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WEDNESDAY and THURSDAY MILLINERY OPENING DAYS

OUR GRAND SPRING OPENING

Takes Place Wednesday and Thursday, 25 and 26

It Will be the Event of the Season and a Cordial Welcome is Extended to Every Woman in This Section to Visit Our Millinery Department During These Days.

We will make no comments on the great preparations that have been made for this Opening, except that Miss Dawson is back with us this Season, and has charge of the Department again.

We respectfully urge you to Review the Fruits of our efforts and find in these Opening Displays, Strongest Evidence of the Experienced Judgment, Good Taste and Conscientious Care we have unsparingly exerted in your behalf. You will find in this Opening Exposition a convincing evidence of our determination to retain our Leadership in the Presentation of the Choicest Most Authorative Styles, Best Qualities and Greatest Values.

Special Values in Every Department For Wednesday and Thursday, Opening Days.

In Order to Attract the Greatest Number of People Possible, to Our Millinery Opening Wednesday and Thursday, We Have Arranged Extra Specials in Every Department of the Store.

Long Silk Gloves

150 Dozens, 16-Button length. Pure Silk Gloves, in Blacks, Whites, Beautiful Browns, Tans, Copenhagen Blues, etc. All sizes. Gloves worth \$1.50 to \$2. a pair, all piled out on counter for Wednesday and Thursday, at

69 Cents.

Ladies' Ready-Made Wrappers

The best Percalé Wrappers, nice assortment of colors, all sizes. Regular \$1 Wrappers. Special Wednesday and Thursday

59 Cents.

Big-Special in Silks For The Opening Day

Yard-Wide Guaranteed Black Taffeta Silk at a Record Price Wednesday morning. Positively the Greatest Bargain Ever Sold here. Full yard-Wide, Every Fibre Pure Silk. Colored Selvedges. No better Silk being sold. Special in stores we know at \$1 a yard. Efir's Price Wednesday... 59 Cts.

Yard-Wide China Silk 25c a Yard

Full yard-Wide Pure Silk, China Silk, China Natural Cream. Actually 40 to 50 Cent Selling Silk. Special Wednesday, 25 Cents a Yard.

Embroideries Again Wednesday Morning

We will cap the climax Wednesday by putting on sale our Finest Lot of Embroideries, the most beautiful Edges and Insertion of the Finest Quality Swiss, Nainsook and Cambric. Widths up to 15 and 18 inches. Worth up to 50 and 60 cents a yard. All go at One Price Wednesday... 10 Cents a Yard.

See Our Display in Windows.

5c a Yard Wednesday and Thursday

Yard-wide Percales in beautiful light Shirting and Dress Patterns... 5 Cents a Yard.

Short lengths of Fine Dress Gingham... 5 Cents

The best grade Checked Gingham, good lengths... 5 Cents

Black and Brown Eateen... 5 Cents

Colored Shirt Madras, nice neat Patterns... 5 Cents

Beautiful Colored Corded Shirt Goods... 5 Cents

Standard Calicoes, in all the good Colors... 5 Cents

Yard-wide Bleach, lengths up to 10 yards... 5 Cents

Beautiful Quality White Lawns, 32 to 40 inches wide... 5 Cents

Bleach Cambric, yard wide 5 Cents

10 Cent Bed Ticking, Fancy Colored Stripes... 5 Cents

Lonsdale Cambric and Bleach

The Genuine Lonsdale, the original tickets on every bolt, full yard wide. Special 10 Cents a Yard.

Lace Curtains Wednesday and Thursday

2,000 Pairs at 60 Cents on the 1. Full 2 1/2 yard Lace Curtains, nice patterns... 28 Cents a Pair

Full 3-yard Long Curtains, extra wide. New designs 68 Cts a Pair

3 1/2 yard Lace Curtains, 54 inches wide, handsome New Patterns would be a splendid bargain at \$1.50 a pair. Efir's Price, 99 Cents

Regular \$3 and \$3.50 Lace Curtains, Wednesday and Thursday \$1.99

The best Lace Curtains ever sold for \$5 a pair. Special here Wednesday and Thursday, at \$2.98 a Pair

Extra White Goods Specials Wednesday and Thursday

Beautiful quality White Madras. Handsome Woven Figures, 10 Cents a Yard

Fine quality Checked and Striped Dimity, entirely free from filling. Special... 10 Cts a Yd.

Beautiful quality Dotted Swiss, the Woven Dots that do not wash out... 10 Cents a Yard

45-inch White Lawn, actually worth 20 cents a yard, beautiful, smooth Sheer quality, full yard and a quarter wide. Special Saturday... 10 Cents a Yard

Long Cloth Specials

The Biggest Value ever sold in this popular Cloth. Lengths ranging up to 19 and 12 yards. Fine Smooth, Firm, Soft Finish. Feels almost like the Cambric or Fine Nainsook. Actual Value, 18 cents a yard.

Efir's Price Wednesday and Thursday... 10 Cents a Yard

Fruit of the Loom Bleach

Special Wednesday and Thursday, Full Yard Wide Ticketed Goods. Efir's Special Price Wednesday and Thursday, 7 1-2 Cents a Yard

Big Special in New Summer Hose

Ladies' Fine Lisle Thread Gauze Hose. Also Lace Hose, Lace all the way up and Boot Lace style. The very best Blacks and Tans, regular 20 and 25 Cent Hose. Special Wednesday and Thursday... 12 1-2 Cents a Pair

EFIRD'S DEPARTMENT STORE

Charlotte's Spot Cash and Under-Price Store

Stores Also Concord, N. C.

Corner Trade and College Streets