

Don't Judge Our Goods
By The Prices, But Judge
Our Prices By The Goods.

EFIRD'S

October Bargains

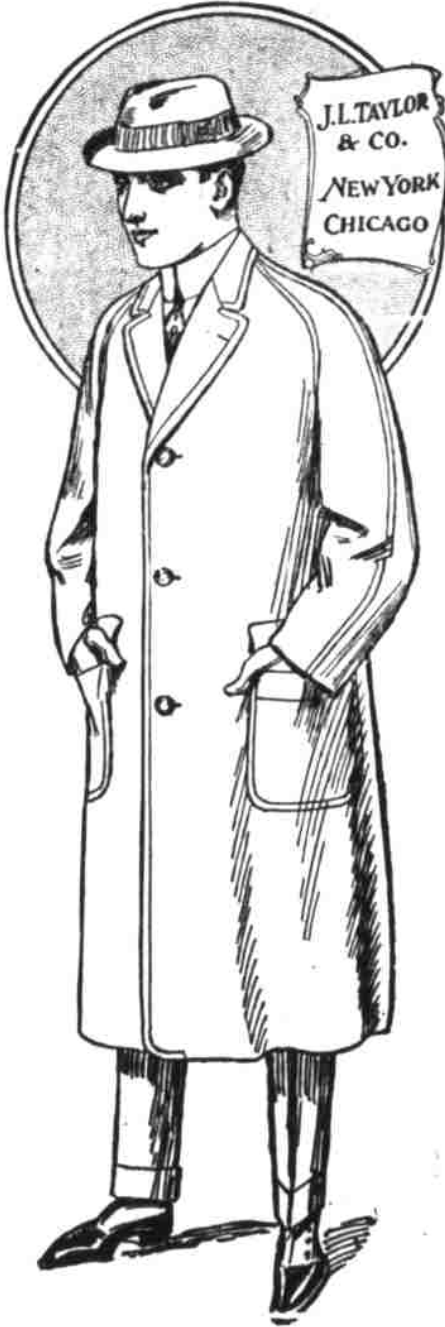
Every Article Sold, is Sold
at a Reduction-Buy Where
You Can Save Money.

Order By Mail

We Pay Postage

Low Prices on Men's and Boys' Clothing

Men's three piece wool
suit worth \$10 now sell-
ing at \$5.98
Men's Blue serge \$15.00
suits now selling at \$10
Men's worsted in Greys
and mouse etc., worth
\$12.50 to \$15.00 in the
latest of tweeds, worst-
eds, chevots, etc. Spec-
ial \$10.00.
Men's 3 piece Blue serge
suits \$10.00 value at
\$7.50
Young men's \$16.50
Norfolk suits made to
wear shades of Blue and
Brown special \$10.00
Other good suits for men
at \$3.98, \$4.98, \$5.98
and \$6.98.



Comforts and Blankets

\$1.50 Full-size Comforts 98c
\$2.00 Values in Comforts at . . . \$1.23
\$5.00 Quality Wool Blankets . . . \$3.48
\$1.00 Quality Wool Blankets . . . \$2.98

Men's Underwear at Low Prices

50c Fleece lined Underwear 37 1-2c
75c Hanes' Underwear 42 1-2c
Boys' fleece lined Underwear . . . 25c
Little Boys Union Suits 25c
One lot 50c Ribbed Underwear, 50c
value, special 39c
Boys' fleece lined Union Suits, 75c
value, special 48c

Children's Long Coats

We have got the biggest stock of
Children's and Misses' Coats ever
shown before in Gastonia.
All sizes from 2 years old up. All
prices as low as . . . \$1.48 and up
We will be glad for you to come
in and see them. As prices talk.
Big values in Children's and Wo-
men's Ready-Made Dresses.

Boys' and Girls' Union Suits

The Boys' and Girls' want Union
Suits to keep them warm. We have
them for you, come and get them.
Now is the time. We are offering
the biggest values we have ever of-
fered before in Boys' and Girls' Un-
ion Suits at 48c
Misses' bleached Underwear, Shirts
and Drawers separate, at . . . 25c
Little folks Union Suits 25c
Misses' bleached, fleece lined Union
Suits at 48c
Boys' 75c Union Suits 48c

Buy Blankets Now

With Winter just around the cor-
ner it is time to think about your
Winter bedding. A big shipment of
Wool and Cotton Blankets, large siz-
es, special prices:
\$5.00 Wool Blankets \$3.48
\$4.00 Wool Blankets \$2.98
\$3.50 Wool Blankets \$2.48
\$1.50 Cotton Blankets \$1.23
\$1.25 Cotton Blankets 98c
\$1.00 Cotton Blankets 79 and 88c
One lot Cotton Blankets at . . . 48c
Biggest values in Cotton Comforts
to be found in Gastonia can be had
at Efird's.

The Exposition of Ready-to- wear is Open in Full Swing

Charming styles are here for your
choosing at the low prices. In our
ready-to-wear department you save
on every item. Exquisite Tailored
Suits, beautiful new one-piece Silk
and Serge Dresses, New York's latest
Coat Craze is shown by cut. We
would rather for you to see all these
beautiful things with your own eyes
and see the exceptionally low prices
we are offering them at

Friday, Saturday and Monday

We will eclipse any previous ef-
forts made in Suit and Coat selling
—our buyer fresh from New York
last week, bought some of the great-
est bargains we have ever been able
to offer before.

YOUR CASH WILL COUNT
MORE AT EFIRD'S.

Petticoat Sale, Truly

We have just received by Express
300 New Silk Messaline Petticoats,
almost every color you could name.
100 Bright Green ones, every one
would be a bargain at \$2.48. Our
special price while they last is \$1.69
each.

Ladies' Bleached Ribbed Underwear

Ladies' Bleached Ribbed Underwear . . . 25c
Ladies' 50c quality Bleached Ribbed
Underwear 38c
Ladies' 75c Union Suits 48c

Silk Dresses for Only \$4.98

We have these for evening, after-
noon and street wear in all shades,
colors and materials.
Style is supreme in all and the prices
are \$1.98 to \$19.50

Come in and see our new Clothing and Pants, and our Tailor's sam-
ples. We also handle three of the best lines of Hats made for men. They
are John B. Stetson, The Pride of America, and Celebrated Hand Finish.
We sell the best \$1.50 and \$2.50 Hats made at 98c and \$1.48. Other
Men's Hats at 49, 69 and 75c.



5c

Bargain Counter

Contains Gingham, Calicos, Cham-
brays, Dimities, Domestic, Domestic
Curtain Calico.

5c

6 1/2c

Bargain Counter

Contains 36-inch Long Cloth and
Dimity, also Lawns, Percales, Crash,
Figured Foulards, Cotton Checks,
Outing, etc.

6 1/2c

Three Cakes Palmolive Soap

FREE

On Saturday and Monday we are
going to sell 50c Jars of Palmolive
Cream for 39c, and with each pur-
chase we will give away ABSO-
LUTELY FREE, 3 CAKES OF THE
CELEBRATED PALMOLIVE SOAP.

Men's regular \$1.00 a garment, Underwear, Shirts and Drawers to match
fleece lined or ribbed, the best \$1.00 garment made, special . . . 75c
"Genuine Wright's Health" Underwear at Efird's. The best Underwear
for Men. First quality, no seconds. Price, come and see.

Dress Goods! Dress Goods!

40c Brocaded Poplins 25c
50 and 75c Wool Dress Goods . . . 35c
75c and \$1.00 Wool Dress Goods, all
weaves 48c
\$1.50 Serge, 50-inch Amoskeag,
sponged and shrunk 98c
\$1.50 Serge, 50-inch Amoskeag,
black and blue 98c
\$1.50 Whipcord Serge, 50-inch,
brown, blue and black 98c
\$2.50 English Whipcord Serge, 50-
inches \$1.89
\$1.50 Chiffon Panama, 57-inches
wide 98c

Ladies' Underwear

Ladies' 50c Undershirts, drawers to
match, at 37 1-2c
Regular 39c Ladies' Undershirts,
drawers to match, at . . . 37 1-2c
Ladies' Fleece Lined Underwear at . . . 45c
Ladies' Wool Undershirts and Draw-
ers to match, regular \$1 value at
75c, \$1.50 values, "First Quality"
at 98c

\$12.50 Coat Suits \$8.50

These Suits are made up in excellent style and the weaves are bound
to please. For a moderate priced garment it is a wonder.
We have just received by express 100 new style Serge Coat Suits, would
be a bargain at a "credit store" at \$12.50. We will have these on
sale these days at per Suit \$8.50. All Wool Serge, new styles.

Sport Coats \$3.95

We were lucky in buying these Sport Coats. They are the very latest
style Coats, beside being stylish they are very comfortable and
convenient. We have them in nearly all colors and weaves, and
the price is \$3.95 up to \$8.50

Ladies' Handsome Coat Suits

Our Coat Suits, like everything else, are bought in such a manner
as to enable us to offer them to you at a big reduction. The style and
make-up suits every taste and the price will suit any purse.
On FRIDAY, SATURDAY and MONDAY we will sell new style Coat
Suits as low as \$6.98. Better come and take a look at them.

We are offering the biggest values ever offered in Gastonia before,
in Ladies Underwear, all kinds, wool and cotton.

SAVE MONEY--BUY YOUR SHOES AT EFIRD'S

Men's Heavy Work Shoes

Men's Home-made Waterproof Shoe
at \$2.48
\$3.50 Rawhide Vulcanized Sole Shoe
at \$2.98
\$3.50 Elkskin with Elk Sole Shoe
at \$2.98
\$3.50 Rawhide Plain Toe Shoe \$2.98
\$3.50 "Old Man's" Waterproof
"Comfort" Shoe \$2.98
\$3 "Tuff Hide" Shoe \$2.48
\$2.50 Solid Leather Double-sole
Shoe \$1.98
\$2 "Champion Tie" Brogan . . . \$1.48
\$1.50 "Strong Wear" Double-sole
Shoe \$1.24

Men's Fine Shoes

\$4 Tan Button Shoes \$3.50

\$4 Patent Button Shoes \$2.98
\$4 Tan Blucher Shoes \$3.50
\$3.50 Pat. Button Shoes \$2.98
\$3.50 Gunmetal Button Shoes \$2.98
\$3 Russian Calf Blucher Shoes \$2.48
\$2.50 Gunmetal Button Shoes \$1.98
\$2.50 Patent Button Shoes . . . \$1.98
\$3 Tan Button Shoes, special \$1.98
\$2.50 Gunmetal Blucher \$1.98
\$2.50 Vici Blucher \$1.98
\$2.50 Calf Skin Gaiter \$1.98
\$2.50 Vici Gaiter \$1.98
\$2 Box Calf Blucher \$1.48
\$2 Satin Calf Blucher \$1.48

Ladies' Dress Shoes

\$3.50 Cloth Top Pat. Leather \$2.98
\$3.50 15-button Gunmetal . . . \$2.98
\$3.50 Low heel Gunmetal But. \$2.98
\$4 Cravenette Button \$2.98
\$4 Cuban Heel Satin Button . . . \$2.98

\$3.50 Tan Button Shoe \$2.98
\$4 24-Button Tan Boot \$2.98
\$3.50 Bright Russia Tan \$2.98
\$3.50 New Style Tan Lace \$2.98
\$2 High heel Tan Button \$2.48
\$3 Med. heel Tan Button \$2.48
\$3 Russia Tan Button \$2.48
\$3 14-button Tan Shoe \$2.48
\$3 16-button Gunmetal Boot. . . \$2.48
\$3 Calfskin Button \$2.48
All \$2.50 Ladies' Shoes in Tan, Pat-
ent Leather, Gun Metal and Vici,
at special price \$1.98

Ladies' Heavy Shoes

\$1.25 Women's Home-made Shoes
at 98c
\$1.25 Women's Home-made Shoes
at \$1.24
\$2 Kangaroo Blucher \$1.48
\$1.50 Kangaroo Bal. \$1.24

\$2.00 Plain Toe Kangaroo Shoes
at \$1.48
\$1.50 Solid Leather School Shoe at
. \$1.24

Misses' and Children's Fine Shoes

\$2.50 Misses' 14-button Gunmetal
Boot \$1.98
\$2.50 Misses' Glazed Kid Button
Shoes \$1.98
\$2.50 Misses' Gunmetal Blucher
Shoes \$1.98
\$2.50 Misses' Gunmetal Button
Shoes \$1.98
All \$2 Children's Shoes, special at
. \$1.48

Little Gents' Fine Shoes

\$2 Velour Calf Blucher Shoes \$1.48
\$2 Solid Leather Oak Sole Button
Shoes \$1.48

\$2 Tan Calf Button Shoes . . . \$1.48
\$2 Tan Calf Blucher Shoes . . . \$1.48
\$1.50 Gunmetal Blucher Shoes \$1.24
\$1.50 Calfskin Button Shoes . . \$1.24
\$1.50 Tan Blizzard Lace Shoes \$1.24
\$1.50 Box Calf Special 98c
\$1.25 Satin Calf Blucher Shoes 98c
\$1.50 Rawhide Waterproof . . \$1.24

Misses' and Children's Heavy Shoes

\$1.50 Kangaroo Blucher Shoe \$1.24
\$1.50 Double-sole Kangaroo Bluch-
er \$1.24
\$1.25 Solid Leather Kangaroo, Spe-
cial 98c
\$1.25 Double Sole Cap Toe Blucher
at 88c
\$1.00 Solid Leather Calfskin Bluch-
er at 74c

OUR MOTTO:- Your money promptly and cheerfully refunded for any unsatisfactory
purchase at

EFIRD'S

Gastonia Charlotte Concord Winston-Salem Rock Hill