

HOLIDAY SALE

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

QUESTIONS

This year something of real value, appreciated more than some toy or game. We are showing a complete line of Monas, Ladies' Silk Waists, Ladies' Handkerchiefs, Mens Neckwear, Hats, Rain Coats, and hundreds of other of the family.

Ladies' Lisle Hose
Reduced to Less
than the Old Prices

Full Fashioned Mercerized
Hose at 43c
Pair for 85c

EFIRD'S
the key to
ECONOMY

MEN'S CLOTHING SPECIALS



Men's Hosiery for Christmas

Why not give him a box of Silk Lisle Hose, we have them in plain colors and fancy at Christmas prices:
Lisle Hose 23c
Silk Hose 43c

98c Shoe Counter

Ladies' Misses' and Children's Shoes, all styles and leathers, some of all sizes, values worth up to \$2.00 a pair on our Big Special Table. 83c

Heavy weight 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 for \$9.95

Men's Odd Coats, \$2.98

Big Sample lot Coats, all colors to go at \$2.98
Job lot Odd Coats \$1.98

500 Boys' Suits, \$2.98

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

Boys' Overcoats

We have one lot of Boys' Overcoats, sizes 4 to 9, which we will sell at the special price of \$1.98

\$1 Men's Overalls, 75c

The best \$1.00 Overall. Special 75c
\$1.00 Gray Overalls 75c
\$1.00 Khaki Overalls 75c

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

Men's Odd Pants at Special Prices

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

300 Boys' Suits

300 Boys' Suits 1916 styles, all new woollens. Same materials that retailed for \$3.00. Special

\$1.98

400 Boys' Fancy Blue Serge Suits

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

It's Always a Little Cheaper at EFIRD'S

Department



Children's Fine Shoes

\$1.24

\$1.48

Heavy School Shoes at Special Prices

\$1.48

Heavy Shoe Department

\$1.48

Efird's Army Leather Shoe, Special, \$2.50

We have fifty cases of this Shoe which was bought last year. If this Shoe was bought today it would have to be sold for \$3.50. This is one of the greatest Shoe Bargains ever offered by us. Ask for No. 524 or 526

Women's Novelty Boots and Dress Shoes

In the most popular colored leather, all \$8.00 and \$9.00 values. Efird's special price

\$6.50

\$9.00 Mahogany Lace Boots at \$6.50
\$9.00 Brown Vamp Light Top \$6.50
\$9.00 Grey Suede Lace Boot at \$6.50

Misses' and Children's White Oak School Shoes

\$2.00 Patent Leather Button \$1.74
\$2.00 Vici Button \$1.74
\$2.00 Gun Metal Button \$1.74
\$2.00 Box Calf Blucher \$1.74
\$2.00 Glazed Kid Button \$1.74
\$1.50 Vici Button \$1.48
\$1.50 Gun Metal Button \$1.48
\$1.50 Vici Pat. Tip Button \$1.48
\$1.50 Pat. Leather Button \$1.48

Ladies' Fine Shoes

\$4.00 Black English Shoe \$3.24
\$3.50 Patent Leather Cloth Top Button Shoe \$2.98
\$3.50 Patent Leather Kid Top Button Shoe \$2.98
Dull Kid Lace Boot \$3.98
\$3.50 Vici Low Heel Button Shoe at \$2.98
\$3.50 Glazed Kid Lace Shoe \$2.98
\$3.50 Patent Leather, Kid Top, Cap Toe, Button \$2.98
Kid Leather Boot \$3.50

Men's Dress Shoes

\$2.50

Men's Dress Shoes, Gun Metal and Box Calf, Bluchers or Lace, guaranteed all solid \$2.50

Men's Shoes \$1.98

Men's Shoes, medium or heavy weight, \$2.50 values at \$1.98

Boys' Dress Shoes at Special Prices

\$2.50 Gun Metal Blucher Shoe \$1.98
\$2.50 Tan Calf Blucher \$1.98
\$2.50 Tan Calf Button \$1.98
\$2.50 Gun Metal Blucher \$1.98
\$2.50 Pat. Leather Button \$1.98
\$2.50 Pat. Leather Blucher \$1.98
\$2.00 Gun Metal Button \$1.48
\$2.00 Gun Metal Blucher \$1.48

Men's Overcoats

We are showing some very special values in Men's Overcoats at the special prices below

\$5.98, \$6.98, \$7.98

Our Men's Heavy Shoe Department

\$4.00 Tuff Hide Shoe \$3.48
\$3.50 Raw Hide Shoe \$2.98
\$4.00 Hampton Waterproof \$3.48
\$3.50 Black Moose Leather \$2.98
\$3.50 Tan Moose Leather \$2.98
\$3.50 Tan Full Double Sole \$2.98
\$3.00 Black Ottaway Calf Cap Toe to go at \$2.25
\$3.00 Tan Double Sole Cap Toe to go at \$2.48

Ladies' Shoes at \$1.98 and \$1.48

\$2.50 Patent Leather Cloth Top Button Shoe \$1.98
\$2.50 Vici Pat. Tip Button \$1.98
\$2.00 Patent Leather Cloth Top Lace Boot \$1.48
\$3.00 Patent Leather Low Heel Lace Boot \$1.48

Ladies' Fine Shoes

\$1.85

Ladies' Fine Shoes, Vici Kid, Flexible Soles, Dull Leathers, Tans, Patents, Gun Metals, etc., Lace, Button and Bluchers, values worth up to \$3.50 to go at \$1.85

Men's Hats at a Wonderful Saving

Men's Celebrated Handknit Hats at \$1.98
Bonnet Hats \$2.98

Handkerchiefs

BUY CREPE DE CHINE HANDKERCHIEFS NOW FOR CHRISTMAS WHILE THE SAVING IS GREAT.

25c Values in white and the new shades in this sale at 18c
6 for \$1.00

Boys' Pants

Boys' School Pants in a nice range of dark colors at 48c
Boys' 98c School pants at 75c
Boys' Blue Serge and Kersey School Pants at 98c
Pants for the large boys, sizes 17 to 20 at \$1.48
Boys' Pants, 75c values at 48c
Boys' Pants, \$1.25 values at 98c
Boys' Pants, special values at \$1.75
Boys' Pants, special values at \$1.98
Extra sizes to 20.

Velvets

36-INCH COSTUME VELVETS IN BLACK AND NAVY, WORTH \$2.50 PER YARD, IN THIS SALE AT

\$1.75

Ladies' Silk Hose

We have a beautiful line of Ladies' Silk Hose in Black, White and Fancies.
\$1.25 Silk Hose, our price 98c
\$1.50 Silk Hose, our price \$1.18
\$1.75 Silk Hose, our price \$1.48
Ladies' full Mercerized Lisle Hose in Black and White. Special at 25c

MAIL ORDERS

Send us your Mail Orders. We fill them the day they are received, and we pay express or parcel post charges, also cheerfully refund your money for any unsatisfactory purchase.

Underwear

YOU SHOULD REAP THE BENEFIT OF OUR FORESIGHT IN THE PURCHASE OF MEN'S, WOMEN'S AND CHILDREN'S WINTER UNDERWEAR, WHEN YOU CAN SAVE 25 TO 33 1-3 PER CENT ON ANY ORMENT YOU BUY.

Men's 50c Fleece Shirts and Drawers 38c; 2 for 75c
Mayo heavy ribbed Shirts and Drawers 48c
Mayo pure white ribbed Shirts and Drawers for 48c
Men's heavy ribbed Union Suits 80c
Mayo's best \$1.25 ribbed Union Suits 98c
Klond-Knit heavy fleece Union Suits at 98c
Lambdown fleece back Union Suits at \$1.25
Men's Velvet back pure white Shirts and Drawers 48c
Boys' ribbed Union Suits, sizes 2 to 4 at 38c; 2 for 75c
Boys' ribbed Union Suits, sizes 6 to 16 at 48c
Boys' velvet fleece back Union Suits, sizes 2 to 4 38c
Boys' velvet fleece back Union Suits, sizes 6 to 16 at 48c
Ladies' Bleached Vests and Pants, a 38c value at 25c
Children's bleached and unbleached Union Suits 25c
Ladies' heavy bleached 50c ribbed Vests and Pants 37 1-2c
Tiny wear woolen Vests 25c and 48c
Children's ribbed and velvet fleece Union Suits at 38c; 2 for 75c
Children's fine velvet back ribbed Union Suits, size 6, 48c; 2 for 95c
Vassar fleece Ladies' Union Suits 48c
Velvet back Vests and Pants 48c
Fine ribbed Union Suits 48c
75c Ladies' Union Suits 59c

Boys' Suits

DON'T LEAVE THE BOYS OUT IN MAKING OUT YOUR MEMORANDUM TO GO TO EFIRD'S FOR THE SAVING ON BOYS' SUITS AND PANTS IS SOMETHING WONDERFUL. READ CAREFULLY ALL THE ITEMS BELOW.

Big lot of Boys' Suits, pressed peg pants, pinchback coats at \$1.98
Also big range of Boys' Suits, all the best fall colors in nice wearing materials, at \$2.98
Boys' Russian Blouse Suits at \$1.98
Boys' \$5.00 Blue Serge Russian Blouse Suits at \$2.98
Boys' new fall Suits, sizes up to 20, in the new styles and patterns at \$4.98 and \$5.98