

CHARLOTTE'S FAST GROWING AND POPULAR STORE.

EFIRD'S

The Fall Millinery Opening, Tuesday and Wednesday, October 1st and 2nd.

A Cordial Welcome to All to Come, See and Enjoy the NEW HATS.

Strong Specials in Silks For Millinery Week

Yard-wide Guaranteed Black Taffeta. New lot just in, good weight, every fibre pure Silk, very best Black, full 36 inches wide; no better Silk ever retailed in a regular way for less than \$1.00 a yard; guarantee on the selvage of every yard. Efir's special price for Millinery Opening Week75 cents

New Brown Check Silks

Fine lot of the popular Brown and White Check Silks, pure Silk quality. This is a big special at the price50 cents a yard

Yard-Wide Cream Taffeta Silk

Fine, all pure Silk quality Taffeta Silk in Cream; good weight; an extra good special.98 cents a yard

Yard-Wide Taffeta Silk at a Bargain Price

White and all the good shades of Brown, special for the Millinery Opening Week59 cents

Rustling Black Taffeta, Guaranteed

The real Rustling Black Taffeta is not sold everywhere under a positive guarantee. We sell one that is stiff and rattles almost like dry leaves, with the guarantee woven in the selvage with white thread. If this Silk does not wear, we make it good with new Silk right on the spot when claim is made. It's full 36 inches wide, very best Black. Efir's special price98 cents a yard

New Plaid Silks

The newest out in Bright Plaids—Green, Red, Brown, Black and White, etc. Would be a good special at 69 cents a yard. Efir's price50 cents

Silk Warp Lansdowne

This handsome fabric has all the qualities of Wool for wear; still it looks just like Silk; 44 inches wide—Navy Blue, Brown, Light Blue, Gray, Garnet, Lavender and Tan. The manufacturer's restricted retail price is \$1.25 a yard. Efir sells it for98 cents

The New Fluffy Ruffles Belts

The Fluffy Ruffles styles all the rage in New York and we are going to show you Fluffy Ruffles in the new Belts, Veils, Back and Side Combs, as well as in the Hats that will be in the Opening this week.

The Fluffy Ruffles Belts in Blacks and Tans

A new lot just in by express, ready to go on sale Monday morning, and they are really the prettiest style Belts that have been brought out for a long time. The prices run 29, 39 and 48 cents

Fluffy Ruffles Combs

New lot of the Fluffy Ruffles Combs. We are selling these fast as we can get them by express; have had two or three shipments every week since we returned from New York. The real thing in Fluffy Ruffles Back Combs23 cents each

Fluffy Ruffles Side Combs23 cents a pair

Fluffy Ruffles Veils

The latest thing out in Veils. You can see these in the Millinery Department while attending the Opening. We have them in Blacks, White, Brown, Navy Blue, Gray, Garnet, etc., at \$1.00 and \$1.50 each

Samples Fall and Winter Underwear For Ladies and Children

The greatest line of Samples ever landed in Charlotte; every kind of garment ever made for Women, Girls and Children—Plain and Ribbed Union Suits, Vests and Pants, Separate Knit Corset Covers, Knit Skirts, etc. Solid and fleece lined, some of all colors—Brown, Gray, Yellow Color and bleached pure White.

We have divided all into two great lots on two separate counters at two prices. .23 and 43 cents

Some of Efir's Odd Specials

3 Packages old 5-cent size Fairbanks' Gold Dust Twins for 5 cents
 3 large Cakes good Laundry Soap 5 cents
 Laxa Oil Buttermilk Soap, 3 cakes in box 17 cents
 Pear's Unscented Soap 10 cents a cake
 Cuticura Soap, the finest Toilet Soap made 16 cents
 Men's Borated Talcum Powder 10 cents
 25-cent Fancy Pin Cushions 10 cents
 2 Cakes Penny Toilet Soap for 10 cents
 15-cent Rubber End Top for 1 cent
 2 3 1-2 cent Tops for 1 cent; Top Cords Free
 Mason's Stove Polish, the Old and Reliable, best made for 5 cents a box. Efir's price 2 boxes 5 cents
 Mason's Shoe Blacking, 5-cent size 2 boxes 5 cents
 \$1.50 Canvas Dress Suit Cases, Brown and Olive colors 98 cents

The Grand Style Show Starts Tuesday Morning

The largest display of Pattern Hats by two to one we have ever had. Hats of all kinds. A Hat to represent every point in the new Fall and Winter Fashions. Pattern Hats ranging in price all the way up to **\$20.00** each

Wide Range Hats in all the Leading Colors

representing the best ideas brought out this season. Hats patterned right after the finest models in the most exclusive millinery places in New York **\$10 to \$12.50** each

More Than 100 Hats at Around \$5 Each

Our Strong Fort is the getting up of \$8 and \$10 Hats for **\$4 to \$6** each. Of these we have more than 100 to show you on Opening Day, each and every one different.

Gage Brothers & Co's & Castle's Street Hats

A big line of the world renowned Gage Hats which we sell so many of every season. We have also put in a new line swell street Hats, the Castle Brand another exceedingly popular make of Hats. A large variety of both makes in all the leading shapes and colors, just what you want for your early fall Hat, prices ranging from **\$5 to \$10** each.

The Prices on Our Hats for the Opening

are put on the Hats to sell them, every price in plain figures and as always here, positively No Price Changed.

The Hats Will be the Attraction Here,

no music, no fancy decorations of any kind, a plain simple showing of the new styles in millinery to be worn this Fall, and Winter. The cleverness in our Hats sustain all the good reports we had heard of our new trimmer Miss Burgess. the Hats are here to speak for themselves.

The Greatest Preparations Ever, Have Been Made for this Season

Miss Burgess spent more than a month in New York City studying the New Styles and selecting the new Stocks. For the past several weeks she, with her force of Milliners, has been busy making ready for this the event of the season. Everything in readiness for the great Style Show to start

TUESDAY MORNING, OCT. 1st

Come One, Come All.

EFIRD'S

Charlotte's Lowest Price Store For High-Class Goods.
 Cor. Trade and College Streets.

New Dress Goods Bargains For Millinery Opening Week

\$1.00 Broadcloth For 75 Cents

Big special in fine, All-Wool Broadcloth in Black, Navy Blue, Brown, Dark Green, Garnet, Gray and other good shades; full 52 inches wide; actual value \$1.00 a yard. Efir's price for Millinery Opening Week75 cents

50-Cent Dress Goods on Bargain Counter at 39 Cents

Big counter piled full, near 100 pieces, almost as many different colors and patterns—Grays, Browns, Blues, etc., in Checks and Plaids; the very best Dress Goods made to retail at 50 cents a yard. All to go here during the Millinery Opening Week39 cents

Black Broadcloth Special

56-inch Black Broadcloth, finest soft finish, in Black only. Efir's special at50 cents a yard

High-Class Dress Goods

Fine line of new, handsome patterns in Checks, etc.; Black and Brown, Black and Blue, Black and Green and other good combinations; 56 inches wide, extra heavy and a very fine finish. Same Dress Goods being retailed in the high-priced stores for \$1.50 a yard. Efir's price98 cents

52-Inch Brilliantine Special

Black, Cream, Gray and other good colors. 52-inch Brilliantine, worth 75 cents a yard. For Opening Week50 cents

New Plaid Dress Goods

Handsome new Plaids in Reds, Blues, Greens, Browns, etc.; all bright colors, in the best combinations; nice for early Fall Waists, Children's Dresses, etc. Special25 cents a yard

Black Brilliantine Special

36-inch Black Brilliantine, a real 39-cent value. Special during the Opening Week25 cents a yard

50-Cent Cream Nunsveiling

Beautiful, smooth quality Wool Nunsveiling, in Cream; 36 inches wide, nice for Evening Dresses; retails regularly at 50 cents a yard. Efir's special price29 cents

44-inch All-Wool Serge, in Black, Navy, Brown, etc. A big special for Millinery Opening Week50 cents a yard

Chiffon Panama

Finest All-Wool quality Chiffon Panama, very smooth, 56 inches wide, the very best Jet Black; an excellent value98 cents a yard

44-Inch Wool Poplin

A beautiful hard finish All-Wool Cloth, one of the best materials for hard wear made; always looks well and holds its own—Black, Cream, Navy Blue, Brown and all the good shades98 cents a yard

Duckling Fleece

The Merrimac Duckling Fleece, the best double-faced Fleece Goods on the market; every woman knows what it is. Fine lot of new, handsome patterns, just brought out this season, the richest combinations ever put together in Cotton Goods; just the thing for Kimonos, Gowns, Night Shirts, Wrappers, etc. The standard price of this material everywhere 15 cents a yard. Efir's special price10 cents

Yard-Wide Bleach in Short Lengths

Splendid quality Yard-wide Bleach in lengths up to 10 yards. Special6 1-2 cents a yard

Dress Duck

Beautiful new patterns in Dress Duck, standard quality, fast colors—Polka Dots, Stripes, Plaids, Checks and other nice dress patterns in all colors. Special10 cents a yard

White Curtain Swiss

Fine quality 40-inch Curtain Swiss, smooth finish, woven embroidered dots and new figures; a real 25-cent seller15 cents a yard

Wool Blankets

North Carolina made all pure Wool Blankets, full 11-4 size. Special for Opening Week **\$3.50** a pair.

10-Cent Percales For 8 1-3 Cents

Fine lot Percales in short lengths up to 10 yards—Indigo Blues, Reds, Black and White, Light Shirting Colors, etc. Efir's special price Opening Week8 1-3 cents

Silver Fleece

The popular double-faced O uting in Solid and Mingle Colors, Gray, Blue, Brown, Pink, etc. Special for opening week8 1-3 cents