

Palm Olive Specials



More Than Mere Soap

Palmolive, the perfect toilet soap stimulates invigorates refreshes the skin. You're not clean and soft until you follow its lead. Try a cake today.

Palmolive Soap deal that will just last for a limited time. You can save the price of your soap bill and still use the best Toilet Soap made, with a cent of cost.

1 Bottle Palmolive Shampoo 50c
3 15c Cakes Palmolive Soap 45c



Trunks.



\$3.00 Flat Top Trunks . . \$1.98
\$3.50 Flat Top Trunks . . \$2.48
\$4.00 Extra Strong Trunk \$2.98
\$6.00 Trunk Special . . . \$3.98
\$7.50 Flat Top Trunk . . \$4.98

Ladies Muslin Underwear

50c White Petticoats 25c
Ladies Envelope Teddy Bear Suits for only 48 and 69c
French Nainsook Envelope Chemises for only 98c and \$1.48
Embroidered Gowns 49c
White Nainsok Gowns 1.19c
Ladies 25c Brassieres 19c
Colored Pink and Blue Petticoats for only 39c
Ladies' Silk Crepe de Chine Princess

NEW IN NOTION DEPARTMENT.

Middy Laces, Red, White and Blue, 2 for 5c
Silk Middy Laces 5c
Wide Silk Middy Laces 10c
1 Dozen Pearl Buttons 1c
2 Cards Good Pearl Buttons 5c
1 Card Large Pearl Buttons 5c
1 Card 10c Pearl Buttons 5c
White Dress Shields, per pair 8c
Kleinert Dress Shields 23c
White Hemstitched Handkerchiefs 1c
5c White Hemstitched Handkerchiefs at only 2 1/2c
16-BUTTON SILK GLOVES, 69c
Best \$1.00 Double Tip Short Silk Gloves, black and white 69c
Kayser's 2-Clasp Short Silk Gloves, only 48c

EMBROIDERY COTTONS.
Crochet Cotton, white and colors 4c
Cordonnet Cotton in all sizes, white and ecru 8c
CMC Cotton in all Nos. or sizes 10c
Handicraft Embroidery Cotton, same as Sylvia, 50-yard spool 5c
Handicraft Mercerized Mending Cotton 5c
D. M. C. Cordonnet, sizes up to 10 10c

SPECIAL FOR 1c.
White Hemstitched Handkerchiefs 1c
One Dozen Pearl Buttons 1c
3 Dozen Hair Pins 1c
1 Dozen Safety Pins 1c
2 Thumbtacks 1c
1 Spool Cotton 1c
2 Balls Sewing Cotton 1c

GLOVES!
16-Button Silk Gloves in black and white, \$1.00 value for 69c

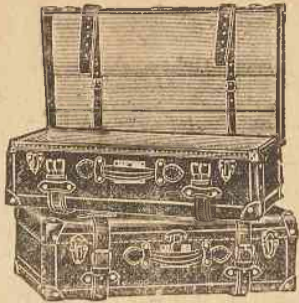
ODD SPECIALS IN NOTION DEPARTMENT.

2 Cards Best Pearl Buttons 5c
Red or white Middy Laces, 2 for 5c
White Ivory Combs, regular prices 25 and 50 cents, special 10c and 25c
All of the newest novelty Ladies' Neckwear 5c
Stickered Braid, all colors, per bolt, 5c
2 Cards Atlas Hooks and Eyes 5c

FULL BOLTS OF ENGLISH LONG CLOTH SPECIALS.
English Long Cloth, No. 50, 10-yard bolts, special 79c
English Long Cloth, No. 60, 10-yard bolts, special 98c
English Long Cloth, No. 80, 12-yard bolts, special 1.18
English Long Cloth, No. 100, 12-yard bolts, special 1.22
English Long Cloth, No. 170, 12-yard bolts, special 1.24

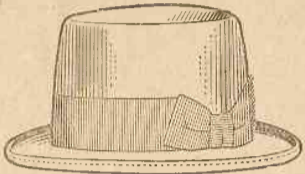
EUCENE SILKS, 15c.
New shipment of 25c quality Sasene silk in white, pinks, light blues, blacks taste per yard 18c
Fancy Silks in all neat figures, dots, rings, stripes, etc., per yard 25c

Suit Cases.



All Kinds of Suit Cases and Hand Bags at a Great Deal Lower Price than you will get same for elsewhere

Hat Specials.



\$2.50 Men's New Straw Hats, at \$1.48
\$2.00 Men's New Straw Hats, at 98c
\$2.00 Men's Soft Straw Hats, at only \$1.48
Men's Regular \$1.50 Straw Hats only 98c
Big Lot of Boys and Girls Hats at 25c
Little Boys New Summer Hats, at 25c
Men's 50c Silk Hats 39c
Men's 50c Palm Beach Hats 39c
Biggest Line of Men's and Boys' Caps ever shown in Gastonia, at only 25c to 75c

EXTRA BIG FOR

Friday, SATURDAY

EFIRD

JUST RECEIVED EIGHT NEW PIECES
SHIRT WAIST NET
at 48c, 69c and 75c



NOW LOOK TO YOUR FIGURE

The change has come. This season's Fashions call for a new type of figure. The change is subtle, but it is definite.

Don't make the mistake of trying to wear the new Gown over old corsets.

The new C. B. a la Spirite models have all the exquisite grace of line that the new season's Fashions demand—plus the maximum degree of comfort. And—since the makers have for 40 years been leaders in corseting fashionable women—C. B. Corsets are always positively correct.

One of the 250 different handsome C. B. models is made especially for your figure. Let us help you select it.

Call and see the charming New C. B. styles at our Corset Department today.



C-B a la Spirite

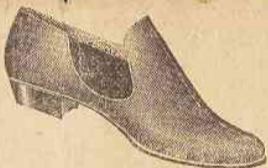
This is a guarantee. A special introduction.

This is a Double-Breasted and especially adapted.

Short top, hip cut, until or batiste. Dotted, trimmed with white, 18 to 30.

Low bust, extra boned, graduated back, hose support Embroidery. For Price only

The Best Time and the Best Place



Carolina Special Shoes and Oxfords for Men
\$2.50

Fig. Lot of our famous "Carolina Special" Shoes and Oxfords for men in Tan, Gun Metal, Vici, Box Calf, etc., sold ordinarily for \$3.00, all of the New Spring Styles in this sale at

\$2.50

OUR GREAT 98c SHOE COUNTER.

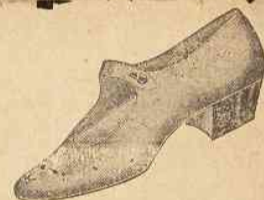
Shoes for Ladies', Misses and Children, worth up to \$2.25, in Pumps, Oxfords, etc., freshly stocked on one special counter, to be sold at

98c

MEN'S COUNTER OF OXFORDS, \$1.48.

A big lot of Men's Oxfords in Tan, Gun Metal, Vici Kid, Box Calf, etc., good styles and worth up to \$2.50. Placed on this counter for these 3 days at

\$1.48



\$4.00 EFIRD'S SPECIAL OXFORDS FOR MEN, AT \$2.98.

These are Regular \$4.00 Values to be Sold at \$2.98. In this lot of Shoes will be found all the Different Leathers and the Very Latest Styles.

\$4.00 Patent Leather Oxford, neat toe, at \$2.98
\$4.00 Tan English Style \$2.98
\$4.00 Black Calf English Oxford \$2.98
\$4.00 Tan English, rubber sole . . . \$2.98
\$4.00 Gun Metal Blucher \$2.98
\$4.00 Black Calf English Oxford \$2.98
\$4.00 Patent Leather Button Oxford, at only \$2.98
\$4.00 Vici Comfort Oxford \$2.98
\$4.00 Black Calfskin, English last \$2.98
\$4.00 Glazed Kid, flexible sole . . . \$2.98
\$4.00 Gun Metal Button \$2.98
\$4.00 Tan Calf Button \$2.98
\$4.00 Gun Metal Blucher \$2.98
\$4.00 Box Calf Blucher \$2.98
\$4.00 Patent Leather Button . . . \$2.98
\$4.00 Vici Plain Toe Comfort Shoe \$2.98
\$4.00 Russia Calf Blucher \$2.98

\$1.00 House Dresses 69c.

Special for these three days, we will sell a portion of our regular 98c Fadeless Wash Dresses at 69c
Children's 49c Wash Dresses at 39c
"Little One Middy Blouse", at 25c



\$1.00 SHIRT WAISTS, 59c.
Friday Morning we will put on sale about 40 Dozen Regular \$1.00 and \$1.25 Shirt Waists, slightly soiled by being handled, at 59c each.
25 dozen 50c and 75c Waists, some are soiled, your choice, while they last at only 25c each

J. & P. COATS' SPOOL COTTON 4c
Until Further Notice we will sell J. & P. Coats' Best six-card Sewing thread at 4c a spool
Any quantity you want.
Merrick Spool Thread 5c
J. O. King Spool Thread 2 1/2c

\$1.25 WHITE WASH SKIRTS, 79c
Just received 200 more of these \$1.25 Wash Skirts, and will sell them at 79c Big Specials in Wool Skirts.

\$1.00 ALARM CLOCK, 25c.
Best \$1.00 Guaranteed Alarm Clock, special for Saturday morning 9:45 to 10:00 o'clock at 25c each

50c MEN'S WORK SHIRTS, 25c.
25 Dozen Men's Regular 50c Chambray Shirts, special Friday, Saturday and Monday at 25c

\$1.00 C. B. CORSETS, 39c.
A small lot of Sample C. B. Corsets, slightly soiled, by handling, special for Saturday at 39c
\$1.00 Net Corsets 49c
\$1.00 L. C. C. Corsets 49c

Efird's Sell Shoes for Less Profit than

Children's White Commencement Dresses

A Big Lot of Children's White Dresses in Voiles, Lawns, etc. Just the thing for commencement. All sizes from 4 to 14 will sell for only 98c and \$1.98



WINDSOR TIES 25c

The New Crepe de Chine Windsor Ties in all the best shades 25c

VOILE DRESSES.

A lot of beautiful Voile Dresses, Lawns, etc., in white and colors, polka dots, stripes, etc., very good right now. The \$5.00 dresses in this lot will be \$3.48 and \$2.98

EXTRA SPECIALS.

25c Seamless 10-4 Sheeting 19c
Ladies' Union Suits 19c
Gauze Vests 5c
Men's Work Shirts 29c
50c Chambray Shirts 38c
50c Boys' Pongee Waists 43c
15c Double Straw Mexican Hats 8c
\$1.00 Men's Union Suits 79c
Children's Hose 5c
3 balls White Sewing Cotton 1c
Ladies' Hemstitched Handkerchiefs 1c
5c Men's Handkerchiefs 2c
Columbia Mills Carpet Warp \$1.29
\$1.00 Suit Cases 88c
\$1.50 Fibre Cases 98c
Men's Athletic Underwear 25c
\$1.00 Best Overall Made, 75c
25c Ladies' Lisle Hose, slightly imperfect 12 1/2c
All Standard Shoe Polish 8c
\$1.50 Men's Work Pants 98c
60c Boys' Knee Pants 48c
25c Ribbons, all colors 19c
Men's 50c Ties 33c