

EFIRD'S SILK HOSIERY In A Most Satisfying Assortment

Silk Hosiery That
Rarely Ever
Comes Under
This Price
Limit

LADIES WHO LIKE NICENESS
IN HOSIERY SHOULD READ
EVERY LINE OF THIS AD.

NUMEROUS TRADE CIRCUMSTAN-
CES PLACE THESE EXCELLENT
VALUES WITHIN YOUR REACH



Make The Most of Them, Learn EFIRD'S Brand of SILK HOSIERY

You Will Profit By The Acquaintance

- \$2.50 SILK HOSE, \$1.68
- 20 Doz. Ladies' All Silk Stockings, black, white, color, gray, field, etc. \$1.68
- \$1.00 SILK HOSE, 79c
- 20 Doz. and Fashioned Thread Silk H. S., black, white and colored, special, 79c
- SILK HOSE, 65c
- 20 Doz. Foot Silk Hose, black, white and colors at \$1.00
- MISSIE'S HOSE, 35c
- Misses' very fine ribbed Hose, black and white, regular low values, at \$1.00
- \$2.00 HOSE, \$1.45
- 20 Doz. Ladies' \$2.00 heavy Silk H. S., also tips, in black, white, pearl gray, tan, gold, brown, dark tan, etc. \$1.45
- \$1.50 Silk Hose, white, black, gray, etc. \$1.15
- CHILDREN'S SILK HOSE, 48c
- 20 Doz. Small pure Thread Silk H. S., in black, white, etc. \$1.15
- FINE LISLE HOSE
- Ladies' 75 Lisle H. S., fully mercerized, black, white and colors, at \$1.45

\$1.50 worth of True Shape Hose to go in this sale at the special price of .95c and .95c. These are in black and white, only Silk Hosiery advancing daily. It will pay you to buy them today.



Now I see how the Cross-stitch stops the Garter Run.

True Shape Hosiery with its patented cross-stitch feature is only one of the many pleasing and practical articles of wear we now offer.

Let us replenish your wardrobe from our large stock of newest goods.

MEN'S SILK SOCK

We have just received for men's Silk Socks, black, white, blue, tan, etc. \$1.00. These are in black and white, only Silk Hosiery advancing daily. It will pay you to buy them today.

Children's Wash Suits

We Are Showing A Splendid

Line of

BOY'S WASH SUITS

Sizes From 3 to 8, Specially

Priced at

\$1.98, \$2.48, \$2.69, \$2.98

BIG VALUES IN LADIES' PUMPS AND OXFORDS.

- Women's black kid Oxford, medium heel, at \$2.98
- Women's black kid Oxford, high heel, at \$2.98
- Women's black kid Oxford, high heel, pointed toe, at \$2.98
- Women's patent Oxford, high heel, at \$2.98
- Women's patent Oxford, high heel, pointed toe, at \$2.98
- Women's patent Pump, high heel, pointed toe, at \$2.98
- Women's patent Pump, high heel, pointed toe, at \$2.98
- Women's patent Pump, high heel, pointed toe, at \$2.98
- Women's patent Pump, high heel, pointed toe, at \$2.98

SAILOR STRAW HATS.

- Men's \$2.00 Sailor Straw Hats, all the newest styles, at \$1.95
- Men's Panama Hats, several new blocks, at \$1.95
- Men's Panama Hats, at \$1.95
- Men's Panama Hats, at \$1.95
- Men's Panama Hats, at \$1.95
- Men's Panama Hats, at \$1.95

WORK SHIRTS.

- Men's Khaki and Chambray Shirts, 65c
- Men's Blue Chambray Shirts, 65c
- Men's best \$1.00 Work Shirts, at \$1.18
- Men's Chambray \$1.18, 98c and \$1.18

Shoes for Men, Shoes for Women and Children

If You Want To Save A Third or More, Come to This Sale.



TENNIS OXFORDS AT 25c.

500 Pairs of Men's and Boys' Tennis Oxfords for Saturday morning when store opens at 25c per pair. (Only two pairs to a customer. No mail orders.)

WHITE SHOES, \$1.00.

Ladies' and Misses' and Boys' white rubber sole Shoes and Oxfords. Values to \$2.00. Sale price \$1.00

SHOES FOR MEN, SHOES FOR WOMEN, SHOES FOR CHILDREN.

If you want to save a third or more come to this sale.

Men's Oxfords at Special Prices.

- Men's brown medium English Oxfords, "Efird's" best brand \$3.98
- Men's Tuxedo gun metal box toe Oxfords \$4.00
- Men's Tuxedo gun metal English Oxfords \$4.50
- Men's brown Pullman Oxfords, English last \$5.00
- Men's Pullman brown kid semi-English Oxfords \$5.98
- Men's Kneeland brown semi-English Oxfords \$7.48
- Men's Kneeland brown Oxford \$7.98
- Men's Kneeland black English Oxford \$5.98

Kneeland Walking Oxfords and Pumps.

- Women's Kneeland brown Pump, medium heel \$6.98
- Women's Kneeland brown calf Oxford, Cuban heel, long vamp \$7.98
- Women's Kneeland brown Oxford, medium toe and heel, wing tip \$7.98
- Women's Kneeland brown wing tip Pump at \$6.98
- Women's Kneeland black soft kid medium heel Oxford \$7.98

BARGAIN COUNTER.

Ladies' and Misses' Pumps, Oxfords and Mary Janes. Special clean up price, per pair \$1.35

WHITE SHOES AND OXFORDS AT \$1.35.

100 Pair Ladies' and Misses' White Shoes, Oxfords and Pumps at \$1.35

\$4.00 VENTILATED OXFORDS \$2.98

500 Pairs Men's Tan Calf, Ventilated Oxfords, pair \$2.98

LADIES' LOW SHOES AT SALE PRICES.

Women's medium heel, black Pumps at \$5.00

Women's medium heel, black kid Oxford, flexible sole \$5.00

Women's medium heel, brown Oxford, flexible and comfortable \$4.00

Women's patent plain Pump, high heel, at \$5.00

Women's patent Colonial Pumps, high heel, at \$4.98

Women's patent Oxfords, high heel, pointed vamp at \$4.98 and \$5.98

Women's kid Oxfords, high heel, plain toe \$5.00

Women's light tan, high heel Oxford, made of softest kid \$6.98

WHITE CANVAS.

Women's white canvas Oxfords, Cuban heel wing tip \$1.98

Women's white poplin Oxfords, Cuban heel cap toe \$1.98

Women's white reign cloth Pump military heel, special \$4.48

Women's white canvas Boot, low heel, rubber sole \$1.74

Women's white canvas Boot, low heel, non-skid sole \$1.98

Women's white canvas boot, low heel, white leather sole \$1.98

Women's white canvas Boot, medium heel, plain toe \$1.98

Special white canvas Pumps and Oxfords for women and girls, rubber sole, for \$1.24

Special women's high heel, white reign cloth Pumps, worth \$4.00 and \$5.00, closing out at \$1.98 and \$2.98

Women's white reign cloth Boots, military heel, worth \$6.50, at \$5.48

Women's white fine cloth Oxfords, Cuban heel, worth \$7.50, at \$5.98

Women's white kid Oxfords, "Our Best" military heel at \$7.98

CHILDREN'S MARY JANES AT SPECIAL PRICES.

Child's brown kid Mary Jane Pumps, sizes 3 1/2 to 8, at \$2.24

Child's brown Kid Mary Jane Pumps, sizes 8 1/2 to 11, at \$2.24

Child's patent Pumps, sizes 5 1/2 to 8, at \$1.18 and \$1.48

Child's patent Pumps, sizes 8 1/2 to 11, at \$1.48 and \$1.75

Child's patent Pumps, sizes 8 1/2 to 11, at \$1.98

MEN'S OXFORDS, \$3.98.

Men's Gun Metal English and Blucher Oxfords at \$3.98

MEN'S WORK SHOES.

Men's and Boys' Scout Work Shoes, tan canvas, rubber sole and etc., at \$1.98

CHILDREN'S MARY JANE SHOES, 65c.

One counter Misses' and Children's white canvas Mary Jane Oxfords and Pumps at 65c

Men's and Boy's Clothing Mid-Summer Clearance

MEN'S SUMMER SUITS.

One lot Men's Summer Suits, light and dark colors, \$10.00 values, in sizes up to 38. Sale price \$6.95

GENUINE PALM BEACH SUITS AT \$9.95.

Men's and Young Men's Genuine Palm Beach Suits, newest patterns and best makes, all \$15.00 values \$9.95

FINE TAILORED SUITS.

Men's Fine Worsted Suits at \$18.50

Men's fine all Wool, Blue Serge Suits at \$18.50 and \$22.50

YOUNG MEN'S SUITS.

Young Men's Silklined Flannel Suits, solid colors and stripes, \$30.00 values, for \$20.00 and \$22.50



BOYS' FINE SUITS.

Boys' new nifty Suits, belted models, at \$4.98

Boys' serge, fancy worsted and tweed Suits, all sizes \$5.98

Boys' fine all wool fancy serge Suits, belted models and slope pockets \$9.95

SLIPOVER PLAY SUITS

Children's slipover play Suits, one-piece light and dark colors, washable \$3.98

WASH SUITS.

Boys' Galatea Sailor Collar Wash Suits at \$1.98 and \$2.98

OVERALLS AT OLD PRICES.

Boys' Blue Overall \$75c and 98c

Dixie Boy Indigo Blue Overall \$1.18

Anville Indigo \$1.85

Youth's Anville Overall \$1.48

Youth's Blue Buckle \$1.48

Men's King Brand Overall \$1.48

Blue Buckle Overall \$1.95

RIDING PANTS.

Men's Khaki Riding Pants \$1.98, \$2.48

BOYS' PANTS.

Boys' Crash Wash Pants \$4.50

Boys' Khaki Pants, 6 to 16 \$6.50

Boys' Government Khaki Pants \$9.50

Boys' Woolen Pants \$1.48

Blue Serge Pants \$1.98 to \$2.48

KHAKI AND WORK PANTS.

Men's Khaki Pants \$9.50

Men's Whip Cord Pants \$1.98

Dark Stripe Southern Worsted Pants at \$1.98

MEN'S SERGE AND WORSTED PANTS.

Men's good dark stripe Worsted Pants at \$2.98

Blue Serge Pants \$3.48

\$7.00 Worsted Pants \$5.98

\$6.00 All Wool Pants \$4.95

MEN'S SUMMER UNDERWEAR AT CUT PRICES.

Athletic Shirts and Drawers \$5.00

Men's Athletic Union Suits \$6.00

Men's \$1.50 Athletic Union Suits \$9.50

Men's Jean Drawers with welt seam \$5.00

Striven Elastic Seam Drawers \$1.00



Efird's Department Store