



Store Opens 8 A. M. and Closes 6 P. M.

CHRISTMAS GIFT HEADQUARTERS

Editorial

Telescopic Spectacles have recently been invented so that persons with extreme nearsight need experience no trouble at all with their clearness of vision; hence things will look the same to them as if viewed thru normal eyes. No such glasses, however, are ever needed here, because our stocks and business methods are quite as trustworthy on close inspection as they are at a casual glance. And the inside workings of our business are just as free for you to look at closely as the stocks themselves. If you are sceptical about all this and do not trust your own eyes, we shall be glad to have you use a pair of these Newly Originated Lenses to clear away the doubt.

President.
ELI SHIRE.

Here's a man's that is worthy of the name. A big store with a big stock of big values. There is everything here for men of all ages and some mighty interesting things for the ladies too.

Now when you step into our fine establishment, you will instantly feel that you're in the right place and that the merchandise is correct and guaranteed to the limit, altho prices are reduced, you know your dealing with a house of reputation extending over a period of more than 45 years.



FURTHERMORE WE ARE PROFIT SHARER IN THE

Economy Sale

now in progress is the proof. It's our regular January sale set three weeks ahead of its usual time. This we did in order to maintain our volume in spite of the shorter business hours necessitated to save fuel. So if a saving of from \$9.75 to \$19.75 appeals to you on a High Grade

Suits and Overcoats

Ours in the store to patronize. Satisfaction and service guaranteed just as tho you paid full price. Society Brand Clothes included.

SUITS

Blue Serge
Flannels
Worsted
Tweeds
Cheviots
Iridescent
Mixtures
Gaberdine
Single and
Double

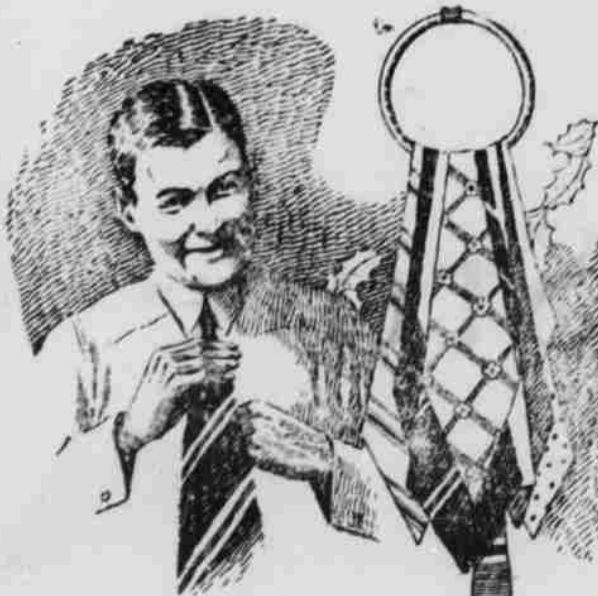
Breasted
Plain colors
Stripes
Checks
Shadow
Effects
Conservative
and Dashing
Striking
Patterns

OVERCOATS

Every New, Snappy Practical Style.
Ulsterettes
Form Fitting Models
Dressy Coats
Utility Coats
Plain Chesterfields
Belted Styles
Big Storm Coats
Waist Seam Models
Single and Double

Breasted
Fancy Aberdowns
Fancy Mixtures
Cheviot
Kersey
Chinchilla
Boucles
Melton
Melton

<p>MEN'S SUITS AND OVERCOATS Up to \$35.00, now \$24.75</p>	<p>MEN'S SUITS AND OVERCOATS Up to \$40.00, now \$29.75</p>	<p>MEN'S SUITS AND OVERCOATS Up to \$47.50, now \$34.75</p>	<p>MEN'S SUITS AND OVERCOATS Up to \$55.00, now \$39.75</p>
<p>MEN'S SUITS AND OVERCOATS Up to \$65.00, now \$44.75</p>	<p>MEN'S SUITS AND OVERCOATS Up to \$70.00, now \$49.75</p>	<p>MEN'S SUITS AND OVERCOATS Up to \$75.00, now \$45.75</p>	<p>MEN'S SUITS AND OVERCOATS Up to \$85.00, now \$64.75</p>



Sure to Please Him SHIRTS and TIES to MATCH

Shirts are always a welcome gift—so are ties. Why not make your remembrance doubly welcome by combining the two. We have beautiful shirts and ties in perfectly matching colors and patterns. SILK SHIRTS, CREPE SHIRTS ITALIAN LA JUER, FIBRE SILK

10%
DISCOUNT

HOSIERY WILL PLEASE HIM

When you see the good looking patterns and colors that we're showing for Christmas, you'll not say that socks are "too ordinary" to give "him."

55c Lisle Hose in black, white, Cordovan, green and gray	21c	50c Black Silk Lisle Hose—All Sizes Very fine quality	35c
75c Wool Hose in black, natural and oxford	59c	75c Fibre Silk Hose in black, white, grey, and Cordovan	49c
\$1.25 Heavy Ribbed Wool Sox, exceptional fine quality	85c	Men's Backford Sox. The good old standbys	20c

GOOD-LOOKING CHRISTMAS TIES

There will be no disparaging remarks about the "ties a woman selects" if you make selections from our holiday displays. Pleasing men the year 'round make us sure of our "Christmas showing. These price reductions apply to our en-

tire stock of men's Four in Hands—	
\$1.50 NECKWEAR NOW	\$1.29
\$2.50 NECKWEAR NOW	\$1.79
\$2.50 NECKWEAR NOW	\$2.19
\$3.00 NECKWEAR NOW	\$2.69
\$3.50 NECKWEAR NOW	\$3.00
\$4.00 NECKWEAR NOW	\$3.59
\$4.50 NECKWEAR NOW	\$3.97
\$5.00 NECKWEAR NOW	\$4.49

Mayer Bros Co.

ELI SHIRE, Pres.