

THE EFIRD SECRET IS "BUYING FOR CASH"

Why the Great Efir Chain Has 31 Stores in Virginia and the Carolinas; Why the Efir Stores Annually Do a Business of Twenty Million Dollars; Why "Efir" is Synonymous With "Bargain" in Thousands of Homes.

You naturally think that behind such an enormous mercantile enterprise there must be some deeply mysterious reason for phenomenal success; yet as a matter of

fact the Efir Secret is an open book and simple as two and two make four.

In brief, it is buying for cash "at a price" by a buyer on the spot in the world's greatest market, New York, who spends huge sums for four million people, snapping up bargains by the carload for the patrons of the Efir stores.

That is what J. W. Efir, one of the five brothers, does all the time. He lives in New York for no other purpose than to keep bargains flowing from the metropolis to the 31 Links in Tri-State Chain. He is the chain's resident buyer. Selling prices obviously are bas-

ed on costs. To sell a bargain their first must buy one; to give you quality merchandise "at a price" they must buy quality merchandise "at a price." J. W. Efir that every day in the week.

He is a specialist in prices and values and keeps in hourly touch with market conditions affecting buying interests. He is on the spot, getting first hand information on prices; watching every influence in values, styles, production, etc., and is always ready with unlimited cash resources to capture a bargain at the right time.

Recently many manufacturers have been hard pressed for ready cash which means that they have had to sacrifice their products. The Efir buyer, "on the spot" has at times bought the whole output of a factory for cash—"at a price." That is why The Great 31-Link Chain can undersell all competitors and still give the public "quality merchandise."

More than that, every week a representative of some one of the 31 stores is in New York to confer with the resident buyer about the needs and preferences of his particular locality, for the Efir idea is to make each store an individual store, with a personality all its own, adapted to the psychology of its own particular community. Although linked in a chain, these stores are purely local in their character—a part of their community life there is no stereotyped policy about operating them. Thus the chain store idea is carried to heights of efficiency not found in the ordinary cut-and-dried chain store system.

Their buying service is claimed to be unapproached by any other store or system of stores in the United States—for service built up and maintained to give their patrons a full 100 cents worth for every dollar spent in any of the stores—and so The Efir Secret is nothing more than buying huge quantities of quality merchandise for cash and selling them for cash—"at a Price" that is the despair of all competitors. That is why there are now 31 stores; that is why the annual turnover is \$20,000,000; that is why "Efir" is synonymous for "bargain" in thousands of Carolina and Virginia homes.

ALEXANDER NEWS

Mr Charles Lyon is here from Pawtucket, R. I., putting on some duplex carding devices made by the H. & B. American Machine Co. They seem to be doing good work, and gives a very clean yarn. It seems the demand during these dull times is for the very best yarns, and our people are determined to keep pace with the demand for the best grade.

The Company is plowing our gardens for us again this spring, and we sure do appreciate this during these hard times. It isn't every corporation that looks out for the welfare of their employees as closely as Alexander Manufacturing Co.

Our school will close on the 21st. We have had the most successful school we have ever had. Professor Cherry is very popular with all the children, and has kept good interest throughout the school term. We are very glad indeed to know he is to teach for us next year.

There will be a revival meeting at the Baptist church, beginning the fourth Sunday in this month. The surrounding country are all invited to attend these services. Preaching to be done by the pastor, Rev. C. C. Matheny.

WAR RISK INSURANCE

It will be good news to the service man to hear that he now can renew his war Risk Insurance, as cheaply as he could during the War. The manager of the Fifth District, Mr. Bryson, of which District North Carolina is a part has ordered that every effort be made by the employees of the U. S. Veterans' Bureau to spread this news. The Sub-District Manager Mr. J. P. Watters, at Charlotte, has put all his men to work to spread the information in this sub-district. To renew the insurance, if you are in good health, all you have to do is to pay for the month of grace that your insurance was carried when you dropped it, and for the present month in which you renew it. Any Red Cross Chapter, the Service officer of an Legion Post will give you all information how to proceed, or if you have neither of these means at hand write J. P. Watters Sub-District Manager, Charlotte, N. C., at his office in the Mint Building and he will be glad to send you the necessary forms, and give you any information that you may need in connection with the insurance.

J. H. Crawford has returned to West End and will open a barber shop at Mr. Ware's Store. He will be pleased to welcome his old customers. 25-2t.

"GENTLEMAN JIM" HAS A RIVAL

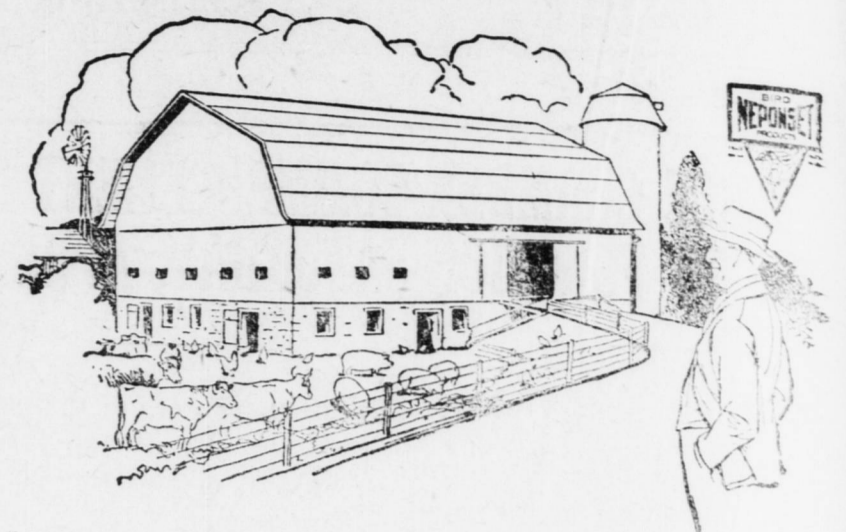


At last a heavyweight champion has appeared who likes to wear good clothes even better than "Gentleman Jim" Corbett. This new picture of Jack Dempsey shows the champ in his "open faced" frock.

AMERICAN LEGION STARTS BIG MEMBERSHIP DRIVE

The American Legion, Department of North Carolina, has started a big membership campaign and are making an especial appeal to veterans of the great world war. Local applicants should see Mr. D. Harrill or Dr. F. R. Wilkins at once and make arrangements to join the great organization.

BIRD'S ROOFS



Regular Roofs for Regular Men

YOU want a regular roof for your house, garage, bungalow, cottage, barn or factory and we've got that roof.

Bird's Roofs will make good for you just as they have made good for thousands of others, and just as they have made good for us.

We say Bird's Roofs will make good for you because we know from long experience that they last for years and years, and that folks who own them like their looks and honest wear so much that they are eager to tell their friends what big value they are.

Whether you need Bird's Paroid, Bird's Shingle Design Roofing, Bird's Plain Slate Surfaced, Bird's Granitized Roofings, or Bird's Twin Shingles, we can prove that in the long run Bird's Roofs cost little for the service they give.

BIRD & SON, Inc. (Established 1795) East Walpole, Mass.

Wholesale and Retail Dealers

FARMERS HARDWARE CO.

FOREST CITY, N. C.

111 one-eleven cigarettes
Three Friendly Gentlemen
TURKISH VIRGINIA BURLEY
10¢ for FIFTEEN
In a new package that fits the pocket—
At a price that fits the pocket-book—
The same unmatched blend of
TURKISH VIRGINIA and BURLEY Tobaccos
Guaranteed by The American Tobacco Co. ★ III FIFTH AVE. NEW YORK CITY

Mrs. Smith Got Her New Dress

of Cloth that is All Wool and Utmost Value. The House, also, got its beautiful new Coat of

L & M SEMI-PASTE PAINT and LINSEED OIL to mix into it.

that is all Highest Quality, Utmost Value and gives greatest Years of Wear at Least Cost.

To illustrate: "SMITH PAID LESS THAN JONES!"



They are simply adding Linseed Oil to L & M Semi-Paste Paint. Quickly done. Saves you Money.

JONES paid \$48 for 14 Gallons of "ready for use" Mixed PAINT—SMITH made 14 Gallons of the Best Pure Paint for \$34.50, by buying 8 Gals. L & M Semi-Paste Paint and 6 Gals. Linseed Oil to mix into it. **SMITH SAVED \$14.00**

L & M SEMI-PASTE PAINT Saves money Extensively used for 50 years

FOR SALE BY

FARMERS HARDWARE CO., Forest City, N. C.



EDWIN T. MEREDITH

former Secretary of Agriculture, is as familiar with the needs and problems of people in our rural communities as anyone in America today. He says,

"If we save consistently we will have done the thing most needed to establish our prosperity."

You can lay the foundation of your prosperity by starting a bank account at

CITIZENS BANK & TRUST COMPANY

We pay 4 per cent on time deposits

The Bank That You Can Bank On

RUTHERFORDTON, N. C. SPINDALE, N. C.

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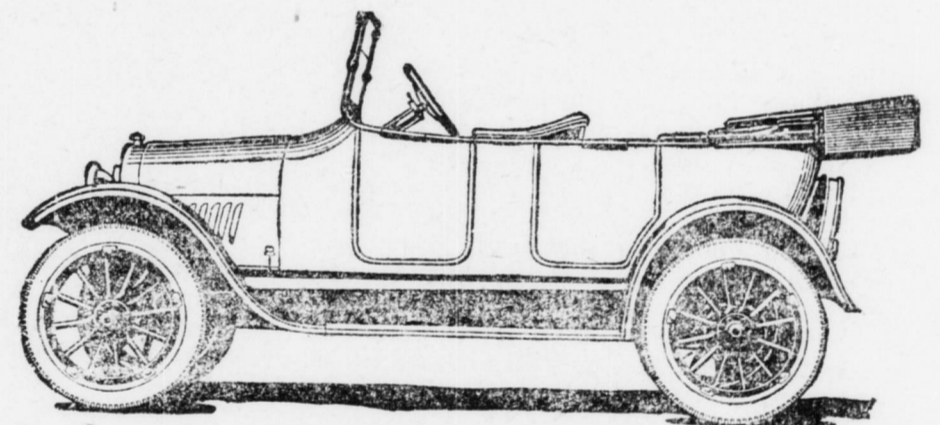
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The Economy Car of Quality

Why Not Pay a Little More and Get a Car



490 Model \$525 f. o. b. Flint, Mich.

- That uses about 25 per cent less gasoline.
- That uses from 1-3 to 1-1 as much oil.
- That is easier to guide.
- That has a Stewart Speedometer connected on transmission.
- That has three speeds forward.
- That has an oil gauge on dash.
- That has a one-man top.
- That has a gypsy style back curtain.
- That has a water pump.
- That has a radiator that will not freeze when motor is running.
- That has roller bearings in front wheels.
- That has a slanting windshield.
- That has a movable windshield for summer comfort.
- That has the Willard Rubber Thread Battery, guaranteed two years.
- That has a low theft insurance rate.
- That has pockets in all four doors.
- That has a hand shift lever.
- That has both a hand and foot gas accelerator.
- That is easy to start in cold weather.
- That is noted for its great pulling power.

- That has a National Headlight Lens.
- That has a fine appearing body.
- That has a triple baked enamel body and fenders that will last for years instead of paint that soon needs another coat.
- That has the same size tires front and rear.
- That has a new spiral gear differential (rear end) that carries a \$50 reward for anyone who will break the ring or pinion gear on a test.
- That has reduced the price \$326.00 since May 6th, and made about thirty improvements.
- That has an organization back of it that is not trying to see how cheap they can build it, but how good they can build it.
- That has a host of satisfied owners that are very much pleased that they paid "a little more."
- Don't take our word or some one else's, but ask the owners.
- Everywhere you look you see a Chevrolet. There is a reason—It is the lowest priced and most economical fully equipped car on the market and the best automobile buy today.

Everywhere You Look You See a Chevrolet

Forest City Motor Co.

FOREST CITY, N. C.

CARS SOLD ON EASY TERMS