

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.

<p>Mens' Clothing</p> <p>Men's three-piece wool suit, worth \$10, now selling at \$5.90</p> <p>Men's blue serge \$15 suits \$10</p> <p>Men's worsteds in blues, grays, browns, etc., worth \$12.50, now go for \$8.90</p> <p>Men's \$15 suits in the latest of tweeds, worsteds, chevots, etc. \$10</p> <p>Men's Trousers</p> <p>Men's \$1.50 work pants 98c</p> <p>Men's \$2 trousers in all patterns \$1.48</p> <p>Men's \$2.50 trousers in blue serge, worsteds, etc. 1.98</p> <p>Men's \$3.50 trousers, all patterns, beautifully tailored 2.98</p> <p>Boys' Clothing</p> <p>Boys' two-piece suits \$1.23</p> <p>Boys' suits, all ages 1.48</p> <p>Boys' Norfolk jacket suits 1.98</p> <p>Boys' all wool suits, Norfolk and coat styles, \$5 value 3.98</p> <p>Boys' \$4 suits in all patterns 2.98</p> <p>Boys' \$7.50 suits in blue serge, browns, grays, etc. 4.98</p> <p>Boys' extra size suits, 18 to 20 years, in blue serge, Norfolk coat 6.98</p> <p>Underwear</p> <p>Boys' underwear, per garment 25c</p> <p>Men's 50c fleece lined underwear 39c</p> <p>Men's heavy ribbed underwear per suit 85c</p> <p>Wright's "Health underwear 75c</p> <p>Wright's "spring needle underwear per garment 75c</p>	<p>Mens Ties</p> <p>All Men's 25c Ties 19c</p> <p>All Men's 50c Ties 43c</p> <p>20c Men's Ties 10c</p> <p>Men's Work Shirts</p> <p>Men's 50c Shirts 39c</p> <p>Men's \$1.00 Shirts 59c</p> <p>Men's \$1.25 White Shirts 79c</p> <p>Men's \$1.50 white shirts 98c</p> <p>Men's 50c work shirts 39c</p> <p>Men's special size and make work shirt 48c</p> <p>Men's Hose</p> <p>Men's 10c hose all colors 7c</p> <p>Men's 15c hose, black and tan 10c</p> <p>Men's 25c hose, all colors 19c</p> <p>Men's 50c pure silk hose 25c</p> <p>Men's Heavy Knit 15c hose 10c</p> <p>Men's 25c wool hose 15c</p> <p>Men's 15c wool hose 10c</p> <p>Men's 15c white foot hose 10c</p> <p>Hats</p> <p>Boys' 50c felt hats 39c</p> <p>Boys' \$1.00 felt 75c</p> <p>Men's \$1.50 soft felt hats 98c</p> <p>Men's \$1.50 stiff felt hats 98c</p> <p>Men's \$2.50 stiff felt hats \$1.48</p> <p>Men's \$2.50 soft felt hats \$1.48</p> <p>Silks</p> <p>\$2.25 36-inch charmeuse silk \$1.68</p> <p>\$2.00 36-inch black dutchess satin 1.48</p> <p>\$1.50 36-inch satins in all shades 98c</p> <p>\$1.50 36-inch Pau De Soie 98c</p> <p>\$1.50 36-inch black taffeta 98c</p>	<p>Dry Goods</p> <p>15c Cambric Percales, highly mercerized 10c</p> <p>15c cambric percales, striped and figured 10c</p> <p>15c renfren and bates gingham 10c</p> <p>12 1-2c flanneletts in all colors 10c</p> <p>25c Poptins "Brocaded"</p> <p>39c brocaded dress poplins 25c</p> <p>39c brocaded dress poplins in black, blue, old rose, etc. 25c</p> <p>39c figured poplins 25c</p> <p>39c figured foulards 23c</p> <p>Blankets and Comforts</p> <p>\$5.00 quality wool blankets 3.48</p> <p>\$4.00 quality wool blankets 2.98</p> <p>1.50 quality bordered flannel blankets 98c</p> <p>\$1.50 full size comforts 98c</p> <p>\$2 value in comforts to sell for 1.23</p> <p>\$20.00 Suit Sold on Saturday and Monday For \$14.50</p> <p>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.</p> <p>Brocaded Suesines and Corduroys 25c</p> <p>39c brocaded suedines 25c</p> <p>39c brocaded corduroys 25c</p>	<p>Our Ladies' Ready-to-Wear Department Is Without Competition</p> <p>Silk Dresses.</p> <p>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</p> <p>Ladies Dresses.</p> <p>A one-piece dress made from the most popular wool weaves and which comes in all colors; a 5.00 value for 3.48</p> <p>\$7.50 Special one-Piece Dress \$4.98.</p> <p>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.</p> <p>\$22.50 Heavy Brocaded Coats at \$15.98</p> <p>These garments alone are</p>
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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

<p>Ladies' Shoes</p> <p>Ladies' \$4.24-button tan Imperial boot \$2.98</p> <p>Ladies' \$3.50 patent button shoe 2.98</p> <p>Ladies' \$3.50 dull calf shoes 2.98</p> <p>Ladies' \$3.50 tan shoe in Eue-list last 2.98</p> <p>Ladies' \$3.50 lace tan boots 2.98</p> <p>Ladies' \$4 gun metal lace boot 2.98</p> <p>Ladies' \$3.50 street shoe 2.98</p> <p>Ladies' \$2.50 tan button shoes 1.98</p> <p>Ladies' \$2.50 tan button low heel shoe 1.98</p>	<p>Ladies' \$2.50 glazed kid shoe 1.98</p> <p>Ladies' \$2.50 low heel gun metal shoe 1.98</p> <p>Ladies' \$2.50 15-button white boot 1.98</p> <p>"Old Ladies Comfort" shoes 98c</p> <p>"Old Ladies Comfort" felt top shoes 98c</p> <p>Ladies' high heel button shoe 98c</p> <p>Ladies' low heel lace shoe 98c</p> <p>Ladies' patent colt, white top \$2.98</p> <p>Ladies' patent colt lace 2.98</p> <p>Ladies' patent colt, button 2.98</p> <p>Ladies' tan, button, "Em-press" last 1.98</p>	<p>Ladies' tan lace, fancy cap 2.48</p> <p>Ladies' black, button and lace shoe, English last 2.48</p> <p>Ladies' Arched instep shoes in black and tan 2.98</p> <p>Ladies' satin evening slippers 1.98</p> <p>Ladies' gun metal walking shoe, heavy protruding sole, very stylish 2.98</p> <p>Misses' Shoes</p> <p>Misses' black button and lace shoes 74c</p> <p>Misses' Tan calf lace shoes 1.98</p> <p>Misses' black kid button shoes 1.98</p>	<p>Men's \$2.50 Elkskin shoes 1.98</p> <p>Men's \$2.50 Kangaroo Blucher shoe 1.98</p> <p>Men's \$2 brogan shoes 1.48</p> <p>Men's \$1.50 solid leather brogan shoes 1.24</p> <p>Men's muleskin plough shoes, cap toe 1.24</p> <p>Men's Tan Bal shoe 2.90</p> <p>Men's black Bal shoes 2.98</p> <p>Men's \$4 tan button shoe 2.98</p> <p>Men's \$4 black button shoes 2.98</p> <p>Men's \$3.50 lace shoe, fancy 2.98</p> <p>Men's \$4.50 tan and black button shoes 3.50</p>
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<p>Trunks and Suit Cases</p> <p>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.</p> <p>Shirt Waists</p> <p>\$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</p> <p>20 dozen Voile waists, nicely embroidered, in all sizes; always sold for 98c; to close we offer them for 48c</p> <p>\$15.00 Fall Coat Suits \$10.00 and \$11.90</p> <p>These suits are taken from our</p>	<p>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.</p> <p>Ladies' suits, made from serges, plaids and the new cord weave, \$12 value; will be sold for 8.75</p> <p>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</p> <p>Ladies Hosiery</p> <p>Ladies' black ribbed hose 10c</p> <p>Ladies' tan ribbed hose 10c</p> <p>Ladies' tan, thin, medium and heavy weight hose 10c</p> <p>Ladies' 25c quality hose in tan and black 15c</p> <p>Ladies' guaranteed hose in white tan and black 25c</p> <p>Ladies' silk hose in all colors 39c</p> <p>Ladies' silk hose in all colors 48c</p> <p>Ladies' \$1.50 silk hose 98c</p>	<p>Ladies Gloves</p> <p>Ladies' \$1.00 kid gloves 79c</p> <p>Ladies' \$1.25 kid gloves \$1.00</p> <p>Ladies' \$1.50 gray kid gloves 1.00</p> <p>Ladies 16-button kid gloves in black, tan and white, \$3.00 value 2.50</p> <p>Lace Curtains</p> <p>175 pairs Nottingham Lace Curtains in white, ecru and green, 3 yards long, made of good double and twisted net, postively a \$1 value; for this sale only, pair 69c</p> <p>150 pairs 3 1-2 yards length Nottingham Curtains, in white and ecru, 6 beautiful patterns to select from; others get 1.50</p> <p>Efird's price for this sale 98c</p> <p>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</p>	<p>Ladies' Bleached Ribbed Underwear</p> <p>Ladies' bleached ribbed underwear 25c</p> <p>Ladies' 50c quality bleached ribbed underwear 38c</p> <p>Ladies' 75c union suits 48c</p> <p>Muslin Underwear</p> <p>Specials in our muslin underwear department, for this sale are particularly attractive.</p> <p>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</p> <p>See the great table filled with \$1.50 muslin petticoats which we offer for this sale; you will appreciate these at 75c</p> <p>48c and 39c Wool Goods.</p> <p>36-inch 75c sponged and shrunk</p>	<p>serges in all colors 48c</p> <p>36 inch 50c wool serge in black and blue 39c</p> <p>Wool Goods.</p> <p>56-inch \$2.50 whipcord scotch serges, the yard 48c</p> <p>50-inch \$2.50 Diagonal serges in colors black, brown and blue \$1.89</p> <p>50-inch \$1.50 French serge 98c</p> <p>50-inch \$1.50 Diagonal Weave 98c</p> <p>Silk Poptins.</p> <p>\$1.00 yard wide silk poplins in white and red 75c</p> <p>\$1.00 pard wide messaline in red and lavender 75c</p> <p>\$1.00 yard wide Fancy Taffeta in all colors, guaranteed 59c</p> <p>89c Satins.</p> <p>\$1.00 extra heavy dutchess satins in all shades 89c</p>
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EFIRD'S DEPARTMENT STORE
Winston-Salem - Charlotte - Concord - Gastonia - Rock Hill, S. C.