

A Progressive Store
This is a Progressive Store, the most Modern and Up-to-Date Methods Merchandising known are used here. We have the best known Check System against errors. All these things help us to figure Closer Margins in Selling.

Charlotte's Spot Cash, and Under Price Store

We Underbuy and Under Sell

EFIRD'S DEPARTMENT STORE

A PAGE FULL OF EXTRA GOOD SPECIALS FOR THIS WEEK

Our facilities for buying are unequalled in the South. Our connection with the largest and Only Exclusive Wholesale House in this Section, together with other stores giving us an unlimited outlet as to Quantity and the paying of Spot Cash puts us on the inside with the Largest and Best Importers and Manufacturers in the World. Then the selling strictly for One Price, and Only for Spot Cash, among our Stocks often, it is Easy for us to Under Sell.

Our sales the past two weeks have broken all records here, and to keep them up we have arranged a Strong List of Bargains for this week.

BROWN DRESS GOODS
Plenty Browns
By keeping in close touch with the Fashion Markets we have had big stocks Browns during all the rush for them for the past few weeks.

BROWN PANAMA
Beautiful All-Wool Panama, 55 inches wide, and one of the best cloths on the market; the best shades of Brown. Special Price.....98 cents

BROWN POPLIN
Another Cloth that is in strong demand this Season, beautiful Brown shades.....98 cents

BROWN VOILE
New Voile just in, in the latest Brown shades; a specially good value.....98 cents

THE NEW TAFFETA CLOTH
A handsome light weight Woolen Goods, in the best Brown shades.....98 cents

BROWN LANSLOWNE
The popular Silk Warp Woolen Goods, regular price \$1.25 a yard. Efrid's Special Price.....98 cents

56-INCH WOOL SUITINGS
In new Plaid and Check combinations; beautiful Black and Garnet, Black and Brown, Black and Green Checks, etc. Extra heavy weight. All-Wool and a good Special in high-class Dress Goods.....98 cents

54-INCH WOOL SERGE
Extra heavy, hard finish, very popular for both suits and separate skirts.....98 cents

\$1.00 BROADCLOTH UNDERPRICED
Heavy quality All-Wool Broadcloth in Black, Navy Blue, Garnet, Brown, Green and Gray; actual value \$1.00 a yard. Efrid's Special Price.....75 cents

50-INCH NUNSWELLING SPECIAL
Another fine lot of the All-Wool Nunswelling in Black, Cream and all colors; a 75-cent selling cloth everywhere. Efrid's Price.....50 cents

CREAM BATISTE
Another good bargain for this week—50-cent Batiste in Cream. Efrid's price this week.....29 cents

44-INCH WOOL VOILE
Finest quality All-Wool Voile in Black, Tan, Navy Blue, Gray, etc. This cloth actually worth in a regular way 75 cents a yard. Efrid's Special Price.....50 cents

56-INCH ALL-WOOL PANAMA
One of the best selling cloths this season. This one is extra heavy. All-Wool, firm, hard finish; Black, Brown, Navy, etc.....98 cents

FRENCH POPLIN
A beautiful hard finish All-Wool Dress Goods, suitable for whole suits and separate skirts. It's 44 inches wide, and we have it in all the good shades Brown, Navy Blue, Gray, Garnet, Cream, Black, etc.....98 cents

50-INCH BRILLIANTINE
About the last you will buy at retail for 50 cents a yard. We still have it in Black, Cream, etc., at the old price.....50 cents

FANCY WOOL PLAIDS
Beautiful, Bright Plaids, nice for Waists, Girls' School Dresses, etc.....25 cents

50-CENT DRESS GOODS
Large counter piled full all kinds regular 50-cent retelling Dress Goods, all nice patterns and colors—Plaids, Checks and Solid Colors. Efrid's Special Price.....50 cents

BLACK BROADCLOTH SPECIAL
56-inch Broadcloth, in Black only; good, heavy weight. An extra bargain.....50 cents

NEW PLAID SILKS AT UNDERPRICE
The richest color combination ever put together in Plaids; Reds and Greens, Blues and Greens, Black and White, etc., positively a 75-cent quality Taffeta, all pure Silk. Efrid's special price.....50 cents

BROWN AND WHITE SILKS
All pure Silk quality. Brown and White Checks, also Black and White, Blue and White, etc. Special.....50 cents

YARD-WIDE COLORED TAFFETA SILKS
A mighty good Silk Bargain for this week; regular \$1.00, Taffeta Silks, in all the good shades—Blue, Gray, Green, etc. Efrid's Special Price.....75 cents

GUARANTEED BLACK TAFFETA FOR THIS WEEK
36-inch Black Taffeta, all pure Silk; a good \$1.00 special; to go for a flyer.....75 cents

WHITE LONSDALE CAMBRIC
Yard-wide, 12 1/2 cent quality. Special.....10 cents

BLACK SATINE
Nice Black Satine, good weight, firm mercerized finish; a 15-cent selling cloth.....10 cents

40-INCH WHITE LAWN
Beautiful, smooth, sheer quality.....10 cents

Wide Corset Cover Embroideries in Swiss and Cambric, nice Embroidery Edges.....25 cents

ALL-OVER EMBROIDERY SPECIAL
Finest quality Swiss and Nainsook All-Over Embroidery in short lengths, the Sample pieces from a large Importing House; not a piece in the lot worth regular less than \$1.00 a yard.....50 cents a yard

LADIES' LINEN HANDKERCHIEF SPECIAL
Pure Linen Hemstitched Handkerchiefs. Special.....50 cents a doz.

LADIES' LAUNDERED EMBROIDERED COLLARS
All the go again this season, the neatest neckwear a woman can put on; all sizes.....10 cents

WOOL BLANKET SAMPLES
We cleaned up the entire line Samples for the season from one of our best North Carolina Woolen Mills, and from a Commission House in New York, selling only California Wool Blankets.

THE NORTH CAROLINA WOOL BLANKETS
Are just one-third of their regular prices, running about as follows:
\$3.98 Wool Blankets.....\$1.98
\$4.00 and \$5.00 ones for.....\$2.49 and \$3.98
The best 11-4 All-Wool \$6.00 Blankets made in North Carolina.....\$3.98 a pair

THE CALIFORNIA WOOL BLANKETS
Are 40 per cent off regular prices, and these are the finest made; regular \$3.00 to \$10.00 a pair California Blankets, all full 11-4 size \$12.50 ones for.....\$5.00 and \$6.00

COMFORTS
Big line at popular prices. Full size comforts, lined and reversible.....98c. and \$1.49

NEW OUTFITS
Fine line Outfittings, in new, pretty colors, underpriced. Beautiful light color Outfittings.....7 1/2-8 and 8 1/2-9 cents

AMOSKEAG
Tease Down Outfit, in dark colors.....9 cents
Double-faced Fleece Outfit, in mingled colors, Browns, Grays, Blues, Pinks, etc.....8 1/2-9 cents

DUCKLING FLEECE
One of the most popular of the heavy Fleece for Kimonos, Dressing Scaques, Night Gowns, etc.....10 cents

LADIES' NEW SAMPLE COATS

While in the Markets our Buyer cleaned up the entire line Samples from three different Manufacturers of Fine Coats, getting Special Discounts of 33 1-3 to 50 per cent off their regular prices. Every style and kind of Coat made for this Fall and Winter Season represented in them. Coats of all styles and colors. The prices run about as follows:

\$5.00 and \$6.00 Coats in these Samples for.....\$2.98 and \$3.98

\$7.50 Coats, big range of styles in all colors.....\$4.98

\$10.00 Cravenette Coats, real stylish looking Coats.....\$7.48

\$10.00 and \$12.50 Coats of all kinds, going at.....\$7.50 and \$7.98

Sample Coats worth up to \$15.00 each, for.....\$10.00

GIRLS' AND CHILDREN'S COATS

Big line for Girls 6 to 14 years old, at.....\$1.48, \$1.98 and \$2.98

Real nice Coats for 14 to 16-year-old Girls, at.....\$3.48 and \$4.98

Children's Fancy Velvet Coats—Browns, Blues, Reds, etc. The prettiest Coats we've seen this season for Children 4 to 10 years old.....\$3.48

CHILDREN'S TEDDY BEAR COATS

Beautiful White Bear Skin Coats, Teddy Bear Styles, for 3 to 6-year-old Children.....\$2.49 each

Teddy Bear Caps to match.....34 and 49 cents

INFANTS' LONG WHITE CLOAKS

Nice, Long White Cashmere and Twill Woolen Coats.....99 cents and \$1.48

BIG SPECIAL IN SAMPLE FURS

This is to be a big Fur Season, and we are fortunate to have a line Samples just in Friday and ready for selling this week. We bought 40 per cent off regular Wholesale prices and have marked to sell accordingly. All kinds, styles, lengths and colors, both Boas and Muffs. Prices ranging from.....98 cents to \$12.50

NEW SAMPLE UNDERWEAR FOR LADIES AND CHILDREN

1,600 Garments to go at ONE PRICE. Union Suits, Vests and Pants, separate; all kinds, Ribbed, Fleece Lined, etc., in Gray, Brown, Yellow and Pure White. Not a garment in the entire lot worth retail less than 50 cents and from this to 75 cents. Efrid's Special Price.....39 cents

WHITE LINEN FINISH WAISTING

Big Special in Real Linen Finish Waisting the best one made, full yard wide, double fold; a 15-cent selling cloth now. Efrid's Special Price this week.....10 cents

LONG CLOTH REMNANTS

A lot just received like we used to sell so much of—the fine, soft quality that is used so much instead of Bleached Domestic; full 36 inches wide. Special.....10 cents

EXTRA QUALITY BLEACH REMNANTS

Big lot good grade Bleach in shorts.....10 cents a yard

Best 10-cent yard-wide Bleach in Remnants.....7 1-2 cents

WOOLEN DRESS GOODS SPECIALS FOR THIS WEEK

We're having the greatest Dress Goods trade ever.

We have the correct things and the Prices are Right. Everything fashionable for the Season represented in our showing. All the new and popular weaves in every good shade.

LADIES' LONG BLACK KID GLOVES

An extra Special for this week. Ladies' Long Black Kid Gloves in all sizes, to be sold at a price at which we cannot guarantee them, and positively will not take back or exchange a pair after being wrapped. The price.....\$1.50 a pair

EMBROIDERED FLANNEL
36-inch All-Wool White Flannel, beautiful Silk Embroidery Work, scalloped and hemstitched edges. Efrid's Special Price.....50 cents a yd.

SHOES, SHOES, SHOES
Our Shoe department in the best shape it has ever been. Our stock the largest and complete! including everything new and fashionable in reliable foot-wear.

Men's Box Calf Shoes with good, heavy soles, made on the new swing lasts, with a card attached to each pair telling just what is in the shoe. Every pair guaranteed to wear and the guarantee backed with a new pair for any that does not give satisfaction. Efrid's Special Price.....\$2.48

Men's Patent Cut Blucher Kid Top, a nice Dress Shoe, looks well and wears well; a regular \$3.00 Shoe at the shoe store. Efrid's price.....\$1.98

Men's Veal Kip Blucher Shoe for hard wear, extra heavy soles, just the thing to stand bad weather. Efrid's price.....\$1.49

Ladies' fine Vici Kid Shoes, with heavy and light soles, made on the new swing lasts; just the style wanted. No better shoes ever made to retail at \$2.50. Efrid's price.....\$1.98

Women's Solid Leather Vici Kid Shoes, patent tip, blucher style, in all sizes. Special.....\$1.24

Misses' heavy Kangaroo Blucher Shoes for school and everyday wear; all solid leather inner and outer soles, counter and heel tip; sizes 13 to 2.....\$1.24; 9 to 12 99 cents

Misses' Bright Vici Kid Patent Tip Blucher Shoes; a real nice shoe that will wear well; sizes 13 to 2.....98 cents; sizes 9 to 12 88 cents

Children's Vici Kid Patent Tip Shoes, with spring heel; sizes 3 to 8.....48c cents a pair

MEN'S AND WOMEN'S HIGH-GRADE SHOES

We sell the best and most reliable Shoes made at under regular prices. The "Barry" Line Men's Fine Shoes, made to retail at \$4.00 to \$5.00 a pair. All the newest and best styles, latest shaped lasts, in Gunmetal, Vici, Box Calf, Patent Leather, etc. Every pair guaranteed, the Guarantee backed up with a New Pair for every pair that does not give perfect satisfaction. Efrid's all-around price for the whole line.....\$3.50 a pair

Bering & Co.'s "Imperial" Line Women's Fine Shoes, the best Shoes made in Cincinnati; every pair backed up with a New Pair right on the spot when claim is made for any shoe that does not fit as it should. All the leading styles, the newest lasts out, in fine Vici Patent Leather, etc.....\$2.50 and \$3.00 a pair

CLOTHING BARGAINS FOR THIS WEEK
Boys' School Suits, in all sizes for.....49 and 75 cents

Good, heavy School Suits, part wool for.....98c. and \$1.24

Boys' All-Wool Blue Serge Suits, made up in the very latest styles; very popular now and extra heavy weight Serge; worth \$5.00 a suit. Efrid's price.....\$3.48

BOYS' REEFER SUITS
Nicely made up Reeper Suits in all the new patterns, Plain and Blouse Pants, sizes 3 to 16.....\$1.98

JOB COUNTER MEN'S SUITS
Large counter piled, full of Men's Odd Suits, some old styles, but extra good quality. Some new styles. In fact, some of almost every kind of suit ever made. We have only one or two of a kind and want to clean them up quickly, and the price we have made will do it, at \$1.98

MEN'S HEAVY BLUE SERGE SUITS
The finest All-Wool Blue Serge, nicely made up, single and double-breasted. Coat cut on the very latest style. No better suits ever retailed for Ten Dollars a suit. Efrid's price.....\$7.98

MEN'S HIGH-GRADE CLOTHING
The finest Tailored Suits, made of the very best All-Wool Cloths in the lowest and prettiest patterns brought out this season, including the handsome Brown, Invaluable Plaids, Checks, Stripes, etc. The very best linings and trimmings are used in these. They are cut in the very latest styles, correct in every way, made for the high-class trade; same quality Suits cannot be bought at the high price clothing stores for less than \$15.00 to \$18.50. Efrid's Spot Cash Price.....\$10.00

MEN'S FINE BLACK SUITS
Beautifully made up All-Wool Suits, finest Venetian linings, single and double-breasted coats. These Suits retail for \$14.50 and even more. Efrid's price.....\$10.00

BOYS' KNICKERBOCKER SUITS
The new Knickerbocker Suits just in. Beautiful line Coats, with Belts; Pants with Buckles on, handsome Gray and Brown Checks, Plaids, etc.; sizes up to age 16.....\$2.98 a Suit

BLUE SERGE KNICKERBOCKER SUITS
All-Wool, Blue Serge Suits, Knickerbocker styles; actual value \$5.00 a suit. Efrid's price.....\$3.98

Blue Serge Bloomer Suits, just the thing for Little Boys; all sizes for 3 to 9 years. Bloomer Pants; \$5.00 Suits for.....\$3.48

MEN'S AND BOYS' NEW AND STYLISH HATS
Hats with the name in their retail for \$2.50. We have them with our own stamp in them, every one Guaranteed, and our price is.....\$1.50

BOYS' TELESCOPE HATS
Big line Boys' new shape Hats in Blacks, Browns, Greens, etc.....98c.

A NEW LAUNDRY SOAP
The "Sail" Soap, the best imitation of "Octagon" yet made. Efrid's Special Price this week.....Three Cakes for 5 cents

EFIRD'S ODD SPECIALS
3 packages Fairbanks' original Gold Dust Twins, the old 5-cent size, for.....5 cents

Cuticura Soap, 25 cents the world over, and is really the best Soap made.....10 cents a Cake

Lana Oil Buttermilk Glycerine Soap, sold everywhere for 25 cents a box. Efrid's Special Price.....17 cents

A. & P.'s Glycerine Soap.....10 cents a Cake

Williams' Shaving Stick, standard price 35 cents. Efrid's price.....15 cents

Eight-Day Striking and Alarm Clock, Oak or Walnut Frame, the New Haven; every one guaranteed to keep correct time. The retail price of this Clock ranges all the way from \$3.00 to \$4.50. Efrid's Special Price.....\$1.98

Brown and Dark Green Dress Suit Cases, the regular \$1.50 kind. Efrid's price.....98 cents

Telescopes, all sizes, from.....19 cents each up

Real Turkey Feather Dusters, Special this week.....49 cents

Good Whisk Brooms.....10 cents

38 Marbles.....1 cent

Menon's Bored Talcum Powder.....10 cents per box

25-cent Pin Cushions.....5 cents

2 Cakes Penny Soap for.....10 cents

5-cent Rubber-end Tops.....1 cent

2 1/2-cent Tops, 2 for.....1 cent; top cords free

Mason's Stove Polish, the old and reliable; best Stove Polish made; 5-cent size; 2 boxes for.....5 cents

Mason's Shoe Blacking, 2 boxes.....5 cents

10-cent Four-in-Hand Neckwear, in pretty new colors.....25 cents

Gentlemen's large size Silk Handkerchiefs.....25 cents

William Elliott & Co.'s Guaranteed Razors.....\$1.50 each

Large size Vaseline, 2 bottles for.....5 cents

Efrid's Special Linen Collars, made of the very latest and best shapes, 4-ply.....10 cents

\$7.50 Whole Stock Leather Suit Cases, straps all around, and with bolts. Efrid's Special Price.....\$5.00

MAIL ORDERS: Out-of-Town People use the Mails. If you cannot come, write us for Samples and Prices. All orders and requests for Samples attended to day received. No Substituting allowed here. We have built up our great Mail Order Business, the greatest Retail Mail Order business in this section, by giving every order and request for Samples prompt and careful attention, never substituting or misrepresenting anything. Anything not found just as represented may be returned to us, and money will be promptly and cheerfully refunded.

RELIABLE GOODS

New Goods and the Latest Styles Always Here

We turn our Stocks oftener than any other Store in the country. New Goods coming in here all the time; nothing allowed to stay here long enough to be old or shop-worn. You can depend on what you buy here being New, Fresh and Up-to-Date in Style, no matter how low the price.

REASONABLE PRICES

EFIRD'S DEPARTMENT STORE

THE ALWAYS BUSY STORE

Stores Also at Concord, N. C. Corner Trade and College Streets

Keeping in Touch With the Markets.

Our Buyer goes to New York Six Times a Year, and by spending 10 to 12 weeks each year in the Leading Markets keeps in the closest touch with all Changes in Prices, Styles, etc. You will always find the Newest and Best things here Under Regular Prices.