

# Great Annual Midsummer Sale

The Entire Store Fairly Bristles With A Host of Mighty Bargains. The Price Cards Shout Economy From Every Nook and Corner of This Great Store. The Time Has Come. It Is An Annual Event Which Means

## CLEAN UP REGARDLESS OF COST

Get Your Supply of Dry Goods Now. They Are Going Up Every Day



### Sale Starts THURSDAY, JULY 10th And Continues Through SATURDAY, JULY 19th

#### THREE BIG TOILET SOAP SPECIALS ALL DAY SATURDAY.

Palmolive Soap, per cake ..... 7c  
Pearl Unscented Soap, per cake ..... 11c  
Rose Bath White Soap, per cake ..... 13c

#### MID-SUMMER EXTRA SPECIALS IN PERCALES, GINGHAMS AND SHEETINGS.

Yard-wide Percal in perfect short lengths, 25c values at ..... 15c

#### 40-INCH SHEETINGS AT 12 1/2c

1000 Yards of 40 inch Sea Island Sheet- ing, 25c value for Saturday and Mon- day, at ..... 12 1/2c  
(No mail orders on any of the above.)

#### TABLE DAMASK SPECIAL.

24 In. full Mercerized Damask at ..... 49c  
36 In. \$1.00 Damask at ..... 69c  
72 In. \$1.25 Damask at ..... 89c

#### GINGHAMS AND BED TICKINGS AT A SUBSTANTIAL SAVING.

27c Dress Gingham at ..... 19c  
36c Dress Gingham at ..... 25c  
36c and 50c Dress Gingham at ..... 25c  
32 In. Romper Cloth at ..... 19c  
25c Percal at ..... 19c  
25c Mattress Ticking at ..... 12 1/2c  
Good Mattress Ticking at 15c and 18c  
Best Mattress Ticking at ..... 25c  
Feather Ticking at ..... 35c

#### HEAVY COTTON GOODS AT LESS THAN MANUFACTURERS' COST TO PRODUCE THEM.

Albany Flannel ..... 19c  
Huckey Shirting ..... 18c  
Heavy Shirt Cheviots ..... 18c  
25c Shirting ..... 18c  
Pacific Best Shirting ..... 25c  
Hambro Stripes ..... 15c  
Pee Dee Flannel ..... 15c  
Rockingham 25c ..... 15c  
50c Best Made Overall Cloth ..... 15c

#### MID-SUMMER CLEARANCE PRICES ON WASH GOODS.

25c Printed Voiles and Organzas, beauti- ful assortment of patterns and colors at ..... 15c  
Mercerized Poplins in Black, white and best colors. This sale price is ..... 25c  
50c Silk finish highly mercerized Diapins in all the leading colors at ..... 25c  
32 Inch Amoskag Romper Cloth in all the new stripes for Wash Suits, Blouses and Shirts at ..... 15c

#### EFIRD'S SELL MORE BEDDING THAN ANY OTHER STORE IN THE SOUTH.

72x90 Sheets ..... 79c  
72x90 Polar Sheets ..... 89c  
81x90 Special Leader Sheets, seamless, at ..... \$1.35  
81x90 Wearwell Sheets ..... \$1.48  
81x90 Mohawk Sheets ..... \$1.65  
81x90 White Star Sheets ..... \$1.48  
63x90 Dumpty Quilts ..... \$1.75  
72x90 Dumpty Quilts ..... \$1.98  
82x90 Brandy Quilts ..... \$2.18  
42x66 Pillow Cases ..... 18c, 2 for 35c  
42x66 Seneca Cases ..... 25c  
42x66 Sleepy Hollow Cases ..... 35c  
42x66 Lonsdale Cases ..... 49c

#### MEN'S AND BOYS' COLLARS AT 5c.

Men's and boys' 3 and 4 ply collars in good styles, not broken sizes. Values 15c to 25c. When store opens Satur- day morning at ..... 5c

#### WE TRY TO MAINTAIN A SATISFACTORY DELIVERY SERVICE. PLEASE CARRY SMALL PARCELS.

#### LADIES' LONG SILK GLOVES.

Ladies pure Silk Gloves, Standard Make, 16 to 24 Button lengths. Regular \$1 to \$2.00 values. Sale price only ..... 50c

#### SPOOL COTTON 21-2c PER SPOOL.

Merino and other standard brands of spool cotton, in nearly all numbers, per spool ..... 21-2c  
(No mail orders.)

#### LADIES' 25c HOSE AT 10c.

Ladies' 25c Black and White Hose. This sale price ..... 10c  
(Limited 6 pairs to a customer.)

#### MATCHLESS MID-SUMMER OFFER- INGS IN THE WHITE GOODS DEPARTMENT.

70c Yard wide white Poplin in perfect short lengths at ..... 25c  
25c Panama Checks at ..... 15c  
5c Panama Checks at ..... 25c  
6 In. 5c Curtain Brummies in white and blue at ..... 18c

#### EFIRD'S FAMOUS DOMESTICS IN A MID-SUMMER SLAUGHTER.

Good yard wide Bleached Domestic 15c  
Pee Mills 25c Bleaching at ..... 18c  
36 In. A. A. Bleached Muslin at ..... 25c  
36 In. Fruit of the Loom Bleaching 25c  
36 In. Cannon Cloth at ..... 25c  
36 In. Cannon Cloth at ..... 25c  
36 In. Indian Head at ..... 35c  
44 In. Indian Head at ..... 35c  
34 In. Indian Head at ..... 49c  
Genuine Lonsdale Cambric ..... 35c  
No. 1490 Cameo Cotton, 35c values ..... 25c  
Cannon Twill Jeans at ..... 25c  
36 In. Pacific Middy Twill at ..... 38c

#### 35c EMBROIDERY CLOTH 18c.

No. 52 White Embroidery Cloth, 35c value at ..... 18c

#### ALL KING PHILIPS FINE LONG CLOTHS, NAINSOOK AND BATHISTS ARE INCLUDED IN THIS SPECIAL MID-SUMMER SALE.

#### LADIES' APRONS AND GINGHAM DRESSES AT A SACRIFICE.

\$1.50 Bangalow Aprons at ..... 98c  
\$2.00 and \$2.50 Bangalow Aprons \$1.48  
\$3.98 Gingham Dresses at ..... \$2.98

#### COME EXPECTING GREAT THINGS. YOU WILL NOT BE DISAPPOINTED.

Remember this is a clean up of all Spring and Summer Merchandise. Prices are almost double now what they were when these goods were bought, but regardless we expect to clean house with- out respect to present prices. Thousands of dollars worth of merchandise that does not appear in this ad is included in this sale.

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\$3.98 Gingham Dresses at ..... \$2.98

#### SILK POPLIN SKIRTS AT \$2.98.

Don't miss this chance. They come in black, open, navy, taupe and grey. This is a wonderful opportunity. \$2.98

#### MAIL ORDERS.

All mail orders will receive careful at- tention, and will be filled in rotation as received, except on special items which are marked "No Mail Orders."

#### ALL WOMEN'S, MISSES' AND CHILDREN'S READY-TO-WEAR INCLUDED IN THIS GREAT MID-SUMMER CLEARANCE SALE.



The daintiest little Wash Dresses im- aginable, of Printed Voiles and Organ- zas. Impossible to buy anything neater and sader for these hot days at such a small price. We are selling the \$6.50 Values at ..... \$4.98  
\$7.50 Values at ..... \$5.95  
\$9.50 Values at ..... \$7.95  
\$12.50 Values at ..... \$9.50  
Just received a lot of Beaded and Plain Georgette Dresses in Navy, White and Flesh.  
\$29.50 Values at ..... \$22.50  
\$55.00 Values at ..... \$42.50

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#### ALL CAPES, DOLMANS AND COATS REDUCED TO HALF PRICE.

#### THE SHIRT WAIST SALE CONTINUES.

Selling records are being broken day by day in our big Waist department. There is no better assortment of better values to be found in the South and are sold just as advertised.  
\$2.00 to \$2.50 White and Colored Voile and Organza Waist. Special at ..... 98c  
\$2.50 to \$3.50 Voile and Organza Waist \$1.98  
\$4.00 to \$4.50 Voile and Organza Waist \$2.95  
\$5.00 Plain and fancy Georgette and Crepe de Chine Waist at ..... \$4.95  
\$6.50 Georgette and Crepe de Chine Waist at ..... \$4.95

#### LADIES' CREPE KIMONOS AT A BIG SAVING IN THIS SALE.

\$2.00 Crepe Kimonos at ..... \$1.48  
\$3.50 Crepe Kimonos at ..... \$1.98  
\$5.00 Crepe Kimonos at ..... \$3.98

#### ONE TABLE OF CORSETS. VALUES TO \$1.50.

For this sale at ..... 95c

#### \$5.00 and \$6.50 Silk Poplin Dresses. Special at \$3.98.

One lot of Printed Voile and Crepe Dresses, slightly mussed from handling. Values to \$7.50 and \$10 at ..... \$2.79

#### LADIES' WHITE WASH SKIRTS AT MID-SUMMER SALE PRICES.

\$1.0 Values at ..... 98c  
\$2.00 Values at ..... \$1.48  
\$2.50 Values at ..... \$1.98  
\$4.50 Values at ..... \$2.98  
\$5.00 Values at ..... \$3.98

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#### Cogoleum Rug Specials

AS A SPECIAL INDUCEMENT FOR YOU TO TRY ONE OF THESE SPLENDID SANITARY RUGS, WE WILL GIVE FREE OF COST TO ANY ONE BUYING A 9 X 10-1-2, OR 9 X 12 RUG, A EXTRA RUG SIZE 3 X 3. THIS IS A REGULAR \$1.00 RUG.

"The rugs are waterproof"



Be Sure to See the New Seamless Art-Rugs

We have a lot of those splendid Sanitary Cogoleum Rugs in sizes from 6x9 to 9x12. They are still offering at the old prices, the saving on these Rugs run the different sizes, and at the present advertised prices. If you have not an idea of the saving it will pay you to do so at once. Our price is only \$14.98

4 1/2 by 6 by 6, price ..... \$2.48  
6 by 6, price ..... \$3.98  
6 by 9, price ..... \$6.98

#### WHEN SANFORDS RUGS AND ART SQUARES AT A Little More Than Half Price

\$35.00 9x12 at ..... \$19.95  
\$60.00 9x12 at ..... \$39.50  
\$65.00 9x12 Axminster at ..... \$42.50  
27x54 inch at ..... \$3.98  
36x72 inch at ..... \$6.98

#### \$3.50 MIDDY SUITS AT \$2.98.

Ladies', Misses' and Children's Middy Suits in Open, Rose and Green. Real \$3.50 values at ..... \$2.98

#### \$5.00 MIDDY SUITS AT \$3.98.

Genuine Lonsdale Jeans Middy Suits, Ladies' and Misses' size, \$5 value \$3.98

#### EXTRA VALUES IN SILKS FOR THIS SPECIAL SALE.

You must buy from Efird's to get the best there is in Silks.

#### Black Silks.

\$1.25 36 In. Black Taffeta at ..... 98c  
\$1.65 36 In. Black Taffeta at ..... \$1.35  
\$2.00 Gold Band Black Taffeta at \$1.65  
32 In. extra heavy Black Taffeta at \$1.18  
36 In. Black Messaline at ..... \$1.48  
40 In. Black Crepe de Chine at ..... \$1.48  
36 In. heavy Black Silk Poplin for Coat Suits at ..... \$1.48

#### Colored Silks.

36 In. Taffetas in two tone effects \$1.48  
36 In. Diad Taffetas worth \$1.00 \$1.05  
36 In. Shepherd Diad Silks at ..... \$1.15  
Tab Silk Shirting, special at ..... \$1.18  
36 In. Silk Poplin, all colors at ..... 79c  
One lot of China Silks and Progress worth up to \$1.50, at ..... 98c  
(No Mail Orders.)

#### \$3.00 LADY RUTH CORSETS, \$1.98.

One special lot of our \$3.00 famous Lady Ruth Corsets in white, lace front, all sizes, while the lot lasts ..... \$1.98  
Corsets one of our specialties.

#### \$1.50 CORSETS AT 98c.

One table of Corsets, all sizes, and splen- did values, for this sale only ..... 98c

#### \$2.00 CORSETS AT \$1.29.

One big assortment of Corsets, values up to \$2.00, for this sale ..... \$1.29

#### \$3.50 CORSETS AT \$2.39.

One lot of Corsets, R & G, Lady Ruth, La Resist and Bon Ton, special for this sale, at ..... \$2.39

#### \$1.48 SHIRT WAIST AT 25c.

One lot of Voile and Organza Shirt Waists, sciled from handling, to close out quick to the first comers at ..... 25c

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36 In. Silk Poplin, all colors at ..... 79c  
One lot of China Silks and Progress worth up to \$1.50, at ..... 98c  
(No Mail Orders.)

#### \$2.50 40 In. Georgette Corsets in black, white and colors at \$1.95.

36 In. Taffetas in a big range of colors. Special at ..... \$1.48  
40 In. Crepe de Chine in all the desired colors, worth \$2 per yard ..... \$1.48  
40 In. Crepe de Chine worth \$2.50 per yard, at ..... \$1.65  
36 In. Messaline in all colors at ..... \$1.48

#### 9:30 TO 10 O'CLOCK TODAY

J. & P. Coats Spool Cotton, 3 for ..... 10c

#### \$1.25 36-INCH BLACK TAFETA SILK AT 79 CENTS.

9 to 10 o'clock Saturday. Limited to one dress pattern to a Customer. No mail orders.

#### LADIES' ATHLETIC TEDDIES.

Diana Athletic Combination Teddies made of fine quality striped and check of Nainsooks, \$1.50 values, at ..... 95c

#### GAUZE VESTS.

Ladies' Gauze Vests at ..... 10c  
Extra size 25c Vest at ..... 15c  
50c Extra and regular size Vests at 25c  
Ladies' knit Teddies at ..... 48c

#### LADIES' SILK UNDERWEAR.

\$3.00 Silk Crepe de Chine Teddies \$1.98  
\$7.00 Silk Teddies at ..... \$3.98  
\$7.50 Silk Camisoles at ..... 98c  
\$2.00 Silk Camisoles at ..... \$1.48  
Silk Blouses at ..... \$1.98  
and ..... \$2.75  
\$4 Vests at ..... \$1.65  
and ..... \$2.75  
\$1.25 Nainsook Gowns at ..... 98c  
\$1.50 Lingerie Gowns at ..... \$1.18  
Flesh colored Gowns special at ..... 98c  
and ..... \$1.18  
Fine Bathing Gown, special at ..... \$1.48  
Nainsook Teddies in white and flesh 98c  
and ..... \$1.18  
High neck long sleeve Gowns at ..... 98c  
and ..... \$1.18  
Muslin Drawers at ..... 35c and 69c

#### MUSLIN UNDERWEAR.

These mid-summer prices mean rapid selling. Ladies' Silk Teddies at one half price and less. One lot of Crepe de Chine and Georgette Teddies. Values to \$4. Sale price ..... \$1.98



#### LADIES' 50c SILK HOSE AT 25c.

Ladies' Black and white boot Silk Hose, 50c values, slightly imperfect, at ..... 25c  
50c Mercerized Lisle Hose, slightly im- perfect. Very sheer and cool. Sale price ..... 18c  
For a final clean sweep, One lot of Georgette, Poulard and Crepe de Chine Dresses. Values to \$25.00. This spe- cial sale at ..... \$13.95  
One lot \$22.50 values to close quick, yours at ..... \$10.98



Buy McCall Magazine at Pattern Counter, 10c. The Best by Many Tests

# EFIRD'S DEPARTMENT STORE

209-211 West Main Ave. GASTONIA, N. C.

Agents For The Best PATTERNS McCall's, of Course