

IN OUR NEW STORE

Our Great Opening Sale is Proving a Revelation in Economy

We opened our new Store in the LOVE BUILDING last Saturday with a GRAND OPENING SALE which will continue throughout the coming week. This move of ours not only gives Gastonia its finest and most modern store, but is also the most important thing in OUR history. We are therefore making this sale a GREAT ECONOMY EVENT, giving you Merchandise at prices lower than they will be for a long time to come, simply as an appreciation for the more than generous patronage we have enjoyed in the past. Come in every day during the next ten days as something new will be on sale daily.

Silks Silks

SUMMER DRESS FABRICS

Great Specials in Silks

- 36-In. Taffeta Silk in Navy, Cope, Green, Grey, etc.\$1.18
- Yard-wide Colored Taffeta, \$1.50 value, in leading shades ...\$1.29
- \$1.65 Taffeta Silk, yard-wide, in green, navy, grey, and cope, on sale at\$1.39
- \$1.25 Yard-wide Black Taffeta to go on sale at, per yard 98c
- \$1.39 Yard-wide Black Taffeta to go on sale at\$1.18
- \$1.50 Yard-wide Black Taffeta \$1.39
- The famous "Money Back" Taffeta Silk, guaranteed two seasons' wear in navy and black at\$1.69

Ladies' Muslin Underwear

- Full-size Nainsook Gowns 48c
- \$1.00 Nainsook Gowns 79c
- Very fine quality Nainsook Gowns at 98c
- \$1.00 White Petticoats 79c
- Deep Embroidery and Lace Trimmed Petticoats 98c
- Chemises made of good quality Domestic 59c

Special!

\$1 Taffeta Silk 69c

Saturday Morning from 9 to 10 O'clock we will sell \$1.00 Yard Wide Black Taffeta Silk for

69c

No mail or phone orders, and each customer limited to six yards.

Marcella Mull

Full Mercerized Marcella Mull, all new patterns at 15c

Organdy and Voile 10c

Several thousand yards 40-inch Mercerized Voiles and Organdies, qualities worth up to 25c a yard, in short lengths. Sale Price... 10c

25c White Skirting 14c

36-Inch Mercerized Gaberdines, lengths from 5 to 20-yard pieces. Sale Price 14c

Fayette Voiles

27 Pieces Fayette Voile in all the new patterns for midsummer, values worth up to 29c a yard... 18c

New Skirts AND Waists at Sale Prices

Summer Skirts

Ladies' Handsome New Skirts in Wool Poplin and Taffeta Silk, in colors of black and fancy stripes, worth up to \$7.50. On sale now at

\$3.98 and \$4.98

Ladies White Skirts

Ladies' \$1.50 White Skirts in all styles and sizes, made from Gaberdine and other popular weaves. Sale Price

98c

Special In White Skirts

\$1.25 WHITE WASH SKIRTS, NEWEST STYLES AND IN ALL SIZES, FANCY POCKETS. SALE PRICE

79c

75c Waists 48c

25 Dozen Ladies' pretty new Spring Waists in voile, lawn and stripes, worth 75c. Efrd's Removal Sale Price

48c

\$1 Waists 69c

50 Dozen Ladies' Shirt Waists, bought in a job, all newest styles and materials, regular \$1.00 values. Efrd's Special Price

69c

Silk Waists

Just received for this sale 300 Crepe de Chine and Georgette Shirt Waists. These are positively \$2.50 and \$3.00 values. Efrd's Sale Price at

\$1.98

Dainty Waists

50 Dozen to select from. All new Waists such as thin voile, batiste, plaid and plain silk, regular \$1.50 value. Efrd's price 98c



Summer Clothing for Men and Boys

Men's Cool Suits Sensationally Priced

Men's \$7.00 Palm Beach Suits, all new styles and natural gray, blue, black and striped colors. Sale Price..... **\$4.98**

Men's \$10 Palm Beach and "Kool Cloth" Suits in all colors, plaids and stripes, made up in pinch back and staple styles. Sale Price..... **\$6.98**

Palm Beach or "Kool Cloth" Suits for the Boy

Boys' "Kool Cloth" Suits in all colors and made in Norfolk and Pinch Back Styles, \$5.00 regular values. On sale at

\$3.98

Also great bargains in Men's Lion Brand Shirts, Hose, Neckwear, Handkerchiefs, etc.

Big Values in Men's Furnishing Goods

Men's Dimity Check 50c Underwear, athletic style, per garment ...

29c

Men's 50c Big Check Athletic Underwear; per garment

29c

Men's \$1.25 Overalls, dyed with the genuine imported indigo dyes

98c

Grand Array of Shoe Values



Women's and Misses' Shoes on the Bargain Counter

A Bargain Table of Women's Pumps and Oxfords in patent, tan, gun metal and vic kid, at less than half the price

98c

Bargain Shoe Counter

Ladies' \$3.50 and \$4.00 Pumps and Oxfords in all leathers on this table at

\$1.98

"Efrd's Special" Shoes for Men

- \$3.50 Black Argo Last Oxfords **\$2.98**
- \$3.50 Gun Metal, English Oxfords for **\$2.98**
- \$3.50 Tan English Oxford **\$2.98**
- \$3.50 Patent Leather Blucher Oxford for **\$2.98**
- \$3.50 Gun Metal Button Oxford for **\$2.98**

Bargain Table of Men's and Boys' Shoes

Big table of Men's and Boys' Work Shoes, good flexible leather soles, regular \$1.75 and \$2.00 values for **\$1.24**

"The Bargain Center"
IN THE
Love Building

EFIRD'S

A Safe Place to Shop
IN THE
Love Building