

Sale Commences
Friday Morning
9 O'clock-March 19

E F I R D ' S

Sale Continues
Thru Saturday Night
April 3rd



PRE - EASTER SALE



Spring Fashions

Buy Your New Easter Coat or Dress
During This Sale. Our Assortment of
Styles and The Selection Cannot Be
Surpassed

A GREAT SALE OF New Spring Piece Goods

See Our Four Page Circular Out Today For Our Prices In All Departments

CHICAGO? NO, MIAMI!



Chicago's Michigan Boulevard has a new rival in the development of Miami's magnificent Bay Shore Drive. Like the famous waterfront thoroughfare of the Windy City, Bay Shore Drive will soon be bordered solidly on the landward side with skyscrapers. On the other side lies the new \$3,000,000 Bay Side park, stretching down to the white-sanded beach. Miami's new waterfront boulevard seems certain to become one of the famous thoroughfares of the country within the next few years. More than \$25,000,000 has recently been spent in buying property and widening the street for nearly five miles.

Post and Flagg's Cotton Letter.

New York, March 17.—In spite of so much bearish talk and sentiment the market, while dull and narrow, shows a stubborn tone and is evidently suffering from no vital, inherent weakness. There is no aggressive organized support and in trading circles sentiment remains strongly in favor of sales on rallies with predictions that if for any reason prices should work a cent or so higher the market would be flooded with higher grades of which there is supposed to be some accumulation as a result of swapping cotton of that sort for the lower grades at heavy discounts.

That is among the possibilities even if not among the probabilities but so far consignments here for delivery have been very scanty and the local stock remains pitifully small. There is a little nervousness as to the next crop due to the delay caused by cold and rather wet weather and also to the possibility of a bullish report on weevil emergence. Foreign trade interests are credited with holding in mass of new crop contracts, of which the greater part has been supplied by speculative sellers.

It will be many weeks yet before any hedging will make its appearance and meanwhile the crop may pass through experiences that will seriously undermine confidence in a large yield even if the acreage undergoes no reduction. Trade could be better but might be

a good deal worse and anyway is large enough to mean continued consumption of raw material on a reasonable scale. The old maxim about not bearing the tail end of a large crop should not be too hastily thrown into the discard.

POST AND FLAGG.

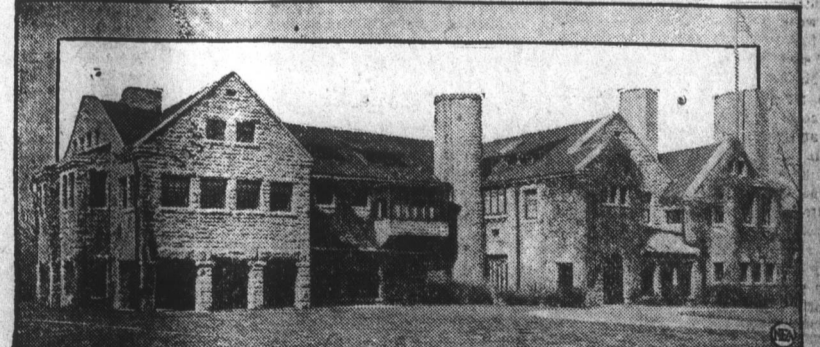
A Way We Have in America.
In Hutchinson's book One Increasing Purpose there is conversation about smoking in the presence of ladies.

It is carried on in the home of an English nobleman of high repute. The visitor, Mr. Simon Paris, is struck by the fact that the men do not smoke until the women go. The man of that home, Sir Henry, says: "We have a custom of not smoking until mother and the girls have gone from the room and then we smoke like chimneys. It is just a little way we have."

We once had "a little way" of that kind in the United States of America. It rather became us, too. Sometimes we pretend that we are forever "off" the puritanical, as we call it, but we cannot quite forget the cleanliness and courtesy of the home dining rooms where the younger sons did not blow smoke, between courses, around their mother's and sisters' faces.

Women in these United States do not smoke with very much grace. A European said: "American women are garet wasters."

Palatial Home Must Be Torn Down



This is the half-million-dollar mansion built by the late William R. Nelson, founder of the Kansas City Star. It must be destroyed under the terms of the will left by the last member of the Nelson family, Mrs. Laura Nelson Kirkwood, who died recently. She directed that her husband, Irwin Kirkwood, have the use of the house as long as he lives, but that it be destroyed when he dies, as she does not want strangers ever to occupy the place.

When we innocently asked him what he meant, he said, "They don't really enjoy cigars. They don't inhale them down deep into their lungs as if they tasted good. They nibble at them. They waste good cigars. American women never will be able to smoke cigars with any great naturalness or any great joy."

We don't think they will, either. Our European knows exactly what he is talking about, because his women smoke naturally. Ours do not. It is still "A little way we have."

Foreign production of tobacco, especially in the Balkans, has increased

so much since the war that American exports fell fifty thousand tons during the first nine months of 1925.

Dr. Crosby A. Perry, thought to be the only real son of the Revolution, died at North Adams, Mass., the other day.