

At The New Store

EFFIRD'S

Thursday, Friday and Saturday

New goods coming in every day, hundreds of New Specials to be shown for the first time on these days.

Our Motto: Satisfaction guaranteed or your money promptly and cheerfully refunded for any unsatisfactory purchase.

FINE ZEPHYRS AND DRESS GINGHAMS.

One case 32-inch fine Scotch Zephyrs and Dress Gingham in Plaids, Stripes, etc., qualities worth up to 25c a yard in perfect short lengths at10c

CALICOES AND DRESS GINGHAMS AT 3 1-2C.

Two cases short length Calicoes, Apron and Dress Gingham in perfect short lengths, Special for these days at3 1-2c

HOSIERY SPECIALS.

100 dozen Ladies regular 25c thin gauze Lisle Hose in Black only, Special at12 1-2c
Boys and Girls 15c heavy ribbed School Hose at10c
Ladies' plain seamless Black and White Feet Hose at10c
Ladies' fine Gauze Silk Lisle Hose with Linnen heel and toe at23c

BLACK PETTICOATS.

Ladies' 75c Black Petticoats at .49c
\$1.00 Black Petticoats with Embroidery Ruffles at79c
White Petticoats with Embroidery Ruffles at79c

TOILET SPECIALS.

Mennen's Talcum Powder10c
Sweet Maiden Toilet Soap per box10c
Palm Olive Soap10c
Almond Oil Soap, per box17c
Cosmo Soap, per box17c
Cuticura Soap, per cake19c
3 Cake Fairy Floating Soap10c
Air Float Talcum Powder5c
Oval shape can Air Float Talcum Powder10c

YARD-WIDE BLEACH AT 5CTS.

Three cases yard-wide Cambric and Bleach Domestic worth up to 10c per yard, in perfect short lengths up to 12 yard pieces, Special at5c a yard

100 DRESS GINGHAMS AT 5CTS.

Two cases regular 10 and 12 1-2c quality Dress Gingham and Colored Madras, 32 to 36 inches wide, Special at5c

YARD-WIDE SEA ISLAND AT 5C.
LL 36-inch fine smooth Sea Island, Special at5c

MOTTLE FLEECEES.

Heavy Grey and Blue Outing, double fleece 8 1-3c quality at6 1-2c
Best 10c Mottle Fleecees in Pink, Grey, Blue, etc. at8 1-3c
Anderson Flannels in all the new Fall patterns, including light Pin Stripes and Checks, all dark Dress styles, etc. at10c
Solid color Anderson Flannels in White, Cream, Red, etc. at10c

WOOL FLANNELS.

25c quality Cream Wool Flannel 18c
39c quality Cream Wool Flannel 25c
Yard-wide best 50c quality Cream Wool Flannel39c
25c quality heavy Grey Wool Flannel18c

NEW FALL SILKS.

27-inch new Fall Silks, including Fancy Taffetas, Messaline Stripes, big Fancy Plaids, Two-toned effects, etc., worth up to \$1.25 a yard, Special at89c
Big Plaid Shirt Waist Silks at59c
Yard-wide guaranteed Black Taffeta Silk, \$1.00 quality at69c
\$1.00 quality 36-inch Black Peau-De-Sole at88c
An extra heavy rustling quality yard-wide guaranteed Black Taffeta Silk at98c
Yard-wide Two-toned Taffeta Silks in all colors, \$1 quality at75c

KIMONA FLEECEES.

All the newest patterns in Kimona, fleeces big Floral designs, at10c
Duckling Fleece in all colors, Special at12 1-2c

WOOL DRESS GOODS.

36-inch Book-Fold Woolen Dress Goods in Black, Blue, Brown, Grey, etc., Special at25c
Book-Fold Storm-Serge, a real imitation of wool goods in Navy Blue, Black, and all the leading colors at18c
36-inch Diagonal Wool Dress Goods in Black, Navy Blue, etc. 50c yard

44-inch Chiffon Panama Cloth in Black and all colors at39c
39c quality Mohair, Brillantine, Black, Navy, etc. at25c
50c quality Stripe Wool Dress Goods for Coat Suits, in all the new Fall colors, at39c
Book-Fold Woolen Dress Goods 25c
44-inch Mohair, best 50c quality, good bright finish at39c
50-inch Chiffon Panama Cloth in Black, Navy, Brown, Grey, etc., at50c
50-inch Mohairs, 75c quality in all colors, at50c
44-inch all Wool Hard Finish Storm Serge, Black, Navy, Garnet, etc., 75c quality, at59c
42-inch all Wool Taffeta Cloth in Black and all the leading colors, best \$1.00 quality at75c

BIRDEYE CLOTH.

18-in. White Lily Birdeye Cloth .49c
24-in. White Lily Birdeye Cloth .75c
27-in. White Lilly Birdeye Cloth .88c
Yard square Rubber Sheeting .49c

NEW SCHOOL SUPPLIES.

Beats All Lead Pencils for1c
Fancy colored Lead Pencils, 3 for 5c
Autograph No. 517 Pencils, 2 for 5c
Thick Pencil Tablets for4c
Examination Tablets for5c
Ink Tablets for5c
Big Five Pencil Tablets for5c
38 Marbles for the School Boys .1c
25c Box Linnen Paper and two dozen Envelopes for10c

BOYS' SCHOOL PANTS.

25 Dozen Boys' Worsted Knickerbocker School Pants, all sizes up to 17, all the newest patterns. 49c
Boys' fancy Worsted street Pants, all sizes, at25c

MEN'S AND BOYS' CLOTHING AND PANTS.

Little Boys' Reefer Suits at\$1.24 and \$1.98
Boys' good Worsted School Suits, all sizes up to 17,\$1.98 and \$2.98
Boys' \$5 fancy Worsted Suits. \$3.98
Boys' \$7.50 Suits at\$4.98
Men's fine fancy Worsted Suits, all the newest patterns, including Black, Granites, etc., worth up to

\$16.50, our Special at\$10
Men's heavy Winter Suits in all the newest patterns, worth up to \$7.-50, at\$4.98

MEN'S FINE DRESS PANTS.

20 dozen Men's fancy Worsted Pants in all the newest Fall styles, Stripes, etc., worth up to \$3.00 a pair, at\$1.98
Men's \$4.00 Pants at\$2.98
Men's newest style Pants, worth up to \$5.00 a pair at\$3.48

MEN'S AND BOYS' WORK SHIRTS AND OVERALLS.

Men's best \$1 heavy Overalls at 75c
Men's good heavy apron front Overalls at49c
Men's heavy Work Pants at 75 & 98c
Boys' Work Shirts at25c
Men's 50c Work Pants at39c

DRESS SHIRTS.

50 dozen Men's Negligee Shirts in all colors, 50c value, at29c
Men's soft collar Shirts in Cream, Blue, etc. at39c
Men's 75c soft Collar Shirts at .49c
Men's \$1 Dress Shirts, fancy stripes, plaited bosoms, etc. at75c
Men's \$1 White Negligee Stripe Madras, etc. at98c
Men's 50c Blue Chambray Work Shirts at39c

MEN'S HANDKERCHIEFS AND SOX.

Men's white feet Sox at10c
Men's 25c plain Black Gauze Sox at12 1-2c
Men's plain Black and Fancy Sox at5c
Men's 10c White Hemstitched Handkerchiefs atc
Men's colored Border Handkerchiefs at2 12c
Men's fine soft Linnen and Muslin Handkerchiefs at10c
Men's 25c Ball Bearing Supporters at19c
Men's good Elastic Hose Supporters at10c
25c Neckwear at15c

MEN'S AND BOYS' HATS.

100 dozen Men's and Boys' new Fall Hats, worth \$1, Special at69c

\$1.50 Pride of America Hats in Black and all colors at98c
\$2.50 Celebrated Hats all the newest shapes and colors at\$1.48

OUR UNEQUAL SPECIALS IN NEW FALL AND WINTER GOODS.

10 cases Ladies' Vici Pat Tip Bluchers, all sizes, worth up to \$1.50 a pair, at98c
Old Ladies' plain toe, easy wear Shoe, at\$1.24
Ladies fine Dongola Pat Tip Bluchers, every pair guaranteed. \$1.49
Ladies' fine Vici Pat Tip Bluchers at\$1.98
Ladies' fine dress Shoes in Pat Vici, Pat Leather, etc., every pair guaranteed, has all the wear and style as a \$4 Shoe, Our Special . \$2.98
Children's soft sole Shoes at25c
Children's Shoes with heel tap. 49c
Children's fine Vici Shoes . 88c & 98c
Boys' and Girls' School Shoes at98c and \$1.24
Boys' Gun Metal School Shoes at\$1.49 and \$1.98

MEN'S SHOES.

Men's Satin Calf Bluchers, \$1.50 value, at\$1.24
Men's fine Dress Shoes, every pair guaranteed in Vici, Tan, Patent Leather, at\$2.98
Men's fine Gun Metal, Tan and Pat Leather Shoes, a regular \$4.50 value, Our Leader, at\$3.50
Some strong specials in Men's heavy Work Shoes.

LAUNDRY SPECIALS.

3 Cakes Fairbank's Gold Dust Washing Powder5c
3 One-pound Packages Gold Dust Twins Washing Powder for. .10c
3 Cakes Swift's Pride Laundry Soap for2 12c
3 Pound Packages Success Soda 10c

MEN'S HEAVY UNDERWEAR.

Men's best 50c fleece lined Underwear Shirts and Drawers to match at37 1-2c
Men's ribbed Underwear Shirts and Drawers to match at 48c, 95c suit
Men's best quality Peppereli elastic seam Drawers48c
Men's best Drill Drawers25c

Buying and Selling Goods for Spot Cash as we do for our Wholesale and Retail Stores having no Bookkeepers, Collectors or Bad Debts to make up on our Customers makes it easy for us to undersell other stores.

EFFIRD'S

In The Heath Building, Near Post Office.