

Holiday Bargains

Mr. J. B. Efird returned from New York last week, while there he picked up some special bargains in Ladies' Coat Suits, Ladies', Misses' and Children's Coats, also Men's and Boys' Suits. When we buy a bargain we sell one. A glance at the prices below will convince you that Efird's sell it for less. Come Early!

New Fall Coat Suit Specials

We are receiving new Coat Suits by every express. We have them in all the new materials and colors. Efird's prices have no competition. Suits specially priced for this Sale.

\$7.95, \$8.95, \$9.95, \$11.95, \$12.95, \$14.95, \$15.95, \$18.50, \$29.50.



Ladies' Plush Coat Special

We have for this sale eight handsome Plush Coats, made of Salts Esquimette Plush, lined with Sol Satin, these are \$25.00 values, but for this sale they will be sold for only \$19.50.

Misses' and Children's Coats

About 500 to select from, tremendous purchase just arrived. This was a manufacturers' cash-raising sale and consequently our saving was about 25 to 33 1-3 per cent., and which we are offering at the same discount.

Misses' \$7.50, 6 to 14 years old. Cloaks, in both plain and fancy colors, special at \$4.95
Regular \$5.00 values in Fancy Zibelines at \$3.95
\$5.00 Blue Corduroy Coats in 6 to 14, at \$3.48
\$7.50 Black and Blue Astrachan Coats at \$4.95
Children's \$2.50 and \$3.50 Corduroy Coats, 2 to 6 years, at \$1.98
Children's White Corduroy Coats, worth \$3.50, at \$1.98

Ladies' Sport Coats

Just received new shipment of Ladies' Sport Coats in all the wanted materials, special this sale. \$1.98

New lot of Ladies' 3-4 length Coats, with big Fur Collars, special \$5.98

Ladies' Kimonos, Bath Robes and House Dresses

at a saving of about 1 to 1-3. Reduce your cost of living by taking advantage of all these savings.

Ladies' \$1.25 Flanellette Kimonos, beautiful range of colors and designs at 98c
Ladies' \$3.00 Bath Robes, large for-

al designs in all the delicate shades as well as the substantial colors. An early purchase only makes this price possible \$1.98
Ladies' \$1.25 Gingham and Chamberlay House Dresses, all well-made and in most serviceable colors 98c
Just received big shipment of Men's and Ladies' Heavy Bath Robes, special \$1.98, \$2.98, \$3.48

Ladies' Union Suits

Bleached pure white, bought on 1914 cotton market, worth today 75c, special 48c and 50c

Girls Union Suits

Heavy Fleece Lined and Ribbed, odd sizes, special 48c

Grand Showing of Ladies' New Fall Waists

We have them in sheer volles and organdies, made in the latest styles; also silks, crepe de chine, Georgette Crepe, etc. Efird's price always less.

98c, \$1.98, \$2.98, \$4.75

LADIES' SWEATERS

Ladies' Wool Sweaters \$1.98
Ladies' Sweaters in Green, Cope, Navy, Red, Gray, etc. \$2.48 and \$2.98
Ladies' Norfolk Belted Sweaters in colors \$2.48
Ladies' Pure Thread Silk Sweaters \$5.00

PALMOLIVE OFFER

3 Cakes Palmolive Soap 30c
1 Jar "P. O." Cream or 50c
1 Bottle "P. O." Shampoo 80c

YOURS FOR ONLY 44 CENTS

You know the quality of all PALMOLIVE products and what wonderful value this offer affords. It's to introduce PALMOLIVE Cream and PALMOLIVE Shampoo to the particular woman that use PALMOLIVE SOAP—get your introduction at our store today.

ELKIN BLANKETS

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

MEN'S CLOTHING SPECIALS!

Heavyweight brown, checked and blue pin stripe; special for this sale at \$7.95
Brown and gray plaid, well tailored, dark blue and English Serge, \$12.50 value at \$9.95

Men's Odd Coats \$2.98

Big sample lot Coats, all colors \$2.98
Job Lot Odd Coats \$1.98

300 Boys' Suits

300 Boys' Suits 1916 styles, all new wools. Same material that retailed for \$3. Special

\$1.98

500 Boys' Suits \$2.98

All of the newest fall mixtures, latest styles; pinch back coats, peg pants, suits that retail at \$5. Special \$2.98

Men's Odd Pants at Special Prices

Big lot assorted colors \$1.98
\$4.00 Special, all colors \$2.98

Heavy grays, browns, checks and all the newest colors; special for this sale \$11.95
High grade guaranteed all wool, best tailored; special for this sale only \$12.50
ROCHESTER SPECIAL \$12.95

Men's \$1.00 Overalls 75c

The best \$1 Overall, special 75c
\$1.00 Gray Overalls 75c
\$1.00 Khaki Overalls 75c

Boys' and Girls Union Suits

Standard Knitting Co., none better, white and tan colors, sizes up to 16. 60c values. Special

48c

400 Boys' Fancy Blue Serge Suits

Just in by express; best make and styles, values up to \$7.50. Special \$4.98

Boys' Overcoats \$1.98

25 Boys' Overcoats, sizes 5 to 9, very Special \$1.98



Efird's Dept. Store

THE KEY TO ECONOMY

