



THURSDAY---The Greatest of All DOLLAR DAYS

at EFIRD'S

Always Sells It for Less

DOLLAR SPECIALS IN TOILET DEPARTMENT FOR THURSDAY

- 3 pairs Palm Olive Face Cream, 50c value for \$1.00
- 4 cans Colgate Talcum Powder for \$1.00
- 5 cans Mennen's Talcum Powder for \$1.00
- 5 cans Mary Garden Talcum Powder for \$1.00
- 5 cakes Woodbury's Facial Soap for \$1.00
- 5 cans Cuticura Soap for \$1.00
- 5 cakes Pears Unscented Soap for \$1.00
- 10 cakes Jergens Transparent Toilet Soap for \$1.00
- 5 jars Mentholatum, 25c value for \$1.00
- 3 tubes of 25c Colgate's Tooth Paste and one Pro-phy-lac-tic tooth brush, a 50c value for \$1.00
- 5 tubes Colgate's Tooth Paste, large size \$1.00

14 CAKES PALM OLIVE SOAP FOR \$1.00

14 cakes regular 15c size Palmolive soap, \$2.10 worth, all day Thursday to customers only, not to merchants, for \$1.00

DOLLAR DAY SPECIALS IN THE HOSEIERY DEPARTMENT

- \$2.50 Knit Fashioned Silk Hose \$1.85
- \$2.50 Heaver Silk Hose, Black, Cordovan, White \$1.85
- Lat No. 2400 Fine Gauge Silk Hose \$1.85
- Z & S Fashion Silk Hose \$1.85
- Lat No. 900 Fashion Silk Hose, this is a \$2.00 value for Dollar Day only \$1.35

THURSDAY MORNING from 9 to 10 o'clock we will sell Ladies' White Cotton Hose, 25c value for 10c (Limit 3 pairs to a customer)

- 3 pairs of Ladies' Lisle Thread Hose, a regular 50c value, Dollar Day only \$1
- \$2.50 grade of drop stitch and open weft Silk Hose, special for today only \$1.85
- Black and White Silk Hose with White and Black Silk Clocks \$1.85
- 4 pairs of Childrens Sox, white and fancy tops, very special \$1.00
- 3 pairs of Ladies 75c Silk Beet Hose \$1.00

SILK POPLINS

- 26-in Silk Poplins and Failles in Black, Navy, etc. \$1.35

MUSLIN UNDERWEAR SPECIALS

- \$1.50 Embroidered White Petticoats \$1.00
- \$1.50 Slipover Gowns \$1.00
- \$1.50 Silk Camisoles \$1.00
- B. & J. Brassieres, up to \$1.50 \$1.00
- 2 pairs Childrens Bloomers for \$1.00
- 3 50c Muslin and Tape Waists \$1.00
- 3 pairs Children's Pants \$1.00
- Ladies' Dimity Check Union Suits \$1.00
- Infants' White Smock Batiste Dresses \$1.00

DOLLAR DAY SPECIALS IN NOTION DEPARTMENT

- 12 yards, 10c lace \$1.00
- 5 yards 25c lace \$1.00
- 7 yards 18c lace \$1.00
- 16 Button Silk Gloves \$1.00
- 1 box C. M. C. Cotton, regular price \$1.50 \$1.00
- 50 pairs White Kid Gloves, \$2.50 values, (Limit one pair to a customer) \$1.00
- \$1.00 off on Dollar Day on all Ladies' Hand Bags and Purses over \$4.00

REMEMBER THERE WILL BE HUNDREDS OF SPECIALS IN ALL DEPARTMENTS that we will not be able to advertise on account of limited space.

- One assortment counter, \$1.50 Muslin Underwear, Teddies, Underskirts, etc., Dollar Day, each \$1.00
- One Hundred 24-inch Suitcases, Dollar Day, each \$1.00
- \$1.50 value White Wash Skirts; Thursday, Dollar Day, each \$1.00

12 ROLLS OF 10c TOILET PAPER \$1.00

- 5 yards of 60-in. Sea Island Sheeting Thursday morning from 9 to 10 o'clock for \$1.00



- 100 pairs of Ladies' white Canvas boots, low and high heels, all sizes; Dollar Day price, pair \$1.98
- 350 pairs of Ladies' and Misses' tan, suede and patent Pumps, sizes up to 5 Dollar Day Price, pair \$1.00

SPECIAL Dollar Day Sale



SPECIAL DOLLAR DAY REDUCTION IN OUR READY-TO-WEAR DEPARTMENT

- \$1.00 off on all Ladies Coats, Suits or Dresses amounting to \$10.00.
- \$2.00 off on all Suits, Coats, Dresses amounting to \$22.50.
- \$1.00 off on any Waist over \$6.00.
- \$1.00 off on all Skirts over \$6.00.

\$2.00 SILK HOSE \$1.00

THURSDAY MORNING from 9 to 10 o'clock we will sell regular \$2.00 Fashion Silk Hose with seams up the back, in Black, White and colors at \$1.00 (Limit 3 pairs to a customer)

WANTED: 15 Extra Sales

Girls For Dollar Day.

SPECIAL REDUCTIONS IN MEN'S AND BOY'S CLOTHING AND FURNISHINGS

- \$1.00 off on all Boys' Suits over \$4.98
- \$1.00 off on all Men's Pants over \$5.00
- \$1.00 off on all Men's and Ladies' Shoes and Oxfords or Pumps over \$6.00
- \$1.00 off on all Men's Silk Shirts over \$4.98.
- \$1.00 off on any Men's Suit from \$10.00 to \$20.00.
- \$2.00 off on any Men's Suit from \$20.00 to \$30.00.
- \$3.00 off on any Men's Suit from \$30.00 to \$40.00.
- \$4.00 off on any Men's Suit from \$40.00 to \$50.00.
- \$5.00 off on any Men's Suit from \$50.00 to \$60.00.
- \$1.00 off on any Men's Hat over \$3.00 on Dollar Day only.
- \$1.00 off on all purchases of Overalls amounting to \$5.00.

STAPLE COTTON GOODS DOLLAR DAY LESS THAN MARKET PRICES

- 4 yards of 35c Hickory Stripe \$1.00
- 3 yards of Hamilton Hickory \$1.00
- 4 yards of Three A Sheeting \$1.00
- 4 yards of Father George Sheeting \$1.00
- 5 yards of 25c Maltress Ticking \$1.00
- 4 yards of 29c Gingham for \$1.00
- 5 yards of 25c Apron Check Gingham \$1.00
- 3 yards of 45c Gingham for \$1.00
- 5 yards of 25c Curtain Serim for \$1.00
- 2 1/2 yards of 45c Romper Cloth \$1.00
- 3 yards of 39c Cretonnes \$1.00
- 100 Silk Camisoles, \$1.50 kind; Thursday Dollar Day, each \$1.00
- Children's Drawers, 50c values, Dollar Day, 3 for \$1.00



- \$1.00 off on any dress \$10 and up to \$29
- DOLLAR DAY, \$2.00 off on any dress \$20 and up to \$30.
- DOLLAR DAY, \$3.00 off on any dress \$30 and up Dollar Day.

SPECIALS IN MEN'S FURNISHINGS FOR DOLLAR DAY ONLY

- 3 pairs of Men's Silk Sox, 50c value for \$1.00
- 3 pairs of Men's Colored Cotton Sox, 25c value \$1.00
- 4 Men's Lion brand Collars, 35c value for \$1.00
- 4 Men's Arrow brand Collars, 35c value for \$1.00
- 3 Men's Four-in-Hand Ties, 50c value for \$1.00
- 1 regular \$1.50 Tie for \$1.00
- 100 Men's Dress Shirts, values up to \$1.75 \$1.00
- 100 Men's Dress Hats, values up to \$2.00 \$1.00
- \$1.50 Men's Summer Union Suits \$1.00

OTHER DOLLAR DAY

SPECIALS IN NEW SPRING SHIRT WAISTS

- \$5.00 Georgette and Crepe de Chine Waists, at \$2.95
- \$6.50 and \$7.50 Georgette and Crepe de Chine Waists in a fine range of styles and colors. Special at \$4.95
- \$1.00 off any Shirt Waist in the house above \$5.00.
- \$3.50 White Voile Waists, at \$2.95
- \$5.00 White Voile Waists, at \$3.95
- One counter of Shirt Waists, consisting of Georgettes, Crepe de Chine and Voiles. Values to \$5.00, 9 to 10 o'clock Dollar Day, at \$1.00

SPECIAL DOLLAR DAY REDUCTION IN OUR SILK AND DRESS GOODS DEPARTMENT

On all purchases amounting to \$6.00 we will allow you \$1 off. This is in addition to the special prices we are offering for the day.

Special shoe counter for Dollar Day only—Ladies' White Canvas Oxfords and Boots, also Children's White Canvas Boots and Saddles, pair \$1.00

Added Shoe Special—\$1 off on any Ladies' or Men's Shoe or Oxford in regular stock selling now for \$9.95 or above.

Efird's Department Store

209-211 West Main Avenue.

GASTONIA, N. C.