

EFIRD'S SHOE SALE

Here Are a Few: the Salespeople Will Show You the Rest

The South's Fastest Shoe Retailers!

Efird's Hosts of Customers Reap the Benefit

34 Stores Use Carloads of Shoes

Starts Friday Morning, October 5th

and Lasts Through Saturday, October 13th. Read Each Item. Surprisingly Low Price at the Beginning of the Season. Anticipate Your Shoe Wants Now. Efird's Great Merchandise of Value—Price Based on Fast Selling—No Middle Man's Profit—Just Values

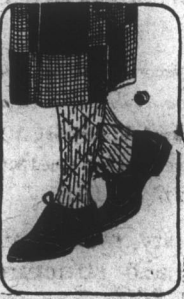
MEN'S OXFORDS

In Blucher and Bal, Tan and Black, Vici Kid and Calif. Pair **\$3.98**



\$8.50 RENOLDS OXFORDS AND SHOES FOR MEN

In all the newest styles and select leathers, high grade Shoes. All styles and lasts. Best rubber heels. Now is your chance. Per pair **\$5.95**
75 Pairs Infants' Brown Button Shoes, per pair **\$1.35**
Infants' Black Kid Button Shoes **\$1.35**
Sizes 1 to 5, pair



WOMAN'S MAHOGAN BAL OXFORDS

In Box Calf Leather. Sizes 4 to 8 per pair **\$2.98**

FELT BED ROOM SLIPPERS

Felt Bed Room Slippers. All colors per pair **85c**

CHILDREN'S BUTTON SHOES

Sizes 5 1-2 to 8, in Vici Kid per pair **\$1.98**
Stitched Satin Bed Room Slippers. All colors and sizes. Per pair **98c**

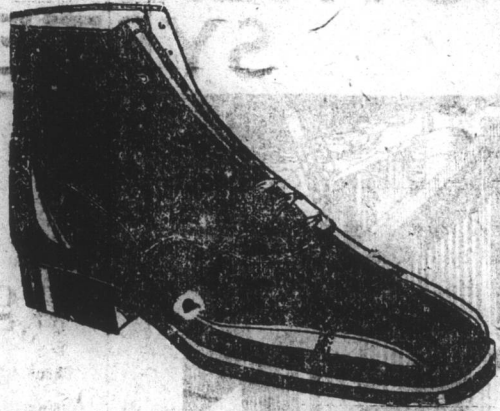
BOYS' SCHOOL SHOES

Tan and Black, 2 1-2 to 5 1-2, Vici Kid, Calf Skin Leather. Per pair **\$3.98**

OLD LADIES' COMFORT OXFORDS

In Vici Kid, EE Last—Nothing but Comfort. Per pair **\$1.98**

DR. WOODBURY CUSHION SOLE SHOES
Vici Kid (Flexible Sole). Made for your comfort. Per pair **\$3.98**



MEN'S MAHOGANY BLUCHER AND BAL HIGH SHOES

Made of selected stock of Box Calf Leather, Good-year Welt. New Brogue Styles 1923. Values that are worth much more. Sale price per pair **\$4.98**

MEN'S COTTON SOCKS

In Buster Brown and Knox Knit Black and Tan. Per pair **22c**
Ladies' Rubbers in Medium and low Heels.

BOYS' LION BRAND WORK SHOES

Made of the Best Selected Leathers. Blucher style in welts. Per pair **\$3.98**

FOR THE SCHOOL BOYS AND GIRLS

In all the new creations of leather—Blucher and Bals, Vici Kid and all leathers Per pair **\$2.98**



MEN'S DRESS SHOES

In Box Calf Leather—Blucher and English Styles. Pair **\$3.98**

ONE BIG COUNTER LADIES' HIGH SHOES
One lot \$8.50 High Heel Boots, Vici Kid and Box Calf. Per pair **\$3.98**

FIRST STEP BABY SHOES

LADIES' SPORT PUMPS

In Two-Tone Two-Strap. Grey and Tan, Tan and Patent. Low Rubber Heels. Ask to See These New Styles.

O SO-EZY SHOES FOR MEN

With steel arch Cushion Sole, Vici Kid Black and Tan. Per pair **\$5.95**

MEN'S LION BRAND SHOES

For the Working Man. The Shoe with neat appearance and with the best of service Per pair **\$4.98**



BIG COUNTER LADIES' SHOES

Values to \$4.00, in all leathers and styles—sensational Shoe Values in the heart of the season per pair **\$1.98**

LADIES' DRESS SHOES

In Tan, Black, Vici Kid, with Rubber Heels. Per pair **\$2.98**

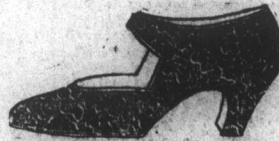


ONE TABLE LADIES \$5.95 HIGH SHOES

In Tan, Black, Vici Kid, Kneeland and Red Cross. Nothing cheap but the price **\$3.98**

CHILDREN'S SCHOOL STOCKINGS

In black, sizes to 9 1-2. One large Counter. Per pair **15c**



WOMEN'S BLACK SATIN PUMPS

One-strap with two buttons. Made of Good Quality Satin, per pair **\$2.98**

\$2.25 HOSIERY

Values—Pure Thread Silk Hosiery. All colors, full fashion. Per pair **\$1.35**
Over Night Leather Bags. Black and tan. Each **\$1.48**
Fibre Suit Cases, 24-inch, with Good Lock **88c**

MEN'S WELT DRESS SHOES

In Tan and Black, Blucher and English styles. Per pair **\$4.98**

ON COUNTERS FOR FAST SELLING

Wonderful Values for Women's and Misses' Dress Wear. Per pair **\$1.98**

ONE BIG COUNTER OF LADIES' SILK HOSIERY

A SENSATIONAL HOSIERY VALUE
Hosiery Values, all colors and styles. Full fashion, Pure Silk. Don't miss this Hosiery Sale. Price per pair. Real Hosiery at a small price. (Main Floor). Values. Come and look them over. Pair **90c**

BOYS' DRESS SHOES

In New Brogue Styles—Tan and Black with Rubber Heels. Per pair **\$4.98**



RUBBERS

For the Whole Family—Children's Misses, Women's, Men's and Boys'



MEN'S SCOUT WORK SHOES

Tan and Black. Per pair **\$1.98**
One Big Counter of All Kinds of Shoe Come and Look them over. Pair **\$2.98**

LADIES' SILK HOSE

At a Very Special Offering. Don't miss these values. Per pair **\$1.10**