

Men's \$2.50 and \$3.00 shoes all leather, special \$1.98

A Few Cold Weather Specials for

Ladies \$4.00 patent velvet top, leather shoes special \$2.98

Saturday and Monday at

EFFIRDS

THE - NEW - STORE

Men's Fine Shoes

Men's Split Calf Blucher . . . \$1.24
Men's Satin Calf Blucher . . . \$1.49
Men's Longwear Shoes, Gun Metal, Tan, Pat. Leather, etc. . . \$1.98
Our Special every pair guaranteed in Box Calf, Tan, Patent Leather, etc. . . \$2.98
Men's Fine Gun Metal, Tan, Patent Leather, etc., a regular \$4.50 value, our leader, at . . . \$3.50

Men's Heavy Shoes

Cannon Ball Tan . . . \$1.98
Kangaroo Kip . . . \$1.98
The Good Patrol . . . \$1.24
U. S. Flag Brand . . . \$1.24
Men's Heavy Cable Screwed, every pair guaranteed water proof, Special at . . . \$2.98
The "Hub" in Black . . . \$1.98
\$2.50 Eye Opener . . . \$1.98

Boys' Fine Shoes

Somerset Pat. Leather . . . \$1.98
Patent Calf Blucher . . . \$1.98
Gun Calf . . . \$1.98
Velour Calf . . . \$1.49
Box Calf Blucher . . . \$1.49
Satin Calf Blucher . . . \$1.49
Box Calf . . . \$1.24
Boys' Box Calf Shoes . . . \$1.39
Colored Grain . . . \$1.49
Veal Kip Blucher . . . \$1.24

Ladies' Easy Wearers

Dongola Noxit . . . 98c
Old Ladies' Warm Shoes . . . 98c
\$1.50 Tobacco, guaranteed . . \$1.24
\$1.50 Marcella . . . \$1.24
Southland Beele . . . \$1.49
Southern Girl . . . \$1.98
Pears that Wears . . . \$1.98
Old Ladies' Comfort . . . \$1.24
Old Ladies' Comfort in Dress Shoe at . . . \$1.98

Ladies' Heavy Shoes

Heavy Cap Toe . . . \$1.24
Heavy Plain Toe . . . \$1.24
Veal Calf . . . \$1.24
Kangaroo Calf Climax . . . \$1.24
Best Split Polish . . . \$1.24
Elk Calf Superior . . . \$1.49
The Bell Shoe in plain or cap toe, at . . . \$1.49

Little Gents Fine Shoes

Box Calf Blucher . . . 98c
Tan Russett . . . 98c
Velour Calf . . . \$1.24
Vici Kid Blucher . . . \$1.24
Tan Blizzard . . . \$1.24
Gun Calf . . . \$1.24
Colored Grain . . . \$1.24
Box Calf . . . \$1.24

Ladies' Fine Shoes

Patent Colt Button . . . \$2.98
Patent Colt Blucher . . . \$2.98
High Velvet Top Button . . . \$2.98
Cravenette Top Button . . . \$2.98
Kid Blucher Polish . . . \$2.49
Kid Button . . . \$2.49
\$2.50 Kid Button . . . \$1.98
\$2.50 Kid Blucher . . . \$1.98
\$3 Boston Girl Pat. Button . . \$1.98
Boston Girl, Vici, Pat. Tip . . \$1.98
Southern Girl in Tan . . . \$1.98
Low Heel Cravenette Top . . \$2.49
Southland Belle . . . \$1.49
The Pair that Wears . . . \$1.98
Southern Girl in Black and Tan at . . . \$1.98
Long Wear in Pat. Leather \$1.49

Wool Dress Goods Specials

Storm Serge, a real imitation of wool Goods, in Navy Blue and all colors, at . . . 18c
Shepherd Plaid, book-fold Dress Goods, 25c quality . . . 12 1-2c
Pekin Stripe, imitation of Woolen goods, Black and all Colors 12 1-2 Book-fold heavy weight Woolen Goods, all colors . . . 25c
Brilliantine, Black and all colors at . . . 29c
Best 50c quality Stripe Woolen Goods, in Blacks, Blues, Greys, Browns, Reds, etc., Special . . 39c
Wool Storm Serge, Navy Blue, Blacks, etc. . . 69c

12-Ounce Bed Tick 16 1-2c

12-ounce Bed Tick, at . . . 16 1-2c
Best feather proof Tick, heaviest weight, new stripe . . . 16 1-2c
12 1-2c Tick . . . 10c
Best Straw Tick . . . 7 1-2c

Silk Specials

New Dress Silks in all shades, 30-in. regular \$1 and \$1.25, at . . . 89c
Black Taffeta, 36 inch, \$1.00 quality, Special . . . 69c
Taffeta Silk, 1 yard wide, in all colors, Special . . . 98c
Fancy Silk, 32-inch all colors, Special . . . 25c
Fancy Kobe Silks, in all colors, for School Dresses . . . 15c

Men's Sample Hats

All styles, all colors, all makes, worth up to \$1.00, Special . . . 69c
\$1.50 Pride of America Hats . . 98c
\$2.50 celebrated hand finish . . \$1.48
\$2.50 Stetson shapes . . . \$1.48
\$2.50 Stetson shapes in stiff Hats, at . . . \$1.48
\$1.50 Derby Hat . . . 98c

50c Shirts, Collars Attached 37 1-2c

Big Sample lot 50c soft collar Shirts, Special . . . 37 1-2c
Cream soft collar Shirt . . . 49c
Soft collar Mercerized . . . 98c

Men's Sweaters 49c

Men's Sweaters, . . . 49c
75c heavy gray Coat Sweaters, taped in red and blue, Special . . . 49c
\$1.50 Coat Sweaters . . . 98c
75c Blue Overshirts . . . 49c
All Wool Top Shirts . . . \$1.48

Boys' Sweaters

New lot Boys' Coat Sweaters, Special . . . 29c
Boys' Oxford gray Coat Style . . 48c
Boys' Overshirts . . . 29c
Boys' Hickory Work Shirts . . . 25c
Boys' sample Negligee Shirts . . 25c

50c Work Shirts

50c Blue Chambrays . . . 37 1-2c
50c Hickory Stripes . . . 37 1-2c
50c Army color . . . 37 1-2c
50c Heavy Shirting Stripes . . 37 1-2c
50c Double Shoulders . . . 37 1-2c
Big job lot . . . 25c

\$1 Overalls Special 75c

Best blue Overalls, heaviest weight, double front, all sizes, Special 75c
Kentucky Jeans Pants . . . 98c

50c Men's Ribbed Underwear 37 1-2c

50c quality Men's fine ribbed Underwear; Shirts with Drawers to match, Special . . . 37 1-2c
75c ribbed elastic stitched, Special at . . . 48c
Mary Jane Drawers . . . 23c

Wright's Health Underwear 75c

Best \$1 Underwear made, "Wright's Health," in mercerized cotton fleece, heavy ribbed, spring needle, etc. all the different kinds, Special at . . . 75c

60c Elastic Seam Drawers 42 1-2c

Best 60c quality elastic seam Drawers, canton lined, Special . . 42 1-2c
All 50c fleece lined Shirts and Drawers . . . 37 1-2c
Big counter Men's ribbed Underwear at . . . 25c

A Few Strong Specials in Dry Goods

Heavy Grey double fleece Outing, 8-1-3c quality . . . 6 1-2c
Best 10c quality heavy double fleece Outings, Pink, Brown, Grey, Blue, etc. . . 8 1-3c
Anderson Flannels, the heaviest and best Outings, made in all the pretty dark dress styles . . . 10c
Light Outings and Pin stripes, small checks, etc., all colors . . . 10c
Solid color Outings, Pink, Light, Blue, etc. . . 8 1-3 and 10c

Wool Flannels

25c quality Cream Wool Flannel 18c
All Wool Red and Cream Flannel at . . . 25c
Yard-wide best 50c Cream Flannel at . . . 39c
25c quality heavy Grey Flannel 18c

Cotton Flannels

Unbleached Cotton Flannels . . 7 1-2c
Twill Back Cotton Flannels 8 1-3c
An extra heavy weight Cotton Flannel . . . 10c
10c quality bleached pure white Cotton Flannel . . . 8 1-3c

N. Y. Mills Sheets

\$1.00 New York Mills Seamless Sheets, size 81x90, Special . . . 63c
85c value New York Mills Seamless Sheets, Special . . . 49c
Full size Bed Sheets . . . 39c
Pillow Cases . . . 10c
N. Y. Mills Pillow Cases . . . 12 1-2c

Hamilton Draperies

All the newest fall colors in Hamilton Draperies, Special . . . 8 1-3c
White, Cream and Pink Outing . . 10c
Renfrew Dress Gingham . . . 10c
Yard-wide Dress Gingham . . . 10c

Ladies' Sweaters

\$2.50 Ladies' Sweaters . . . \$1.98
\$2.50 all Wool Sweaters . . . \$1.98
\$3 and \$3.50 Wool Sweaters . . \$2.48
Ladies' all Wool Sweaters worth \$5, Special . . . \$2.98
Ladies' Wool Sweaters . . . 98c
Fancy color Sweaters . . . 49c
Men's Coat Sweaters . . . 49c

Odd Specials

Salem Almanac . . . 3c
5c Bottle Vaseline . . . 2 1-2c
2 Balls Sewing Cotton . . . 1c
3 Gold Dust, 5c size . . . 10c
3 Small Gold Dust . . . 5c
3 Swift's Soap . . . 10c
10c Quilt Cotton . . . 7 1-2c
25c Ladies elastic Belts . . . 10c
2 packages Success Soda . . . 5c
1 Air Float Talcum . . . 15c
1 Can Air Float Powder . . . 5c
Mennen's Talcum Powder, Borated or Perfumed . . . 12 1-2c
1 Box Sweet Maiden Soap . . . 10c
1 Cake Cuticura Soap . . . 19c
10c Box Paper and Envelopes . . 5c
3 Pounds rice . . . 18c

Our Motto: Satisfaction Guaranteed or Your Money Promptly and Cheerfully Refunded

EFFIRDS'S

Gastonia's Only one Price Cash Store--Wholesale and Retail Stores
Charlotte and Concord

Wrights Health underwear \$1.00 garment special 75c

Ladies \$2.50 and \$3.00 all wool sweaters \$1.98