

Ready for Spring Mail Orders

Out of Town People write us for Samples and Information about anything you may want. Our New Spring Lines Dress Goods, Silks, etc., complete now.

Charlotte's Fastest Growing Store

EFIRD'S

Now and Always, Efir's stands for Reliability, for Complete Stocks, and for Fair Prices.

Pure Lard Cut in Price

The "Rex" Brand Pure Lard, Name on every Bucket, also Guaranteed, Government Inspected, under the New U. S. Pure Food Law.

Ten Pound Buckets 99 cents
Five Pound Buckets 49 cents

SPECIALS FOR MONDAY

We Start off the Spring Trade in earnest Monday

All the great Bargains bought by our Buyer, while on the Market, are in, and they are the Greatest Bargains we have ever had. Owing to so many Cancelled Orders on the Importers and Manufacturers, we bought Goods at the Lowest Prices we have ever known them.

Here are just a few of the Items, every one a Genuine Bargain

10-4 BLEACHED SHEETING

A real Nice Quality Bleached Sheeting, full 2 1-2 yards wide, same quality Branded Goods selling for 30 cents. This will go Special Monday.

25 Cents a Yard

EMBROIDERIES

More than 10,000 yards to go on Sale Monday morning. Fresh, New Embroideries that have not been shown before, positively the Highest Class, and Finest Quality Embroideries we have ever had. We expect Monday to be our greatest day selling Embroideries.

Beautiful Match Sets of Edgings, Insertions, Beadings, Etc., Swiss, Nainsook and Cambric. Come see for yourself. The price will be **14c a yard**

MATTING MONDAY

The first Shipment of our Import Order Matting just in. 75 Rolls Assorted Patterns, a splendid heavy quality Matting, to go on Sale Monday Morning by the Roll full 40 yards. Special

\$6.50 a Roll

White Lawn Remnants for Monday

Beautiful Quality White Lawns, 32 to 36 inches wide; fine, Smooth, Sheer Qualities; worth 10 to 12 1-2 cents a yard. Special Monday

5 Cents a Yard

Nice Quality Cambric
Beautiful Soft Finish White Cambries, full Yard Wide, **8 1-3 Cents**

Long Cloth in Short Lengths
Pieces running up to 10 and 12 yards, beautiful Soft Quality, Firm Finish, Closely Woven, Pure White Cloth. Special

10 Cents a Yard

Yard Wide Bleach in Short Lengths

A real good Quality Yard Wide Bleach, good lengths up to 10 yards. Special Monday

5 Cents a Yard

Yard Wide Lonsdale Cambric. Special Monday

5 Cents a Yard

45 Inch French Lawn
Real High Grade French Lawn, full 45 inches wide. Special

15 Cents a Yard

White Madras
A great Lot Beautiful Quality White Woven Patterns, Handsome New Designs, regular 18 and 20 cent Qualities. Monday

10 Cents a Yard

Yard Wide Percalés, nice Light Colors and Patterns; just the thing for Spring Dresses.

5 Cents a Yard

Persian Lawns
Big Lot, real Nice Quality Persian Lawns, Book Fold.

10 Cents a Yard

Yard Wide Brown Sheeting. Special Monday

3 1-2 Cents

Genuine "Lonsdale"

Full Yard Wide genuine "Lonsdale," ticket on every piece; one of the Highest Class Cloths made, Bleached Pure White.

10 Cents a Yard

40-inch India Linon Lawns. Nice, Smooth Quality. Special

10 Cents a Yard

White Oxford Cloth

A nice Quality Heavy White Cloth,

10 Cents a Yard

Yard Wide Black Guaranteed Taffeta

A New Silk, entirely Perfect, the very best Black, Guarantee on every yard. Positively the Best Silk we have ever offered at a Bargain Price, full 36 inches wide. Special Monday

75 Cents a Yard

A BIG SPECIAL IN NEW FIGURED SILK MULL

Handsome New Figures in all the Good Colors, Pink, Light Blues, Browns, Lavender, Navy Blue, Black and White, etc., a cloth positively worth 25 to 35 cents a yard. To start the Spring Season with Monday, Special

15 Cents a Yard

Efir's Cuts the Price of Pure Lard Monday

The well known "Rex" Brand Pure Lard, known by all for its Purity. It is in original buckets with the "Rex" Brand Adv. all over them, and it is Guaranteed under the new Pure Food Law, guarantee printed on each, and every bucket. A Solid Car Load Fresh, right from the Cudahy Packing Co. to go on Sale here Monday morning.

Ten Pound Buckets 99 Cents
Five Pound Buckets 49 Cents

Plenty room arranged for the selling of the Lard and there'll be one department specially for Ladies only, so there'll be no crowding and jamming. **POSITIVELY** none will be sold to DEALERS who buy to sell again.

POST CARDS

More than 1,000 different Views, together with all the Good Charlotte Views, Greetings from Charlotte, etc.; regular 2 1-2 cent selling kind.

Efir's Price

1 Cent Each

Mail Orders Filled Day Received

All Goods marked in Plain Figures, and Mail Order Customers get the Benefit of the Lowest Prices. We have but One Price, the Same to All.

The Highest Class Goods at Reasonable Prices Always

EFIRD'S DEPARTMENT STORE

Charlotte's Spot Cash, and Under Price Store

Stores also Concord, N. C.

Cor. Trade and College Streets

"Rex" Brand Pure Lard Monday

Ten Pound Buckets 99 cents
Five Pound Buckets 49 cents