

EFIRD'S CHAIN

Commences at THURSDAY MORNING, SEPTEMBER

CONTINUING FIFTEEN DAYS THROUGH

This Revision Sale Means a Cut

During the past two weeks, the largest manufacturers in the country have reduced prices from 20 to 35 per cent. bought heavily for all stores as soon as prices broke. In fact, by being able to use merchandise in large quantities, These are the reasons why we are able to put on a Revision Sale at this time. All high priced merchandise in t

REVISION SALE ON MEN'S AND BOYS' DRESS SHIRTS

\$3 Value Arlington Dress Shirts for this sale \$2.25

\$3 values in Real Lion Brand Shirts, guaranteed not to fade, in this sale \$1.98

One Lot "Tru Val" and \$4.00 value, in this sale at only \$2.95

Revision. Price. on. all Soft Collars, 30c and 35c value 25c

One big lot men's Work Caps, for this sale .. 25c

Revised prices on all men's and young men's suits.

Best Standard Made suits by Strouse Bros. and Monroe Clothing Co. Prices reduced 15 to 30 per cent.

All boys' suits in this sale at revised prices. Buy your boy's school suits now.

All Sheeting Revised to a Low Basis.

39-Inch Sea Island Sheeting, 35c quality, yard - 15c

All Plaid Cheviots, Counterpane Checks and other heavy cotton goods reduced about 40 per cent.

Wool Flannel

Cream Wool Flannel, 27, 32 and 36 inch, in all qualities, including silk and wool at "special prices."

Revision Prices in the Silk Department

40-inch Crepe de Chine, \$2.50 quality, and may be had in black, flesh, and white only. Revised to the yard \$1.35

\$3.00 quality Crepe de Chine in black, navy, white, pink and Copen, revised to the yard \$1.65

40-inch Best Grade Georgette Crepe, in flesh, navy, brown, etc., revised to, the yard \$1.48

39 inch kimona silk, and all silk flowered linings, revised to yard \$1.65

Susquehanna Silk Poplin in black, navy, etc., at the yard 85c

32-inch satin stripe Shirting Silk, \$3.00 quality, revised to the yard \$1.65

\$2.00 quality black Taffeta on the opening morning, and while it lasts, at per yard 98c

\$2.50 quality guaranteed black taffeta silk at \$1.35

Gold band black taffeta \$3.00 value. Revised to yard \$1.85

36-inch Black Peau de Soie, revised to, yard. \$1.65

36-inch Black Messaline Satin, per yard \$1.35

Messaline in navy, brown, Copen, grey and light shades, \$2.50 quality, revised to, yard \$1.35

All Wool Goods Revised to Present Basis of Wool

All Wool Serge 98c

All Wool Storm Serge in black and navy. Revised to, yard 98c

54-inch Storm Serge, black and navy only. Most all wool, \$2.50 value. Revised to, the yard \$1.45

Atlantic Woolen Mills 40 inch Imperial Serge, \$3.00 quality, revised to, the yard \$1.98

Amoskeag 50 inch Fine Serge, black and navy at the yard \$1.98

Arlington Mills 54-inch Manish Serge, \$4.00 quality revised to the yard \$2.85

54-inch Pacific All Wool French Serge at, yard \$2.85

36-inch school Plaids, new vogue, revised, to yd.69

36-inch novelty plaid skirting revised to, yard. \$1.38

Wide Sheeting and Sheets Revised.

Heath 81-inch Brown Sheeting 48c

9-4 Mohawk Bleached Sheeting at yard 79c

Sheets and Cases

Dreadnaught 81x90 Seamless Sheets \$1.79

Mohawk 81x90 Seamless Sheets \$1.98

White Star 81x90 Seamless Sheets \$1.98

Armore Pillow Cases 38c

Wearwell 42x36 Pillow Cases 49c

Winter Underwear at Prices you will not go wrong in Buying a Season's Supply

Men's "No Name" Shirts and drawers 98c

Hanes' Red Label Shirts and Drawers \$1.15

Hanes' Red-Label Union Suits \$2.25

Hanes' Boys' Union Suits \$1.48

Work Shirts and Overalls

Blue Chambray Work Shirts for men and boys, revised to 98c

Men's O. K. Work Shirts, revised to \$1.35

Indian Head Union Made Overalls, revised at \$2.35

Ironalls, union made \$2.65

Outing Flannels Revised to Pre-War Prices

One lot Outing at 15c

35c quality plain white Outing 18c

Amoskeag plain white Outing 25c yd.

50c quality pink, blue, cream, and white outing flannel revised to 29c yd.

27 inch Pin Stripe and Checked Outing Flaanel, 50c quality, reduced to 29c yd.

No. 500 Mottel Flannel 25c yd.

S. F. M. 40c Mottel Outing Flannel, revised to 29c yd

60c quality dress Outing, All new patterns, beautiful colorings, revised to 35c yd.

Cotton Goods That Remind One of 10c Cotton Days

Staple Apron Gingham, 20c quality, revised to - 10c

Best Quality Staple "Domino" Gingham checks, per yard 15c

30c Dress Gingham, perfect short lengths, ... 15c yd.

35c plaid Dress Gingham, perfect short lengths, revised to 18c yard

27-inch 50c quality Plaid Gingham and Zephyrs, revised to 25c

One lot Georgette Waists taken from our regular stock; regular \$5.00 to \$8.00 values. Sale price \$1.98

Lots of new Fall Suits, Coats and Dresses at prices you bought them for back in 1915. Visit our Ready-to-wear Department, second floor and be convinced.

EFIRD'S DEPARTMENT