E F I R D'S

- 31 Stores -




WE WILL ANNOUNCE OUR OPENING DATE WITHIN THE NEXT FEW DAYS

Watch this paper for the date, and be ready to participate in the greatest bargain feast this city has ever seen.
Merchandise gathered together from the four quarters of the world for our Opening Event

## WAIT <br> <br> FOR <br> <br> FOR OPENING

 OPENING}THE SOUTH'S
greatest merchants
$\mathbf{E F I R}_{31} \mathrm{Stores}^{\text {' }}$ -


WILMINGTON HOME OF EFIRD'S DEPARTMENT STORE

Buying for thirty-one big department stores enables us to save you at least 25 per cent on your purchases
STOP PAYING THE HIGH PRICES! WAIT FOR THE EFIRD EVENT!
Everything new-New merchandise at the new low prices-New styles-New Materials New Methods. In fact, the biggest and newest
MERCANTILE ESTABLISHMENT IN NORTH CAROLINA

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## EFIRD'S DEPARTMENT STORE $\quad \underset{\substack{\text { front And } \\ \text { strets }}}{\text { grace }}$ WILMINGTON,N.C.

AUTOMOBILES LEAVE TO ADVERTISE EVENT

## taging of Dollar Day in City April 12 and 13 Being Made



BELLEVE NATIONAL GANG STAGED BIG MALL THEFT





## ARMY \& NAVY STORE

## Read Star Classified Ads

