

EFIRD CHAIN SALE

Our Annual Summer Clearance

Efird Managers Meet In Charlotte

Powerful Preparations Made and Details Complete for Annual Chain Sale at All 31 Efird Stores.

Gathered together for the purpose of completing plans for the greatest sale in their history, the managers and executives of Efird's 31 Department Stores met here on Monday in conference with J. B. Efird, the president and P. H. Efird, manager of Charlotte store.

The meeting was called to order promptly at ten o'clock when Mr. Efird sounded the key note by informing his managers that the Efird Chain Sale this year is to surpass all previous records in point of volume, value giving and turnover in spite of lower prices.

"It is no small responsibility to enjoy the confidence and good will of about four million patrons" said Mr. Efird, "and we are going to show them again, as we have done many times before, that when Efird's announces its Annual Chain Sale to include all 31 stores in the organization, it means full value, pressed down, and running over" continued Mr. Efird.

With this as a goal, the managers got down to work laying out a definite schedule to be followed simultaneously at all stores, which includes special features as well as the general routine.

It is hard for the average person to conceive of the magnitude of Efird's Chain Sale Event, and by way of explanation, Mr. Efird pointed out, that sales during this sale will run near the two million dollars mark.

It is said that Efird's New York office has been busily engaged working night and day, buying in tremendous quantities, with some of the choicest bargains in seasonal merchandise ever secured. All to be thrown out on the basis of their policy of "Buy a Bargain—Sell a Bargain."

Mr. Efird summed up the results of the conference in a few words saying, "It may seem difficult to be always beating our own records, but no store or other business ever stands still," he said, "it either goes forward or backward, and the plans we have decided upon at this meeting, when carried out, will demonstrate to every one, that we surely aim to go ahead."

Those attending the meeting were: J. B. Efird and P. H. Efird, Charlotte.

E. L. Efird, Secretary and Treasurer of the chain from Winston-Salem.

J. W. Efird, New York representative.

- J. R. Efird, of Columbia, S. C.
- E. A. Harris, Concord, N. C.
- W. E. Haynes, Gastonia, N. C.
- R. C. Teague, Winston-Salem, N. C.
- G. G. Byrd, Rock Hill, S. C.
- H. L. Hollowell, Durham, N. C.
- E. J. Taylor, Rocky Mount, N. C.
- F. A. Foreman, Salisbury, N. C.
- P. M. Kendall, Raleigh, N. C.
- F. C. Proctor, Anderson, S. C.
- M. F. Crooks, High Point, N. C.
- C. L. Efird, Monroe, N. C.
- E. B. Hagler, Greer, S. C.
- W. O. Huntley, Spartanburg, S. C.
- J. Q. Earl, Laurinburg, N. C.
- J. H. Teague, Lumberton, N. C.
- Oris McMillan, Greenwood, S. C.
- Chas. Sappenfield, Shelby, N. C.
- P. T. Reinhardt, Forest City, N. C.
- R. H. Barnette, Lincolnton, N. C.
- E. L. Myers, Lexington, N. C.
- B. B. Brown, Burlington, N. C.
- R. B. McBride, Cherryville, N. C.
- H. B. Trull, Lenoir, N. C.
- L. K. Lee, Wilson, N. C.
- E. P. Harris, Statesville, N. C.
- G. R. Hamilton, Danville, Va.
- H. P. Love, Sumter, S. C.
- M. O. Efird, Wilmington, N. C.

COMMENCING
FRIDAY MORNING
JUNE 2ND
 at 8:45 o'clock
 And Continuing All The
 Month of June

The Efird Chain Sale originated several years ago, as our Annual Summer Clearance Sale and is the Sale in which the entire Efird Chain of thirty-one Stores Participate in with their immense stocks.

This year we have made purchases and preparations to make this the biggest Sale in the Efird history.

Remember the Date and Place

EFIRD'S
 COLUMBIA, - - S. C.

This, The Sale You Have Waited For,
 Just in Time—Buy Your Summer Needs

The Efird Chain Sale