

STAR SPECIALS FOR MONDAY AT EFIRD'S

Efird's advertising gets business because the people have learned that when you ask for the advertised article you find it here.

The Results of Our Buyer's Two Weeks in the Markets Can Be Seen Here Fully Monday.

The latest out in all kinds New Spring Goods at attractive prices to start the season.

EMBROIDERIES MONDAY

One of the star attractions for Monday, a lot--8,000 yards--fine, wide embroideries. Regular corset cover widths up to 18 inches, together with a lot fine quality, dainty edges and insertions of Swiss, Nainsook, Long Cloth, etc., all to go at the popular price **10 cents a Yard.**

DRESS GOODS REMNANTS AGAIN FOR MONDAY

The remainder of the fine lot All-Wool Dress Goods Remnants will go on sale Monday morning. Lengths from one-half yard up. The lowest price quality in the lot worth 50 cents a yard, all kinds, ranging from this up to \$1.00 a yard--to go at one price **29 cents.**

THE NEW CREPE TISSU

The most popular Cotton Fabric of the Season. Widely advertised and destined to be a leading Fabric for some time to come. All the good Shades, Pink, Light Blue, Lavender, Green, Tan, etc. Efird's Price for this popular Fabric Monday **12 1-2 cents**

A Novel Kind of Sale For Us

A Shoe Polish Sale Monday

We sell Whittemore's, the Best Shoe Polish made.

Baby Elite Polish	7 cents
Whittemore's French Gloss, a specially good and favorite Polish for Ladies' Shoes	10 cents
Whittemore's Gilt Edge Shoe Polish	19 cents
Black Diamond Shoe Polish, large blue best Shoe Polish ever put up	5 cents
Diamond Oil Shoe Dressing	5 cents
The Extra Large Box Paste, 3 for	25 cents
The Big Bottle Polish, 3 for	25 cents

Other Good Dry Goods Specials For Monday

Yard-Wide Brown Sheeting	2 1-2 cents
Domino Check Gingham, all Colors	3 1-2 cents
10-cent Kimona Piece	5 cents a yard
Hamilton Twill Draperies	5 cents a yard
Scotch Plaids, book fold Dress Goods, regular price 12 1-2 cents, Special Monday	5 cents a yard
8 1-2 cent Bed Ticking	5 cents a yard
Yard-Wide Percales	5 cents a yard
10-cent Outings	5 cents a yard
Galatea Cloth, all the new, pretty Patterns and Colors, Stripes, etc.	12 1-2 cents
New York Mills Sheets, unbranded	50 cents each
New, nice Colors in Dress Duck	10 cents a yard
5-cent Cotton Toweling	3 1-2 cents a yard
33-cent Bleached Cotton Damask, full width	25 cents a yard
Full size Hemmed Cotton Napkins	39 cents a dozen
5-cent Curtain Serim	3 1-2 cents
Nice quality Dress Gingham, short lengths	5 cents a yard
Best \$1.00 Bed Spreads, full large size, Pure White	69 cents
\$2.50 Marseilles Bed Spreads	\$1.46
25-cent Huck Linen and large, heavy Turkish Bath Towels, Counter piled full for Monday	12 1-2 cents
10, 12 1-2 and 15 cent Towels, Huck Linen, Turkish Bath, etc., Special Monday	7 1-2 cents
Brown Dress Linen	10 cents a yard
All the Standard Calicoes, American, Simpson, Hamilton	5 cents a yard
Light Colored Shirting Calicoes, Polka Dots, Pin Stripes, etc.	3 1-2 cents a yard

New Wide Ruchings

Shipment just in by Express, the popular Wide Ruchings, White, Cream and all Colors **25 cents a yard**

New Liberty Satin

34-inch, beautiful All-Silk quality, Old Rose, White, etc. **\$1.25 a yard**
 New Messaline Satin, in Roseda, Green, Champagne, Pink, Light Blue, Navy, regular Dollar Quality. Special **69 cents**

NEW SILK GINGHAMS

Nice fine lot popular Silk Gingham, 10 to 20 yard lengths. Another popular Cloth never retailed in regular way for less than 25 cents a yard. Special Monday **12 1-2 cents**

ALL-OVER EMBROIDERIES

At a Special Price Monday

Sample Pieces, more than 50 different Patterns, beautiful All-Over Embroideries. Qualities worth 50 cents to \$1.00 a yard. Special Monday **38 cents**

New Popular Dress Nets

25 Pieces, no two alike, the very latest Out, Black, White, Cream, Ecu and other Popular Shades, such as Catawba, etc.
 27-inch round mesh Dress Nets in White Only, regular 25-cent retailer, for **15 cents a yard**
 Beautiful quality round mesh, plain and with dots, Black, White, Ecu, Cream, etc., regular 75-cent seller **50 cents a yard**
 45-inch Fancy Stripe Silk Net, beautiful patterns, worth \$1.50, for **99 cents**
 72-inch White round mesh Net, Special **50 cents a yard**
 27-inch Oriental Spot Proof China Silk. The best China Silk made, in all the New Shades, Cream, etc. **50 cents a yard**

SAMPLE PIECES IMPORTED SILK MULLS AT EXACTLY ONE-HALF PRICE

We cleaned up all the Sample Pieces from a large Manufacturer. The most beautiful Embroidered Silk Mulls ever made to retail at 50 cents a yard. Our Price, your choice the entire lot, Monday **25 cents**

JAPONIKA SUESENE SILK AT A SPECIAL PRICE MONDAY

The 36-inch quality in all the Good Shades, Cream, Green, Light Blue, Pink, Lavender, Catawba. Just the thing for beautiful Evening Dresses. Efird's Special Price Monday **39 cents a yard**

SPRING MILLINERY OPENING.

Thursday and Friday, March 25th and 26th.
 Formal Announcement will be made One Week from To-day. We are Announcing this ahead so that out-of-town Patrons may make arrangements for attending.

SHORT LENGTHS IN MERCERIZED SILK MULLS

Solid and Fancy Colors, White, Cream, Ecu, Floral Designs, Polka Dots, Stripes, Figures, etc. These Goods have never been offered from regular bolt for less than 25 cents a yard. A great variety of Patterns and Colors, lengths running up to 10 and 20 yards, to go Monday at **12 1-2 cents per yard**

Star Specials in White Goods For Monday

10-cent quality nice, soft finish Long Cloth, full 36 inches wide **5 cents**
 49-inch White India Linon Lawn, 10-cent quality. Special Monday **5 cents**
 A very fine quality White Lawn in Short Lengths, 10 to 20 yards, 32 inches wide **5 cents a yard**
 Yard-Wide White Cambric **5 cents a yard**
 Yard-Wide Bleaching Remnants, 7 1-2 to 8 1-2 cent qualities **5 cents a yard**
 Yard-Wide White Madras **5 cents a yard**
 Cross-Barred Check Muslin, a real nice quality **5 cents a yard**
 White Poplin, 36 inches wide, short lengths **12 1-2 cents**
 36-inch Nice Quality Linen Finish Waistings **10 cents**
 Large Check, fine quality Dimity, Special **12 1-2 cents**
 15 and 18-cent quality White Madras, in Short Lengths, Special Monday **10 cents a yard**

FOR ONE CENT

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|-----------------------------|--|
| 2 yards Baby Ribbon | 1 Yard Flat Hat Elastic |
| 3 Balls White Sewing Cotton | 1 Gold Plated Collar Button |
| 2 Belt Pins | 2 Yards Battenberg Braid |
| 3 Crochet Needles | 2 Strings Beads |
| 3 Open End Thimbles | 2 King Collar Buttons |
| 1 Fancy Hair Barrette | 2 Papers Dress Pins |
| 1 Belt Buckle | 6 Hat Pins |
| 33 Fish Hooks | 1 Comb Case and Comb |
| 1 Tape Measure | 2 Fine Combs |
| 1 Pocket Knife | 1 Eraser |
| 1 Post Card | 3 Bonnets Pink |
| 2 Rolls Black Tape | 1 Fine Comb |
| 1 Bone Hair Barrette | 1 Bone Crochet Needle |
| 1 Pocket Mirror | 2 Good Cedar Leaf Pencils, rubber in end |
| 1 Spool Linen Thread | 2 Spenzierian Pen Points |
| 1 Tape Measure | 1 Agate Marble |
| 1 Set Waist Pins | 7 Jug Marbles |
| 1 Shoe Hook | 7 Yards Whale Bone Gasing |
| 2 Corset Laces | 1 Yard Wash Brush |
| 1 Memorandum Book | 1 Cake Shaving Soap |
| 2 Yards Round Hat Elastic | 1 Stick Blotting |
| 1 Whistle | 25 Envelopes |
| 1 Shaving Brush | 24 Sheets Writing Paper |
| 1 Pipe | |
| 2 Good Pen Sticks | |

EXTRA SPECIAL IN YARD WIDE COLORED TAFFETA SILK

50 Pieces Best Quality Taffeta Silk, full 36 inches wide, bought at a sacrifice, every good, desirable Shade, Navy Blue, Garnet, Brown, Green, etc. A quality Silk never before retailed for less than \$1.00 a yard, to go Monday for **69 cents**

Efird's Department Store

CHARLOTTE'S SPOT CASH UNDER-PRICE STORE

Corner Trade and College Sts.

Stores Also at Concord, N. C.