

EFIRD'S Dept. Store

to our **DUPLIN COUNTY** friends

This is not intended for an ad - but a good old fashioned "HOW DO YOU DO". Selling merchandise is our business of course, but in the people of Duplin County we have an interest that selling has nothing to do with - and if we can get you to feel the same way about our store and organization - we will feel that we have something that money can't buy.

OF THOSE IN OUR STORE THAT YOU ARE NOT ACQUAINTED WITH, WE WOULD LIKE FOR YOU TO KNOW THEM.

IN OUR SHOE DEPARTMENT WE HAVE MR. ASHLEY CRAFT, WHO HAS GIVEN THE STORE A VALUABLE SERVICE SINCE THE STORE WAS OPENED IN 1927.

MISS TELLE HAMMOND IS IN CHARGE OF OUR HOSE DEPARTMENT. MISS HAMMOND HAS BEEN WITH US FOR SOMETIME AND IS THE KIND OF PERSON YOU WILL BE GLAD TO KNOW.

MRS. NITA MAE TAYLOR IS OUR PIECE GOOD LADY. MRS TAYLOR HAS ALSO BEEN WITH THE STORE FOR SEVERAL YEARS, AND CAN TELL YOU SOME THINGS ABOUT A PIECE OF CLOTH THAT YOU WILL APPRECIATE.

MRS. GLADYS MASSENGILL IS IN CHARGE OF OUR READY-TO-WEAR - WHEN MRS. MASSENGILL TELLS YOU A DRESS LOOKS GOOD ON YOU, YOU CAN BET YOUR LAST DIME THAT THE DRESS DOES LOOK RIGHT.

MRS. FLORENCE HOWARD IS ALSO IN THE READY-TO-WEAR. MRS. HOWARD DOES ALL THE FITTING AND ALTERING, AND CAN DO THE JOB JUST LIKE YOU WANT IT DONE.

MISS MAB STROUD IS OUR WRAPPER AND CASHIER. MISS STROUD WILL BE GLAD TO HELP YOU IN ANY WAY POSSIBLE.

IN OUR CLOTHING DEPARTMENT WE HAVE MR. BYTHAL BOSTIC WHO IS A DUPLIN COUNTY BOY. DON'T MIND CALLING ON HIM FOR ANY PERSONAL ACCOMMODATION.

MR. MURPHY BOSTIC WHO IS MANAGER OF THE STORE IS ALSO A DUPLIN COUNTY BOY, AND WANTS YOU TO FEEL FREE TO CALL ON US FOR ANYTHING.

LET US CASH YOUR CHECKS - IDENTIFY YOU AT THE BANK - TELL YOU WHO IS THE BEST DENTIST - KEEP YOUR PACKAGES - KILL TIME WITH YOU - KEEP THE BABY.

IF YOUR SHOES NEED STRETCHING - LET US STRETCH 'EM - IF YOUR SHOE STRING IS BROKEN WE WILL GIVE YOU A NEW PAIR.

IN OTHER WORDS, WE DON'T WANT YOU TO WAIT UNTIL YOU GET A STUFFED POCKET BOOK - COME ON IN AND SHAKE HANDS WITH US.

Murphy A. Bostic.