

1918 EFIRD'S 1930

12th ANNIVERSARY

EFIRD'S GREAT ANNIVERSARY SALE AT FOREST CITY WILL BE A LUCKY EVENT FOR HUNDREDS OF PEOPLE WHO TRADE HERE FEASTING ON THE QUALITY MERCHANDISE WE ARE OFFERING IN THIS OUR 12TH ANNIVERSARY SALE. WE LIST HERE ONLY A FEW OF THE MANY VALUES. ALL NEW FALL AND WINTER MERCHANDISE OFFERED AT PRICES—THE LOWEST IN 14 YEARS.

Sale Starts Friday Morning, November 7th And Continues Right Through the Fall Season

**STEHLI CANTON
CREPES**

Stehli heavy weight canton crepe, black, navy, browns, reds, etc. Sale price—

\$1.59

PERCALES 10c

Full yard wide percales, good quality, per yard—

10c

**NEW TWEED
RAYONS**

A special lot of new printed tweed rayon the newest vogue and styles, special for

48c

**SMOOTH
SHEETING**

38 in. smooth sheeting, sale price

6½c

WORK SHIRTS

Men's blue chambray full cut yoke back work shirts—

45c

SHOES

Flexible Arch Support Shoes
Ladies' black kid and patent 5-eyelet and brown kid flexible **\$2.95**

Men's Tough Hide Shoes
Men's tough hide full cut heavy work shoes. A value that usually sold for \$3.00. Efirde's Anniversary price **\$1.95**

Lion Brand Men's Work Shoes
Men's Lion brand Milwaukee made work shoes, blacks and tans. Sale price **\$2.95**

Milwaukee Made School Shoes
Children's Milwaukee made, all leather made school shoes. Sale price **\$1.95**

Novelty Slippers 95c
Women's novelty bedroom slippers, fancy patterns, silks, etc. Sale price **95c**

Sport Oxfords
Ladies' lot 353 smoked elk leather sport oxfords, sale price **\$2.95**

Boys' Oxfords
Boys' black school oxfords **\$1.95**
Boys' Pullman dress oxfords **\$2.95**

Arch Support Shoes \$1.95
Ladies' kid and patent arch support shoes, all sizes **\$1.95**
Ladies' new stylish shoes **\$1.95**
Ladies' patent Cuban heel **\$1.95**
Ladies' black kid heel **\$1.95**
Ladies' black kid natural heel **\$1.95**
Ladies' patent Cuban cov. heel **\$1.95**
Ladies' black kid leather heel **\$1.95**
Patent D'Orsay Cuban heel pumps **\$1.95**

HOSIERY

Ladies' Full Fashioned Hosiery Cut in Prices

Big table ladies' full fashioned pure thread silk hose, values usually sold up to \$1 and \$1.15. Some of all colors to go on sale Saturday morning at **65c**

Hudson Hose
Hudson full fashioned pure thread silk hose, first quality, sale price **\$1.00**

Full Fashioned
Style 824 Berwy, Pair **75c**
Style 930—Queen Charlotte all silks. Pair **85c**

**ALL WOOL
BLANKETS**

All wool double bed size Chatam's blankets pink, blue, peach, lavender, green, and gold

\$5.95

MEN'S and BOYS' CLOTHING

Boys' 2-Pants Suits
Boys' 2-short pant suits Anniversary price **\$2.95**

Dress Shirts
Men's fast color new fall pattern dress shirts, 79c, 2 for **\$1.50**

Boys' New School Suits
One big lot boys' suits, the new mixtures, regular \$5.00 value **\$3.95**
Boys' 2 pants suits, 1 long and 1 short pants, new novelty patterns **\$4.95**

Boys' Two Long Pants Suits
2 pairs long pants, sizes up to 18 years, grey, brown, etc. **\$6.95**

Boys' Coat Sweaters \$1.95
Boys' heavy coat sweaters, gold collar, assorted colors **\$1.95**

Men's All Wool Sweaters
Men's all wool pullover sweaters navy and black **\$1.85**

Boys' Heavy Sweaters 98c
Boys' heavy all wool sweaters with novelty combination trim **98c**

Wool Sweaters
Gilbert's heavy coat sweaters for men, part wool navy, black, brown, Maroon, buff, etc. Full cut **\$1.95**

Mayo Heavy Underwear
Mayo boys' heavy union suits **79c**
Mayo Men's heavy union suits **79c**
Mayo heavy weight union suits **95c**

SPECIALS

Cambria Sheets
81x90 seamless Cambria sheets, sale price **79c**

81x105 Rayon Bed Spreads
81x105 Rayon Bed Spreads, Blue Orchid, Gold, Rose and Green **\$1.88**

Outing Flannel 10c
27 in. solid color white, pink and blue outing flannels, per yard **10c**

Dark Outing 8½c
27 in. dark outing flannel, heavy weight, short lengths **8½c**
32 in. outing flannels, light or dark colors, sale price **11½c**

**CHILDREN'S
WOOL TAMS**

Children's wool tams in colors. Anniversary price—

22c

COATS and DRESSES

Ladies' New Coats for Fall and Winter at \$13.50

In this lot you will find coats worth double the price. New styles, colors and materials, all beautifully fur trimmed. Fall opening sale price **\$13.50**

Misses' New Winter Coats
Coats of broadcloth, velours and tweeds all fur trimmed, sizes 6 to 14 years. Colors, browns, blue, tans and mixed colors. Sale price **\$4.35**

Children's New Winter Coats
Materials of velours, tweeds and tricort cloth, mostly with fur collars and cuffs. Neat, snappy styles for the little miss. Sizes 3 to 6 years. Sale price **\$2.95 AND \$3.95**

New Fall Dresses at \$2.95
Lovely styles in the Travelers Prints and plain colors. New browns, greens, navy and black. Sizes 16 to 52. Sale price **\$2.95**

Ladies' and Misses' Fall Sweaters
Pullover and coat style in all the new colors, in plain and mixed, complete range of sizes, values up to \$2.95. Sale price **\$1.45 AND \$1.95**

SPECIALS

\$1.00 Bloomers 65c
Ladies' \$1.00 quality non-ravel rayon bloomers, colors flesh, peach, orchid, and Nile. All regular sizes. Sale price **65c**

Ladies' two-piece novelty pajamas in prints and plain colors. All fast colors. Sale price 95c

Outing Gowns
Women's outing gowns, fancy stripes with touches of embroidery work, regular sizes, 75c quality, sale price **58c**

Non-Ravel Bloomers
Ladies' heavy quality non-ravel rayon bloomers, assorted colors, in all regular sizes. Sale price **44c**

WASH DRESSES

Ladies' long sleeve wash dresses—

68c

CANNON TOWELS

Cannon's large size bleached Turkish towels, colored border

10c

Cannon's 22x24 25c Turkish towels

18c

**PART WOOL
BLANKETS**

Double bed size, Elkin plaid part wool Blankets

\$2.95

**PART WOOL
BLANKETS**

72x82 part wool plaid Blankets—

\$2.45

**PART WOOL
BLANKETS**

66x80 Double Bed part wool blankets—

\$2.45

**PART WOOL
BLANKETS**

66x80 part wool single blankets—

\$1.25