

**The New Fall Merchandise**  
 We commenced Months ago before cotton advanced, making preparations for the biggest fall business we have ever had and bought for all forty-two stores merchandise that runs into car and train load lots. In all we have several million dollars worth of the best seasonable merchandise that money could buy, to offer now at lower prices than we could go into the market and replace it to sell for today. We believe the earlier you buy this season the less you will pay and Efir Brothers, Efir Managers, and Efir salespeople are anxious to serve you.

# EFIRD'S

**Efir's New Stores**  
 Since we published our last edition, we have opened two new stores—Asheville, N. C., and Hickory, N. C. Both good locations and like all other Efir stores they are going good and we want to thank the buying public of our territory for their co-operation in making it possible for us to continue to grow. The more stores we have the more merchandise we can buy and quantity makes the price. Our slogan is "When we buy a bargain we sell one." Make our store your store. Meet your friends at Efir's.

1927


# FALL OPENING SALE

Commencing Friday Morning, Oct. 7th

AND CONTINUING RIGHT THROUGH THE SEASON WITH NEW FALL MERCHANDISE ADDED. DO NOT WAIT FOR ADVERTISEMENTS—YOU CAN ALWAYS BUY THE SEASON'S NEWEST MERCHANDISE FOR LESS AT EFIRD'S.

## SHOP AT EFIRD'S STORE

**GOODYEAR**  
 MEANS  
**GOOD WEAR**



More Goodyear Tires and Tubes used the world over than any other kind.

**30x3 1/2 Cord From \$5.95 Up**  
**30x3 1/2 Tube From \$1.35 Up**

Come in and get our price on your size.  
 Sold and Serviced by

**Orke & Wadsworth Co.**  
 Union and Church St.  
 Concord, N. C.

**KANNAPOLIS DEPARTMENT**  
 (By JAMES L. MOORE)

**WELL-TO-DO ASHEVILLE NEGRO ARRESTED**  
 On Charge of Obtaining Money Under False Pretense in Kannapolis.—Scheduled to Be Arraigned in Local Court on October 14th for Preliminary Hearing.—Out Under \$1,000 Bond in Asheville Now.—Connell Store Here Entered by Thieves.—Other Toweler News Notes.

Kannapolis, Oct. 6.—Andrew McKay, alias Rev. Andrew Johnson, well-to-do negro of Asheville, charged here with obtaining money under false pretense, is scheduled to be arraigned in local court on October 14th for a preliminary hearing.

McKay was arrested in Asheville last Monday after a warrant had been sworn out against him by S. Z. Phlieger, general manager of the Efir Department Store here. Officers Nussman and Rogers went to Buncombe county after him, but he was allowed to give bond amounting to \$1,000 for his appearance before Magistrate Gillon in the Kannapolis court next week.

The negro is said by local merchants to have solicited merchandise and money under the pretext that they were to be sent to the Kirtell Orphanage, an institution for negro children. Instead they were shipped to McKay's store in Asheville, where they were found on sale last week, it is alleged.

Kannapolis merchants, particularly Mr. Phlieger, are anxious to communicate with others who contributed to the false cause. The negro is said to have solicited also in Thomasville, Lexington and other cities.

**Grocery Store Entered by Thieves.**  
 Police were today investigating the robbery of Connell's Grocery Store at Midway, which was entered late Tuesday night or early Wednesday morning by miscreants who carried away a quantity of tobacco, cigars, cigarettes, bacon, cheese, bread and a small amount in cash.

The miscreants gained entrance by breaking a pane in a front window. They left by smashing a front door, it was discovered when the employees reported for work the next morning and discovered the door standing open. Officers have no clues to work on. They believe, however, that the robbery was well planned and committed by persons who were acquainted with the proprietor.

A notability in connection with the theft is that the thieves filched the entire supply of bread made by the Kannapolis Bakery, but left the loaves bearing other brands.

**Infant Funeral Service.**  
 Funeral services for William Keuthan Marlin, infant son of Mr. and Mrs. William Marlin, who died Monday at their home on 1063 Maple Street, were conducted yesterday morning from Grays Chapel in Salisbury, Rev. N. E. R. Orlinger officiating.

Interment was in the cemetery there.

**Interest in Revival.**  
 Interest in the series of services at the large tent in North Kannapolis increases daily. Rev. W. R. Cox, of Greensboro, general superintendent of the Pilgrim Holiness Church, is doing the preaching while the singing is conducted by members of the choir of the local Holiness Church.

**Here and There.**  
 Fire destroyed a car shed and a Chevrolet automobile on one of B. W. Durham's lots near Elwood Lane early yesterday morning causing a loss of two or three hundred dollars, it is reported. The origin of the fire is unknown.

Again yesterday afternoon the Kannapolis High basketball squad held scrimmage and practice session under the direction of Coach Chic DeMarcus in the local "Y" gym. Every man on the squad took part in the scrimmage and the mentor got a good line on the large number of players who participated.

Although Coach DeMarcus did not make any remarks concerning the showing of the team, prospects looked much brighter than they did at the beginning of training.

Among those displaying the best form were Lottie Fowler, captain of last year's crack quintet and a lad who is being boomed for the captaincy again this year; Edgar Ketchie and Jimmy Funderburke, monogrammed men of the 1926-27 outfit; Leon Winecoff, Marvin McCombs, Jimmy Peeler and James Anderson.

The O. K. Shoe Shop will move into its new quarters on Main Street today, occupying part of the handsome new building recently completed by the Cannon Manufacturing Company. Several weeks have been consumed in preparing the building for the new shop.

Among the Kannapolis couples obtaining marriage licenses at York, S. C., during the past seven days were: Dallas Everette and Miss Carrie Brown; Edmund Burr and Miss Ethel Barnhardt; John Owings and Miss Elsie Nix.

**DUKE BLUE IMPS MEET TAR BABIES**  
 Fresh Teams of Two Schools Play Friday at Chapel Hill.  
 Durham, Duke University, Oct. 6.—Duke's 1927 freshman football outfit will play their second game of the season Friday when the meet the University of North Carolina Tar Babies at Chapel Hill.

The Duke freshmen have been working hard all week and the defects which were evident in the game Saturday with the Oak Ridge cadets have been ironed out. The Carolina freshmen are playing their first game of the season Friday against the Blue Imps.

Several of the Imps appear to be rounding into good form. Among these are Perr, end, and Staton and Gobel, backs. Perry, from Bluefield, W.

Va., is a big fellow, weighing close to 180 pounds. He is in good shape as he has been practicing since the day the Varsity started.

Staton and Gobel are both flashy backs. They looked good in the Oak Ridge game both making several sensational plays. They bid fair to be among the outstanding men on the freshman team this year.

The Imps have been working hard this week, having scrimmaged two successive days against the Varsity. In addition they are daily kept on the field until late bucking the machine, practicing signals and running through formations.

**RAISING FUNDS FOR NEAR EAST COLLEGES**  
 J. Elmer Long, Lieutenant Governor, State Chairman For Movement.  
 Durham, Oct. 6.—The campaign for raising funds in North Carolina for the Near East College movement is definitely under way, according to Captain Claude W. Hopper, Southern Director who adds that the response so far from the call for donations has been remarkable and gratifying.

Lieutenant Governor J. Elmer Long, state chairman of the movement, is outspokenly optimistic over the outcome.

Director Hopper says that Governor Long has thrown himself wholeheartedly into the work, in regard to which the Lieutenant Governor says: "The movement being launched in North Carolina, in co-operation with other states, to raise funds with which to endow the six institutions of learning in the Near East is singularly worthy from every standpoint. This investment by the North Carolina and American people is one of international goodwill. It is unique in that it provides not alone education, where education is most sorely needed, but that it carries into the near orient under the flag of our republic the gospels of liberty, of freedom, and of truth."

"The six colleges composing the group in question are: Robert College, Constantinople, American University of Beirut, Constantinople Woman's College, International College of Smyrna, Sofia American Schools and Athens College, in Greece. These institutions are Christian in spirit, but nonsectarian. They are open to the youth of all nationalities and religions. They represent the most important contact for mutual understanding between Christianity, Islam and Judaism.

"In connection with the college courses are installed grammar and high school grades, thus covering the whole field of study. Moreover, the pupils and students are provided with vocational training, that they may be self-supporting when graduated and fit to face the world."

"We hear a great deal from time to time," said Governor Long, "in regard to a world movement for disarmament. We read a few years back of a 'war to end war.' To my mind there is but one method to end war and to effect international disarmament, and this method has its foundation in education.

"The Near East College Association, whose aim is to carry enlightenment and education into the Near East, contemplates one of the most momentous movements inaugurated since the World War. While those desiring to contribute to this activity can do so in any amount, the customary donations are as follows: Annual membership, \$10.; annual family membership, \$25.; scholarship membership, \$100.; club membership (for organizations), \$100.; endowment membership, \$1000."

"Donation should be mailed to Southgate Jones, State treasurer, First National Bank, Durham, N. C.

**Florida Football Leader Dismissed.**  
 Gainesville, Fla., Oct. 5.—Frank S. Osterhoudt, captain of the 1927 University of Florida football eleven, was today declared ineligible for further participation in athletics at the state institution.

The ruling, handed down by the faculty committee on athletics, said that Osterhoudt was dismissed "because of scholastic difficulties and for unsportsmanlike conduct during the Florida-Davidson game last Saturday."

His successor as the "Cator leader" will be chosen tomorrow morning. Osterhoudt was an end.

**Receipts and Other Figures About Game.**  
 Pittsburgh, Oct. 5.—Official figures for the first world series game: Paid attendance, 41,467. Total receipts, \$182,477. Players' pool, \$93,063.27. Advisory council, \$27,371.55. Each club \$15,510.54. Each league, \$15,510.54.



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