

**\$3.50**  
Men's Shoes  
Special  
**\$1.98**

**More New Cold Weather Specials**

For  
**Thursday, Friday and Saturday**

At  
**EFIRD'S**

Ladies' \$2.00  
Sample Shoes  
Special  
**98c**

**Men's Fine Clothing \$10**

100 different colors to select from, all the season's newest stripes in all wool, best makes, worth up to \$15

Special \$10.00

We have come to Gastonia to stay and to build up a big one price cash business, just as we have done in Charlotte and Concord, and to do it we are offering the people of Gastonia and surrounding counties goods at prices they have never before had of. Buying goods for both our Wholesale and Retail Stores puts us in a position where quantity is no item if the piece is right and when we buy a bargain we sell one. Always working to the interest of our customers.  
**MAKE OUR STORE YOUR HOME WHILE IN TOWN.**

**\$16.50 Black Granite Suits \$10**

All wool Black Granite Suits, guaranteed never to rub up, wears longer looks better than any black suit and easy worth \$16.00

Special \$10.00

**Hall Curtains**

Three yard length Hall Curtains in several pretty patterns \$1.98 Regular \$4.50 and \$5 Hall Curtains in the pretty Dark Red, Dark Green and several other handsome patterns \$2.98 and \$3.98

**Yard Wide Carpet 25c**

10 rolls yard-wide Ingrain Carpet, all new patterns, regular 45c value, at 25c

**\$1.00 Suit Cases, 79c**

Tan and olive color Suit Cases 79c \$1.50 Suit Cases, linen lined, with straps inside. Special 98c Flat top Trunks from \$1.98 to \$5.98

**Men's Sample Hats 69c**

All styles, all colors, all makes, worth up to \$1. 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 Hats 98c

**Big Specials in Boys' Clothing**

Little Boys' Rouse Suits 98c Little Boys Knicker D. B. \$1.24 \$2.00 Boys Suits \$1.48 \$2.50 Boys Suits \$1.98 \$3.00 all wool Suits \$2.48 Big Boys Suits up to age 18 at \$1.48 to \$1.98

**25c Boys' Pants, 19c**

Boys Knicker Pants, 25c value. Special 19c All wool, large sizes 49c Big Boys Pants, up to age 18 49c

**25c Silk Ties, 10c**

Reversible Silk Ties, 25c value 10c Ball Bearing Garters 19c President Suspenders 48c Soft, wide hemstitched handkerchiefs at 5c

**All Wool Broadcloth**

54-inch all Wool Broadcloth in Garnet, Black, Red, Navy, Brown, etc., best \$1.00 quality. Special at 75c 44-inch Chiffon Panama Cloth 39c \$1.25 quality all Wool Coat Suit Cloths, new Stripes, Two-Toned Colors, etc., heavy weight 75c Storm Serge in Black, Navy Blue, Red, Brown, etc. 50c 50c quality Fancy Stripe Dress Goods, Black, Blue, Grey, Red, etc. 39c 50c quality Brilliantine 39c 50-inch Chiffon Panama and Mohair, Black and all colors 50c 54-inch heavy weight Broadcloth in Black, Red, Blue, etc. 50c Book-Fold Shepherd Plaid Dress Goods, a real imitation of Woolen Goods 12 1-2c Pekin Stripe Dress Goods, Black, Navy, Garnet, Brown, etc. 12 1-2c 54-inch all Wool Satin Finish Broadcloth, Black and all the leading colors 98c

**Silk Specials**

New Dress Silks in all shades, 30-in. regular \$1 and \$1.25, 89c Black Taffeta, 36-inch, \$1.00 quality. Special 69c Fancy Silks, 30-inch, all colors 25c Fancy Plaids in all colors, for school dresses, 32-inch. Special 25c Shepard plaid Suitings, 32-inch at 12 1-2c Cotton Poplins, in all colors, 30-in. at 12 1-2c

**Guaranteed Time Pieces**

Guaranteed Alarm Clocks 59c \$2.00 Ironclad Alarm Clocks 98c \$2.00 Alternating Alarm Clocks 98c Eight Day Strike and Alarm \$1.98

**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

**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

**Men's Sweaters 46c**

75c heavy gray Coat Sweaters, taped in Red and Blue. Special 49c \$1.50 Coat Sweaters 98c

**Boys' Sweaters**

New lot Boy's Coat Sweaters. Special 29c Boys' Overshirts 25c Boy's Hickory Work Shirts 25c Boy's sample Neglige Shirts 25c

**Sample Suspenders, 19c**

100 dozen Men's Sample Suspenders, some of all makes, worth up to 50 cents. Special 19c Boys 25c Sample Suspenders 10c

**Shoes! Shoes! Shoes! Shoes!**

**Men's Fine Shoes**

**\$1.98**

Somerset Long Wear \$1.98 Bright Calf Blucher \$1.98 \$2.50 Gun Metal \$1.98 \$2.50 Box Calf \$1.98 \$2.50 Eye Opener \$1.98 \$2.50 Patent Leather \$1.98 \$2.50 Gun Calf \$1.98 \$2.50 Russian Calf \$1.98 Old Gentleman's Easy Wear \$1.98 Kangaroo Calf \$1.49 Top Gallant with fancy toe \$1.49

**Ladies' Easy Wearers**

Old ladies warm Shoe 98c Pongola Noxit 98c \$1.50 Tabasco, guaranteed \$1.24 Columbia Dongola \$1.24 Southland Belle \$1.49 Southern Girl, solid leather \$1.98 Pears that Wears \$1.98 Old Ladies Comfort, in dress Shoe at \$1.98

**Baby Shoes**

Soft Soles, all colors 25c Leather with sewed bottoms 25, 49c Solid leather, one heel tap 49c Vici Polish 64c Little Tramp 75c Red Button 98c Matt Top Button 98c

**Children's Shoes**

Little Tramp School Shoe 98c Kangaroo Polish 98c Rock Island Kangaroo 98c Elsie's Best \$1.24 Pears that Wears 98c and \$1.24 New South \$1.24 Long wear Bell Shoes \$1.24 wear 25c Pears that Wears, in button \$1.24

**Men's High Grade Shoes**

\$4.50 Tan Button and Lace \$3.50 \$4.50 Fancy Stitched Shoe \$3.50 \$3.50 Box Calf \$2.98 \$3.50 Velour Calf \$2.98 \$3.50 Pat. Leather Button \$2.98

**Underwear**

**50c Men's Ribbed Underwear 25c**

50c quality Men's fine ribbed Underwear, Shirts with Drawers to match. Special 25c Mary Jane Drawers 25c

**Wright's Health Underwear, 75c**

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

**60c Elastic Seam Drawers, 42 1-2c**

Best 60c quality elastic seam Drawers, cotton lined. Special 42 1-2c All 50c fleece lined Shirts and Drawers 37 1-2c

**Boys' Fine Shoes**

Somerset Pat. Leather \$1.98 Patent Colt Blucher \$1.98 Velour Calf \$1.49 Box Calf Blucher \$1.49 Satin Calf Blucher \$1.49 Box Calf \$1.24 Kangaroo Calf \$1.24 Boys' Satin Calf Blucher \$1.24 Boys' Fine Shoes \$1.24 Boys' heavy Kangaroo Shoes \$1.49 Boys' Broggies \$1.24 Veal Kip Blucher \$1.24 Gun Metal Button \$1.98 Colored grain \$1.49

**Men's Heavy Sewed Cable Screwed Shoes**

Cannon Ball Tan \$1.98 The "Hub" in black \$1.98 Kangaroo Kip \$1.98 Good Regulator \$1.69 Tan Elk Skin Calf \$2.48 Olive Elk Skin Calf \$2.48 Black Kangaroo Blucher \$1.48 U. S. Flag Brand \$1.24 Heavy Sole Patrol \$1.24 Creedmoor, in cap toe \$1.49

**Ladies' Fine Shoes**

Patn. Colt Button \$2.98 Patent Colt Blucher \$2.98 High Velvet top Button \$2.98 Cravenette top Button \$2.98 Patent Kid Blucher \$2.98 Kid Button \$2.49 Kid Blucher Polish \$2.49 \$2.50 Kid Button \$1.98 \$2.50 Kid Blucher \$1.98 Newest Lasts in Lace \$1.98 \$3 Boston Girl, pat. button \$1.98 Boston Girl, vici, patent tip \$1.98 Southern Girl, in plain toe, patent, at \$1.98 Southern Girl in tan \$1.98 Cravenette top, vici button \$2.49

**Ladies' Heavy Shoes**

Heavy Cap Toe \$1.24 Heavy Plain Toe \$1.24 Veal Calf \$1.24 Kangaroo Calf Climax \$1.24 Rock Island \$1.24 Elk Calf Superior \$1.49 Rouse Kangaroo \$1.24 The Bell Shoe in cap toe \$1.49

**50c**

Men's Sample Suspenders

Special

**19c**

Satisfaction Guaranteed or Your Money Promptly Refunded.

**EFIRD'S**

In The Heath Building, Also Wholesale and Retail Stores Charlotte and Concord.

**\$15.00**

Men's All-wool Suits

Special

**\$10.00**