

J. & P. Coats' Spool Cotton,
6 Spools for 25 cents.

CHARLOTTE'S FASTEST GROWING STORE

Long Silk Gloves, Whites
and all Colors, 49 cents.

EFIRD'S

READY FOR ANOTHER BUSY MONDAY, AND WEEK

A Page Full of Unusual Values in Attractive and Seasonable Merchandise

SHOE SPECIALS

Ladies' Viol Kid Princess, the Oxford with Rubber in the side hand turn soles, neat looking, broad lasts, very soft and fine for tired feet; a regular \$2 Shoe, in all sizes. Special.....\$1.49

Children's Golden Brown Blucher Oxfords with Light Heels, medium soles, look good and will wear well; regular \$1.50 Shoes. Our Special Price.....89 cents

Ladies' Patent Colt Blucher Oxfords, a very Special Value, with Dull Kid Top, made on the new Plain Toe Last and will not crack, all sizes.....\$1.98

Embroideries Monday

All Charlotte Women know what it means when we say Embroideries. This is not the Finest Quality Lot Embroideries we have ever had but it is positively the finest ever sold Here, or Elsewhere for the price. Extra Wide widths beautiful Edges, and Insertions, Swiss, and Cambric, some short lengths worth from 10 to 20 cents a yard, to go Monday at - - **5 Cents.**

MATTING SPECIAL

The last Lot Matting for the Season. Matting is out of our Line and we buy a Lot only when we can pick it up away under regular Prices. We have no room to carry it, so when we get a Lot we put a Low Price on it to clean it up quickly. A regular 30 cent quality extra heavy Matting in nice Colors and Patterns. Special Monday.....17 1-2 cents a yard

New Lot of the pretty Matting Rugs. Special Monday.....25 cents each

Ribbon Remnants

Another Lot the fine Quality Ribbon Remnants, 50 cent, wide, all Silk Taffeta Ribbons in Black and all the good shades; big Line Fancy Flowered Ribbons, Stripes, Polka Dots, etc., lengths from 1 to 6 yards. All to go on Counter Special Monday at

25 Cents.

Special in Black Dress Shields

Kleinert's Panne Silk Dress Shields, pure Silk and guaranteed perfect, absolutely stainless; the best Black Dress Shields on the market; all sizes **25 cents**

EXTRA ODD SPECIALS

5 Cakes Octagon Laundry Soap.....10 cents

New Haven Nickel and Alarm Clocks, guaranteed.....75 cents

New Haven Eight-Day Striking and Alarm Clock.....\$1.98

Ingersoll \$1 Watches.....89 cents

The America \$1 Watch.....50 cents

J. & P. Coats' Spool Cotton, 6 Spools.....25 cents

Swift's Pride Washing Powder, the large Pound Size.....3 cakes for 10 cents

Arm & Hammer Brand Soda, the Big Nickel Size.....3 for 10 cents

Good Luck Baking Powder, the most popular of all Baking Powder:

10 cent size.....3 for 20 cents

5 cent size.....3 for 10 cents

Dixie Roasted Coffee, put up in nice Pound Packages.....10 cents a pound

Danne-Miller Arabian Blend Roasted Coffee, actual value 20 cents a pound. Our Special Price.....12 1-2 cents

Swift's Red Bird Laundry Soap. Efird's Price.....3 cakes 3 cents

Swift's Naphtha Soap.....3 cakes 10 cents

EXCELLENT SPECIALS IN DRESS GOODS AND SILK DEPARTMENT

Beautiful Imported Embroidered Silk Mulls, the Sample Pieces from an Importer; qualities worth 50 cents and more a yard. Special Monday.....25 cents

IMPORTED EMBROIDERED SWISS

The finest Embroidered Swiss we've ever seen, qualities worth Retail up to 50 cents a yard, all color Dots, on White Grounds. Special Monday.....15 cents a yard

All-Over Laces at a Clean Up Price

A few Odd Pieces in All-Over Lace in Black, Cream and White, qualities 50 cents to \$1, some even more. All out on Counter to be cleaned up Special Monday at the remarkably Low Price.....25 cents a yard

Wide Flouncings Special Monday

A few Sample Pieces of fine Swiss Edgings for Skirts, the very wide ones, beautiful Embroidered Patterns; actually 50 and 75 cent values. Special Monday

35 Cents.

New Summer Hosiery Half Price

Another New Lot the finest Gauze Lisle Thread and beautiful Lace Hose in Blacks, Tans and Browns; ready for selling Monday; size marked on each pair. These are actually 25 cent Hose and have never sold for less in a regular way. Our Special Price Monday

12 1-2 Cents a Pair.

The New Tape Girdles at a Popular Price

The regular 50 cent Tape Girdle, same as has always been Retail at 50 cents each, in all sizes. Special Monday.....25 cents

FIGURED SILK MULLS

Beautiful Floral Designs, Stripes, Polka Dots, Ring Dots, etc., on the pretty Tan, Brown and White Grounds; also Navy Blue and Black. One of the most popular cloths sold this Season at 25 cents a yard. Our Special Price Monday.....15 cents

15 cent Brown Dress Linen.....10 cents

66-inch Mercerized Table Linen, bleached pure White.....29 cents

Mercerized Table Napkins, full size.....75 cents a dozen

White Oxford Cloth.....10 cents a yard

50-inch all Wool Volls in Brown and Navy Blue; actual value \$1.00. Special.....75 cents

44-inch all Wool Volls, Navy Blue and Black; almost a \$1 quality. Special.....50 cents

46-inch Shadow Striped Panama in Navy Blue, Brown, Tan and Copenhagen Blue.....98 cents a yard

56-inch all Wool Panama, a very fine quality in Brown, Navy Blue and Black.....98 cents a yard

38-inch Wool Cashmere in Cream, Brown, Black, Navy Blue, Pink and Light Blue; regular 39 cent quality.....25 cents

50 cent Black Brillantine. Special Monday.....29 cents

50 cent Cream Battiste. Special Monday.....29 cents

Yard wide Mercerized Dress Gingham, beautiful Stripes, Checks, Plaids, Dots, etc.; regular 25 cent quality.....15 cents

11 cent Check and Striped White Dimities.....10 cents

\$3.50 and \$4 Sample Parasols, new Polka Dots, Borders, etc.....\$1.98

Solid Tan and Copenhagen Blue Parasols, Hemstitched.....95 cents

White Linen Parasols, Embroidered and Hemstitched.....95 cents

Children's Sample Parasols, all sizes and Colors.....49 cents

Yard wide Colored Taffeta Silks, the best \$1 quality, in all the good shades. Special Monday.....75 cents

Rajah Silk, 27 inches wide, Tan and Copenhagen Blue. Special.....50 cents

DRY GOODS SPECIALS FOR MONDAY

The new Side Border Colored Lawns, real nice quality.....10 cents a yard

45-inch Persian Lawn.....10 cents

45-inch French Lawn, beautiful quality.....15 cents

Yard wide Percale.....5 cents

Linettes Linen Finish Waisting Remnants, lengths up to 10 yards. Special Monday.....5 cents a yard

Yard wide Cannon Cloth.....5 1-2 cents

36-inch Long Cloth in Remnants, nice, soft quality.....5 cents a yard

First quality, best grade Table Oil Cloth, all Colors.....12 1-2 cents

10 cent Colored Lawns.....5 cents

New Dress Gingham.....10 cents a yard

Extra large and heavy Turkish Bath Towels.....10 cents each

White Lily Bird Eye, 10-yard bolts, 27 inches wide.....75 cents

\$4.50 Marseilles Bed Spreads.....\$2.00

\$1.50 Lace Curtains, 3 1-2 yards long.....79 cents

\$1.00 Lace Curtains, 3 yards long.....49 cents

50 cent Lace Curtains, 3 1-2 yards long.....23 cents

Window Shades, White and all Colors.....25 cents

Best and Heaviest A A Brown Sheet.....5 cents

Yard wide, fine, smooth Sea Island. Special.....5 cents

10 cent White Lawn Remnants.....5 cents

40-inch White Lawn Remnants.....5 cents

Standard Apron Check Gingham, the very best quality. Special Monday.....3 1-2 cents

New York Mills full 10-4 Sheets, Hemmed.....50 cents

New York Mills Pillow Cases, 45x38 inches, Hemmed.....12 1-2 cents

LADIES' SAMPLE SUMMER UNDERWEAR AGAIN MONDAY

The Biggest and Best Lot we've ever had. Plenty Corset Covers, Summer Union Suits, Knit Underskirts, Knit Drawers, Long, Short and No-Sleeve Lisle Thread Vests, the popular shaped ones; the poorest garment in the lot worth 25 cents, most of them worth in a regular way Retail 50 cents. The entire Lot on Counter cleaned up Monday at

18 Cents Each—2 For 35 Cents.

All-Over Embroideries

Sample Pieces of the finest Swiss and Nainsook All-Over Embroideries, lengths from 1-2 to 5 yards, qualities worth up to \$1.50 and \$2 a yard. All at One Price Monday.....50 cents

SPECIALS FROM SOAP AND PERFUMERY DEPARTMENT

Armour's Violetta Toilet Soap, 3 nice, large cakes wrapped in a box; a good 10 cent seller. Special Monday.....5 cents a box

Violetta Buttermilk Soap, 3 cakes in a box.....25 cents

Andrew Jergens & Co.'s Witch Hazel Soap, 3 cakes in a box. Special Monday.....5 cents

Lana Oil Buttermilk and Glycerine Soap.....17 cents a box

Ricksecker's Cold Cream, the Original and best of all Cold Creams. Efird's Price.....39 cents

Napoleon Bay Rum.....39 cents

Ricksecker's Violetta Talcum Powder, the best 25 cent Talcum Powder on the Market. Special.....15 cents

Ricksecker's Tooth Powder.....25 cents

Large bottle Talcum Powder.....10 cents

10 cent size Box Perfumed Talcum Powder, Special.....5 cents

Cuticura Soap.....18 cents

Sweet Maiden Toilet Soap, 3 cakes wrapped to the Box.....10 cents

Mennen's Borated Talcum Powder.....10 cents

Napoleon Violet Witch Hazel large size bottle. Special.....25 cents

Mennen's Violet Perfumed Talcum Powder.....10 cents

Ricksecker's famous Shaving stick, at.....18 cents

Full line Napoleon and Ricksecker's Extracts, all flavors.....25 cents

Other Good Specials in Notions

Merry Widow Back Combs, the 25 cent ones.....18 cents

The Merry Widow Embroidered Laundered Collars, in Stripes, Polka Dots, etc.....12 1-2 cents

Embroidery Collar and Cuff Sets, 25 cent ones 10 cents

New Style Belts.....25 and 39 cents

New Ruchings in Black, White and all Colors.....10, 15 and 25 cents

Another Lot the Great Special in Corsets For Monday

The beautiful little Battiste Girdles we sold so many of last Monday. New Lot just in, all sizes. Special again at

10 Cents.

Efird's Department Store

Results From Advertising
We get results from our Advertising because the people have learned that we Have what we Advertise.

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

It is the Buying and Selling for Spot Cash that enables us to Undersell other Stores.