



## Wednesday and Thursday MILLINERY OPENING DAYS

Our Grand Spring Opening takes place Wednesday and Thursday, 25th and 26th, 'twill be the event of the Season, and a most cordial welcome is extended to every woman in this section to visit our Millinery Department during these days.

We will make no comments on the great preparations that have been made for this Opening, except that Miss Dawson is back with us this season, and has charge of the Department again. We respectfully urge you to review the fruits of our efforts and find in these Opening Displays, strongest evidence of the experienced judgment, good taste and conscientious care we have unsparingly exerted in your behalf. You will find in this Opening Exposition a convincing evidence of our determination to retain our Leadership in the presentation of the choicest and most authoritative Styles, Best Qualities, and Greatest Values.

### SPECIAL BARGAINS IN EVERY DEPARTMENT FOR WEDNESDAY AND THURSDAY, OPENING DAYS

In Order to Attract the Greatest Number of People Possible to Our Millinery Opening Wednesday and Thursday, We Have Arranged Extra Specials in Every Department in the Store

#### 50c. Real Lisle Thread Gauze Hose 23c.

Our Buyer picked up a Case Genuine Lisle Thread Hose, thin Summer weight, Hemsdorf Black, the best made. They will go on sale Wednesday morning at

**23 Cents a Pair, 2 Pair 45 Cents**

#### LONG SILK GLOVES

150 Dozen 16-button length Pure Silk Gloves in Blacks, Whites, Beautiful Browns, Tans, Copenhagen Blues, etc.; all sizes. Gloves worth \$1.50 to \$2.00 a pair. All piled out on Counter for Wednesday and Thursday, at

**69 Cents**

#### Ladies' Ready Made Wrappers

The best Percale Wrappers, nice Assortment of Colors, all sizes; regular \$1 Wrappers. Special Wednesday and Thursday

**59 Cents**

#### Boys' Knickerbocker Suits

The latest out in Boys' Suits, Belts on the Coats, Buckles on the Pants; right up to date in Cut, the newest and prettiest Patterns out.

**\$1.98 a Suit**

#### LADIES' BLACK SAILOR HATS

Big line Rough and Plain Straws, good Ribbon Bands

**25 Cents Each**

#### CHILDREN'S AND GIRLS' SUMMER HATS AND CAPS

Big Lot Samples, all Shapes, Kinds and Colors; regular 50-cent selling Hats and Caps in Millinery Department Wednesday and Thursday

**25 Cents**

#### BIG SPECIALS IN SILKS FOR THE OPENING DAYS

Yard-wide Guaranteed Black Taffeta Silk at a Record Price Wednesday Morning, positively the greatest Bargain ever sold here. Full Yard Wide, every fiber Pure Silk, Colored Selvages; no better Silk being sold Special in Stores we know, at \$1 a yard. Efid's Price Wednesday

**59 Cents**

#### YARD WIDE CHINA SILK 25 CENTS A YARD

Full Yard Wide Pure Silk, China natural Cream; actually 40 to 50-cent selling Silk. Special Wednesday

**25 Cents a Yard**

#### EMBROIDERIES AGAIN FOR WEDNESDAY MORNING

We will Cap the Climax Wednesday by putting on Sale our Finest Lot of Embroideries, the most beautiful Edges and Insertions, on the finest quality Swiss, Nainsook and Cambric; widths up to 15 and 18 inches; worth up to 50 and 60 cents a yard. All go at One Price Wednesday

**10 Cents a Yard**

See Our Display in Windows.

#### Lonsdale Cambric and Bleach

The genuine Lonsdale, the original tickets on every bolt, full yard wide. Special... 10 Cents a Yard

#### Big Special in New Summer Hose

Ladies' Fine Lisle Thread Gauze Hose; also Lace Hose, Lace all the way up and Boot Lace Style; the very best Blacks and Tans; regular 20 and 25-cent Hose. Special Wednesday and Thursday

..... 12 1-2 Cents a Pair

#### Fruit of the Loom Bleach, Special

Wednesday and Thursday; full yard wide ticketed goods.

Efid's Special Price Wednesday and Thursday..... 7 1-2 Cents a Yard

#### 5 Cents a Yard Wednesday and Thursday

Yard wide Percalés in beautiful light Shirting and Dress Patterns ..... 5 Cents a yard  
Short lengths of Fine Dress Gingham ..... 5 Cents  
The best grade Checked Gingham, good lengths ..... 5 Cents  
Black and Brown Satteen ..... 5 Cents  
Colored Shirt Madras, nice neat Patterns ..... 5 Cents  
Beautiful Colored Corded Shirt Goods ..... 5 Cents  
Standard Calicoes, in all the good Colors ..... 5 Cents  
Yard wide Bleach, lengths up to 10 yards ..... 5 Cents  
Beautiful quality White Lawns, 32 to 40 inches wide ..... 5 Cents  
Bleach Cambric, yard wide ..... 5 Cents  
10-cent Bed Ticking, Fancy Colored Stripes ..... 5 Cents

#### Lace Curtains Wednesday and Thursday

2,000 Pairs at 90 Cents on the \$1. Full 2 1-2 yard Lace Curtains, nice Patterns ..... 28 Cents a Pair  
Full 3-yard long Curtains, extra wide, new designs ..... 68 Cents a Pair  
2 1-2 yard Lace Curtains, 54 inches wide, handsome New Patterns; would be a splendid bargain at \$1.50 a pair. Efid's Price... 99 Cents  
Regular \$2.00 and \$3.50 Lace Curtains, Wednesday and Thursday... \$1.99  
The best Lace Curtains ever sold for \$5 a pair. Special here  
Wednesday and Thursday at ..... \$2.98 a Pair

#### Extra White Specials Wednesday and Thursday

Beautiful quality White Madras, Handsome Woven Figures ..... 10 Cents a Yard  
Fine quality Checked and Striped Dimity, entirely free from filling. Special ..... 18 Cents a Yard  
Beautiful quality Dotted Swiss, the Woven Dots that do not wash out ..... 10 Cents a Yard  
45-inch White Lawn, actually worth 20 cents a yard; beautiful. Smooth, Sheer quality; full yard and a quarter wide. Special Wednesday and Thursday ..... 10 Cents a Yard

**LONG CLOTH SPECIAL**  
The biggest value ever sold in this popular Cloth, lengths running up to 10 and 12 yards; Fine, Smooth, Firm, Soft Finish; feels almost like the Cambric and fine Nainsook; actual value 13 cents a yard. Efid's Price Wednesday and Thursday ..... 10 Cents a Yard



Mail Orders Solicited. All orders receive prompt and careful attention by experienced people.

# EFIRD'S DEPARTMENT STORE

THE ALWAYS BUSY STORE

Stores Also Concord, N. C.

Cor. Trade and College Sts.

