

# EFIRD'S

## ECONOMY SPECIALS FOR THURSDAY, Friday, Saturday and Monday--4 Big Days



Ladies' New Spring Suits, Capes, Coats, Dresses, Skirts and Waists Are Arriving Daily By Express

COME IN AND LOOK AT THE NEW STYLES, WE WILL BE GLAD TO SHOW YOU

### Ladies' Coat Suits

We are showing some very handsome models in the new spring coat suits, in all the latest styles and materials, serges, gaberdines, tricotines, poplins and at our special prices "which are always less."

\$18.50, \$19.50, \$22.95, \$24.95, \$27.50, \$29.50, \$31.50

### Ladies' Spring Coats

We have some of the very latest styles in the new spring shades of ladies' coats. You must see them to appreciate our prices which are

\$15.95, \$16.95, \$18.50 \$22.95, \$31.50

### Ladies' Skirts

We have the very hand-somest line of skirts that it has ever been our pleasure to show you and at prices which will please you.

\$4.98, 5.98, 6.98, 8.50, 8.95, 9.95, 10.95, 12.95, 14.95

We have the new capes at the following prices \$14.95, \$16.50, \$18.50



### 175 Ladies' Poplin Dresses

These are \$6.50 and \$7.50 Values

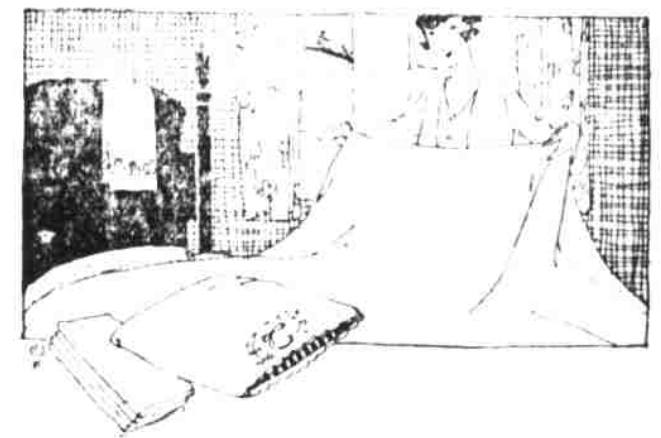
We have divided these into two lots for this week. They will be sold at the special price of

\$4.98 and \$5.98

All colors and sizes up to 44.

### Economy Prices That Can Not Last In SILKS

36 Inch Black Guaranteed Taffeta Silk. Special ..... 98c  
 36 Inch Taffeta Silks in all colors, \$1.75 value at ..... \$1.38  
 36 Inch Money Back Taffeta Silk, the most famous made, worth \$2.35 at \$1.79  
 40 Inch Crepe de Chine in all the wanted colors, \$1.40 values, manufacturer's unloading at ..... \$1.18  
 \$2.50 40-inch Georgette Crepes in every new shade at ..... \$1.79  
 \$2.00 40-inch Georgette Crepes in every imaginable color. Special at ..... \$1.18



### All Day Thursday

40-Inch Sea Island Special at

10c

#### TOWELS.

Barber Towels ..... 6c  
 25c Huck Towels ..... 15c  
 34c Huck Towels ..... 22c  
 50c Merc. Huck Towels ..... 38c  
 Bleached Turkish Towels at ..... 12 1-2c  
 Bleached Turkish Towels ..... 18c  
 Large Turkish Towels ..... 29c

#### WIDE SHEETING

81-Inch Unbleached Seamless Sheeting at ..... 39c  
 10 1/4 Brown Sheeting ..... 49c  
 9 1/4 Pearl Seamless Sheeting ..... 58c

#### PILLOW CASES.

30c Pillow Cases ..... 18c  
 2 for ..... 35c  
 42x36 Mohawk 50c Cases ..... 35c  
 22x36 Onoda Cases ..... 39c

#### SHEETS.

\$1.75 81x90 Seamless Sheets at ..... \$1.25  
 \$2.00 81x90 Wearwell Sheets at ..... \$1.18  
 Mohawk 63x90 Sheets ..... \$1.48  
 Mohawk 81x90 Sheets ..... \$1.79  
 Utica 81x90 Sheets ..... \$1.85  
 Utica 81x90 Sheets ..... \$1.98  
 Mohawk 81x90 Sheets ..... \$1.85

### Counter No. 1, 10c yd

We have become famous by our Special Remnant Counters. This one contains Apron Gingham, Dress Gingham, Outings, Curtain Draperies, etc., worth up to 22 1-2c per yard. During this sale you can buy it all at yard.....10c (Second Floor.)

### Counter No. 2, 15c yd.

You will find on this counter short lengths of Outings, Cheviots, Plaids, Dress Gingham, Flannelles, etc., the regular value of which is up to 30c. For 10 days the Victory Sale price will be ..... 15c (Second Floor.)

### Counter No. 3, 19c yd.

Here is a counter containing the most wonderful cotton goods values offered in a long time. Yard wide Percales, Standard Dress Gingham, Bleaching Cheviots, Plaids, Chambrays, etc. The Victory Sale Price is ..... 19c (First Floor.)

### Toilet Soaps and Powders

Lana Oil Buttermilk Soap, per box ..... 19c  
 Air Float Talcum Powder ..... 7c  
 Palmolive Soap ..... 10c  
 Rose Bath Soap ..... 5c  
 Pears Soap ..... 11c  
 Cuticura Soap ..... 19c  
 Colgate Talcum Powder ..... 15c  
 Colgate Dental Cream ..... 10c and 25c  
 Colgate Shaving Cream ..... 25c  
 Palmolive 50c Shaving Cream at ..... 25c

### Lisle Stockings 18c

Ladies' 35c Lisle Hose in black and white. Sale price ..... 18c

### \$2.50 Men's King Brand Overalls \$1.85

This is a big special for the working man. If you want a good pair of Overalls don't miss this special ..... \$1.85 (No Telephone Orders.)

### \$3.50 Men's Carhartt's Overalls \$2.79

For these four days we will sell these Famous Overalls for only ..... \$2.79

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10c

#### BIRDSEYE CLOTH

Best absorbent quality. Compare these prices:

18 Inch 10 yard Bolts ..... \$1.35  
 24 Inch 10 yard Bolts ..... \$1.75  
 27 Inch 10 yard Bolts ..... \$1.98  
 30 Inch 10 yard Bolts ..... \$2.25

Ten yards yard wide Bleaching for \$1.00 (10 yards limit.)

98c Bungalow Aprons. Special at 50c (Second Floor.)

Belding's 100-yard Spool Silk in black white and all colors at ..... 10c

\$1.00 Middy Blouses for children, Misses and Ladies. Don't delay—never such values. Special at ..... 49c

Boys' Wash Suits, 3 to 8 years, in white and colors. Special at ..... \$1.98

## SIX BIG HOUR SPECIALS

Made in America Black Taffeta Silk. Monday 9 to 10 o'clock (limited to 10 yards) at ..... \$1.00

\$1.50 Silk Hose in black, white and all colors, 9 to 9:30 a. m., Thursday, at only ..... \$1.00

\$1.75 81x90 Sheets, 9:30 to 10 o'clock, Friday, at ..... \$1.00

9 to 10 o'clock Friday, \$9.50 Wool Blankets at ..... \$5.00

Palmolive Soap 9 to 9:30 a. m., Saturday, at ..... 5c

All 10c Laces, Torchon, Vals, Round Thread, Edges and Insertions. This sale when doors open at ..... 5c

IT PAYS TO TRADE AT EFIRD'S

# EFIRD'S DEPART. STORE

209-211 West Main Avenue

Gastonia, N. C.

WE SELL McCALL PATTERNS