

DID YOU EVER SEE A DOLLAR ACT LIKE A DOLLAR AND A QUARTER?

EFIRD'S REBUILDING SALE

EVERY TICK OF OUR CLOCK IS WORTH MONEY TO YOU

Is whirling along to the goal of success A TREMENDOUS AND DECISIVE REDUCTION in all Departments will be accomplished by "MOVING DAY."

Yesterday was Dress Goods Day and it was a hummer! A mighty hole was knocked in that department.

TO-MORROW IS NOTION DAY

NOTIONS! YES--OCEANS OF NOTIONS.

Bargain brilliancy will dominate our entire NOTION DEPARTMENT an irresistible series of Specials awaits you—doubt flies in the face of such drastic deeds and each value will rise triumphant over competition. This great REBUILDING SALE is lavish with money saving opportunities, so deplore not these shattered prices but take advantage of them. DECISION IS NECESSARY FOR TIME IS LIMITED. Look for the "NOT ADVERTISED" Signs.

5c

NEAT, NOVEL, NOBBY AND NEW, AND EXCEPTIONAL VALUES AT THE PRICE

- 1 Ladies' Full Tape Vest.
- 1 Good Back Comb.
- 1 pair Children's Ribbed Hose.
- 1 Dandy Good Linen Corset Lace.
- 1 pair Dress Shields.
- 1 dozen Whalebones.
- 1 Fine Steel Crochet Needle.
- 1 Good Tooth Brush.
- 1 nice Dressing Comb.
- 1 Boxes Borated Talcum.
- 1 Cake Pummo Soap.
- 1 Cake Tar Soap.
- 1 Cakes Toilet Soap.
- 1 Bottle Oil Shoe Polish.
- 1 Good Lead Pencils.
- 1 Box Mourning Pins with Large Heads.
- 1 Fancy Hair Barrette.
- 1 Lino Tape Measure.
- 1 Pocket Purse.
- 1 Paper Gold Eyed Needles.
- 1 Horn Fine Comb.
- 1 Patent Leather Belt for Children.
- 1 yard No. 5 Satin Ribbon.
- 1 Papers best Brass Pins.
- 1 Papers Safety Pins.
- 1 Card good assorted Safety Pins.
- 1 Yard Colored Fringe.
- 1 Large Cards Agate Buttons.
- 1 yard Pillow Card.
- 1 yard Black Elastic.
- 1 Spool King Cotton.
- 1 yard Baby Ribbon.
- 1 yard No. 5 Taffeta Ribbon.
- 1 paper Large Head Lace Pins.
- 1 Plain Hair Barrette.
- 1 Paper Colored Pins.
- 2 Gold Steel Plated Beauty Pins.
- 1 Good Steel Thimble.
- 2 Pure Linen Handkerchiefs.
- 2 Fancy Handkerchiefs.
- 1 nice Roach Comb.
- 3 Spools Turkey Red Thread.
- 2 Rolls Black Tape.
- 1 Bunch Braid, different Colors.
- 1 White Curtain Cord.
- 5 Yards Wash Braid.
- 1 Card Collar Supporters.
- 1 Plain Linen Handkerchief.
- 2 Cards Darning Cotton.
- 5 Spools Darning Cotton.
- 1 Good Hair Rat.
- 2 Carpenter's Pencils.
- 2 Long Hat Pins.
- 1 Stick Shaving Soap.
- 2 Bottles Hoyt's Cologne.
- 1 Bottle Hoyt's Dime Cologne.
- 3 Cakes Violet Soap.
- 1 pair real wide Oxford Laces.
- 1 Nice Fan.
- 5 yards White Whalebone Casing.
- 1 pair Eyeglasses.
- 1 Roll Black Wool Braid.
- 5 dozen Collar Buttons.
- 1 Good Pencil Tablet.
- 1 Fruit Pin Cushion.
- 1 Good Ink Tablet.
- 2 Boxes Air Float Talcum Powder.
- 2 Boxes good Bluing.

Corsets

There is not a number in the entire line that is not an exceptional value. They are new, this season's shapes Invisible Lacing and Hose Supporter Corsets. Our \$1.00 value, the best made for the money. Special... Each 50c. 15c. Batiste Corsets in all wanted sizes, Special... Each 10c. Regular 25c. Girdles, a great variety to choose from. Special Friday... Each 10c.

French Valenciennes

Lace

Beautiful in design, extra nice quality, and worth up to 10c. yard. Special Friday... per dozen 39c.

Women's Hand Bags

WOMEN'S HAND BAGS Our showing in this season's styles and leathers in Women's Hand Bags is the largest and most comprehensive we have ever shown. We have for your selection Bags in every style, size and leather; splendid values at 50c. and 75c. Special for Friday... Each 39c.

1c

VALUES LIKE THESE ARE MILDLY UNEQUALLED AND NEVER SURPASSED

- 75 Marbles.
- 1 yard Baby Ribbon.
- 4 Corset Laces.
- 2 Papers Pins.
- 45 Wire Hair Pins.
- 2 dozen Safety Pins.
- 2 Combs and Cases.
- 9 Hat Pins.
- 2 boxes Mourning Pins.
- 3 rolls White Tape.
- 3 rolls Black Tape.
- 3 Balls White Sewing Cotton.
- 2 yards Hat Elastic.
- 3 yards Whalebone Casing.
- 2 Memorandum Books.
- 1 Pocket Knife.
- 33 Fish Hooks.
- 2 Lead Pencils with rubber.
- 2 Slate Pencils in Wood Case.
- 2 Tops.
- 12 Spencerian Pen Points.
- 12 Good Pen Points.
- 2 Spools Buttonhole Twist.
- 1 Bunch Skirt Binding.
- 1 Kid Belt.
- 2 Window Hooks.
- 1 Gilt Belt.
- 1 Black Kid Belt.
- 1 Broken Doll.
- 12 Collar Buttons.
- 1 Pair Mismatched Gloves.
- 1 Roach Comb.
- 1 dozen Assorted sizes nice Pearl Buttons.
- 1 Pair Eye Glasses.
- 48 Hooks and Eyes.
- 1 5-cent Stick Bluing.
- 4 Colored Collars.
- 2 pair Cuffs.
- 2 pair Shoe Strings.
- 2 pair Heel Plates.
- 2 King Collar Buttons.
- 3 Bone Hair Pins.
- 1 Spool Linen Thread.
- 10 Top Cords.
- 2 Key Rings and Chains.
- 1 Spool Buttonhole Twist, all colors.
- 1 Pencil Eraser.
- 1 Pretty Post Card.
- 1 Pocket Mirror.
- 5 Sticks Candy.
- 1 Pencil Box.
- 1 Agate Marble.
- 1 dozen Whalebones.
- 1 Ladies' Hemstitched Handkerchief.
- 1 Pen Staff.
- 1 Pencil Tablet.
- 1 Gentleman's Handkerchief.
- 1 White Linen Collar.
- 1 Out of Sight Suspender Attachment.
- 1 yard Skirt Binding.
- 5 Carriage Knobs.
- 1 Palm Leaf Fan.
- 1 Bottle Ink.

EMBROIDERIES FOR FRIDAY.

Friday Morning We Will Put on Sale 10,000 Yards Fine Quality Wide Corset Cover Widths Embroideries, 17 to 19 inches Wide, Qualities Worth 25 to 35 Cents, Price For Notion Day, Friday 12 1/2

White Muslin Skirts

This selection in Women's White Skirts is perhaps decidedly the best and prettiest we have ever carried in stock. These Skirts are beautifully finished—four to six ruffles of lace trimmings—and wonderfully attractive values at \$1.00 and worth more. They are Specially priced for Friday's Selling... Each 50c

Perfumery Department

We endeavor at all times to keep this department of our business up to the highest standard and a glance at the following values will repay you well: Ricksecker's Extracts, all the different flavors... 25 Cents Napoleon Cold Cream... 39 Cents Ricksecker's Violet Talcum Powder, the best 25-cent Talcum Powder made, Special... 15 Cents Air Float Talcum Powder, 1 lb. Cans... 15 Cents Air Float Soap, 3 cakes in box... 5 Cents Mennen's Borated Talcum Powder, in the new box that locks... 10 Cents Mennen's Violet Perfumed Talcum Powder... 10 cents Cuticura Soap... 17 Cents a Cake Almond Oil, Buttermilk and Glycerine Soap... 16 Cents a Cake Cosmo Buttermilk Soap... 17 Cents a box Witch Hazel Soap, 3 cakes in box... 5 Cents 3 cakes Glycerine Soap in box... 5 Cents 2 cakes nice Violet Soap, wrapped, in box... 5 Cents Sweet Maiden Soap... 10 Cents a box Cutaneous Medicated Soap, regular standard price 25 cents a cake, price on every wrapper. Our Special Price, 3 cakes in box, for... 25 Cents Hoyt's Dime Cologne... 5 Cents a bottle Hoyt's Nickel Cologne... 2 Bottles for 5 Cents

Extra Specials

That it will pay the wise buyer to quickly investigate.

- 75 Marbles for... 1 Cent
- Good Safety Pins... 1 Cent a dozen
- 10-cent Hair Rats... 5 Cents
- 25-cent extra long Hair Rats... 15 Cents
- Best Grade Stick Candy, all the different flavors... 6 Cents a pound
- 3 cakes Octagon Soap... 10 Cents
- 3 packages Success Soda... 10 Cents
- 3 1-lb packages Gold Dust Powder... 10 Cents
- 3 regular 5-cent packages Gold Dust for... 5 Cents
- Dixie Roasted Coffee... 12 1-2 Cents a pound
- Gail & Ax Snuff, Superior, Extra Strong, Suavily, Sweet, etc. 3 packages... 10 Cents
- Regular 10-cent Plug Virginia Sun Cured Tobacco... 5 Cents
- 3 regular 5-cent packages Smoking Tobacco... 5 Cents
- Fairbanks' Fairy Soap, the big Nickle size, 3 for... 10 Cents
- Good Luck Baking Powder, 10-cent size, 3 for... 20 Cents
- 3 cakes Sunny Monday Laundry Soap... 10 Cents
- 1 lb package Gold Dust Twins Washing Powder... 15 Cents
- Fairbanks' Tar and Glycerine Soap, 3 cakes for... 10 Cents
- Fairbanks' Pummo, the best hand Soap made... 5 Cents

Women's Collars

Large and comprehensive assortment of this season's newest designs in Women's Collars. Women's famous Buster Brown Collars, Special, this Sale... 10c. Women's Combination Dutch Collars with Jabots to match, Special... Each 15c. Women's Lace Yoke Collars, all styles and sizes, Special... Each 50c.

Embroideries

Over Embroideries, some short pieces, regular 50c. and 60c. values. Special... 25c. Handmade white Embroideries—widths up to 18 inches, Special, yard... 7 1-2c.

Hose Supporters

This line embraces very special values in Hose Supporters, in all wanted colors; exceptional values at 25c. Special for this Sale... Each 10c. Elastic Belt Hose Supporters, worth easily double the money. Special Friday... Each 25c.

Women's Gauze Vests

Large line Women's Gauze Vests, tape neck and sleeves, all wanted sizes, and bought to sell at much more money. Special Friday... 10c

Extra Spécial

Coats' Spool Cotton, Special Friday 6 Spools for... 10c. Holding Silk Spool Thread, 100 yards to spool, regular 10c. value. Special Friday... 5c.

NOTION PRICES TOMORROW AS FOLLOWS

Handkerchiefs

Men's and Women's Handkerchief Values that will immediately compel quick and decisive buying. Women's excellent quality soft Hemstitched Muslin Handkerchiefs, regular 5c. quality, Special Friday... Each 1c. Women's Pure Linen Hemstitched Handkerchiefs, splendid value at double the money. Special... Each 2 1-2c. Women's regular 10c. quality Handkerchiefs, Special... Each 5c. Women's Hand Embroidered Pure Linen Handkerchiefs, exceptional value and Special... Each 15c. Women's Fancy Bordered Handkerchiefs... Each 2 1-2c. Men's good quality soft White Handkerchiefs, a dandy value at... Each 2 1-2c. Men's Turkey Red and Blue Polka Dot Handkerchiefs, the best 5c. quality made, Special... 2 1-2c.

JEWELRY

We direct attention particularly to the prices existing Friday in this part of our Notion Selling. Demonstrations of our value giving ability show conclusively in every price quoted. Children's Guaranteed Gold Plated Bracelets, Special Friday... Each 10c. Women's Gold Top Dress Pins—the ever popular kind—Special per set... 25c. Men's Solid Gold Top Scarf Pins, Special... 50c. Solid Gold Baby Rings, Special Friday... Each 50c. Women's Solid Gold Rings, handsome settings in Opals, etc., regular \$4.00 and \$5.00 values, Extra Special Friday... \$1.00 and \$1.50

Pictures

A large assortment of beautiful Pictures, reproductions from masterpieces, attractively framed and especially adaptable for rooms requiring the smaller pictures for adornment. Especially priced Friday... Each 10c.

Come and See What a Look Will Save You

SATURDAY, MAY 15TH—Hosiery and Underwear Day
MONDAY, MAY 17TH—Dry Goods and Household Supply Day.

We anticipate that these will be two of our most stirring days, and it will be well to closely mark the dates

CHARLOTTE, N. C.

Efird's Department Store

CHARLOTTE, N. C.