

SELLING FOR CASH
 We Easily Underwell Other Stores. There are many Reasons, no office expenses, no book-keepers and collectors to pay and no bad debts to make up on you.

SATURDAY AT EFIRD'S

RELIABLE GOODS
 We Sell Only Reliable and Dependable Merchandise. Whatever you get here, no matter how low the price, you may depend on it being all right.

Our Store Crowded Full of the Great Bargains Picked Up By Our Buyer Who Has Just Returned From the Leading Markets Some of the Best Things Come in This Week

This is the time when Buying and Selling for Spot Cash counts for more than ever before. We found it so on the Markets and you will find it so when you come here. Be on Hand Saturday Morning.

SPECIALS IN LADIES' HAND BAGS FOR SATURDAY
 Big lot cleaned up by our buyer came in this week, all kinds, sizes and colors, all new styles, but were cleaned up at almost a give away price by this large manufacturer on account of his having only a few of a kind. He sells them only by the dozen and by the gross and cleaned up all the kinds he had less than one dozen of, so we can give you choice of the entire lot, Saturday at
 24 cents each

NEW WHITE EMBROIDERED BELTS
 Ladies' Fine White Embroidered Belts for Saturday. Special
 10 Cents Each

MEN'S FANCY SOX
 Big Line Fine Sample Sox in Beautiful Fancy Patterns. Colors absolutely fast. Special, Saturday
 12 1-2 Cents a Pair

STANDARD TABLE OIL CLOTH AT A CUT PRICE
 This is the very best First Quality. No damaged or seconds, and it is brand new. Right fresh from the factory. Solid White, Light Colors and a lot of handsome new rich Reds, Browns, etc. Special Saturday
 19 Cents a Yard

FINE COLORED LAWNS FOR SATURDAY
 High-Grade Colored Lawns. These are the very latest patterns and colors out, and they are really beautiful. The price
 10 Cents a Yard
 Sheets and Pillow Cases. Special Saturday morning at new prices
 A full 10-4 size Bleached Sheet, hemmed, ready for use. No seam in it.
 49 Cents
 Full size Pillow Cases, Bleached Pure White, Hemmed. Special
 10 Cents Each

MERCERIZED TABLE LINEN AT A SPECIAL PRICE
 Beautiful Quality Mercerized Table Linen, Bleached Pure White, handsome new designs. Extra wide. Actual value 50 cents a yard. Special Saturday
 29 Cents

BLEACHED MERCERIZED NAPKINS
 Handsome Napkins, Snow White, Pretty Patterns. 75 Cents a Dozen

SPECIAL IN HEMMED NAPKINS
 We have the Biggest Bargain ever put on the market in a Ready-Hemmed Napkin. Splendid Quality, good, large size. Worth Saturday
 39 Cents a Dozen

27-INCH BIRD EYE
 10-Yard Bolts White Lily Brand, the best one made. Sells everywhere else \$1 a bolt. Efird's Special Price
 75 cents

BROWN DRESS LINEN
 This popular cloth will be sold here Saturday at
 19 Cents a Yard

MEN'S FINE SAMPLE SHIRTS
 The Finest Lot we have ever had at the price. White and Pretty Neat Colors. The newest and best brought out for the Spring and Summer season. All sizes
 49 Cents

MUSLIN UNDERWEAR SPECIALS
 The Biggest Bargains in Muslin Underwear we have had for years. Full extra long Gowns, nicely made up with the Lace and Embroidered Yokes
 49 Cents
 Beautiful Corset Covers with pretty arrangement of Lace, Insertion and Embroidery trimmed 25 cents
 Ladies' Chemises, Plain ones with Ruffles in the Neck
 25 Cents
 Ladies' Nicely Trimmed, real fancy, in Lace and Embroidery
 49 Cents Each
 Children's Drawers, all sizes
 10 Cents Each
 Ladies' Muslin Drawers, Trimmed with Lace and Embroidery. Full size
 25 Cents
 A Special in Ladies' Handsome Skirts. Beautifully trimmed with Embroidery, Insertion and Edge
 99 Cents Each
 Ladies' White Underskirts at a Special Price for Saturday. Full length and size White Underskirts at a Bargain for Saturday
 25 Cents Each

YARD-WIDE COLORED TAFFETA SILKS
 A Big Special for Saturday. Full Yard Wide Silks in Solid and Two-Tone Colors. Regular \$1 Silks. Special Saturday
 75 Cents

TWO OTHER GOOD EMBROIDERY SPECIALS FOR SATURDAY
 Embroidered Flouncings and beautiful quality Swiss, Nainsook and Cambric Flouncings, the wide widths for Skirts. Qualities worth up to \$1 and \$1.25 a yard; the most beautiful Embroidered Patterns ever brought out. Special Saturday
 50 Cents a Yard

ALL-OVER EMBROIDERIES SATURDAY
 Beautiful line Short Lengths in the fine quality All-Over Embroideries. New, Handsome Patterns, worth \$1 to \$1.50 a yard. Special Saturday
 59 Cents

SAMPLE LISLE THREAD GLOVES SATURDAY
 These are all Cotton, some are Mercerized, Blacks, Browns, Tan, White, Grey and all the good Colors in all sizes. Regular 50-cent retailing Gloves. Special Saturday
 25 Cents a Pair

Embroideries Again Saturday
 We are selling more Embroideries than any one, two, or even three houses ever sold in Charlotte before. When we advertise Embroideries Charlotte women know that it is not a little handful of stuff that they will have to scramble for in order to get a good piece. There's always plenty of the good here for all who come. Lots of Embroideries will be on our counters Saturday, 12 to 18 inches wide, all beautiful Swiss, Nainsook, Cambric, etc., with handsome Embroidered Edges, with Insertion to match; some very pretty match sets in the lot. All will go again at the Popular Price
 10 Cents a Yard

Long Lisle Thread Gloves Saturday
 Full 16-Button Length, Fine Cotton Lisle Thread Mercerized Gloves, Blacks, Tans, Whites and all the good Colors; all styles. These are regular \$1.00 to \$1.25 Gloves, Nothing the matter with them, except that there are almost as many kinds as there are pairs, which made them of little use to an importer who sells only in large quantities. Our Price Saturday
 49 Cents

The Greatest Hosiery Bargain Ever
 Several new cases in this week. One lot very fine Black Hose, with white split foot. One case extra fine Lisle Thread Gauze Hose, absolutely firsts, no seconds or damaged. Very best Black, double soles and heels, then hemmed; beautiful Lace Hose, Lace Styles and all regular 25-cent retailing Hose out on the counter. Special Saturday
 12 1-2 Cents a Pair

The 5-Cent Counter For Saturday Will Be the Best Ever
 We got in 12 large cases this week, more than 30,000 yards of the finest stuff we have ever seen thrown out at a Bargain Price. Lots of yard-wide White Madras, Fine Satin Bed Ticking, good heavy weight Twill Bed Ticking; fine lot Colored Shirting Goods, Black Duck, Solid Colored Gingham, Fancy Dress Gingham, Yard-Wide Percales, Yard-Wide Brown Satteen, and a great many other goods. All will be piled out on a counter Saturday at One Price
 5 Cents a Yard
 We have arranged for more than double the usual number of clerks to wait on this Counter Saturday.

LADIES' SAMPLE UNDERWEAR FOR SATURDAY
 The first great lot of the season will be piled out on our counter Saturday morning. Ladies' Bleached Pure White Gauze Vests, taped top, all sizes, including the extra large. Some with short sleeves, some with long sleeves, some no sleeves at all. A lot of medium weight Lisle Thread Garments in the lot, just right for wear at the present season, garments worth up to 25 cents each. All go at the Special Price
 10 Cents Each

MEN'S HIGH-GRADE SAMPLE UNDERWEAR
 Our new line Samples, Summer Weights, just in this week. We will put on the highest grades Saturday. Fine Mercerized Garments in White, Brown Light Blue, Pink and other good Colors. Regular 75-cent to \$1 retailing garments. All to go on our counter at one price Saturday
 48 Cents, 2 for 95 Cents

WHITE LAWN REMNANTS FOR SATURDAY
 Beautiful quality White Lawns, 32 to 40 inches wide; lengths up to 10 and 12 yards. Qualities worth 7 1-2 to 12 1-2 cents a yard. All piled out on counter Saturday, Special at
 5 Cents a Yard

COLORED BED SPREADS
 The famous Mitchell Quilts in Reds and Blues. Sell everywhere from \$1.25 to \$1.50 each. Efird's Price for Saturday
 99 Cents

WHITE BED SPREADS FOR SINGLE BEDS
 A case of these picked up by our buyer under price. These are slightly damaged, but not enough to hurt the wear. Their actual value \$1.50 each. Our Special Price Saturday
 99 Cents

BOYS' KNICKERBOCKER SUITS—SPECIAL
 Handsome Colors, made up in very latest cuts. Full Knickerbocker Belts on the Coats. Buckles on the Pants. Also Straps. Full size. Regular \$3 to \$3.50 Suits. Special Saturday
 \$1.98

MEN'S FINE SUITS
 Our big line High-Class Suits just in this week, right from the best tailors in America. We cleaned up lots for Spot Cash at 1-2 to 2-3 Regular Price. We have here some of the Handsomest Colors and Patterns brought out this season and made up in the very best styles by the very best tailors, and are the best Suits that can be retailed in a regular way from \$15 to \$18.50, and even more. Our Spot Cash Price
 \$10.00 a Suit

BOYS' KNEE PANTS
 Full, Large Size Woolen Knee Pants, in nice Colors. 25 Cents a Pair Knickerbocker Knee Pants, all sizes. Absolutely All-Wool Goods. Nice Colors and Patterns
 49 Cents a Pair

JOB TOWELS SATURDAY
 The Last of the Big Lot will be cleaned up Saturday at the remarkably low price, all the lot, between 6,000 and 7,000 dozens. We have a few 100 dozen left, every one of which will be put on counter Saturday morning. There are Huck Towels, Turkish Bath Towels and all kinds regular 10 and 12 1-2 cent Towels in the lot; all to go at One Price Saturday by the dozen. The price
 50 cents dozen

YARD-WIDE BLEACH
 A Splendid Good Quality, lengths up to 10 yards, 36 inches wide. Special Saturday
 5 Cents a Yard

A NEW DEPARTMENT
 This is our Soap and Perfumery Department, where we will sell all the Best Goods at Under Regular Prices:

- Cuticura Soap.....16 Cents a Cake
- Lana Oil Buttermilk Soap
17 Cents a Box
- English Violet Soap
23 Cents a Box
- Napoleon Rose Cream
15 Cents a Box
- Napoleon Antiseptic Tooth Powder
15 Cents
- Large Bottle Bay Rum, regular 50-cent size
30 Cents
- Mennen's Borated Talcum Powder
10 Cents

THE MILLINERY OPENING SATURDAY
 For the benefit of all our good Saturday Customers, our Millinery Department will be open Saturday with all the Pattern Hats on display and our people ready to show them just the same as on Opening Day. You have a cordial welcome to come see and enjoy the New Hats Saturday.

STRAW HATS AT A SPECIAL PRICE SATURDAY
 Black, Brown and White Straw Sailors in the Rough and Plain Straws, the very Latest shapes; same Sailors that are selling elsewhere at 50 cents each. Special
 25 Cents

Spend Your Money With a Cash Store and Get the Full Benefit of Spot Cash Prices

OUR STANDING AND POSITIVE GUARANTEE
 "Money Back for Any Unsatisfactory Purchase."
 We back this with the money on the spot when you ask for it—No Questions.

EFIRD'S DEPARTMENT STORE

Charlotte's Under Price and Spot Cash Store
 Stores Also Concord, N. C. Cor. Trade and College Streets.

QUALITY FIRST—TREM PRICE
 Quality is first consideration here. Every item we sell has our personal guarantee.