

Efird's Price Smashing Event

Remember The Date, Saturday Morning 9 o'Clock

It is with extreme pleasure that we announce these store-wide reductions to our friends and patrons. Those who have waited for this opportunity will rush to grasp it. However, with our increased Sales force we are prepared for the rush and every one will be accorded the fullest amount of service that our increased sales force can give.

TABLE NO. 1.
Table Ladies High Grade Pullman Dress Shoes in six leading styles, \$9 value .. \$6.48

TABLE NO. 2
Scuffers, black kid, sizes 2 to 6 \$1.98

TABLE NO. 3.
Ladies black kid Dress Shoe, medium toe and low heel \$3.98

TABLE NO. 4
Bed Room Slippers, Felt and Kid in all colors, price \$1.98

TABLE NO. 5.
Men's English and Blucher Shoes \$4.98

MEN'S CRADDOCK - TERRY SHOES
Brown Brogue, Wing Cap, Heavy Welt Sole, half rubber heel in all sizes, price \$9.95

THE FAMOUS REYNOLDS SHOES



Brown English and Black Kid Blu., Brown Kid Blu., Has no superior \$10.98

MEN'S PULLMAN SHOES



Brown English, heavy welt sole, price \$6.48

MEN'S PULLMAN SHOES

Black blu. and brown English, all rubber heels price \$4.98



Children Shoes, black kid, button, sizes 2 1-2 to 5, price \$1.98
Children Shoes, black kid button, sizes 8 1-2 to 11, price \$2.98
Children Shoes, pat leather button, black kid, white kid and brown kid top, sizes 8 1-2 to 11, price \$2.98
Boys' and Girls' School Shoes, black Elk blu. Price \$2.98

TABLE NO. 6
Men's Work Shoes, medium weight, solid leather \$4.48

TABLE NO. 7
Boys' Elk Blucher WWork Shoes \$2.48

TABLE NO. 8
Men's Army Shoes \$5.48

TABLE NO. 9
Men's Scout Shoes, a good light weight work Shoe \$2.48

LADIES RED CROSS SHOE



\$9.95 \$12.50

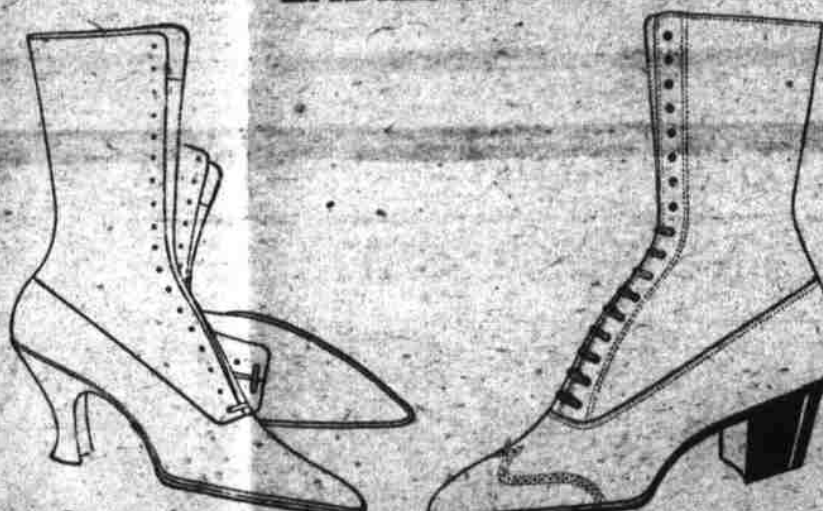
Black kid, welt sole, medium heel, price \$9.95

LADIES RED CROSS SHOE
Brown kid, full Louis heel, light turn sole, price \$12.50

LADIES PULLMAN SHOE
Brown Calf, welt sole, medium heel, in all sizes, price \$8.98

LADIES CRADDOCK-TERRY SHOE
Brown Calf walking shoes, welt sole, low heel, all sizes, price \$5.98

LADIES SHOES



Brown Kid Boot, full Louis heel, light turn sole, price \$9.48

LADIES SHOES

Brown Calf, heavy welt, wing cap, low heel walking shoe \$9.00



Prices on Blankets Comforts Sheets, Etc. Smashed

You will never have a better chance to fulfill your wants along this line. Our stocks are complete and the prices are right.

66x80 Double Blankets in Gray, Tan, Pink, and Blue Plaids \$5.45
70x80 North Carolina Woolen Blankets in white with borders and all wanted plaids \$6.95
70x80 Heavy Carolina Woolen Blankets in all the leading plaids, also in white with blue and pink borders \$7.95
Good cotton blankets, double bed size \$3.18

COMFORTS

Double bed size heavy cotton comforts at .. \$2.98, \$3.95 and \$4.95

CRIB BLANKETS.

36x40 pink and blue crib blankets 98c

SHEETS AND SPREADS

An Efird purchase of a solid car load sheets enables us to sell at these prices. Some are slightly torn by machine but by picking through the lot you can get perfect ones.
81x90, 81x99, 90x90, 90x106 \$1.18

BED SPREADS

Three cases of Riplett Bed Spreads at 40 per cent saving.
80x90 \$2.69
72x90 \$2.39
62x90 \$2.10
Marseilles heavy mercerized quilts 80x90 \$4.95

EFIRD'S DEPT. STORE

Lumberton's Busiest Department Store