

Get Ready, People! for Concord's \$100,000 Sale. You have seen nothing like it before!

36  
Efrid Stores have concentrated on this one store in order to make it a value-giving event

**EFIRDS**

**CONCORD STORE**

**EFIRDS**

STORE CLOSED  
Wednesday and Thursday in order to mark down goods. Come Early.

# REMOVAL SALE

## 3 Experts in Charge

These men have been picked, because they are master sales conductors of the Efrid chain; men who have studied this line of work. The entire stock has been turned over to them with instructions not to leave an article for the new store.

**MANAGERS OF SALE**  
E. L. ERIRD, Winston-Salem  
T. L. BENSON, Salisbury,  
S. Z. PHILIEGER, Charlotte

SO GREAT IS THIS SALE THAT FORCES FROM OTHER STORES HAVE BEN BROUGHT HERE TO HELP SERVE THE THOUSANDS WHO WILL ATTEND THIS BIG VALUE-GIVING EVENT

Realizing the mammoth undertaking of a sale of this kind we have gathered together from our large chain of stores select help so that everyone shall receive prompt and courteous service. You can come to this sale assured of getting waited on as quickly as if no sale were in force. Don't stay away—make sure of getting what you need at the ridiculously low prices that will prevail.

BASEMENT OPENED TO TAKE CARE OF Overflowing Crowd

Our mammoth basement will be renovated and opened for this master event. This will enable us to better take care of the thousands who will flock here. Plenty of Greater Bargains will be offered you in the basement.

## Selling Begins Promptly at 9 a.m., Fri., May 9

Be Here When the Doors Swing Wide Open

Be Here When the Doors Swing Wide Open

Pajama Checks at 5c	Good Sheeting at 5c	2 in 1 Shoe Polish 5c	Men's Full Cut Athletic Union Suits 39c	Bertie Ross Electric Iron \$2.25	Dominio Apron Gingham, perfect— 5c	Men's Overalls For 95c	Men's Blue Chambray Work Shirts 65c	Boys' Knee Pants 45c	Ladies' Silk Hose, slightly imperfect 10c	Dress Gingham at 5c	Window Shades at 35c
---------------------	---------------------	-----------------------	---	----------------------------------	------------------------------------	------------------------	-------------------------------------	----------------------	---	---------------------	----------------------

Father George Sheeting

10c

Here is WHY the Goods must go regardless of cost

Soon we are to move in our spacious new store—and we are going to give Concord and surrounding territory a store that they are rightfully due. When we move in this store, we want to move in with a brand new stock of merchandise. In fact we are going to do it—so how? Well there is only one course to pursue, and when we have chosen the REMOVAL SALE course which means that we have got to do some real price cutting stunt, something different from any that has ever happened in the city. We have done it. We are offering the people merchandise that we cannot replace at the price we are selling it to you. This you will see when you come to the sale. Good people, we urge you to take advantage of this sale—buy heavily. You know we will not guide you wrong, because we are going to deal with you many more years. Come, bring your family and friends and cash in on the loss we are taking in order to begin a new store with new goods.

Yd. Wide Long Cloth

10c

No OLD GOODS in OUR NEW STORE if Prices will SELL THEM HERE