

# FRIDAY MORNING, JUNE 10TH

## We Commence The Second Week Of This THE GREATEST EFIRD CHAIN SALE

### The Bargains In The Best Seasonable Merchandise We Ever Offered Is Making This Our GREATEST EFIRD CHAIN SALE

**Friday Morning** We commence the second week and know we have big figures to go up against to beat the first week, but if Bargains will put us ahead, the second week will be bigger than the first.

Tell your friends of the big values Efir's are selling in Concord and come Friday, Come Saturday and every day of this sale through Saturday night, July 2nd.

### Want To Say 'Thank You'

My friends and customers and friends and customers of the Efir's Department Store for the way turned out on the opening day of this sale. We have these day we have ever had at the opening of the sale and I hope you will come back often. This sale will last until Saturday night, July 2nd, with new values added daily, so don't fail to drop in at Efir's time you are up the street.

A. E. HARRIS, Manager.

### Others Here's Good News For You

Lot of Children's Dresses ..... **44c**

**GREAT BARGAINS**

Women's Voile Dresses ..... **48c**

English Print Dresses for Misses and new summer styles ..... **88c**

### DRESSES \$1.95

One rack Ladies' Dresses, including Silks, Rayon Silk, etc.

**\$1.95**

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### DRESSES \$2.85

One rack Ladies' Silk and Voile Dresses, all colors, values worth almost double the price. Sale price

**\$2.85**

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### DRESSES \$3.95

Ladies' Silk Dresses, new novelty styles, etc., Summer styles

**\$3.95**

### Silk Dresses at Prices So Low You'll Be Amazed

This rack of Silk Dresses includes all the new Spring Colors, etc. Values worth double the price ..... **\$4.85**

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One Rack Ladies' Dresses, regular \$10.00 Values Chain Sale Price ..... **\$6.75**

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This rack of Ladies' Dresses Made of fine quality Flat Crepe Georgette combinations, etc. Values up to \$15, at ..... **\$9.95**

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Our better Dresses all included in this Sale Values up to \$18.50 to go at ..... **\$11.95**

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On this rack you will find Dresses of all the new silks and the season's best colors, peppy styles, values to \$12.50 at ..... **\$8.95**

### Special While They Last

## One Big Table Of CHILDREN'S LOW SHOES

# 10c

Ladies' and Children's White, Black, Brown Low Shoes, while they last at ..... **45c**

All Other Shoes at Our Chain Sale Prices.

### FAMOUS NEBES HOSE

Spring Friday morning we will sell 2000 dozen of the famous hose in whites and all the leading colors good enough for any person, value, Chain Sale per pair ..... **\$1.35**

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### MILK HOSE

990 and Milujo and other numbers silk plated hose in all the leading colors usually sold by others up to \$1.00 Chain sale Price for \$1.00 ..... **55c**

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Sold Outing Jugs, Special Friday and Saturday ..... **\$1.75**

### Full Fashion Hosiery

Ladies' Full Fashioned pure thread silk hose, in all the leading colors, values usually sold up to \$1.65 on a bargain table at the Chain Sale Price per pair ..... **\$1.10**

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### Fine Silk Hosiery

Ladies' Fine Silk Hose, white and all the newest shades, values usually sold up to \$2.50 pair. Chain Sale Price per pair ..... **\$1.55**

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### \$1.00 Hose

Buster Brown Quality 625, 624, 612 and other regular \$1.00 hose in white and all the leading colors, Sale price per pair ..... **68c**

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### Fine Hosiery

Cherry Blossom Rayon Silk Plated Hose, all the way to the top, whites and colors, 50c and 60c values. Two pair for 75c. ..... **38c**

### Athletic Underwear

## \$1.00 Value Topkis Union Suits

Men's genuine One Dollar Topkis Union Suits, all sizes. Chain Sale Price ..... **79c**

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**LOOK AT THESE BIG REDUCTIONS**

Men's Fancy Madras, full cut Athletic Union Suits— ..... **45c**

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Men's Full Cut Athletic Nainsook Union Suits ..... **45c**

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Men's Athletic Asbury Nainsook Union Suits, all sizes. Sale Price ..... **33c**

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**\$1.00 ATHLETIC UNION SUITS**

Men's Big Chief or Diamond Brand Athletic Union Suits, \$1.00 value. Sale Price ..... **59c**

### Father George Sheeting

Genuine Father George Sea Island Sheeting— ..... **9 1/2c**

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### Colored Striped Spreads

81x90 colored Striped Bed Spreads, regular \$1.50 value, on sale in Great Chain Sale at ..... **94c**

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### Silk Spreads

81x90 Rayon Silk Spreads, colors pink, blue, etc., big assortment. Chain Sale price— ..... **\$2.59**

### Going Away?

Then you'll need this good looking serviceable and always handy

## HAT BOX

Full size, very fine made, chain sale price ..... **98c**

Regular \$2.50 Hat Boxes reduced in the Chain Sale to ..... **\$1.85**

### Children's Fine HOSIERY

Misses' Three-Quarter Hose, Plain and Fancy Tops ..... **22c and 38c**

One Table Children's Sox, Values up to 29c Sale Price ..... **18c**

### White Broadcloth Shirts

Men's White English Broadcloth Shirts Soft Collars, sale Price ..... **79c**

Men's Fine Quality White Broadcloth Shirts values usually sold at \$1.50. Sale Price ..... **95c**

Men's 2x1 Imported English White Broadcloth Shirts, Sale Price ..... **\$1.35**

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### BOYS' SHIRTS

Boys' Honor Bright Dress Shirts, regular \$1.00 and \$1.25 values, Sale Price ..... **79c**

Boys' Honor Bright Blouses best make ..... **68c**

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### BOYS' BLOUSES

Boys' Washable Blouses Well Made ..... **35c**

Boys' Dress Shirts with soft Collars ..... **44c**

### Men's Work Shirts

One lot men's Blue Chambray Work Shirts with two pockets. Opening Sale price ..... **33c**

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### BIG YANK WORK SHIRTS

The famous genuine Big Yank Work Shirts ..... **79c**

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Boys' Blue Chambray Work Shirts, Sale Price ..... **39c**

### Big Work Shirts

Men's Full Cut Chambray Work Shirts, 75c values, sale price ..... **48c**

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### M W S WORK SHIRTS

MWS Work Shirts, original Coat style for the working man, double sleeves ..... **85c**

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### KHAKI WORK SHIRTS

Men's extra full cut Army Khaki Work Shirts ..... **79c**

### OVERALLS FOR WORKING MEN AT ANNUAL CHAIN SALE PRICES

Boys' Big Cut Blue Overalls ..... **65c**

Big Yank Men's Extra Full Cut Overalls Priced ..... **\$1.25**

Youths' Big Jack Overalls Chain Sale Price ..... **85c**

Men's full cut heavy weight white back blue denim Overalls, \$1.35 value ..... **85c**

Youths' Blue Devil Overalls ..... **85c**

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### WORK PANTS AT CHAIN SALE PRICE

Men's Fine Quality Twill Khaki Work Pants Sale Price ..... **\$1.18**

Men's \$2.00 Khaki Work Pants ..... **\$1.45**

Men's Good Khaki Work Pants ..... **85c**

Men's Heaviest weight Pin check extra full cut Pants ..... **98c**

