



Fall Opening

THURSDAY and FRIDAY

OCTOBER 1st and 2nd.

The Latest Contribution From the Realm of Fashion Will Be Presented Thursday

What the World's cleverest designers have conceived and talented fingers have realized — what work rooms have produced and factories have wrought to grace the Autumn Maid and Matron, will be presented to the Friends and Customers of this Store Thursday.

It is no light task to forecast the trend of the styles—to summon from the ranks of bidders for Fashion's favor the new things which will be acclaimed, approved and adopted—to separate the good from the indifferent—the pure gold from the dross. Yet on its ability to do this rests the success of a store.

How well we have worked to this end remains for you to say, and we await your verdict and confidence—a confidence justified by the care and pains—the study and effort which this whole organization has expended to lay at your feet the Very Best of the Newest productions of the leading makers of Fashions.

The curtain is lifted—Style secrets are out—Autumn is at hand—Our Fall Opening occurs Thursday—and you are invited to attend.

Dress Goods and Silk Specials For Thursday Millinery Opening Day

Big Job 33 and 50 cent Silks, all colors, Checks, Stripes, Plaids, etc. Special Thursday.....19 cents

Special in High-Grade Shirt Waist Silks, Silks that Retail regularly from 50 to 75 cents a yard, all colors; Thursday.....38 cents

40-INCH WHITE LONG CLOTH

The beautiful, soft, firm, slick kind; regular Retail price 15 to 18 cents a yard. Special Thursday...10 cents

46-inch White Lawns, both Persian and French Lawns, the very finest qualities made to Retail at 25 and 30 cents a yard, with slightly damaged selvages. Nice lot for Thursday.....15 cents a yard

Embroidered Flannel at a Special Price for Thursday. All-Wool beautiful Embroidered Flannel, 36 inches wide. Special.....50 cents a yard

The Merrimack Duckling Fleece in the new popular Side Borders. We will sell this popular Fleece again Thursday in the new, handsome Side Bands for....10 cents a yard

\$1.00 Guaranteed Black Taffeta For 59 Cents

Full yard wide extra heavy all pure Silk Taffeta, the very best Black, Guarantee on the selvage of every yard. Special Thursday.....59 cents

Oriental Spot Proof China Silk, 27 inches wide—Black, Light Blue, Pink, Green—all the good shades this popular Silk; the Quality known by all wearers of Silk. Our Special Price Thursday.....39 cents a yard

52-inch Cream Mohair, the bright Silk Finish one, usually Retail 75 cents a yard. Our Special Price.....50 cents

Remnants Dress Goods

Large counter piled full short lengths Woolen Dress Goods, all kinds of qualities, worth 39, 49 and 75 cents a yard; to be cleaned up at.....25 cents

High-Class Dress Goods For \$1.00 a Yard

Between 40 and 45 pieces, every one different; the highest class fine Wool Dress Goods in Stripes, etc., including the beautiful Invisible Stripes, all different colors, Satin Finish Goods, etc.; qualities worth in a regular way \$1.25 to \$1.50 a yard. Our Price.....\$1.00 a yard

58-inch All Wool Dress Goods in nice Suiting Patterns, Plaids and Checks.....50 cents a yard

Dress Goods Remnants, all colors, worth 25 cents a yard. Special Thursday.....12 1-2 cents

52-inch Brillantine in Black, Brown, Navy Blue. Special Thursday.....50 cents a yard

Brown and Blue Wool Serge, 44 inches wide, extra heavy weight, all pure Wool; actual value 85 cents. Our Special Price.....50 cents a yard

\$1.00 Broadcloth, the 52-inch all Wool one, in Black, Navy Blue, Copenhagen Blue, Brown, Green, etc.....75 cents

A great Special in 50 cent Wool Dress Goods being prepared for Thursday. This Lot consists of 38 to 42-inch Goods, all regular 50 cent Retailers. Wool Suitings in Plaids, Checks, etc., all piled out on one counter for Thursday.....33 cents a yard

The popular Pull Braids in all colors.....5 and 10 cents a yard

Samples Ladies' and Girls' Rubberized Silk Raincoats; 75 Samples, hardly any two just alike; all colors and sizes. These popular Coats Special Thursday.....\$5.00 each

6 Spools J. & P. Coats' Spool Cotton Special Thursday.....23 cents

Belding's 100-yard Spool Silk, Black and all Colors.....5 cents a spool

All-Wool Red Flannel.....10 cents a yard

Fine heavy quality White Flannel.....25 cents a yard

No. 1

A Special to every Woman who comes to our Millinery Opening Thursday. Yard wide Embroidery Cloth, this popular Cloth which retails at 10 cents a yard. 10 yards Yard Wide Embroidery Cloth for.....5 cents a yard

No. 2

Another good Special to every Woman who comes to our Millinery Opening Thursday. 10 yards regular 10 cent quality yard wide White Cambric for.....5 cents a yard

Special No. 3

To every Woman who attends our Millinery Opening Thursday 10 yards, the best Linen Finish Waisting, nicely put up in book-fold; actually worth 12 1-2 cents a yard; the lowest price ever quoted was 10 cents. Special 10 yards Thursday for.....6 1-2 cents

Ladies' and Children's Fall Underwear-Samples for Thursday:-

Sample Union Suits, Vest and Pants, worth 75 cents a garment and more. Special Thursday.....39 cents

.....2 for 75 cents

NEW SIDE AND BACK COMBS

The new, popular feather weight Spanish Back Combs.....23 cents

Nice Side Combs to match.....23 cents

Fine, light, strong Back Combs, with Side Combs to match.....10 cents

New Side Border Chambray, Greek Key Borders, and Borders to match.....10 cents a yard

Renfrow Dress Gingham in the new, handsome Dark Fall styles.....10 cents a yard

Splendid quality yard wide Bleach.....5 cents a yard

Gray Underskirt Flannel worth 30 cents a yard, for.....10 cents

Other Dry Goods Specials For Millinery Opening Day

Yard wide White Madras, first quality, nice patterns; actually worth 10 cents a yard, for.....5 cents

REMNANTS YARD WIDE PETTICOATES

Nice Light and Dark Colors; also the beautiful Tan Colors, lengths running up to 8 and 10 yards. 5 cents

The Blankets and Canton Fannels. From the Auction will be on sale again Thursday at the same ridiculously Low Prices as on Friday and Saturday: \$2.00 Blankets will be sold for.....\$1.00 a pair

\$3.00 Blankets will be sold for.....\$1.50 a pair

7 1-2 and 8 1-2 cent heavy Fleece Twill Back Bleached and Brown Canton Flannel.....5 cents a yard

13 1-2 and 15 cent qualities extra heavy Canton Flannel.....7 1-2 cents a yard

The finest and heaviest Bleached and Brown Canton made, extra wide; worth 20 cents a yard, for.....10 cents

LADIES' SAMPLE BLACK PETTICOATES

Another fine lot Black Heatherbloom, Mica Silk, Fairy Silk, Ami Silk Petticoats, nicely made up, every style made for the season represented in the lot; some of all sizes; actual values \$1.50 to \$2.00 each. Special Thursday.....99 cents



REMEMBER THE MILLINERY OPENING DAYS, THURSDAY AND FRIDAY

Efird's Department Store

CORNER TRADE & COLLEGE STS.

