

MAIL ORDERS receive prompt and careful attention. All Orders filled day received, no substituting. Anything not found just as represented may be returned to us at our expense.

The expectations here are our Low Prices for High-Class Goods. Buying and selling for Spot Cash, we easily undercut other stores.

Charlotte's Fastest Growing Store

Efird's Department Store

Ready to Start the Fall Season this Week With the Greatest Stocks
New Fall Merchandise Ever Landed Here

We have been placing orders for this Fall and Winter's Goods ever since last November and we are very fortunate, since prices have gone up so much and are still advancing. We own our Fall Stocks right through at the lowest wholesale prices that have been named for this season. On account of buying for our New Store at Concord, N. C., also we have gone into bigger and more Odd Lots, Samples, Odd Pieces, and lots of nice goods than ever before. Keep an eye on our prices all through the season, We expect to throw out some eye-openers.

Special in Wool Blankets For This Week to Induce Early Buying

Full size 10-4 Wool Blankets, absolutely pure wool, beautiful finish, silk edge; every pair perfect. A flyer to start off Fall Business Monday
..... \$2.50 a pair.
11-4 size of same \$3.50.

New Fall Dress Goods at Special Prices

56-inch All-Wool new Checked Dress Goods, popular now for new Fall Suits—Black and Brown, Black and Garnet, Black and Green, etc.; makes a swell looking Suit. Same cloths being retailed in the big city stores at \$1.50 a yard. Our price 99 cents.

Broadcloth Special

Fine, All-Wool Broadcloth—Black and all the good shades, Brown, Green, Garnet, Gray, Blue, etc. No better Broadcloth retailed anywhere for \$1.00 a yard. Special to start the season off with, 75 cents.

New Plaid Dress Goods

Handsome new colorings, All-Wool Dress Goods—big line of 50-cent numbers go here at 39 cents a yard.

New Waist Plaids

Beautiful, new, bright colorings, 25 cents a yard.

Cotton Plaid Dress Goods

Nice for early Fall Waists, Girls' School Dresses, etc. Big line and a wide line of patterns and colorings to select from..... 10 cents a yard.

Chiffon Panama

One of the extremely popular Dress Cloths for this season, 56 inches wide, all Wool, beautiful smooth finish—Brown, Navy Blue, etc..... 99 cents a yard.

Embroidered Wool Flannels

36-inch beautiful Embroidered Flannel, all Wool; handsome Silk Embroidered Patterns. Special 50 cents a yard.

New Fall Silk Bargains to start the season on this week, yard wide Black and White Taffeta. Special Monday..... 59 cents a yard.

New Plaid Silks

The prettiest ever brought out, latest patterns, Browns, Blacks and other good colors, with White. The quality of Silk regular 60-cent seller. Special 50 cents a yard.

Big Special in Bed Spreads

Six hundred Spreads, slightly damaged. All stains and torn places done at the bleachery. The Spreads perfect in make; not a Spread in the lot worth less than \$1.00, most of them worth \$1.25 each, few worth up to \$1.50; to go here Monday and this week at 75 cents each.

Lace Curtains

The new Fall stocks just in. The choicest, best and most complete line we have ever had. Nice patterns in 2 1-2 yard Lace Curtains 29 cents a pair.

3-yard Lace Curtains (we have seen no better Curtains retailed for \$1.00 a pair many a time). They go here at 50 cents a pair.

3 1-2 yard Lace Curtains, 1 1-2 yards wide, beautiful, new patterns; \$1.50 values. Special here

..... 97 cents a pair.

\$3.00 and \$3.50 Lace Curtains go at \$1.98.

High-class Lace Curtains, regular \$5.00 a pair; handsome new designs, the newest and best out

..... \$2.98 a pair.

Hall Curtains

Fine lot of Special Hall Curtains cleaned up at away under prices. Extra large and heavy and the most beautiful patterns ever made—Reds, Greens, etc. No better Hall Curtains ever retailed for less than \$5.00 a pair. These go while they last at..... \$2.99.

New Fall Ribbons

Big Bargain Counter full for Monday. High-class Ribbons with Floral designs, Checks, Plaids, Stripes, Dots and Solid Colors; all fine Ribbons, but no regular assortment, so we bought them at a very low price. Plenty Ribbons in the lot worth 50 cents a yard. The price for choice the counter..... 25 cents.

New Brown Velvet Ribbons

All widths, pure, solid Satin Back
..... 25, 34 and 39 cents.

New Veils

Big line the newest and best out in Veil and Veilings; the new Fluffy Ruffle Veils, all the rage in New York now.
Browns, Greens, Whites, Blacks, etc., \$1.00 each.
Beautiful, Long Automobile Veils in Browns and all colors at \$1.00 and \$1.50.
Face Veils, all kinds and colors, 39 and 45 cents.

Rugs

S. Sanford & Sons' Real Axminster Rug, the best Rug made; new, handsome patterns, Oriental and Floral designs, 3-4 yard by 1 3-4 yard size. Special Monday..... \$1.99.

White Long Cloth Remnants

5 to 15-yard pieces, a very fine quality and a specially good bargain..... 10 cents a yard.
Lonsdale Bleached Cambric, Special Monday
..... 10 cents.

New Dress Gingham

Fine lot handsome new patterns in all the good colors, 12 1-2 cent quality. Monday..... 10 cents.

Boys' School Suits

The new Fall Suits for the Boys coming in, handsome lines at \$1.49, \$1.98 and \$3.98.

Boys' Knee Pants

Fine lot of All-Wool Knee Pants, made from tailors' remnants; the finest cloths used in Tailor-made Suits. The best bargains we have ever had in Boys' Knee Pants; all sizes 49 cents a pair.

Men's Sample Shirts

150 dozen fine Sample Shirts, entire lines from four different Shirt manufacturers, including almost every style ever made. Come in sizes 14 1-2, 15 and 15 1-2; worth 75 cents and \$1.00. All out on counter, choice 49 cents.

Boys' School Hose

The best, heaviest Black Ribbed Hose made for Boys; Samples, absolutely Fast Black, guaranteed to wear. We know of no better Hose to retail at 25 cents a pair. To start the season with, we are selling these at..... 15 cents.

10-CENT COUNTER

Fine Counter of Big Specials For 10 Cents

- Ladies' Knit Corset Covers 10 cents.
- Ladies' and Children's Knit Pants 10 cents.
- Ladies' Plain Muslin Corset Covers 10 cents.
- Children's Muslin Drawers, with Ruffles..... 10 cents.
- Children's Hose Supporters, the Safety Pin kind; good elastic..... 10 cents
- Infants' White Bibs 10 cents.
- All Solid Grosgrain Ribbon 10 cents.
- Nice Plaid Ribbons 10 cents.
- Beautiful Flowered Ribbons..... 10 cents.
- Wide Taffeta Ribbons, all colors; Special... 10 cents.
- Nice Hair Rats 10 cents.
- "High Roller" Puff Combs 10 cents.
- Ladies' Embroidered Linen Collars..... 10 cents.
- Fine Hemstitched Linen Handkerchiefs 10 cents.
- Ladies' Fancy Solid Handkerchiefs 10 cents.
- Ladies' Lace and Embroidered Handkerchiefs 10 cents.
- White and Colored Ruching 10 cents.
- Fine Tooth Brushes, Special..... 10 cents.
- Ladies' Fine, Black Seamless Hose 10 cents.
- Ladies' Hand Bags 10 cents.
- A. & F. Pear's Soap 10c. cake.
- Large Fancy Pin Cushion 10 cents.
- Good Whisk Brooms 10 cents.
- Witch Hazel Soap, 3 cakes in box..... 10 cents.
- Boys' Heavy Ribbed Hose 10 cents.
- Ladies' fine Hemstitched Pure Linen Handkerchiefs 10 cents.
- Extra High Back Combs 10 cents.
- Good Side Combs 10 cents.
- Good Bone, Metal Back and Black Dressing Combs 10 cents.
- Best Aluminum Combs 10 cents.
- Children's fine Black, White and Colored Hose 10 cents.
- Ladies' fine Sample Underwear 10 cents.
- Good Steel Scissors 10 cents.
- Mennen's Borated and Perfumed Talcum Powder 10 cents.
- 3 Packages 10-cent size Swift's Pride and Armour's Lighthouse Washing Powder..... 10 cents.
- 6 Packages old 5-cent size Gold Dust 10 cents.
- 1 Glass Bottle Eastman's Violette and Rose Talcum Powder, 15-cent seller 10 cents.
- 25-cent Box Linen Paper and Envelopes 10 cents.
- Hair Brushes, big Special—fine, regular 25c. Brushes..... 10 cents.

OUR POSITIVE AND STANDING GUARANTEE
"Money back for any unsatisfactory purchase."

EFIRD'S DEPARTMENT STORE

Goods exchanged just as cheerfully as sold. Polite and intelligent salespeople to serve you.

The Lowest Price Store in Charlotte for High Class Goods.

Corner Trade and College Streets.