

# EFIRD'S SHELBY ANNOUNCES

An Efir Annual Chain Sale  
Greater Than Ever Before

Commences Friday Morning June 4, Continues Through Monday, June 28

## FORTY MANAGERS PLAN FOR GREATEST CHAIN SALE OF ALL

Meet In Charlotte And  
Complete All  
Plans.

The Managers from all the Efir Stores throughout the two Carolinas and Virginia met in the Auditorium of the new Efir Charlotte store and planned Great Chain Sale for June, commencing on Friday, June 4th. Among those present were

### G. W. NEELY, Shelby;

R. C. Teague, Winston-Salem; A. E. Harris, Concord, N. C.; W. E. Haynes, Gastonia, N. C.; G. G. Byrd, Rock Hill, S. C.; T. J. Rowan, Durham, N. C.; E. L. Taylor, Rocky Mount, N. C.; T. A. Foreman, Salisbury, N. C.; M. F. Crooks, High Point, N. C.; F. C. Proctor, Anderson S. C.; T. R. Beaver, Monroe, N. C.; B. E. Creighton, Greer, S. C.; Mr. Williams, Columbia, S. C.; L. W. Bundy, Greenville, S. C.; W. O. Huntley, Spartanburg, S. C.; J. Q. Marie, Laurinburg, N. C.; O. C. Duncan, Lumberton, N. C.; Otis McMillan, Greenwood, S. C.; B. B. Brown, Burlington, N. C.; E. L. Myers, Lexington, N. C.; R. H. Barnett, Lincolnton, N. C.; H. B. Trull, Lenoir, N. C.; P. T. Renihardt, Forest City, N. C.; P. M. Kendall, Raleigh, N. C.; C. L. Efir, Wilmington, N. C.; S. A. Ellis, Wilson, N. C.; Wm. Briere, Statesville, N. C.; G. W. Dawson, Danville, Va.; H. P. Love, Sumter, S. C.; H. B. Ellis, Goldsboro, N. C.; H. K. Drye, Albemarle, N. C.; L. A. Oliver, Greensboro, N. C.; S. Z. Phlieger, Kannapolis, N. C.; J. H. Teague, Florence, S. C.; G. R. Hamilton, Charlotte Bargain Center; E. L. Efir, Winston-Salem; J. R. Efir, Columbia, S. C.; J. W. Efir, New York City; P. H. Efir, Charlotte, N. C.; J. B. Efir, C. W. Wise, R. M. Curlee, and T. E. Efir, all of Charlotte.

After a brief business session, the Annual Efir Chain Sale question came up and it was decided to commence this Great Once a Year Sale at all Efir Stores on Friday, June 4th and go for 20 days through Monday, June 28th.

Efir Brothers explained to the Managers the tremendous purchases and preparations that have been made for the sale telling them that a million dollars worth of new merchandise had been bought at special prices to make this the Biggest of all Sales.

Each Manager made a talk which was full of enthusiasm, and left for home full of pep to make his store surpass all records, in this sale.

## \$1,000,000. Worth New Merchandise Purchased For This Sale!

In addition to the large stocks carried in each Efir Store, we have bought during the past few weeks \$1,000,000 worth of what might be termed distressed merchandise at our own prices for this Chain Sale. Each Efir Store has received his portion of these lucky purchases. Here we will keep up the Efir motto, "When We Buy a Bargain, We Sell One."

### \$160,000 Worth of New Silks Alone For

#### Efir's Chain Sale

Bought From One of America's Best manufacturers. Alone sixty thousand dollars of flat crepes and crepe de chines. That will go on sale Friday morning with the season's newest colors in Georgettes, colored taffetas, canton crepes, washable pongees, printed crepes, Broadcloths, Radiums, Black Satins, etc. A big assortment at every EFIRD store.

### (ALL NEW SILKS—BUT AT A PRICE.)

#### Efir's Buy Complete Stock of 41 Manu-

facturers of Ladies Ready to Wear. Mr. J. W. Efir, our New York Representative, writes us that he has bought almost the complete stock of forty manufacturers of fine silk dresses, washable dresses, smocks, silk underwear, Rayon and fine mercerized cotton underwear, Philippine hand-made underwear, etc. and that on the opening morning of this sale, our Ready-to-Wear Department will look like a new store going at almost half prices.

BARGAINS WILL REIGN SUPREME DURING THIS SALE

HUNDREDS OF  
SALESPEOPLE  
WANTED IN THE  
DIFFERENT STORES  
SHELBY WANTS 20  
EXTRA IN HELP.

Call And Ask For Mr. G. W.  
Neely.

All Efir Stores Closed At 1  
O'Clock Thursday, June 3rd,  
To Mark Down Merchandise.

All Efir stores throughout the two Carolinas and Virginia will close their doors at 1 o'clock on Thursday, June 3rd to mark down merchandise and rearrange and display new merchandise for the opening of this our greatest sale 9 o'clock Friday morning, June 4th.

Tell your friends of this tremendous sale, and money saving event. It will pay you to come. You will not be disappointed.

— MILL ENDS —  
Tremendous Lots Bought For  
Efir's Chain Sale.

Seven solid freight carloads of mill ends, perfect short lengths of America's best manufactured products of white goods—flaxon checks, voiles colored Indian Head, long cloths, printed flaxons, soisettes, underwear and lingerie cloths, Rayons, plain colors and fancies, dress ginghams, fine sheetings, pajama checks, etc. Each Efir store has received his allotment.

(BARGAINS WILL REIGN SUPREME  
DURING THIS SALE.)

# Efir's Most Sensational Dress Sale

## French Voile Dresses \$2.84

One rack French voile dresses, broadcloths, satin chene, Rayon Silk dresses in all the new colors, \$5.98 values. Chain sale --- \$2.84

## Pretty Summer Dresses \$1.79

Chiffon and Wirthmor Summer dresses, Rayon and novelty materials, values up to \$3. Don't miss these at Sale Price of --- \$1.79



## Special Purchases from 41 Manufacturers

FEATURE! FASHIONABLE SILK DRESSES!  
Brand New—The Kind You Usually Pay \$15 For  
\$8.74

Greatest values we have ever offered in silk dresses made of silk crepes, georgette crepes, flowered georgettes 54" bordered crepe de chine, etc. in all the new patterns and styles, values originally up to \$15, sale price \$8.74

STRAIGHT FROM NEW YORK! SCORES OF  
NEW DRESSES  
\$4.39

One lot of printed Crepes, Crepe de Chines and Georgette Dresses, values up to \$8.50. All the newest and most fashionable styles. Large selections. Chain Sale Price --- \$4.39

## SPECIAL GROUP \$25 DRESSES FOR \$13.75

One lot of Flat and Satin Crepe Dresses, values to \$25.00, all the leading styles and colors for summer --- \$13.75



## Smart Silk Dresses \$9.90

One lot of Canton Crepe, Crepe de Chine, Satin Crepe, and Tub Silk dresses, values up to \$18.50, all to go in this great sale for --- \$9.90

## New Summer Dresses \$11.75

One lot of Georgette, Canton Crepe, Flat Crepe and Tub Silk Dresses, values to \$22.50. Copies of higher priced dresses. Good values \$11.75

THIS THE ONE GREAT SALE WHERE NOTHING IS RESERVED — BEGINS FRIDAY, JUNE 4TH.