

Women's Black Underskirts

We have a particularly handsome assortment in this line right now, showing the imitation Heatherbloom and Popular Cotton Cloths. These Underskirts are splendidly made and beautifully finished. They are regular \$1 values, going at this sale

79 Cents Each

Two Whole Pages of Holiday Specials

For Friday,
Saturday and
Xmas Week

EFFIRD'S

The New
One Price
Cash Store

\$5.00 Elkin Wool

BLANKETS

Special \$3.48

Hamilton Draperies

8 1-3c

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

15c Lady Cloth, 10c

15c soft finish Bleach 10c
All 12 1-2c and 15c Bleachings 10c
10c Bleaching 7 1-2c
Cannon Cloth 10c

Percales, 5c

All colors in Remnant Percales. Special 5c
10c Bleaching 6 1-2c
Domino Gingham 6 1-2c
American Prints 6 1-2c

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

Corset Specials

La La Corsets, all sizes, Special for these days, at 10c
Ladies' W. and S. Corsets with hose supporter attached at 49c
Regular \$1.50 Larine Corsets with hose supporters at 98c

Heavy Outings

Heavy gray 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, Checks, etc., in all colors 10c
Solid color Outings, Pink, light rose, etc. 10c

Wool Flannels

25c quality Cream Wool Flannel 18c
All wool Red and Cream Flannel 25c
Yard wide best 50 cent Cream Flannel 39c
25c quality heavy Grey Flannel 18c

1911

**Blum's Salem
Almanacs**

Special, 3 Cents

J. & P. COATS SPOOL COTTON, 6 for 18c

Both Friday and Saturday morning, from 9:30 to 10 o'clock we will sell 6 spools

J. & P. COATS SPOOL COTTON for 18c

Bleached Ribbed Vests, 37 1-2c

Ladies' 50c Bleached Ribbed Vests, Special 37 1-2c
Ladies' 39c Unbleached Vests, Special 25c

**THE PRICES ON THESE TWO PAGES WILL NOT BE
CHANGED AS LONG AS THE GOODS LAST**

25c PURE LINEN, 15c

White Dress Linen, 25c quality, Special 15c
15c Brown Dress Linen 10c

Cotton Flannels

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

**Ladies' Bleached Vests
25c**

All sizes Ladies' 39c Bleached Vests, Special 25c
50c Bleached Vests, Special 37 1-2c
Ladies' fine ribbed Vests 37 1-2c

**\$2 Ladies' Shirt Waists
98c**

All our best \$2.00 Ladies' white Shirt Waists. Special 98c
LADIES' WOOL KNIT SCARFS,
ALL COLORS, AT CUT PRICES.

H. S. Corsets, 49c

The best \$1.00 Corset made, with hose supporters. Special 49c
W. & S. Corsets 49c
La Reine Corsets 98c

50c Brilliantine, 29c

All color Brilliantine, best 50c value. Special 29c
50c fancy wool Suiting 39c

Hosiery Specials

Infants Seamless Hose 5 and 10c
Misses' Seamless Hose, guaranteed Stainless, Special 10c
Misses' double heel and toe 10c
Misses' extra fine ribbed Hose 15c
Boys' and Girls' heavy ribbed Hose at 10c, 3 for 25c
Ladies' 25c thin gauze Hose 12 1-2c

**Talcum Powder
Specials**

1 lb. box Air Float, regular 25 cent size. Special 15c
1 box Air Float Powder, Special 10c
1 box Mennen's Borated Talcum Powder 10c
1 box Mennen's Violet Talcum Powder, Special 10c
1 box Oakley's Corylopsis Talcum Powder 15c

Birdeye Cloth

18-inch Birdeye Cloth 49c
24-inch Birdeye Cloth 74c
27-inch Birdeye Cloth 88c
3-4 Rubber Sheeting 39c
4-4 Rubber Sheeting 49c

**Fringed Window Shades
25c**

All colors Window Shades with and without fringe. Special 25c
All colors best Table Oil Cloth, per yard 19c
Lace Curtains, per pair 35c
\$1.50 Lace Curtains, full 3 1-2 yds. long 98c
\$2.00 Lace Curtains \$1.48
\$5.00 Lace Curtains, Special \$3.48
\$2.50 Rugs \$1.98
\$5.00 Axminster Rugs \$3.48

**11-4 Elkin Blankets
\$2.98**

All wool Elkin Blankets, full 11-4. Special \$2.98
\$5 Elkin Blankets, all pure wool. Special \$3.48
All wool Red Blankets \$3.48
\$7.50 12-4 wool Blankets. Special \$4.98
12-4 Cotton Wool Blankets \$1.48
11-4 Cotton Blankets, Special .98c
Good, heavy Bed Quilts .79 and 98c
\$3.00 Cotton Comforts \$1.98

**Wool Dress Goods
Specials**

Storm Serge, a real imitation of wool Goods, 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 1-2c
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

**12-Ounce Bed Tick
16 1-2**

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

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

Toilet Soap Specials

1 box Sweet Malden Soap 10c
1 cake Palm Olive Soap 7 1-2c
1 cake Castile Soap 10c
3 cakes Fairy Soap 10c
10c size Fairy Soap 5c
1 box Almond Oil Complexion Soap for 17c
1 box Lana Oil Buttermilk Soap 17c
1 box Cosmo Buttermilk Soap 17c
1 cake Cuticura Soap 19c
1 cake Cuticura Shaving Soap 15c

BIG

**Specials in
School Supplies**

The Big 5 Cent Pencil Tablet and 2 Cent Pencil, both for
5 Cents

Your Money Refunded for Any Unsatisfactory Purchase

We have the best variety of
Baby Dolls
to be found in Gastonia
THE PRICES ARE INTERESTING

EFFIRD'S
THE ONE PRICE CASH STORE

**Mennen's Talcum 10c
Powder, all kinds**

Palm Olive Soap 7 1-2c