

SOME EARLY FALL SPECIALS

—FOR—
FRIDAY AND SATURDAY

—AT—
E FIRD'S

Our Store is Full to the Brim With New Fall Goods and We Have Gotten Out a List of Specials That Will Start the Season Off Good Friday and Saturday

New Odd Specials in Notion Department

- 1 Card Safety Pins 1c.
- Ladies' White Hemstitched Handkerchiefs 1c.
- 3 Dozen Hair Pins 1c.
- 1 Dozen Pearl Buttons, the 5c. kind 1c.
- 1 Dozen Best 5c. Safety Pins, assorted on card 3c.
- 1 Thimble 1c.
- 10c. Dressing Comb 5c.
- Good Fine Comb 5c.
- 10c. Side Combs, per pair 5c.
- Good, Heavy Side Combs, per pair 5c.
- New Style Barettes 5c.
- Best, Clear Pearl Buttons 5c.
- 10c. Tooth Brushes 5c.
- Colored Finishing Braid, per pkg. 5c.
- De Long Hair Pins, per pkg. 2 1-2c.
- 1 Dozen Packages Good Hair Pins 5c.

Ladies' New Style Neckwear

- All the Newest Things in Jabots; the kind you pay 50c. for, at 25c.
- Ladies' and Children's Patent Leather Belts, Black or Red 10c.
- White Aprons 25c.

New Hosiery

- Another new lot Ladies' Very Thin Gauze Lisle Hose; the 25c. kind, with Lisle Toe and High Spliced Heel 12 1-2c.
- Ladies' Fine Ribbed White-foot Hose 10c.
- Boy's and Girl's School Hose 10c.
- Ladies' full fashion Pure Thread Silk Hose 48c.

New Specials in Dry Goods Department

- Best quality Flannelette in all the New Fall Patterns; Dark Blue, Black, Reds, Browns, Grays, etc. 10c.
- Genuine Duckling Fleece 12 1-2c.
- Anderson Flannels, the Best 12 1-2 cent Outing made, in all the New Dark Dress Styles 10c.
- Solid Color Outings, Cream, White, Pink, Light, Blue, etc.; 10c. quality 8 1-3c.
- 12 1-2 cent quality Small Pin Stripe and Small Check Outings, at 10c.
- Extra Heavy Double Fleece Mated Outings, in Pink, Gray, Brown, etc., 10c. quality 8 1-3c.
- Good Dark Outings 5c.

Other Dry Goods Specials

- American Pilgrim Calicoes; guaranteed fast colors, in every pattern or color imaginable 5c. Yard
- American Yard-wide Percaloes. All the new Fall Styles 10c. Yd.
- Heavy Brown Cotton Flannel 10c.
- Bleached Cotton Flannel 8 1-3c.

New Woolen Goods

- A Final Clean-up of all Wool Remnants, worth up to 50c. yard at 19c.
- 39 cent Brilliantine Black, Navy, etc. 25c.
- Fancy Stripe and Solid Color Mohair; 50 cent qualities 39c.
- 44-inch Chiffon Panama Cloth 39c.
- 50-inch Mohair and Chiffon Panamas, 75c. quality 50c. Yard
- 68-cent All-Wool Serges. Every color made 48c. Yard
- 75-cent quality Wool Serges in all colors 59c.
- \$1 All-Wool Fancy Coat Suit Goods 59c.

New Bed Spreads at Special Prices

- Snow White Spreads; good size 88c. and 98c.
- Large Fringed Spreads; extra heavy \$1.49
- Colored Spreads; the \$1.50 kind \$1.18

Yard Wide Percale, 5c

3 Cases full yard-wide Percaloes, in Drk Dress Styles, in Indigo Blue Border Shepherd Plaids, etc. Best 10 cent qualities. Friday and Saturday 5c. Yard

All Wool Serge, 48c

Amoskeag Guaranteed all-Wool Serges in all the Best Shades; Navy Blue, Garnet, Black and Gray, Brown, etc. ... 48c. Yard

Children's School Shoes

We have received during the past week 100 cases The "Pair That Wear" Children's School Shoes, in lace and button; made on the new last for school children; medium and broad toe. Every pair guaranteed. Sizes, 6 to 8 98c.

- Sizes, 9 1-2 \$1.24
- Sizes 13 to 2 \$1.49
- Sizes 2 1-4 to 6 \$1.98

See Other Shoe Specials in This Ad.

Yard Wide Bleached Domestic, 5c

Yard-wide first quality Bleach Domestic; Friday and Saturday at 5c. Yard

New Dress Gingham For School Dresses

The Greatest Variety of New Patterns for Children's School Dresses Ever Shown in Charlotte; the kind that is Sun and Top Proof, 12 1-2c. qualities 10c. Yd.

Bed Tick

- 7 1-2c. Ticking; good stripes 5c. Yard
- Best Mattress Ticking 16c.
- Best Guaranteed Featherproof Ticking 15c.

Ladies' Petticoats

- 50 Dozen Ladies' White Petticoats; worth up to \$1.50, to go at 79c.
- 75c. White Petticoats 69c.
- Pretty White Petticoats 49c.
- Black Cotton Taffeta Petticoats 49c.
- Black Petticoats, with Embroidered Ruffle 49c.
- \$1.00 Black Petticoats 79c.
- \$1.50 Petticoats 98c.

Ladies' and Children's New Knit Goods

A Solid Car Load of Ladies' and Children's New Knit Sweater Toques, Aviation Caps, Scarfs, Shawls, Fascinators, etc. You Will Save Money by Looking Here First.

New Fall Silks

We have checked up a Hundred new pieces of Silks, Satins, Messa lines, Etc., Taffetas, Peau-de-Sol, Etc., This Week.

Men's Furnishings

- New Lot Men's Negligee Dress Shirts 49c.
- Men's Soft Collar Dress Shirts; White, Cream, Tan, etc. ... N 49c.
- Men's Blue Chambray Dress Shirts, without collar 49c.
- Best \$1.00 Negligee Dress Shirts, White, Stripe and Fancy Patterns at 75c.
- \$1.50 Dress Shirts 98c.

Work Shirts

- Men's Best 50c. Blue Chambray Work Shirt 39c.
- All 50c. Work Shirts 39c.

Men's New Fall Hats

- All the Newest Shapes in Pride of America Hats, Black and All Colors; \$1.50 Value 98c.
- Boy's New Hats 49c. and 75c.
- Celebrated Hats in the Same Shape as Stetson, in Black and all Colors; a Regular \$2.50 Value \$1.48
- \$1.50 Ounce Hats 98c.

HUNDREDS OF OUR BEST SPECIALS NOT MENTIONED ASK FOR ANYTHING YOU WANT HERE.

New Fall Clothing

Hundreds of New School Suits for Boys, From 8 to 16, at Prices That Will Make it Interesting to Look Them Over.

Men's New Pants

- \$3 Dress Pants, medium and full Peg; 3-in turn up; best styles at \$1.98
- \$4 Pants \$2.98
- \$2 Pants \$1.23 and \$1.48
- Never-Rip Work Pants 75c.
- Best Dollar Overalls 75c.
- Brownie Overalls 25c.
- Youth's 50c. Overalls 39c.

Shoes Shoes

We have just received 100 cases Men's Fine High-Grade Shoes, Manufactured Specially for Us — Shoes that would sell in a regular way at \$4.00; in all styles and all leathers, every pair guaranteed. Efird's Special \$2.98
Ladies' New Russia Calf, Tan, Vici and Patent Shoes \$2.49
Ladies' High-Grade \$3.50 Shoes, in all the New Styles \$2.98
Ladies' Best Guaranteed \$3.30 Shoes \$1.98

Hundreds of Other Strong Specials in Shoes, if We Had Space to Mention Them.

New Shoe Counter at 98c

We have just received 1,000 Pair Ladies' and Misses' Sample and Broken Lot Shoes, Worth up to \$2.00 a Pair; all sizes, on Big

We Will Have New Things on Sale Every Day From Now on and it Will Mean Money to You to Look Here Before Buying

Efird's Department Store

Wholesale and Retail--Stores Also Concord and Gastonia