

THE STORE OF LOW PRICES
THO THE CASH STORE

EFIRD'S

"EFIRD'S PRICES" ARE THE
CENTER OF ATTRACTION

This week our buyers are making a special mid-season trip to the Northern markets and every store in the "Efird chain" is represented. Merchandise is being bought separately, and collectively for the Winston-Salem, Charlotte, Concord, Gastonia, and Rock Hill stores. By special arrangements, goods for the Winston-Salem store will come out of New York by express and will reach here in time to be placed on sale for SATURDAY and MONDAY. Everything is being purchased at SPECIAL PRICES, and will be sold accordingly, so make it a point to visit "EFIRD'S" on these days.

Mens' Clothing
Men's three-piece wool suit, worth \$10, now selling at \$5 90
Men's blue serge \$15 suits \$10
Men's worsteds in blues, grays, browns, etc., worth \$12 50, now go for \$8 90
Men's \$15 suits in the latest of tweeds, worsteds, chevots, etc. \$10

Mens' Trousers
Men's \$1 50 work pants 98c
Men's \$2 trousers in all patterns \$1 48
Men's \$2 50 trousers in blue serge, worsteds, etc. 1 98
Men's \$3 50 trousers, all patterns, beautifully tailored 2 98

Boys' Clothing
Boys' two-piece suits \$1 23
Boys' suits, all ages 1 48
Boys' Norfolk jacket suits 1 98
Boys' all wool suits, Norfolk and coat styles, \$5 value 3 98
Boys' \$4 suits in all patterns 2 98
Boys' \$7 50 suits in blue serge, browns, grays, etc. 4 98
Boys' extra size suits, 18 to 20 years, in blue serge, Norfolk coat 6 98

Underwear
Boys' underwear, per garment 25c
Men's 50c fleece lined underwear 39c
Men's heavy ribbed underwear per suit 85c
Wright's "Health underwear 75c
Wright's "spring needle underwear per garment 75c

Mens Ties
All Men's 25c Ties 19c
All Men's 50c Ties 43c
20c Men's Ties 10c

Men's Work Shirts
Men's 50c Shirts 39c
Men's \$1.00 Shirts 59c
Men's \$1.25 White Shirts 79c
Men's \$1.50 white shirts 98c
Men's 50c work shirts 39c
Men's special size and make work shirt 48c

Men's Hose
Men's 10c hose all colors 7 1/2c
Men's 15c hose, black and tan 10c
Men's 25c hose, all colors 19c
Men's 50c pure silk hose 25c
Men's Heavy Knit 15c hose 10c
Men's 25c wool hose 15c
Men's 15c wool hose 10c
Men's 15c white foot hose 10c

Hats
Boys' 50c felt hats 39c
Boys' \$1.00 felt 75c
Men's \$1.50 soft felt hats 98c
Men's \$1.50 stiff felt hats 98c
Men's \$2 50 stiff felt hats \$1 48
Men's \$2 50 soft felt hats \$1 48

Silks
\$2 25 36-inch charmeuse silk \$1 68
\$2.00 36-inch black dutchess satin 1 48
\$1.50 36-inch satins in all shades 98c
\$1.50 36-inch Pau De Soie 98c
\$1.50 36-inch black taffeta 98c

Dry Goods
15c Cambric Percales, highly mercerized 10c
15c cambric percales, striped and figured 10c
15c renfren and bates gingham 10c
12 1-2c flanneletts in all colors 10c

25c Poptins "Brocaded"
39c brocaded dress poplins 25c
39c brocaded dress poplins in black, blue, old rose, etc. 25c
39c figured poplins 25c
39c figured foulards 23c

Blankets and Comforts
\$5.00 quality wool blankets 3 48
\$4.00 quality wool blankets 2 98
1.50 quality bordered flannel blankets 98c
\$1.50 full size comforts 98c
\$2 value in comforts to sell for 1 23

\$20.00 Suit Sold on Saturday and Monday For \$14.50

Our buyers wire the fact that only a limited number of these suits could be purchased; so be on hand early if you wish to obtain one. They come in serges, tweeds, ratines, etc., and are made along the lines represented by the imported models.

Brocaded Suesines and Corduroys 25c
39c brocaded suedines 25c
39c brocaded corduroys 25c

Our Ladies' Ready-to-Wear Department Is Without Competition

Silk Dresses.
Our ready-to-wear silk dresses this season will, we feel sure, fill a long felt want. A description of each and every model would be impossible, as they must be seen to be appreciated.

However, they are dresses such as you have been in the habit of securing only through the medium of a dressmaker, and upon which we can save you 50 per cent. They are made from charmeuse, messaline and crinkle crepe and the prices will be from \$4 98 to 19 50

Ladies Dresses.
A one-piece dress made from the most popular wool weaves and which comes in all colors; a 5 00 value for 3 48

\$7 50 Special one-Piece Dress \$4 98.

This dress has many novel and attractive features which are ordinarily found only in dresses of a much higher price. We consider this number to be one of the very best bargains in the entire collection. The style and workmanship are beyond criticism and the price easily suits any purse.

\$22 50 Heavy Brocaded Coats at \$15 98
These garments alone are

worth a visit to our Ready-to-Wear Department. They are lined with extra heavy satin lining and are distinctive in every respect. It is absolute folly to pay 22 50 or \$25 for these coats when one can secure them at "Efird's" for 15 48.

\$12 50 Special For Saturday and Monday \$7 98.

These coats are made from broadcloth, chinchilla, plaids, stripes, etc., and are "up-to-the-minute" in fashionable design. They are shown with the new half belt in back, braided cuff and frog fastenings. Some have plaid inside, while others are satin lined.

The New Sport Coat at a Reduction.

One lot in red, white, blue, brown and green broadcloth. 6 98
\$14 Chinchillas, all colors 3 98
\$15 Chinchillas with Norfolk style belt. 9 75
\$10 Chinchillas, double breasted, patch pockets. 5 98

Childrens and Misses coats at \$2 98.

These coats are absolutely worth from \$5.00 to \$6.50 and come in every style and cloth imaginable.

Make "Efird's" your store and tell your friends about it. A satisfied customer is the most successful form of advertisement.

Always remember that the buying power of Efird's enables us to give you greater buying power.

Our aim is ever towards lowering instead of raising prices. Our buyers work with this idea before them.

We use no "street orators" or outside attractions to induce you to visit our store. "Efird's Prices" are our only magnet.

We are not too old to be independent or too young to be careless. We realize that our customers deserve satisfaction.

"EFIRD'S" SHOES COST YOU LESS

Ladies' Shoes
Ladies' \$4 24-button tan Imperial boot \$2 98
Ladies' \$3 50 patent button shoe 2 98
Ladies' \$3 50 dull calf shoes 2 98
Ladies' \$3 50 tan shoe in Eucel list last 2 98
Ladies' \$3 50 lace tan boots 2 98
Ladies' \$4 gun metal lace boot 2 98
Ladies' \$3 50 street shoe 2 98
Ladies' \$2 50 tan button shoes 1 98
Ladies' \$2 50 tan button low heel shoe 1 98

Ladies' \$2 50 grazed kid shoe 1 98
Ladies' \$2 50 low heel gun metal shoe 1 98
Ladies' \$2 50 15-button white boot 1 98
"Old Ladies' Comfort" shoes 98c
"Old Ladies' Comfort" felt top shoes 98c
Ladies' high heel button shoe 98c
Ladies' low heel lace shoe 98c
Ladies' patent colt, white top \$2 98
Ladies' patent colt lace 2 98
Ladies' patent colt, button 2 98
Ladies' tan, button, "Empress" last 1 98

Ladies' tan lace, fancy cap 2 48
Ladies' black, button and lace shoe, English last 2 48
Ladies' Arched instep shoes in black and tan 2 98
Ladies' satin evening slippers 1 98
Ladies' gun metal walking shoe, heavy protruding sole, very stylish 2 98

Misses' Shoes
Misses' black button and lace shoes 74c
Misses' Tan calf lace shoes 1 98
Misses' black kid button shoes 1 98

Misses' tan lace blucher shoes 98c
Misses' black button vicci shoes 98c
Infants' shoes in all styles and sizes.

Men's Shoes
Men's plain toe plough shoes 98c
Now showing fall styles in Men's \$3 50 lace and button shoes, bal or blucher \$2 98
Men's rawhide water proof \$3 50 shoes 2 98
Men's \$3 double sole shoes 2 98

Men's \$2 50 Elkskin shoes 1 98
Men's \$2 50 Kangaroo Blucher shoe 1 98
Men's \$2 brogan shoes 1 48
Men's \$1 50 solid leather brogan shoes 1 24
Men's muleskin plough shoes, cap toe 1 24
Men's Tan Bal shoe 2 90
Men's black Bal shoes 2 98
Men's \$4 tan button shoe 2 98
Men's \$4 black button shoes 2 98
Men's \$3 50 lace shoe, fancy 2 98
Men's \$4 50 tan and black button shoes 3 50

Trunks and Suit Cases
We carry a large and complete line of trunks and suit cases and our prices are of the very lowest. We buy in very large quantities and figure small profits. These two facts cause the goods to come to you at a big reduction.

Shirt Waists
\$1.50 shirt waist 98c. Please forget the price for a moment; associate your thought with waists of materials, their styles, superior needlework, worthy and fit perfect; these waists are up-to-date fall styles and high or low neck; 250 dozen to make your selection and only 98c
20 dozen Voile waists, nicely embroidered, in all sizes; always sold for 98c; to close we offer them for 48c

\$15.00 Fall Coat Suits \$10.00 and \$11.90
These suits are taken from our

well selected stock. The style reflect the very best taste of the careful dressers, and the materials are the newest fall weaves. We have them in all colors and sizes.
Ladies' suits, made from serges, plaids and the new cord weave, \$12 value; will be sold for 8 75
Ladies' special model shown with the new draped skirts which may be worn with or without the slit so much in vogue at present, a \$15 suit for \$9.50

Ladies Hosiery
Ladies' black ribbed hose 10c
Ladies' tan ribbed hose 10c
Ladies' tan, thin, medium and heavy weight hose 10c
Ladies' 25c quality hose in tan and black 15c
Ladies' guaranteed hose in white tan and black 25c
Ladies' silk hose in all colors 39c
Ladies' silk hose in all colors 48c
Ladies' \$1.50 silk hose 98c

Ladies Gloves
Ladies' \$1.00 kid gloves 79c
Ladies' \$1.25 kid gloves \$1 00
Ladies' \$1.50 gray kid gloves 1 00
Ladies 16-button kid gloves in black, tan and white, \$3.00 value 2 50

Lace Curtains
175 pairs Nottingham Lace Curtains in white, ecru and green, 3 yards long, made of good double and twisted net, positively a \$1 value; for this sale only, pair 69c
150 pairs 3 1-2 yards length Nottingham Curtains, in white and ecru, 6 beautiful patterns to select from; others get 1 50
Efird's price for this sale 98c
100 pairs extra fine mesh Nottingham Curtains in white and ecru, 3 1-2 yards length, would be cheap at \$2.97, but we offer them while they last at, pair 1 98

Ladies' Bleached Ribbed Underwear
Ladies' bleached ribbed underwear 25c
Ladies' 50c quality bleached ribbed underwear 38c
Ladies' 75c union suits 48c

Muslin Underwear
Specials in our muslin underwear department, for this sale are particularly attractive.
Women's \$1.25 and \$1 50 gowns and petticoats, gowns made of sheer quality nainsook and long cloth, some empire effects of shadow lace with dainty val edge sleeve and neck 79c
See the great table filled with \$1 50 muslin petticoats which we offer for this sale; you will appreciate these at 75c

48c and 39c Wool Goods.
36-inch 75c sponged and shrunk

serges in all colors 48c
36 inch 50c wool serge in black and blue 39c

Wool Goods.
56-inch \$2.50 whipcord scotch serges, the yard 48c
50-inch \$2.50 Diagonal serges in colors black, brown and blue \$1.89
50-inch \$1 50 French serge 98c
50-inch \$1.50 Diagonal Weave 98c

Silk Poptins.
\$1.00 yard wide silk poplins in white and red 75c
\$1.00 pard wide messaline in red and lavender 75c
\$1.00 yard wide Fancy Taffeta in all colors, guaranteed 59c

89c Satins.
\$1.00 extra heavy dutchess satins in all shades 89c

EFIRD'S DEPARTMENT STORE

Winston-Salem - Charlotte - Concord - Gastonia - Rock Hill, S. C.