

A MILLION DOLLARS  
IN TWO WEEKS

# EFIRD'S CHAIN SALE EDITION

CIRCULATION  
150,000 COPIES

VOL. II.

NORTH CAROLINA, SOUTH CAROLINA, VIRGINIA, JUNE 18TH to JULY 2ND.

PART 1.

## THE EFIRD CHAIN SALE ANNIVERSARY COMMENCING SATURDAY, JUNE 18, Continuing Two Week--Through Saturday, July 2nd



**DOORS OPEN  
SATURDAY  
MORNING  
At 9 O'clock**



*Extra Salespeople Wanted For  
This Sale*

*Apply in Person Thursday Morning*

The net result of the EFIRD CHAIN SALE a year ago was \$1,000,000.00 sales in twenty days. Our goal this year is a \$1,000,000.00 sale in two weeks. To accomplish this result, (and we are going to do it) has meant weeks, yes months, of hard work planning, day and night, and studying the various angles of the business, determined to offer the public such irresistible bargains that will make this sale go down in history as the most powerful Merchandising event in the whole South.

**Store Closee Friday  
One O'clock  
To Mark Down Prices**

**Buying in the Efird Chain  
Sale is as Good as a  
Raise in Wages**

**Everything Reduced**

We have gone through the stocks of all 31 stores and cut the price on everything—from cellar to garret—nothing reserved.

We are too busy to stop to quote prices, but our managers have been instructed to CUT PRICES right and left, and close their eyes to cost marks.

THIS WAS WHAT THE MANAGERS' MEETING IN CHARLOTTE WAS FOR.

**Store Closed Friday  
One O'clock  
To Mark Down Prices**

**The Efird Chain Sale Will  
Make Both Sides of Your  
Dollars Work**

# EFIRDS DEPARTMENT STORE