

EFIRD'S—WHERE MORE FOLKS ARE BUYING EVERY DAY—EFIRD'S SAVE YOU MONEY.

EFIRD'S

Don't Forget we have all kinds of New OXFORDS and PUMPS you will be pleased to look at.

Announce the Arrival of New Dresses and Coat Suits

The Values that EFIRD'S Give in READY-TO-WEAR are well known. You will Find all of Fifth Avenue Styles Here and You are Invited to Inspect Them. You Don't Pay the Middle-Man's Profit When You Get Your Suit at EFIRD'S—Direct from the Largest Manufacturers. Our Buyers have just returned and report the Largest Purchase in the History of Our Business. On account of the "flu" epidemic that existed throughout the entire country our Buyers have been held off from going into the Market to Buy SPRING READY-TO-WEAR. By having the CASH to PLANK DOWN and Buy for TWENTY-FIVE BIG DEPARTMENT STORES, CLEANING UP WHOLE LOTS OF ONE NUMBER—Quantity Cutting No Figure With Us—are Responsible for Such Wonderful Values. EFIRD'S Will Sell READY-TO-WEAR AT LESS THAN MANUFACTURERS' WHOLESALE PRICE. This Big Purchase was Bought in a way that we CAN and WILL Sell at Retail at Prices Lower Than the Manufacturers asked Days Ago. BEADED GEORGETTE DRESSES, all colors, will Go on Sale at Abbut 1/2 Their REAL VALUE. THOUSANDS OF DOLLARS SAVED, AND WE EXPECT TO GIVE OUR CUSTOMERS THE BENEFIT OF IT!

NEW SPRING DRESSES
The Ideal of Perfection in Taffetas, Georgettes, Satins, Foullards, Jerseys, Tricotines and the Newest Combinations

\$25.00 values in Jerseys at	\$16.50
\$25.00 Taffetas at	\$19.75
\$35.00 Taffetas with all the new dainty touches of Spring at	\$24.50
\$50.00 and \$65.00 Beaded Georgettes in all the new shades at	\$35.00 and \$39.50
All Wool Tricotine, values to \$49.50, at	\$35.00
\$35.00 to \$50.00 Evening Dresses at	\$21.75

LADIES' FINE SUITS
Hand Tailored. These came in all the wanted colors, and materials. You may be sure when you get your Suit at EFIRD'S it is the newest.
Priced \$18.50 to \$75.00

One Lot Ladies' Taffeta, Georgette, Satin and All Kinds of Silk Dresses
\$25.00 values—Our Special \$18.50

The Best the Market Affords in WOMEN'S SPRING READ-TO-WEAR at the EFIRD'S SAVING PRICES. We Have What You Want at the Price You Want to Pay

We offer in Spring Suits of Tricotine, Serges, Poplins and Men's Wear Serges at a Saving of \$5 to \$20.

EFIRD'S Sells Women's Ready-to-Wear Cheaper Than Any Other House in North Carolina

\$25.00 values at	\$18.50 and \$19.75
\$20.00 values at	\$14.50
\$29.50 values at	\$22.50
\$35.00 values at	\$24.50
\$50.00 values at	\$35.00
\$65.00 values at	\$39.50

THE NEW POLO COATS ARE HERE
and are Priced at Big Saving. They are going to be very popular this season

SERGE and TRICOTINE DRESSES
These are all the New Spring Colors, made on the very newest models. Priced from \$7.95 to \$24.50

NEW SPRING COATS
New Spring Coats of Polo Cloth, Velours, Silver-tones, Serges, Tweeds and Jerseys, in all the new colors—Pekin, Reindeer, Rookey, Copen, Grey, Tan and Brown Specially Priced

\$19.50 values at	\$14.50
\$22.50 values at	\$16.50
\$25.00 values at	\$18.50
\$35.00 values at	\$25.00

DAINTY SPRING SHIRT WAISTS SHOWN IN QUITE A LARGE VARIETY

\$5.00 Georgette and Crepe de Chine Waists at	\$2.95
\$5.50 Beaded, Embroidered and Tailored Georgette Waists at	\$3.95
\$7.50 Georgette and Crepe de Chine Waists, large assortment, at	\$4.95
Ladies' extra size Georgette and Crepe de Chine Waists at	\$5.95 and \$6.95
New Voile Waists in White at	\$1.98, \$2.98 and \$3.98

SHOES—SHOES
New Spring Pumps and Oxfords. We can please you in your Shoes. We have them in all leathers and lasts. You are welcome to look them over.

EVERY LINK OF OUR CHAIN SPELLS ECONOMY. OUR 25 BIG DEPARTMENT STORES—BUYING AND SELLING FOR CASH—IS EASY WHY YOU CAN GET IT CHEAPER AT

EFIRD'S Department Store

WHERE YOU ALWAYS SAVE MONEY

Big Lot of NEW SPRING SILKS will be on Display at the Usual EFIRD'S Way—FOR LESS.

Tell your Friends to Meet You at EFIRD'S.

WRIGLEYS

For mother, father, the boys and girls. It's the sweet for all ages—at work or play.

When you're nervous or tired, see how it refreshes!

The Flavor Lasts

WRIGLEYS DOUBLEMINT CHEWING GUM

WRIGLEYS SPEARMINT CHEWING GUM

SEALED TIGHT-KEPT RIGHT

HINSON IS NOW OPPOSED TO CAPITAL PUNISHMENT

"Observer's" Recent Comment on the Subject Changed His Views—Death of Miss Williams.

Mineral Springs, E. F. D. 1, March 11.—Mr. C. C. Starbuck had three cows to find calves in one night recently. This is quite unusual as Mr. Starbuck only keeps four head of cattle.

Dr. W. H. Sapp made a trip to Columbia last Tuesday, and while away was taken seriously ill. He spent a short while in a hospital before being brought home. He is some better at present.

The fact that a person differs in his opinion from your own is often used as a basis to start a rumor. For instance, since the officers caught that 50 gallon still, which turned out to a 25 gallon out, and that 550 gallons of beer melted to 50 gallons of slop, some respected citizens have been all but convicted of a bunch of gossipers who never knew what it was to tell the truth. I wish to go on record as in favor of strict law enforcement, but lets not point out every citizen in the community where a still is caught as a black sheep, and remember that all wounds will heal except one, to one's character.

Miss Jane Williams, who made her home with Dr. W. H. Sapp, died last Saturday night. Miss Williams was a fine old lady, being near eighty odd years of age, and until recently could talk most interestingly of the olden days. She was a devout christian and a great Bible scholar, having read the Bible through several times. She could quote dozens of chapters at will. She was the daughter of Jesse Williams, who died almost a half century ago. She was a sister to Mrs. Anderson Beaver and Mrs. Clara Williams Bell and is survived by one brother, Mr. Wesley Williams, who lives near Lancaster. She was laid to rest at Tabernacle, where she had been a member almost sixty years. A great crowd was present to attend the good life this kind old lady had lived, and she will not only be missed in the home where she died but many friends will miss the cheery words and good counsel this nice old lady gave.

How many readers read the advertisements in The Journal? I will say that at least ninety per cent do and the ads. that appeal most are those that tell the article and the price. And speaking of ads., that Bank of Union ad., "The Farmer's Cow," is a well gotten up piece of advice that more farmers need to heed if they do not want to meet Mr. Hard Times right square in the face.

Novus Homo wrote a good article on farm tenantry some time ago and I believe I can answer for some of the poor land we have and some of the shiftless tenants by saying that if the farm owners would provide tenant houses that were comfortable, wells instead of sloppy springs a quarter mile away, some outbuildings that they might take care of what they have accumulated, a pasture for his cow, help him drain and lay off terraces, etc., there are not many tenants but what would remain from year to year at the same place, or become a farm owner. And one of the

The Cotton Farmer's Cow

The farmer who grows so much cotton that he has no room for a cow is neglecting a chance to make some easy money. If he would follow the advice of the American Cotton Association, if he would plant fewer acres of cotton, use carefully selected seed and fertilize highly—

He would increase his production of lint cotton per acre, thereby maintaining the standard of supplies, but reducing the net cost per pound;

He would have left acreage on his farm to keep cows, to raise hogs, to grow fruits and vegetables and grains.

These would feed his family and give him enough extra cash so that he could store his cotton in the system of warehouses advocated by the American Cotton Association and get for it a fair and equitable price.

This Bank, first, last and all the time, is for the American Cotton Association's program of better cotton, higher prices, diversified crops—and more money for all!

THE BANK OF UNION

W. S. BLAKENEY, President

R. G. LANEY Cashier

main reasons for this farm to town trend is because of the discomforts that the farmer and especially his wife have to endure, and as one lady said to me, "I had rather eat less, wear less, and have some comforts than to endure the unfinished homes and bad water in some homes I have lived in in the country."

Mr. Shelt Hays and his father, Mr. William Hays, spent Monday and Tuesday in Charlotte on business.

Mr. F. A. Plyler spent Sunday visiting friends at Heath Springs.

I have always favored capital punishment, and back in the days when the Macon debating society held sway at Prospect and I was always happy to represent the negative side of the question. And I want to say that I have heard good speakers speak thirty and forty minutes and make a poorer argument against it than our good friend "Observer" did in a couple of inches of space in Friday's issue. Probably it has come with age, or that I feel the responsibility of citizenship more. But I have become a convert to "Observer's" creed. To those who did not read his item, I will say, get your back paper and do so, for it is a real treat.

"Wife ever get an economical streak?"
"She does. Only this summer she figured out she could save eight dollars in one week by doing her own housework."
"How did it work out?"
"She got a cook book, I got dyspepsia, and the doctor got the eight dollars."

The SIKES Co.



Splendid assortments Horses, Mules, Buggies Wagons and Harness. Any day in the year. Blacksmith, Harness and Machine Shops.

The SIKES Co.

An Excellent Name. The fair young student at the Polytechnic, says the Argonaut, at the close of the cooking period, carefully wrote out a label that read "Yankee Jam" and pasted it on the side of the jar she had just filled. "But why Yankee Jam?" asked the teacher. "Well," was the young woman's reply, "every time I stirred it up it wanted to go over the top."