

What We Advertise,  
We Sell

# FRIDAY AND SATURDAY AT EFIRD'S

What We Advertise,  
We Sell

**Clothing and Shoe Specials For Friday and Saturday**  
It's no wonder that the trade in these Departments grows so fast. We have always kept **QUALITY FIRST, PRICE NEXT.**

**Men's Hats Underpriced**

We sell the very best Fur Felt Hats, in all the good shapes, right up-to-date Blacks, Grays, Browns, etc. . . . . 98c. and \$1.48

**Men's White Fleeced Underwear**

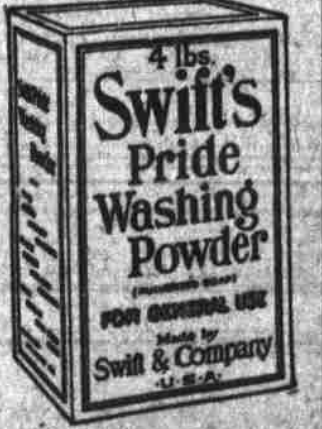
Something you have never been able to buy for less than \$1.00 a suit before. Efird's Special Price Friday and Saturday . . . . . 85 cents a suit  
Men's Wool Undershirts . . . . . 50 cents each  
Men's heavy Knit Overshirts . . . . . 49 cents  
Men's Wool Sox . . . . . 10 cents a pair  
50-cent Four-in-Hand Ties . . . . . 25 cents  
25-cent Rubber Collars . . . . . 15 cents  
Men's White Feet Seamless Sox . . . . . 10 cents a pair  
Men's heavy Satin Calf Shoes, Cap Toe, heavy Soles and all solid; worth \$2.00 a pair . . . . . \$1.24  
Men's fine Shoes in Vici Kid, Box Calf, Blucher and Lace Styles, Light and Heavy Soles, all the new Lasts; \$2.00 to \$2.50 selling Shoes.  
Efird's Price . . . . . \$1.49

Ladies' fine, pretty Vici Kid, Patent Tip Blucher, all Solid Leather Shoes, guaranteed to wear; no better Shoe sold anywhere for \$2.00 Efird's Price . . . \$1.49  
Misses' Kangaroo Shoes, Cap Toe, Blucher Style, all Solid Leather Inner Soles, Outer Soles, Counter, etc., worth \$1.50. Efird's Price . . . . . 99c.



**Swift's "Pride" Laundry Soap**  
Swift's "Pride" Laundry Soap, the Purest and Best Laundry Soap made — known to every good Washer-Woman for its pure qualities; sells the world over for strictly 5 cents a cake. Efird's Special Price  
3 cakes 10 cents

**Swift's "Silver Leaf" Lard Again For Friday and Saturday**  
Swift & Co.'s "Silver Leaf" Brand Lard needs no comments from us. It is known for being the best and purest of all Lard.  
A new arrangement for selling it this time. To **Women Only on Friday.** In order to save our Lady Customers from the Rush and Jam on Saturday, we have arranged to have a separate counter, at which we will sell to Women Only both Friday and Saturday.  
We have just two sizes, 5 and 10-pound buckets.  
5-pound size . . . . . 49 cents  
10-pound size . . . . . 99 cents  
Plenty for all this time. We have a plan by which only One Bucket will go to a Customer. Could have sold 500 buckets more had we had it at our last sale.  
We hope every Customer of ours will get a Bucket this time.



**Swift's "Pride" Washing Powder**  
Swift's "Pride" Washing Powder sells on its merits. It takes no funny advertising to sell this to housekeepers and washer-women who know. The large Pound Packages. Special Saturday . . . . . 3 for 10 cents

**Ladies' and Children's Sample Coats**

We have already sold more Coats this season than ever before in two whole seasons. New lots of Coats here almost every day. Three big lines Samples in this week. It being late in the season, we bought these at the biggest discounts we ever bought Samples.

- \$15.00 Coats for . . . . . \$10.00
- \$12.50 Coats for . . . . . \$7.50 and \$7.98
- \$10.00 Coats for . . . . . \$5.98
- \$7.50 and \$8.00 Coats . . . . . \$4.98
- Full Long Coats in Solid Tan, Brown and Fancy Colors . . . . . \$2.98 and \$3.98
- Children's beautiful Plaid and Solid Color Coats . . . . . \$1.98 to \$3.98

**Sample Furs and Muffs**

Another line we are selling more of than ever before. Big line Furs ranging in price from . . . . . 98 cents to \$5.00 each  
Muffs . . . . . \$1.48 and \$4.00 each

**Two Lines Sample Underwear For Friday and Saturday**

Ladies' and Children's Union Suits, Vests and Pants separate, in White, Gray and Colors . . . . . 23 and 39 cents  
Women's Heavy Fleeced Underwear in Pure White . . . . . 95 cents a suit

**High-Grade Wool Blankets at a Bargain Price**

The heaviest and best all pure Wool Blankets made in North Carolina, full 11-4 size, beautiful Tans, Grays; also White with Colored Borders; Blankets actually worth \$5.00 to \$6.00 a pair. No seconds, or damaged.  
Efird's Special Price Friday and Saturday . . . . . \$3.98

**BIG CLEAN UP IN MILLINERY**

**2,000 Ladies' Hats to Be Sold Saturday at 10 Cents Each**

These are all piled out on top our Bargain Counters and there are Hats of every Shape, Color and Kind made for this season. Hats that have been sold right along during the season at prices ranging from 50 cents to \$1.50 each. Efird's Clean Sweep for Saturday . . . . . 10 cents each

**500 Trimmed Hats at Special Prices**

These are gotten up specially for Saturday's selling from the very best Shapes we could pick out of the Samples and Job Hats and made of Left Over Trimmings, Remnants of Ribbons, Silks and Velvets. Every Hat Trimmed correct in Style, and the Price just a little more than half what it would be in a regular way.  
100 nicely Trimmed Hats for . . . . . \$1.00 each  
250 Hats ranging in price from . . . . . \$1.50 to \$2.50

**Children's Tam-o-Shanter Caps**

Big line Leather and Wool Caps, Tam-o-Shanter styles, Solid, Plaid and Fancy Colors . . . . . 25 and 39 cents each

**Other Dry Goods Specials**

- 72x90 inch Bleached Sheets, hemmed ready for use . . . . . 49 cents each
- Full size Bed Comforts . . . . . 98c. and \$1.48
- 10-cent Outings in all the new patterns and colors . . . . . 8 1-3 cents
- \$2.50 Rugs . . . . . \$1.99
- \$5.00 Lap Robes . . . . . \$3.48
- 12 1-2' and 15-cent Cotton Fleeced Goods, large patterns and figures, all colors . . . . . 10 cents
- The old and original Cannon Cloth, full yard wide, worth 12 1-2 cents a yard now. Efird's Price . . . . . 10 cents
- 44-inch Black Brilliantine, 50-cent quality . . . . . 39 cents
- 56-inch Wool Broadcloth in Black, Navy Blue, etc. . . . . 50 cents
- Fancy Plaid Silks, Brown, Navy Blue, Black and White, 27 inches wide; worth \$1.00 a yard . . . . . 75 cents
- Ladies' New Style Elastic Belts—Black, Brown, etc. . . . . 39 cents
- Extra High Back Back Combs . . . . . 10 cents
- Fancy Colored Cords, 25-cent sellers . . . . . 18 cents
- Ladies' All-Wool Hose in Grays, Blues, etc.; actual value 25 cents a pair. Efird's Price . . . . . 18 cents
- Women's Black Ribbed Hose, full size and length; actual value 10 cents a pair. Efird's price for Saturday . . . . . 5 cents
- Yard-wide All-Wool Embroidered Flannel . . . . . 50 cents a yard
- Yard-wide Black Guaranteed Taffeta, Guarantee on the selvage of every yard. Special . . . . . 75 cents a yard
- Boys' extra heavy Knitted Hose, with an advertised name on would sell for 25 cents a pair. Efird's Special Price for Friday and Saturday . . . . . 15 cents a pair; 2 for 25c.

High-Class Goods Under Price. Nothing so Good but that Efird Cuts the Price. Our Standing and Positive Guarantee: "Money Back for Any Unsatisfactory Purchase."

Courteous, Clever Salespeople to wait on you.  
Goods exchanged just as cheerfully as sold.

**TWO BIG SHOE BARGAINS**

**1,500 Pairs Craddock Terry Co.'s Southland Bell, Southern Girl and Autograph Shoes;** all the styles they've made this year represented in the lot, Shoes of all sizes. The Lowest Price any one of these Shoes Retail for is \$1.50 a pair. All piled out on top our Bargain Counter for Saturday . . . . . 98 cents

**Men's Shoes For 50 Cents a Pair**

1,000 pairs Men's Shoes, made of Imitation Vici, a fairly good looking Shoe; all sizes.  
Efird's Price Saturday . . . . . 50 cents a pair

**FOR ONE CENT**

- 6 Aluminum Hair Pins
- 1 Key Chain and Ring
- 1 Long Round Corset Lace
- 1 Good Flat Corset Lace
- 1 Shaving Brush
- 1 Tooth Brush
- 6 Button Hooks
- 4 Cedar Pencils
- 1 Yard Hat Elastic
- 4 Dozen Shirt Buttons
- 1 Tape Measure
- 2 Thimbles
- 12 Safety Pins
- 1 Thimble, closed end
- 1 Looking Glass
- 1 Hair Brooch
- 1 Box Mourning Pins
- 1 Paper Pins
- 38 Marbles
- 2 Balls Sewing Thread
- 1 Linen Collar
- 1 Cake Soap
- 1 Carpenter's Pencil
- 1 Dozen Good Pearl Buttons
- 1 Fine Comb
- 1 Paper Needles
- 1 Hat Pin
- 1 Box Paper and Envelopes to match
- 1 Collar Button
- 1 Lead Pencil with Rubber
- 1 Wood Slate Pencil
- 1 Yard Shirring Cord
- 1 Day Book
- 1 Pencil Tablet
- 1 Box Invisible Hair Pins
- 1 Yard Soutache Braid
- 1 Black Beauty Pin
- 1 Roll White Tape
- 1 Rubber Eraser
- 1 Roach Comb
- 1 Box Blacking
- 1 Belt Pin
- 3 Pairs Shoe Laces
- 1 yard Daisy Ribbon
- 2 yards Spool Ribbon
- 2 Reel Plates
- 1 Dressing Comb
- 1 Horn Hair Pin
- 2 Crochet Needles
- 6 White Bone Collar Buttons
- 1 Dozen Collar Buttons
- 2 Fine Combs
- 1 Spool Turkey Red Thread
- 1 Dull Head Hat Pin
- 15 Pen Points
- 3 Lead Pencils
- 1 Whistle
- 4 Slate Pencils
- 7 Lamp Wicks, small size
- 4 Lamp Wicks, large size
- 5 Sheets Trilby
- 2 Sheets Old Colony
- 2 Pen Sticks
- 4 Paper Dollies
- 10 Marbles
- Rubber End Tops
- 2 Tops
- 1 Box Mourning Pins
- 3 Bunches Extra Large Wire Hair Pins
- 1 Bone Crochet Needle
- 1 Beauty Pin
- 1 Comb Case and Comb
- 1 Box Invisible Hair Pins
- 1 Hat Pin with Large Head
- 1 Card Colored Pins
- 1 Hair Barette
- 2 Balls Thread
- 1 Roll Stay Binding in White and Black
- 1 yard Battenburg Braid
- 1 yard Battenburg Draw Braid, different colors
- 1 yard Wash Braid, all colors
- 1 Yard Hat Elastic in White
- 2 Silver Plated Button Rings

**5-Cent Dry Goods Counter**

The greatest Bargain Counter of Dry Goods we've ever had.  
Short Lengths of all kinds of Dry Goods, such as Cottonades, Hickory Shirtings, Blue Striped Denim, Dress Ginghams and other Dry Goods worth from 7 1-2 to 12 1-2 cents a yard. Pieces in lengths from 10 to 20 yards.  
Efird's Special Bargain Price for Saturday . . . . . 5 cents a yard

**Black Dress Goods Specials For Friday and Saturday**

Woolen Dress Goods, qualities worth 25 to 39 cents a yard, on Special Bargain Counter for Friday and Saturday . . . . . 12 1-2 cents a yard

**Efird's Variety of Odd Specials at Odd Prices**

- Lana Oil Buttermilk and Glycerine Soap, 3 cakes to the box; regular price 25 cents. Efird's Price . . . . . 17 cents
- Mennen's Borated Talcum Powder . . . . . 10 cents a box
- Cuticura Soap . . . . . 16 cents a cake
- Sweet Maiden Soap, 3 cakes to box . . . . . 10 cents
- Mason's Stove Polish, 5-cent boxes . . . . . 2 for 5 cents
- Two Bottles Petroleum Jelly for . . . . . 5 cents
- "Octagon" Laundry Soap . . . . . 3 cakes for 10 cents
- Fairbanks' "Gold Dust," the old 5-cent size . . . . . 3 packages for 5 cents
- Swift's Red Bird Laundry Soap . . . . . 3 cakes 10 cents
- Milk Maid Toilet Soap, 3 cakes to the box . . . . . 10 cents
- Men's Red and Tan Sox . . . . . 2 1-2 cents a pair
- "Good Luck" Baking Powder
- 10-cent size . . . . . 3 for 20 cents
- 5-cent size . . . . . 3 for 10 cents
- "Parrot and Monkey" Baking Powder
- 5-cent size . . . . . 3 for 10 cents
- 10-cent size . . . . . 3 for 20 cents
- "Arm & Hammer" Brand Soda, the big Nickel size . . . . . 3 cents a package
- "Success" Soda in full pound package . . . . . 3 cents
- Special for the Boys—Flint and Glass Marbles, four different sizes . . . . . 1 cent each
- "Dandy Cup" Coffee, a high-grade Roasted Coffee put up in pound packages. Special . . . . . 11 cents a pound

# EFIRD'S Department Store EFIRD'S

The Always Busy Store

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

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