

## EFIRDS

Headquarters For Shoes For the Entire Family

At Our 88 Cent Sale Prices:
Ladies Oxfords and Strap Slippers at 88c Men's, Ladies' and Boys' Shoes $\$ 1.88$ Men's Dress Shoes One Table Boys' Shoes ....... . \$1.88 One Table Ladies' Dress Shoes, Satin, Patent and Tan $\$ 3.48$ Efird's Imperial Ladies' Dress Shoes, $\$ 6.00$ value .......... $\$ 3.9$ Crâddock $\$ 6.00$ Shoes for Ladies af

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## You can't stay where you are

You turn through a kodak album and smile at oid-style clothes. Skirts clùttering the ankles.......hats perched high up on hair_.....-wasp waists.....-awkward sleeves -odd how your taste has changed!

Yet day by day your taste changes in all you wear and do. You don't like the same books, enjoy the same movies, choose the same underwear, prefer the same soap you did a short while ago. You are so used to the better, you wonder why you liked the old. Advertisements make you know the better as soon as it's proved to be better. They tell of good things accepted as good taste in the best homes. The hosiery, glass-curtains, lighting fixtures other moderns use; why their use is preferred. Advertisements influence so many around you, sooner of later you'll feel the change. Even if you never read an advertisement, you'll use in time some of the conveniences which advertisements urge you to use today. Advertisements form a tide of taste that sweeps you forward; you can't stand still. Since you'll enjoy what they advertise anyway, why not begin enjoying it now?

Read the advertisement to be alert to the best today

