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EFIRD'S

WILMINGTON, N. C.

Bring the Children
For Their School Shoes

SHOE SALE

SATURDAY AND MONDAY--TWO DAYS

SHOES FOR ALL THE FAMILY

A Sensational Drive to
FORCE DOWN SHOE PRICES IN WILMINGTON

THOUSANDS OF DOLLARS' WORTH OF NEW FALL SHOES TO BE SOLD IN THE FASTEST SHOE SELLING EVENT THIS SECTION HAS EVER SEEN



SHOES For Men

Men, don't spend money foolishly for your shoes! Come here! See our values! Go out—compare prices—come back—and BUY!

We don't mark up long profits. We play for big volume at a close margin. We buy in large quantities for cash direct from manufacturers only. Isn't that business?

Genuine "Reynolds" Shoes

All new fall styles and leathers, brogues, bluchers and bals, regular \$10.00 and \$12.00 values. Not a better shoe made on earth at any price. Come early Saturday morning for your pair **\$7.95 and \$8.95** at

Boys' Dress Shoes, \$3.98

Boys' \$5.00 mahogany bals, English toe, rubber heels. These are wonderful values at \$5.00, but we are giving them to you during this sale at, **\$3.98** per pair

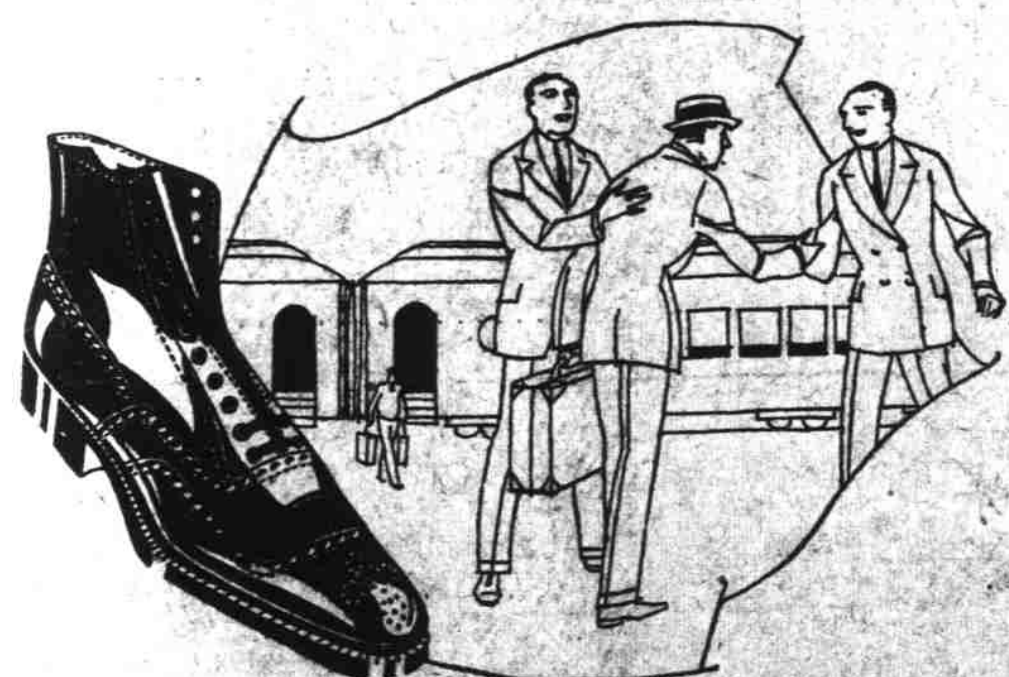
Men's Work Shoes

Big assortment of men's high-grade work shoes, in black and tan, water-proof and Goodyear welts, in bluchers and bals. Per pair **\$3.98 to \$4.98** only

(Here is a bargain you'll never forget!)

Boys' Light Weight Work Shoes

IN BLACK AND TAN
\$1.98 \$3.35 \$3.98



Children's School Shoe Sensation

\$2.00

Per Pair

Black and brown in a big assortment to choose from. All new stock and a big run of sizes from 3 to 8, from 8½ to 11½ and from 12 to 2. These are \$3.00 and \$4.00 shoes reduced for this sale only to—

\$2.00

Per Pair

Red Cross Shoes

\$7.50



Ladies' \$10.00 and \$12.00 genuine RED CROSS high/shoe. The shoe that "bends with your feet," in black and tan, high and low heels, and in a variety of leathers to choose from. Good run of sizes and widths. Choice of any RED CROSS shoes in the house **\$7.50**

Imperial Shoes, \$7.95 and \$10.95

Ladies' IMPERIAL shoes, recognized all over the country as one of the standards in women's high-grade footwear. Once an Imperial wearer, always an Imperial customer. Black and all the new brown shades. This is truly a shoe of distinction—
\$7.95 and \$10.95

Craddock's Shoes, \$6.48 and \$7.95

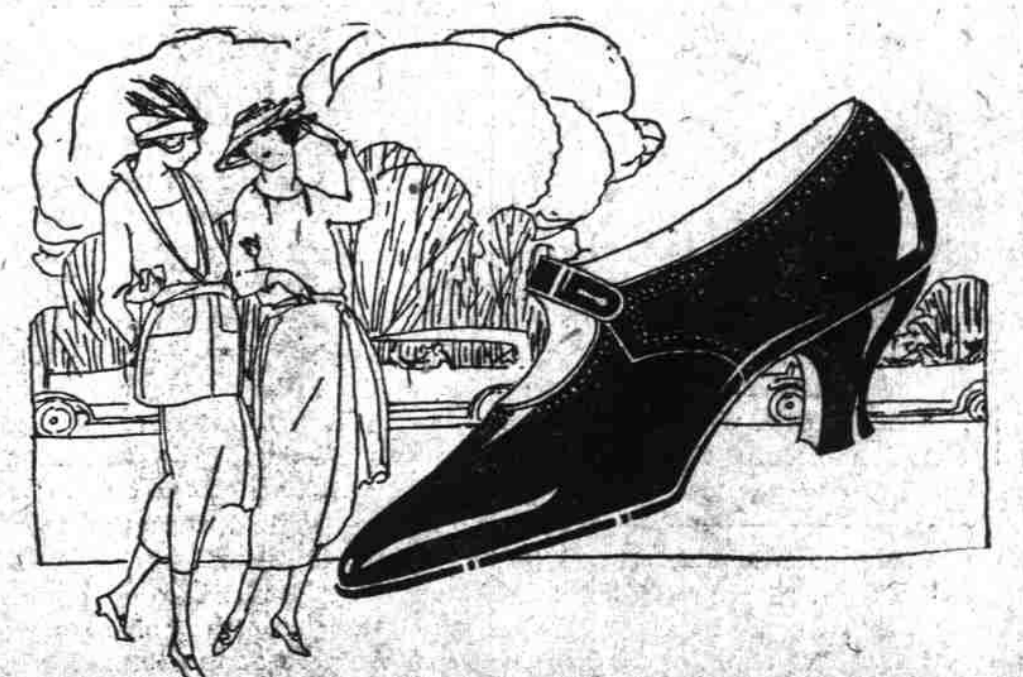
Ladies' and misses' CRADDOCK shoes, in all the new styles and colors. This is the famous "Long Wear" brand. Bals and brogues in all leathers, high and low heels. Compare this shoe with others selling elsewhere for \$10.00. Shoe sale price—
\$6.48 and \$7.95

Southern Girl Shoes, \$4.48 and \$4.98

Here is just the proper shoe for the high school girl. Made strong and sturdy, but with all the refinement in finish and workmanship to be found in the higher price shoes. All leathers and styles—
\$4.48 and \$4.98

Southland Belle Shoes, \$3.98

For misses and women, in all leathers and colors. A regular \$5.00 value, to go in our shoe sale at, **\$3.98** per pair
(A bargain you'll never forget!)



NEW FALL OXFORDS

Just received a big shipment of Ladies' New Fall Oxfords, in all the latest styles and leathers. Novelty and conservative models, fashioned in the newest shapes, leathers and colors. The most interesting feature about these oxfords is the extremely low prices which we offer for this sale. Note these prices carefully—compare them with others in the city. Don't buy until you are satisfied that we can save you from \$1.00 to \$3.00 on your fall shoes.

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| Ladies' \$5.00 brown brogue oxfords, military heels, per pair \$3.98 | Ladies' \$5.00 mahogany bal oxfords, with Cuban heels, per pair \$3.98 | Growing girls' mahogany brogue oxfords, rubber heels, per pair \$4.98 |
| Ladies' \$5.00 black kid oxfords, military heels, finely finished, per pair \$3.98 | Ladies' \$7.50 brown calf blucher oxfords, a good, sensible style, with walking heels, per pair \$5.98 | \$10.00 IMPERIAL KID OXFORDS, \$4.98 With three-quarter Louis heel, one of the finest oxfords in the house. We will close out this number in this sale at, per pair \$4.98 |
| Ladies' \$5.00 mahogany kid oxfords, walking heels, per pair \$3.98 | | |