

CHARLOTTE'S FAST GROWING AND POPULAR STORE

# EFIRD'S

Buying and selling for Spot Cash, we easily understand other stores. Customers who pay cash at stores which credit must help pay the tremendous expense of the credit system, offices, book-keepers, collectors, etc., as well as the bad debts that come to every credit business.

The attractions here are our Low Prices. We sell the best and most reliable goods under regular prices. Everything sold here guaranteed to be just as represented. No misrepresentation or substituting allowed under any circumstances.

**A Page Full Real Bargains in High-Class Merchandise. — Bargains That Will Draw Crowds to Our Store This Week**

**FALL TRADE STARTS WITH A RUSH**, last week being one of the biggest weeks selling Dress Goods and Silks we have ever had. The new Fall lines all in and our stocks are the completest and best they have ever been. Our growing trade is growing faster and faster each season so far, and we have made all preparations for this Fall Season to be the greatest ever. In variety we have everything that is reliable in medium and popular priced goods. Our prices the most favorable ever to our customers. The items in this Adv. worth the attention of every woman who reads The Observer to-day.

**Woolen Dress Goods Remnants Monday**

800 yards Remnants all kinds of Woolen Dress Goods that we sell from the bolts at 39, 49, 75 cents and \$1.00 a yard—Blacks, Browns, Grays and all colors; all piled out on top our counters to be cleaned up at one price Monday  
..... 25 cents a yard

**Wool Blankets Again This Week**

North Carolina Wool Blankets, pure White, with Red, Pink and Light Blue Borders. Special to start the season with, 10-4 size.....\$2.50 a pair  
11-4 size.....\$3.50 a pair

**Samples Winter Underwear For Women and Children**

Buy your winter supply now and save 1-3 the price. 2,000 garments all kinds, Vests, Pants, Union Suits, etc., Ribbed and Fleece lined—bleached pure White, and Cream Color, Grays, Browns, etc.; in fact, almost every kind of garment made is represented in the lot. The price for first choice Monday.....43 cents a garment

**New Fall Dress Goods**

We have made our best effort in securing everything desirable for this Fall and Winter Season. Can show in this department almost every kind of fabric that will be worn this season in all the leading colors.

**\$1.00 Broadcloth, Special This Week 75 Cents**

To start the season with, we are offering all pure Wool Broadcloth, 52 inches wide, in Black, Brown, Greens, Grays, Navy Blues, Garnet and every good shade for the season..... 75 cents a yard

**Black Broadcloth Special**

Three pieces heavy, All-Wool 56-inch Broadcloth, in Black only. Special this week.....50 cents a yard

**50-Inch Brown Panama**

Brown one of the strongest colors this season, good, smooth quality All-Wool Panama, 50 inches wide Special this week..... 50 cents

**Bargain Counter Dress Goods—50-Cent Dress Goods 39 Cents**

100 pieces, representing almost as many kinds and patterns; all good 50-cent Dress Goods, the season's very best patterns and colors, Checks, Plaids, etc., in Grays, Browns and other good combinations. All on one counter at one price..... 39 cents

**Fine Dress Goods at a Popular Price**

Beautiful Brown and Black Checked Dress Goods, 56 inches wide, all Wool, extra heavy; would sell easily at \$1.50 a yard if we asked it. Our special price.....98 cents

**New Plaid Dress Goods**

Pretty, new, bright Plaids for early Fall Waists, Children's Dresses, etc.; some very rich combinations in all the leading colors..... 25 cents a yard

**Chiffon Panama**

Finest All-Wool Panama, beautiful, smooth quality; this popular cloth 56 inches wide, the very best Jet Black; an excellent bargain..... 98 cents a yard

**Cotton Plaid Dress Goods**

Big line new Cotton Plaid Dress Goods in handsome colorings, just the thing for Children's Dresses, nice for Kimonas, Wrappers, early Fall Waists, etc.  
.....10 cents a yard

**New Cotton Suitings**

Fine lot Double-Fold Cotton Suitings in beautiful Plaids, Checks, etc.—Browns, Grays and all the leading colors; the best quality goods ever sold at the price..... 10 cents a yard

**Black Brilliantine Special**

A special bargain in Brilliantine for this week, the best Fast Black; regular 39-cent seller. Special  
..... 25 cents a yard

**Duckling Fleece**

A special bargain in the Merrimac Duckling Fleece, the best double-faced Fleece Goods on the market. New, handsome patterns just brought out this season, the richest combinations ever put together in Cotton Goods; just the thing for Kimonas, Gowns, Night Shirts, Wrappers, etc. Standard price everywhere 15 cents a yard. Our special price to start the season..... 10 cents

**Yard-Wide Percales**

Big lot 10-cent Percales, full yard wide, in Dark Indigo Blue, Red, Black and White and Light Shirting colors. Special this week..... 8 1-3 cents

**Yard-Wide Bleaching, in Short Lengths**

A good quality Yard-wide Bleaching in lengths up to 10 yards. Special this week.....6 1-2 cents a yard

**Dress Duck**

Beautiful new patterns in Dress Duck, standard quality, Fast Colors, Polka Dots, Plaids and other Dress Patterns; in all colors.....10 cents a yard

**White Curtain Swiss**

Beautiful quality 40-inch Curtain Swiss, handsome Woven Embroidered Dots and Figures  
.....15 cents a yard

**Cannon Cloth Special Monday**

Just for a flyer, we will sell the well-known Cannon Cloth Monday at ..... 8 1-3 cents

**Lonsdale Cambric Special**

Lonsdale Bleached Cambric, actual value 12 1-2 cents a yard. Our special price this week..... 10 cents

**White Bed Spreads at a Special Price**

300 Damaged Bed Spreads, worth \$1.25 each, with a slight imperfection, which was made at the bleachery; otherwise the Spread is as perfect as ever. Special price this week..... 75 cents

**Fall Silk Specials**

Some extra good Bargains in New Fall Silks. Rustling Black Taffeta, guaranteed. The best and heaviest quality Black Taffeta, with a bright, hard finish; rattles like dry leaves, the very best Black, every yard warranted to wear, guarantee woven in the selvage with white thread. This is without doubt the best Silk made at any price. Special this week.....\$1.00 a yard

**Yard-Wide Taffeta Silks**

Black, White and all the good shades of Brown and other leading colors. Special..... 39 cents a yard

**Yard-Wide Cream Taffeta Silk**

Beautiful All-Silk quality Cream Taffeta Silk, full 36 inches wide.....98 cents a yard

**New Plaid and Check Silks at a Special Price**

The latest out in Plaids, Black and White, Brown and White, Navy Blue and White, Green and Red and other rich combinations Black and White Checks, Brown and White Checks, Blue and White Checks, etc.; would be a good special at 69 cents a yard. Our bargain price, 50 cents

The Millinery Department busy getting ready for the Opening, which will be announced soon. We are making the greatest preparations ever for this season. Miss Burgess is turning out some beautiful Hats. Will have the largest number fine Pattern Hats to show ever shown here. Hats that will represent everything fashionable for the season.

**Notion Specials**

The largest and most varied stock Staple and Fancy Notions, small wares of all kinds carried by any store in this section. We take particular pride in this department and you will always find the newest and best here at under regular prices.

Ladies' Laundered Embroidered Linen Collars, all sizes  
..... 10 cents each

**The New Fluffy Ruffles Belts**

The Fluffy Ruffle style all the rage in New York now, and we are selling all the Belts we can get. New shipment just in by express, ready to go on sale Monday morning—Blacks and Tans, all sizes  
..... 25 and 39 cents

Extra High-Back Back Combs.....10 cents

Beautiful Gilt Trimmed Back and Side Combs.....10 cents

The real Fluffy Ruffle Back and Side Combs to match.....23 cents

Ladies' Hook-on Hose Supporters.....10 cents

Ladies' Belt Hose Supporters.....10 cents

Children's Safety Pin Supporters.....10 cents

Wide Taffeta Ribbons, in Plain Colors, 3 to 4 inches wide.....10 cents a yard

Hose Supporter Corsets, the latest and best shapes, all.....49 cents

Ladies pure Hemstitched Handkerchiefs, 5 cents each

Good Steel Scissors.....10 cents

12 Steel Writing Pens..... 1 cent

9 Spencerian Pen Points..... 5 cents

Mennen's Borated Talcum Powder.....10 cents

Eastman's Violet Talcum, large bottle.....10 cents

**Boys' School Hose**

The best and heaviest Ribbed Hose made for hard wear. These are absolutely seamless, the best Fast Black, double heel and toe. We are selling them to people who have been paying 25 cents a pair for advertised stockings right along and they tell us these out last any they have ever bought. We have them in all sizes 6-10 and we are selling them  
..... 15 cents a pair; 2 pair for 25 cents

**Lana Oil Buttermilk Soap**

New lot of this popular Soap just in, three cakes in box.....17 cents

Special lot extra good Tooth Brushes, the best thing ever sold for the price.....5 cents

Three packages old 5-cent size Gold Dust for. 5 cents

25-cent box Linen Writing Paper and Envelopes to match.....10 cents

Three cakes large size Laundry Soap for..... 5 cents

Three large size Armour's Lighthouse Washing Powder.....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.....10 cents

Ladies' Hair Rats, extra large size.....10 cents

"High Roller" Puff Combs.....10 cents

White and Colored Ruching.....10 cents

Pear's Unscented Soap.....10 cents

Beautiful Fancy Pin Cushions.....10 cents

25-cent Hair Brushes, Special.....10 cents

Fine lot Val. and Torchon Lace.....5 cents a yard

10-cent German Silver Thimble..... 5 cents

**We Pay You For Reading This Adv. 25 Cents For 1 Cent**

To every woman who reads this Adv. and whose bill amounts to more than \$1.00 at our store Monday we will sell One Cake Cuticura Soap for One Cent, with privilege to exchange this Cake of Soap at the time you buy it for 25 cents worth of anything else in the store.

**Our positive and standing guarantee: "Money Back for Any Unsatisfactory Purchase." Goods exchanged as cheerfully as sold. Reliable Goods. Reasonable Prices.**

## EFIRD'S DEPARTMENT STORE

### THE BUSY STORE

Corner Trade and College Streets

Charlotte, N. C.

Mail Orders solicited for anything in this Adv. Write us, enclosing check, giving description as near as you can for anything you see in this Adv. you may want. In case it is not found just as represented, you may return it to us at our expense and your money will be refunded promptly.

Write us for samples and information about anything you may want. All requests and inquiries answered day received.