

EFIRD'S FAIR WEEK SPECIAL PRICES

You are cordially invited to make our store your headquarters while you are here, leave your packages with us, we will be glad to take care of them for you. Below you will find just a few of the many bargains that will be on sale for this week, we are also receiving new goods daily, let us show them to you and then compare our prices, and then you will agree that EFIRD'S SELL IT FOR LESS.

NEW SCHOOL GINGHAMS.
Amoskeag Dress Gingham. In all the new patterns for school dresses, the name stands for Fast Color, no higher in price10c

CORDUROY.
New Corduroy for Sport Coats, Children's Coats, etc., White, Cope, Green, Rose, Corn, etc., 75c quality, special48c

NEW CURTAIN GOODS.
White and Ecu Hemstitched Curtain Etamine10c
Colored Border Etamine, White and Ecu ground10c
Mercerized Marquisette, White and Ecu15c
25c Mercerized Voile, White and Ecu18c
Mercerized Curtain Net Voile Satin Border15c

NEW KIMONA GOODS.
Duckling Fleece in new Fall Patterns12 1-2c
New Serpentine Crepe15c

32-IN. ROMPER CLOTH, 12 1-2c.
All New Fall patterns in Amoskeag 32-in. Romper Cloth, will sell this lot at the old price12 1-2c

GALATEA, 12 1-2c.
Hydegrade Galatea Cloth in all the new Stripes and Solid Colors, special12 1-2c

More Than 100 Pieces Amoskeag, Pacific and Atlantic All-Wool French and Storm Serges to go on Sale Monday at Prices Lower Than Mills Ask for Them Today. This is Evidence That These Prices Will Not Hold Long. We Advise Early Shopping.

| | | | |
|--|--|---|--|
| <p>WOOL SERGES, 38c. 36-in. Wool Serge, all shades, Navy Blue, Black, Green, Cope, Brown, Cream, Red, etc.38c</p> <p>ALL WOOL SERGE, 58c. Pacific Guaranteed all Wool Serge in all shades of Navy, Black, Cope, Gray, Red, Green, etc., yard 58c</p> <p>GABERDINE, 50c. Pacific S. G. D. Wool Gaberdine Satin finish face, 36 inches wide, Navy, Black, Gray, Brown, etc. 50c</p> <p>ALL WOOL FRENCH SERGE, 58c. P. F. S. Guaranteed every thread all wool, French Serge in Black, Navy, Cope, etc.58c</p> | <p>40-INCH PIN STRIPE FRENCH SERGE. H. F. S. 40-Inch all Wool Pin Stripe French Serge, Black, Brown, Navy and beautiful Green with small Pin Stripe79c</p> <p>54-IN. FRENCH SERGE, \$1.18. Finest quality 54-inch all Wool French Serge, Black and Navy only, \$1.50 quality\$1.18</p> <p>NOVELTY SUITING. Atlantic Woolen Mills all Wool Novelty Suitings in two-tone plaids and mixtures88c</p> <p>50-INCH SUITINGS, 98c. Atlantic all Wool 50-inch Suiting, Novelty Patterns98c</p> | <p>VIGEREAUX SERGE, 79c. Amoskeag 40-inch all Wool Viger-eaux Gray Serge79c</p> <p>SPONGE AND SHRUNK SERGE, 79c. Amoskeag guaranteed all Wool Sponge and Shrunk Spot Proof Serge in Black and Navy79c</p> <p>F. S. G. SERGE, 79c. 40-Inch all Wool French Serge, Navy, Black, etc., a special quality, while it lasts79c</p> <p>50-IN. STORM SERGE, 98c. 50-Inch Amoskeag all Wool Storm Serge for Suits98c</p> <p>SPONGED AND SPOT PROOF SERGE. Amoskeag 50-inch all Wool Sponged and Shrunk Spot Proof Serge 98c</p> | <p>50-IN. FRENCH SERGE, 98c. Pacific W. F. all Wool Fine French Serge, Black and Navy only, special98c</p> <p>PLAID SERGE, 50c. 36-inch Big Fancy Plaid and Striped Serge50c</p> <p>SHEPHERD CHECK WOOLENS. 42-inch Black and White Shepherd Check Woolens50c</p> <p>WOOL SERGE, 33 1-2c. For our first display of New Fall Serges we offer one case most all Wool Serge, in all the best wanted shades, for Monday and Tuesday at33 1-2c</p> <p>65c VALUE FOR 38c. Arlington Mills, most all Wool Serge in Navy Blue, Black, etc.38c</p> |
|--|--|---|--|

SEND US YOUR MAIL ORDERS

NEW FALL SHOES
Several Hundred Cases Men's and Ladies' New Fall Shoes to be Shown This Week
Ladies' Imperial Nifty Shoes

| | |
|---|--------|
| LADIES' HIGH MAT TOP BUTTON SHOES | \$2.98 |
| IMPERIAL HIGH TOP BOOTS | \$2.98 |
| CLOTH TOP BUTTON SHOES | \$2.98 |
| MAT TOP LACE BLUCHERS | \$2.98 |
| HIGH TOP PATENT CLOTH TOP | \$2.98 |
| BLACK CLOTH TOP BUTTON | \$2.98 |
| DONGOLA HIGH TOP LACE | \$3.50 |
| BLACK CLOTH TOP BUTTON | \$2.75 |
| DONGOLA PATENT LACE | \$4.00 |
| MAT TOP LACE | \$3.50 |

Three New Lines Men's High Top Shoes Ready for This Week

By placing our orders last December for several thousand cases Men's Shoes for our Chain of Stores we are in a position to open the season at old prices.

EFIRD'S SPECIAL SHOES—No better than usual, but the same all leather, high standard Shoes we have built up a great business on, in Gun Metal, Tan, Vici, Patent, etc., in all the new and staple lasts \$2.98

EFIRD'S BEST SHOES—In Gun Metal and Tan English, Russia Tan for dress, Vici, Flexible for comfort and regular workman Shoes, equal to a \$4.50 Shoe. Our Best \$3.50



LADIES' COAT SUITS.
20 Ladies' Blue Serge Coat Suits, well made and in the latest style, for this week \$8.95
Some handsome styles in Poplin and Men's Wear Serge, this is a very special value, at \$15, our special price for this week will be \$12.95
We are showing a complete line of Ladies' Serge and Poplin Suits at the special price of \$14.95
\$20 Serge and Poplin Suits in the new shades and styles for this week only \$18.95

LADIES' SHIRT WAISTS.
Ladies' Shirt Waists, a special value at 49c
Ladies' Jap and Tub Silk Waists, a splendid value for 98c
Ladies' Crepe de Chine Waists in all of the new styles and colors for the special price of \$1.98
A beautiful assortment of heavy Crepe de Chine in all the new styles and shades for this week, at \$2.98

NEW CURTAIN MATERIAL.
New Hemstitched Marquisette, Ecu, White and Ivory 15c
White and Ecu Colored Border Etamine 10c
Plain White and Ecu Curtain Voile at 10c and 12 1-2c

PILLOW CASES.
Full size 42x36 Pillow Cases 8c
Sleepy Hollow Pillow Cases 12 1-2c
Utica 45x36 Pillow Cases, slightly soiled with mill stains 15c
Lonsdale 25c Pillow Cases 18c
Mohawk Pillow Cases 18c
Mohawk Hemstitched Pillow Cases at 25c
Glenbrook soft finish Pillow Cases at 11 1-2c



EFIRD'S DEPT. STORE
WHOLESALE AND RETAIL
106 MAIN STREET
GASTONIA, N. C.

