

Thousands of Dollars Worth of Staple Merchandise Slaughtered 50 Cents on the Dollar

With These Prices

Thursday, Friday and Saturday Should Be The Three Greatest Days of This Chain Sale

The popularity of the Efir Stores was never more fully demonstrated than in this Chain Sale. Thousands came from all corners of the Carolinas because they know when Efir says sale that they will be doubly repaid for their visit. Scissors may be all right for some stores but when Efir cuts the price he takes the axe. This is another blast that uncovers more unheard of values and marks a death line in prices that no competitor will have the courage to go below.

MEN'S PANTS

All Men's Pants, including Best Serges, Worsted, etc., marked at Special Prices for This sale.

MONROE CLOTHES

AT SPECIAL PRICES DURING THIS SALE

One lot of Monroe clothes for men and young men in all newest patterns, values worth up to \$45.00, sale price \$30.00

Men's and Young Men's Suits worth up to \$55.00 in Monroe line, sale price \$35.00

MEN'S WORK SHIRTS

Men's Blue Chambray Work Shirts -- \$1.39
M. W. S. Work Shirts \$1.85
Blue Polkadot Shirts \$1.48

KHAKI PANTS

\$4.00 Khaki Pants \$2.95
Riding Pants \$3.48

STRAW HATS

Men's Sailor and Panama Hats, all new, fresh and the best grade, will be sold at almost half the regular price while the sale lasts.

SHOE POLISH

Shinola Black Shoe Polish 8c
Shinola Oxblood Shoe Polish 8c
Baby Elie Black Liquid Polish 10c
2 in 1 Black and Oxblood Polish 10c
2 in 1 white cake, dressing 10c
Shinola white cake cleaner 10c

Palmolive Soap For Friday and Saturday—
5 Cents Per Cake

MILLION DOLLAR STOCK OF SHOES IN THE EFIRD CHAIN SLAUGHTERED

LADIES' LOW SHOES \$3.45

Kneeland and Imperial Pumps and Oxfords in Vici, Tan Calf, and other leathers, values worth up to \$9.00 pair, some of all sizes. About ——— pair in all—Sale price — \$3.45

LADIES' OXFORDS, \$1.00 PAIR

About 1,000 pairs of ladies' and misses' Oxfords and Pumps, mostly small sizes. Sale price \$1.00

LADIES AND MISSES OXFORDS \$1.65

One Counter Ladies' and Misses' Oxfords and Pumps in black and tan, values up to \$4.00. Some of all sizes \$1.65

MEN'S OXFORDS \$2.65

One table Men's Oxfords in all sizes, broad last, bargain counter, per pair \$2.65

WHITE PUMPS AND OXFORDS

Ladies' and Misses' White Pumps and Oxfords in leather or rubber sole \$1.35

HIGH GRADE OXFORDS \$3.85

Men's high grade dark tan, gun metal and Vici Oxfords, values up to \$6 per pair \$3.85

LADIES' PULLMAN LOW SHOES

All New and Fresh, right from the factory

Patent Two Eyelet, Louis Heel Pump
Brown Two Eyelet, Louis Heel Pump
Black Kid Two Eyelet Pump
Brown Kid Walking Oxford
Patent Military Heel Pump
Cuban Heel Kid Tie

\$5.00

MEN'S \$8.50 OXFORDS \$5.90

Men's Tan Calf English Oxford, rubber heel
Men's Tan Blucher Oxford, rubber heel
Men's Black Calf Blucher Oxford, rubber heel

\$5.90

EFIRD'S DEPARTMENT STORE

CONCORD LINK OF THE EFIRD CHAIN