

**YARD WIDE
BLACK TAF-
FETA SILK at 79c**
FRIDAY, A. M., 10 to 10:30
Limit, 6 yards to a Customer

EFIRD'S SILK SALE

**YARD WIDE
BLACK TAF-
FETA SILK at 79c**
WEDNESDAY, A. M., 10 to 10:30
Limit, 6 yards to a Customer

BEGINS WEDNESDAY MARCH 19th and Continues Through The 22nd

We have just received over \$1500.00 worth of the newest patterns in Silks, these come in Plaids also the Staple plain Colors and in Meslin Satins, Crepe de Chine, Georgette Crepe, Taffeta, Plaid Silks, China Silks, A. B. C. Silk, Fancy Foulard, Fancy Georgette.



A Talk On Silks

That should interest every woman who considers the matter of good dress combined with judicious expenditure. We have been Silk Merchants for years and we have learned much about the quality of fabrics, their weaves, their colors, the taste of our customers. We present these weaves as the New Silks which will undoubtedly form the basis of fashionable Spring Wardrobes.

\$1.98 Satin Meslin, 40 inches wide	\$1.48	\$1.98 Purple Meslin, 36 inches wide	\$1.39
\$2.25 Crepe de Chine, 40 inches wide	\$1.69	\$1.50 Georgette Crepe, 40 inches wide	\$1.18
\$1.98 Taffeta Silk, 36 inches wide	\$1.48	\$2.48 Georgette Crepe, 40 inches wide	\$1.79
\$2.25 Plaid Silk, 36 inches wide	\$1.69	75c Alamo Silk	\$.39
\$1.25 China Silk, 36 inches wide	\$.88	\$1.25 A. B. C. Silk	\$.79
\$1.50 China Silk, 36 inches wide	\$.98	\$2.50 Money Back Taffeta during this sale, very special	\$1.79

True Shape Silk Hose



We have just received 50 dozen Ladies True Shape Silk Hose.

These Splendid Hose Come in the Following Colors:—
GRAY, MAHOGANY BROWN, WHITE, BLACK.
\$1.00 Grade Silk Hose, Special Price .79c
\$1.25 Grade Silk Hose, Special Price .98c
\$1.50 Grade Silk Hose, Special Price \$1.18
\$1.75 Grade Silk Hose, Special Price \$1.48
\$2.48 Grade Silk Hose, Special Price \$1.85
When You Ask For Silk Hosiery, Ask For TRUE SHAPE.

Now I see how the Cross-stitch stops the Garter Run.
True Shape Hosiery with its patented cross-stitch feature is only one of the many pleasing and practical articles of wear we now offer.
Let us replenish your wardrobe from our large stock of newest goods.



Silk Dresses

We are showing some very pretty Taffeta, Georgette and Combination Dresses in the new colors and styles. See them before you buy, they are especially priced at

\$7.95, \$9.95, \$11.95,
\$12.95, \$14.95, \$18.50,
\$24.95



Silk Petticoats

We have them in all colors and at our special prices

\$2.98, \$4.98
\$5.98

Silk Shirt Waists

Come in and see some of the seasons latest styles and colors in

Crepe de Chine, Georgette, Taffeta Waists

Remember we get the famous Linen Waists every week, if it is new we have it. Our prices are

\$1.69, \$1.98, \$2.98, \$3.98, \$4.98, \$5.98,
\$6.98, \$7.95



Don't Forget Those Four Big Special Bargain Tables

10c 15c 15c 19c

MAIL US YOUR ORDERS
Hundreds from all over North Carolina do this every week and are delighted with results. It's easy to shop here by mail. We pay all carrying charges and guarantee your complete satisfaction.

Anybody in North Carolina Can Stay at Home and Get These Values
That's why Uncle Sam introduced the parcel post system — That the small towns and rural sections might be as close to the city as their mail box. Mail us your orders.

LADIES SILK UNDERWEAR

We have a nice assortment of Ladies Crepe de Chine Underwear, these are priced at EFIRD'S prices:

Silk Bloomers\$1.98, \$3.98
Silk Vests\$2.50, \$2.98, \$3.50
Silk Teddies 98c, \$1.98, \$2.39, \$2.48, \$2.69, \$3.98
Silk Camisoles 88c, 98c, \$1.24, \$1.59
Silk Union Suits.....\$3.95



Always Less at EFIRD'S

EFIRD'S DEPARTMENT STORE

209-211 W. Main Avenue

Gastonia, N. C.

We Sell McCALL PATTERNS