

**RELIABLE GOODS**  
We Sell Only Reliable and Dependable Merchandise. Whatever you get here, no matter how Low the Price you may depend on it being all right.

# Efird's Page Full of Specials

## FOR SATURDAY

**QUALITY FIRST THEN PRICE**  
Quality is first consideration here. Every Item we sell has our personal guarantee.

Every Item on This Page a Genuine Bargain. It's No Wonder That Efird's is the Busy Store. The Values We Are Selling Would Draw Crowds Any Where.

**Embroideries Saturday**  
Charlotte Women know what to expect when Efird says Embroideries. This is a New Lot, entirely different from anything we have had this season. The Patterns all brand new. The Qualities the very best Swiss Nainsook, and Cambric widths up to 17 inches, worth from 20 to 35 cents a yard. It's a big lot. Plenty for all who come. The Price Saturday, at ..... 10 Cents a Yard.

**Men's Furnishing Goods Specials**  
White Wash Four-in-Hand Ties, at ..... 10 Cents.  
50 Cent All-Silk Reversible, Four-in-Hand Ties. Pretty New Patterns and Colors, ..... 25 Cents.  
15 Cent Fancy Sox ..... 10 Cents.

**Men's High Grade Sample Underwear**  
The finest Mercerized Cotton Lisle Thread and Lace Striped Underwear in White, Cream, Pink, Light Blue, etc. Garments worth in a regular way up to \$1 each. Special Saturday ..... 50 Cents.

**Men's Sample Shirts**  
Big Line Fine Samples from a regular \$9 a dozen line wholesale, that retails everywhere for \$1 each. Several different brands, all in beautiful new patterns, colors, Neat Figures and Stripes. Every Shirt well made and fits correctly. Efird's Special Price for the lot Saturday, ..... 49 Cents.

**Men's Clothing Bargains**  
Men's good Cotton Pants, 25 Cts. a Pr.  
Good Work Pants for Men in all sizes ..... 39 and 49 Cts.

**Big Lace Special For Saturday**  
An extra fine Lot Beautiful Val. and Linen Finish Torchon Lace. Match sets Edgings and Insertions, beautiful New Patterns. The best Quality Lace ever retailed at 7 1-2 to 10 cents a yard. Special Saturday ..... 5 Cents a Yard. 50 Cents a Dozen.

**Men's Fine Pants**  
We have cleaned up several Sample Lots and Small Odd Lots from Pants Factories who were cleaning up their Spring and Summer Lines at 50 Cents on the \$1. We have some of the best and most desirable patterns and colors they have shown this season. Their regular \$3 to \$3.50 Pants ..... \$1.98  
Their regular \$4 to \$5 Pants, \$2.98.

**Men's Sample Suits**  
Little lots we have cleaned up at Half Price, \$5 and \$6 Suits. Three and four of a kind. If we have your size you can get them for ..... \$3.48 and \$3.98

**Men's High Class Suits**  
Another big lot the handsome Suits just in. There's only a few of a kind. Just what was left on a Manufacturer's hands after through with the Spring shipments. The Styles are the very latest and best. Coat sleeves with and without cuffs. Pants made up Peg Top, Buckles on the sides, with or without cuffs, everything about them just right. The few lines of these we had before were sold out in a jiffy. Not a suit in the lot can be bought in a regular way for less than \$15. Lots of Suits in it worth \$16.50 to \$18. Efird's Highest Price for any suit ..... \$10.

**The Easter Millinery**  
This Department is the busiest ever. Last Saturday night ended the biggest week's sales by far we have ever had. We hope to make this Saturday night end a still larger. Every day a busy day in this department. We are selling Hats Wholesale to merchants in almost every town within 60 to 75 miles of Charlotte. Our hats are popular every where they go.  
If you want a stylish and becoming hat. Do not fail to talk it over with our milliners before placing the order. They can help you to the right track when it comes to Stylish Millinery. If you get it at Efird's the Style is Right, the Price Reasonable.

**Sailors For Saturday**  
Black and White, Plain and Rough Straw. Good Large Shapes, with nice Ribbon Bands. Same Sailor that others are selling for 50 Cents. Here, at ..... 25 Cents.

**Children's and Girls' Sample Caps and Hats**  
The Newest Shapes Out in Fancy Little Hats for the Little Folks, and Larger Fancy Hats for the Girls. Samples from the best 50 Cent Line in the country. Not a Hat or Cap in the lot that would retail in a regular way for less than 50 cents. Choice, the entire lot, Saturday 25 Cts.

**Baby Caps**  
Fine line beautiful Lawn and Embroidery Baby Caps, handsomely trimmed up with Lace, Ruching, Embroidery, Insertions, etc. Also nice Light Weight Silk Caps with pretty nice Embroidered work, etc. These are also in Millinery Department. Price..... 25 and 50 Cents.

**Human Hair Goods**  
Another line added to our Millinery Department. All kinds of Human Hair Goods priced as everything else here, the lowest possible.

**LONG LISLE THREAD GLOVES. SPECIAL AGAIN SATURDAY.**  
Another new lot of the full elbow-length, 16-button Mercerized Cotton and Lisle Thread Gloves; Blacks, Whites, Tan, Brown and all the good shades. All sizes Saturday,..... 49 Cents a Pair.

**New Post Cards**  
Fine lot New Easter Cards. The prettiest ever brought out to sell at 2 for 5 cents. Efird's Price ..... 1 Cent Each.  
The Funniest lot Comical Cards ever Printed, ..... 1 Cent Each  
Charlotte Views, selling at other stores 2 for 5 cents, some places 3 for 5 cents. Efird's Price, ..... 2 for 1 Cent

**Great Bargain in Fine Sample Hosiery**  
Genuine Fine Lisle Thread Gauze Hose, worth 25 Cents a Pair, Fine Lace Hose, lace all the way around and down the top of the foot; also Boot Lace Style, with the very best Maco Yarn Foot, the very best Black, and Tan Dyes; all new fresh goods the finest quality Hosiery ever put on a Bargain Counter. Saturday,..... 12 1-2 Cents a Pair

**May Manton Patterns**  
We sell the May Manton Pattern, the best Pattern made at any price. Every size carried in stock here, all the time. All Patterns One Price. At ..... 10 Cents Each.

**Shoe Bargains**  
A 98-Cent Counter Shoes and Ox-fords for Saturday.  
Another New Lot, 600 Pairs Fine Sample OxforDs with a few pairs Shoes, Blacks and Tans, all the best Styles for this season. Fine Vici Kid, Fine Solid Sole, Leather Counters and Inner Soles. Not a Pair on the Counter Worth Less than \$1.50, and from this to \$2 a Pair. All go Saturday at the one price ..... 98 Cents

Men's Vici Kid Shoes with Tip Blucher Style. All Solid-Leather. Regular \$2 Shoe, ..... \$1.49  
Men's Satin Calf Shoes. A neat, good looking and serviceable Shoe for every day wear. All solid Leather. All sizes. .... \$1.24

**Men's Oxfords**  
Another Big Lot Men's Patent Colt, Gun Metal and Tan Blucher OxforDs. All Good Year Welts, made of Solid Leathers on the newest shape lasts. Every pair made to retail for \$3.50. Efird's Price ..... \$2.49

**Ladies' Fine Bright Vici Kid Gibson Ties**  
Plain and Cap Toes. Comfortable and swell looking. Regular \$2.50 and \$3 retailers. Efird's Price ..... \$1.98  
Ladies' Vici Kid, Patent Tip. All Solid Leather Blucher Shoes .. \$1.24

Children's Fine Vici Kid Ribbon Ties. Best fitting little shoes made. Actually worth \$1.25 a Pair, Efird's Price, ... 98 Cents.

**Children's Vici Kid Shoes**  
Patent Tip, Low Heel. All Sizes, 4 to 8. Worth 75 Cents a Pair, for ..... 49 Cents.

**Marbles for the Boys**  
All kinds Marbles. Peas, Agates, China marbles, etc. All sizes. 75 peas 1 cent; 100 painted China marbles 3 cents. Box, 100 Agates, 5 Cents.

**Ladies' Sample Underwear**  
New Lot Samples in just in time. Ready for selling Saturday. Fine Gauze Balbriggan and Light Weight Ribbed Underwear, Corset Covers, Pants, Light-weight Union Suits, vests with long, short and no sleeves. Garments worth up to 25 cents each, all out on Counter Saturday, 10 Cts.

It's Spot Cash that enables us to Underbuy and Undersell. No Store that credits can compete with our prices. Polite and Intelligent Sales People to serve you who are always pleased to show you, whether you are ready to buy or not.

Our Standing and Positive Guarantee "Money Back For Any Unsatisfactory Purchase"  
WHAT WE ADVERTISE, WE SELL

# Efird's Department Store

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

J. & P. COATS' SPOOL COTTON SIX SPOOLS FOR 25 CENTS

J. & P. COATS' SPOOL COTTON SIX SPOOLS FOR 25 CENTS