

CONCORD'S TRADE EVENT

Begins
Thursday
May 24th

Ends
June 2nd
Inclusive

The Greatest Feast of Bargains Ever Offered

EVERYBODY WELCOME

We extend our hearty greetings to the public, inviting you to come! Share in the Greatest Feast of Bargains ever offered in Clean, High Class Merchandise of the better kind—at Less than Sale Prices.

CHEVROLET GIVEN AWAY



As First Prize. For every dollar spent in this Sale you will receive a coupon. Save and hold all your Coupons as you may hold the lucky number.

Chevrolet FREE Ford

WE STAND BETWEEN YOU AND HIGH PRICES

FISHER'S

IT PAYS

FORD GIVEN AWAY (Second Prize)

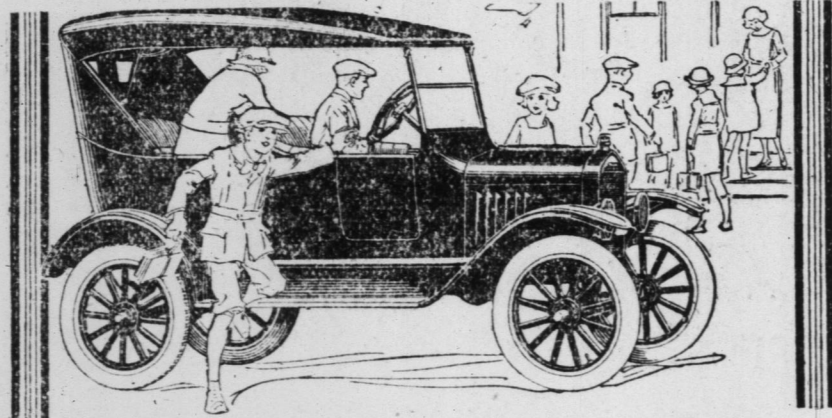
No family connections or any salespeople allowed to participate in this sale. It is solely for your benefit, so let nothing keep you away. Tell your neighbors.



THIS SALE TO BE BIG

The object of this Sale is twofold: First, to give the public a feast in the way of Bargains; second, to sell merchandise. You will find lots of merchandise on sale that will not be advertised, at a mere price of nothing, due to limited quantity or to being soiled.

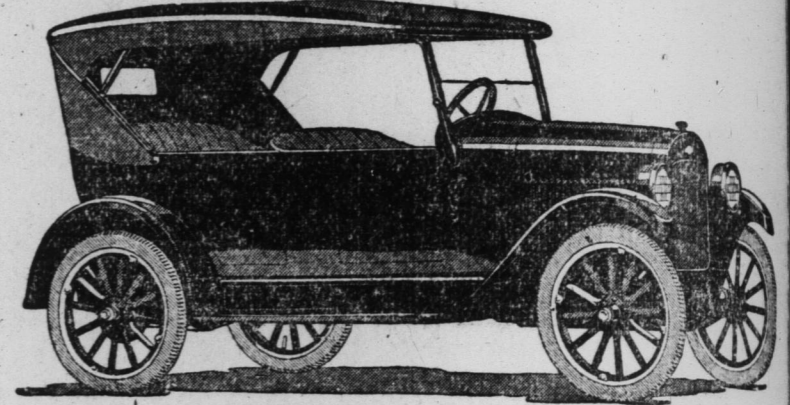
Great Gigantic Purchases: Averaging Half Price



The Greatest Sale Event Concord and surrounding territory has ever experienced. Not only are we determined to make it Bigger, Brighter and Busier, but it will be done. Regardless of the fact that you may hold the lucky number and be the winner of



one of the automobiles. Our Values will be Greater than Bargains. This Sale will clear the racks, shelves and tables. Ready-to-wear, Millinery, Small Wares and House Furnishings all included.



50 cents Ladies Gloves at 10 cents the Pair;

Some are soiled and some come in small sizes

Main Floor Street Entrance 1000 Dresses on Sale, Values That Surpass Anything Shown in Concord this Season

Dresses of Tub Materials—Linen, Silk Ratines, Woolens, etc., 69c, 89c, \$1.00, \$2.00, \$3.00, \$4.00, \$5.00, \$6.00, \$7.00, \$8.00, \$9.00. Some of these Dresses are at a fraction of their worth; others about Half Price.

All Millinery, Ladies' and Children's, Classified and Grouped For This Sale

GROUP A Misses and Children's Hats, Baby Caps, etc., 10c to 29c	GROUP D Misses' and Ladies' Trimmed Hats—Beauties—Sale Price \$2.00
GROUP B Misses' and Ladies' Hats, trimmed or untrimmed. Sale Price 89c	GROUP E Misses' Children's Ladies and Matrons' Hats \$3.00, \$4.00, \$5.00
GROUP C Misses' and Ladies' Hats of almost every idea \$1.00	GROUP F Ladies' Trimmed Hats in Value to \$15.00, Sale Price \$7.95

CORSETS! BRASSIERES! GOWNS!

Corset Values, some slightly Soiled, Values to \$2.00, Sale Price 25c.

\$1.98 Corsets, back and front, Sale Price \$1.69	\$2.00 and \$2.50 value Muslin Gowns, Sale Price \$1.50
\$2.00 Gosard front lace Corsets, Sale Price \$1.69	
\$1.75 Corset Value, back lace, sale price \$1.00	
\$2.50 value for Stout figure with hip adjust, sale price \$1.69	
69c Value Brassieres, sale price 25c	
\$1.00 Brassieres, discontinued numbers Sale Price 59c	
\$1.50 value Brassieres, Sale Price 89c	
\$1.50 Gowns, Extra Good Quality—Muslin, nicely trimmed, Sale \$1.00	

MUNSINGWEAR

Union Suits, Teddies, Knickers, Silk and Cotton, all in This Sale—All Perfect Goods. Note Prices:	
\$1.00 Regular Union Suits	85c
\$1.50 Regular Union Suits	\$1.29
\$1.75 Regular Union Suits	\$1.39
\$2.50 Silk Bodice Union Suits	\$1.95
\$2.95 Silk Bodice Union Suits	\$2.50
\$2.50 Silk Vests, Sale Price	\$1.69



Quality Brand ALUMINUM WARE
Guaranteed 20 Years
Value to \$1.50.
Special Sale, Heavy quality 69c

OTHER SPECIALS IN ALUMINUMWARE

\$1.75 Angel Food Cake Pans	95c
\$1.50 Tubed Cake Pan	95c
\$2.50 Extra Large Percolators	\$1.49
\$2.50 Dish Pan, oblong, can be used for small bath tub	95c
\$1.75 Egg Omelet Pans	95c

Hosiery, Silk, Lisle and Kiddies' Sox

98c Value Silk Hose, black and colors—some with drop clock, sale price 50c
Special value to \$2.50 (some sub standards) of full fashioned pure silk thread hose, due back seam and chiffon silk hosiery, black and wanted shades, Sale Price \$1.00
Extra Special at \$2.00—14 and 16 strang Silk Hose—Odd Pairs, one of a size, wanted shades in this lot, Sale Price \$2.00
All Regular Special \$2.50 sellers, Sale Price \$2.00
(This includes Phoenix and La France Silk Hose).
\$2.95 Specials, Sale Price \$2.69
\$3.50 Specials, Sale Price \$3.15
\$3.95 Specials, Sale Price \$3.45
One Table Devoted to Children's Sox, values up to 50c, Sale Price 25c

SPECIAL BEADED BAGS

\$2.50 Value Beaded Bags	\$1.69
\$9.95 Value Beaded Bags	\$4.69

All Suits, Coats, Capes—All Go in This Sale

GROUP G Misses' and Ladies' Sport Suits, Coats and Capes, values to \$8.95, Sale \$3.95	GROUP J Ladies' Suits, Wraps, values to \$27.50, Sale Price \$13.95
GROUP H Ladies' Junior Suits, Capes and Coats, values to \$11.95, Sale Price \$6.95	GROUP K Suits, Coats, Capes, values to \$32.50, Sale Price \$18.95
GROUP I Ladies' Suits, Capes, Coats, values to \$17.50, Sale Price \$9.95	GROUP L Coats, Suits, Capes, Wraps, values to \$39.50, Sale Price \$22.50

Sundries, Tooth Paste, Toilet Articles, Soaps.

Note the Prices:

Sweeheart Toilet Soap, cake 3c	\$1.25 Azurea Face Powder 75c
Lemon Soap, cake 4c	65c Melba Face Powder 49c
15 Cakes Jergens King Cocoa Soap for \$1.00	85c Love Me Face Powder 59c
15 Cakes Kirk Olive Soap \$1.00	All \$1.00 Compacts 65c
15c Castile Soap 8c	\$1.00 Armand Face Powder 65c
10c Special Jergens Transparent 7c	50c Accident Tooth Paste 33c
35c Woodbury's Facial Soap 20c	50c Pepsodent Tooth Paste 33c
50c Mavis Face Powder 39c	25c Colgate's Large Size Tooth Paste 19c
50c Nadine Face Powder 39c	50c Size Frostilla 25c
\$1.25 Coty's Face Powder 69c	30c Mavis Talcum Powder 19c

A REAL MERRY-GO-ROUND In Our Down Stairs Store

98c Brooms	Real Cut Glass	Special!
5 string red handle metal cap, wire wrapped, Sale Price 59c	Footed Desserts, Table Glasses, Wine Glasses, Sale price per set of six 50c	Ice Teas, set of six 50c
		\$1.75 Angel Food Cake Pans 95c



ANOTHER FREE ATTRACTION Free Ride for the Kiddies 2 to 5 Years

Percolators	Dish Pans	Egg Omelet Pans
\$2.50 value Extra Large Percolators, Sale Price \$1.49	\$2.25 Dish Pan, oblong, can be used as Baby Bath Tub 95c	\$1.75 Egg Omelet Pans, Sale Price 95c

The Merchandise in this Sale is Exactly as Represented—the Values are not Overestimated and the Bargains are Real. No Merchandise Guaranteed on sale any specified length of time.