

A Million Dollars
In Two Weeks

ANNIVERSARY

A Million Dollars
In Two Weeks

OF

THE EFIRD CHAIN SALE

AT ALL 31 EFIRD
STORES

Commencing
SATURDAY
JUNE 18TH

continuing two weeks,
through Saturday July
2.

**\$6.00 PREMIER ELECTRIC IRONS
\$3.95**

Saturday morning at 11 o'clock we will sell 21 of these Premier Electric Irons. These are 6 pound Irons, and are guaranteed first quality. Remember the hour, 11 o'clock Saturday morning, and the first 24 customers get them at this special price **\$3.95**

\$7.95 Men's Flexible Oxfords, \$4.95
These flexible sole Oxfords in brown and blacks. These are a splendid value for **\$4.95**

300 Pairs of \$2.50 Pumps and Oxfords at 95c

See this big table and see the values offered on it. Ladies, Misses', and Children's. All sizes and most all kinds. It will pay you to buy several pair at this price **95c**

MEN'S PALM BEACH SUITS
During this sale we will sell our special value Palm Beach Suits for the special price of **\$11.95**

MEN'S SERGE SUITS, \$15.95
These are regular \$25.00 values and come in Regulars, Slims and Stouts also in plain and stripes. These are special values at **\$15.95**

MEN'S OVERALL SPECIALS
\$1.50 Cowhide Overalls for **85c**
\$2.00 Ironalls for **\$1.45**
\$1.50 Mofarch Overalls for **98c**
\$1.75 Morotock Overalls for **\$1.29**
\$2.00 Kahki Work Pants for **\$1.39**
Special prices on all Men's Dress Pants, Dress Shirts, Underwear, Sox, and all Straw Hats.

**BUYING IN THE EFIRD CHAIN
SALE IS AS GOOD AS A
RAISE IN WAGES**



**\$25.00 Silk Dresses
For \$15.95**

There are Some wonderful values in this lot of Dresses. New styles and the season's best selling colors. Your choice of this lot for only **\$15.95**

**\$18.50 Silk Dresses
at \$9.75**

Some splendid bargains in Ladies Silk Dresses. These are all this season's dresses. No old stock. Some of nearly all sizes and colors. Don't fail to see them **\$9.75**

\$35.00 Silk and Combination Dresses, \$19.95

One rack of all our best Silk and Combination Dresses. There are some beauties in this lot and at this special price they will go fast. So see them early and get your choice for **\$19.95**

\$15.00 Organdy and Voile Dresses, \$11.95

Don't fail to see this rack of beautiful Summer Dresses, all colors, styles and sizes, a big special for this price **\$11.95**

Ladies' Shirt Waists at Big Reductions.

\$1.50 Voile Waists for **85c**
\$3.00 Voile Waists for **\$1.85**
\$4.00 Voile Waists for **\$2.65**

Special prices on all Silk Waists during this sale also.

1,000 Yards of Silk and Cotton Pongee at 38c

This is a special value for this sale. This makes an ideal material for Waists, Dresses, and Shirts, or Suits, at **38c**

A Few Special Silk Prices For This Sale.

A good Yard-wide Taffeta for **98c**
Gold Band Black Taffeta for **\$1.35**
All colors in Messalines at **\$1.35**
32-Inch Tub Silk Shirting for **\$1.00**
32-Inch Crepe de Chine Shirting for **\$1.65**
36-Inch Silk Poplin for **69c**

**GO! If you have to
travel hundreds of
miles to get to an
EFIRD STORE.**



**\$10 and \$12 Red Cross and Imperial
Pumps at \$2.89**

These are last season's and a few of this season's Pumps and Oxfords. Values in this lot to \$12. For a big value don't overlook this table. Whites, Tans, Grays, Browns, Black. Very special at this price, at **\$2.89**

\$4.98 Pumps and Oxfords at \$1.85

One big table of Pumps and Oxfords, values up to \$5.00, Tans, Blacks, Whites; a big special for this sale, at **\$1.85**

**\$12.50 Men's Kneeland Oxfords for
only \$3.85**

These are a standard high grade Men's Oxfords. They are in blacks and browns, some good styles and most all sizes. They are a big value at this special price of **\$3.85**

**\$5.00 and \$6.00 Pumps and Oxfords
For \$3.95**

These are all this season's Pumps and Oxfords. The latest styles and in all the best colors and sizes. Special at **\$3.95**

\$3.50 Pumps and Oxfords For \$1.45

A big table of values that will surprise you. Ladies', Misses' and Children's, all sizes, in tans, white, black, brown. For this sale **\$1.45**

**REMEMBER there will be new
Specials added daily during this
sale. So don't fail to come as often
as you can, and watch the papers for
our advertisements during this sale.**

**THE EFIRD CHAIN SALE WILL
MAKE BOTH SIDES OF YOUR
DOLLARS WORK**

EFIRD'S DEPARTMENT STORE

31 Efird Stores Located At

Charlotte, N. C.
Concord, N. C.
Gastonia, N. C.
Winston-Salem, N. C.
Rock Hill, S. C.
Durham, N. C.

Columbia, S. C.
Rocky Mount, N. C.
Salisbury, N. C.
Raleigh, N. C.
Anderson, S. C.
High Point, N. C.

Greenville, S. C.
Monroe, N. C.
Greer, S. C.
Spartanburg, S. C.
Laurinburg, N. C.
Lumberton, N. C.

Greenwood, S. C.
Shelby, N. C.
Lincolnton, N. C.
Forest City, N. C.
Lexington, N. C.
Burlington, N. C.

Cherryville, N. C.
Lenoir, N. C.
Wilson, N. C.
Statesville, N. C.
Danville, Va.
Sumter, S. C.
Wilmington, N. C.