flannels at 79c
- 27-inch Cream Flannel at 29c
- Embroidered Flannels at 50 and 70c
- 28-inch all Wool Red Flannels at 25c and 31c
- Heavy Gray Skirt Flannels at 21c

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Bath Robes

BUY YOUR BATH ROBES NOW DURING THIS HOLIDAY SALE AND SAVE MONEY.

We have them in a large variety of excellent patterns and colors. Any robe in this lot would ordinarily cost you \$2.00 to \$3.00, to go in this Special Sale at \$1.48 and \$1.98

Don't Wait Until Xmas to buy Your Silk Kimonas

- \$2.50 Japonica Silk Kimonas in beautiful floral designs, delicate shades at \$1.98
- \$5.00 Silk Kimonas in a good range of styles and colors at \$3.95
- Fine range Silk Kimonas, mostly of Cheney Bros. floral drapery silks, worth \$7.50 to \$8.50 at \$5.95

New Fall Skirts

Just received a big shipment for this special sale. They are in plaid, stripe, solid, etc. Material of serge, poplin, gaberdine, Chudda Cloth. Special Price \$1.98 to \$5.95

Ladies' and Children's Sweaters

LADIES' AND CHILDREN'S GOOD WARM SWEATERS IN THIS HOLIDAY SALE AT A WONDERFUL SAVING.

- Nice line of Children's Wool Sweaters in assorted sizes. Special at 98c
- Misses Wool Sweaters in a large variety of colors, worth \$2.50 at \$1.98
- Ladies' Wool Sweaters, special \$1.98
- Ladies' fine Wool Sweaters in a beautiful range of the best colors and shades, Green, Cope, Navy, Red, and Gray at \$2.48
- Ladies' \$3.50 extra fine Wool Sweaters at \$2.98
- Ladies' Norfolk Sweaters in assorted colors. Special at \$2.48
- Ladies' Pure Thread Silk Sweaters, worth \$6.50 at \$5.00

Rain Coats

- Children's School Capes \$1.48
- Misses' and Boys' Raincoats \$1.48 and \$1.98
- Ladies' Raincoats \$1.98
- Ladies' Poplin Coats \$2.98
- Ladies' Silk Finish Coats \$4.95

Petticoats

- Ladies Cotton Black Taffeta Petticoats 48c
- \$1.00 Black Cotton Taffeta Ruffle Petticoats 79c
- All Silk Taffeta Petticoats, in all colors \$2.98

Thousands of Beautiful Shirt Waists at a Saving of About One-Third



Crepe de Chine, Voiles and Georgetown Crepes are all included in white and flesh and the very newest and daintiest models in Holly Boxes. \$2.98 Values reduced at \$1.98 \$3.50 Values at \$2.98 \$5.00 Values yours at \$3.98 \$6.50 Values, the daintiest imaginable at \$4.98 \$1.25 and \$1.50 White and Colored Voile Waist at 98c



SPECIAL SHOES

\$2.98

- Patent Leather Button at
- Extra Heavy Gun Metal at
- Patent Kid Lace Shoe at
- Gun Metal Belmont Last at
- Patent Leather Blucher at
- Black Calf Blucher at
- Box Calf Blucher at

MEN'S DRESS SHOES

\$3.50

- In Tan, Patent Leather, Gun Metal, Calf Skin and Vici. All of the best styles and absolutely solid leather.
- \$4.50 Grade Bench Made Shoes
- \$4.50 Efir's Best English Last
- \$4.50 Black Calfskin Button
- \$4.50 Gun Metal Blucher
- \$4.50 Tan English Last
- \$4.50 Gun Metal English Last
- \$4.50 Black Nabob Last at

Messenger Shoes for Boys

\$2.25

- \$2.50 Gun Metal English
- \$2.50 Gun Metal Blucher
- \$2.50 Gun Metal Button
- \$2.50 Glazed Calf Leather

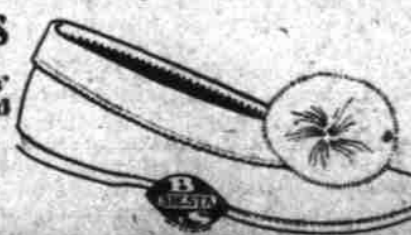
Boys' Overland Dress Shoes

\$2.98

- \$3.50 Gun Metal Tan
- \$3.50 Gun Metal English

Ladies' Bed Room Slippers

We have a complete line of Ladies' Bed Room Slippers in all colors and sizes for the special price of



88 and 98c

Ladies'

The Empress Shoe Leathers, Dull and Patent Kid, Vici or button

\$2.

Dress Boots Popular

Ladies' Mahogany Boots, a \$7 value, is only \$4.8c Mahogany Kid, with a \$7 boot for A Mahogany Kid Kid Top, a \$6.50 value price A handsome Black a \$6.50 value for

Misses'

- \$1.50 Vici Button
- \$1.50 Gun Metal
- \$1.50 Vici Patent
- \$1.50 Patent Leath

Misses' and

- \$2.00 Patent Leath
- \$2.00 Vici Button
- \$2.00 Gun Metal B
- \$2.00 Box Calf Bl

Misses' and

- \$2.00 Heavy Kang
- \$2.00 Kangaroo Ca
- \$2.00 Home Made
- \$2.00 Double Sole
- \$2.00 Heavy Gun
- \$2.00 Tan Elkskin

Little Ge

- \$2.50 Heavy Tan
- \$2.00 Black Kang
- \$2.00 Tuff Hide D
- \$2.00 Rawhide Bl
- \$2.00 Kangaroo Ca
- \$2.00 Tan Elkskin

All sizes