

AN EFIRD
STORE
DOES A
COMMUNITY
GOOD

EFIRD'S FIRST



WHEN YOU BUY FROM
EFIRD YOU DO NOT
PAY OTHER
PEOPLES DEBTS

Theres nothing that we take more pleasure in than giving our customers good staple merchandise at prices that cannot be duplicated by any competitor. Business has been good and we have sold our high price Merchandise weeks ago. We have no tale of troubles to pour into your ear—no old war-time stocks—no old war-time prices—But new goods, new low prices—new enthusiasm and a great satisfied following to carry them away.

Fancy frill prices are unknown qualities here. The glorious horizon of thousands of 'ood people that make our store their permanent trading place stand ready to testify, not alone to the quality of our merchandise but the generous price concession they find on nearly everything they buy from us.

The best quality Oil Cloth in white and colors—

37c

We are selling hundreds of yards Pretty Dress Gingham every day at—

10c

Counter Staple Apron Gingham in perfect short lengths, all fast colors—

7 1-2c

81 inch Good Heavy Weight Brown Sheeting—

35c

2500 yards Good Quality 36 inch Bleaching—

12 1-2c

MEN'S WORK SHIRTS

Men's \$1.25 O. K. Shirts, slightly seconds—

48c

Good Haevy Tripled stitched Work Shirts—

98c

OVERALLS

Boys's heavy Overall—

98c

Youths best Overall

\$1.18

Men's Indian Head Overall—

\$1.18

MEN'S SOCKS

Men's Work Socks—

10c

Men's 20c Dress Socks—

10c

Men's 50c B. V. May Silk Lisle Socks—

25c

Men's Pure Thread Silk Socks—

38c

Splendid Quality Soisette in white, flesh and Black—

33c

A nice Smooth qality Indian Linen—

17c

Best Quality Dimity Checks—

25c

Best Quality Poplins in white and colors—

29c

Fair Quality 36 inch Pajama Checks—

12 1-2c

Lad Louie Cloth in solid colors, light and dark stripes, the abscloth made for Children's Rompers—

25c

32 inch Dress Gingham in good Spring Plaids all fast colors—

18c

You should buy plenty Sheets and Spreads at these prices. Nothing but best qualities represented—

72x90 Sheets	98c
81x90 Sheets	\$1.18
60x90 Dimity Spreads	\$1.45
72x90 Dimity Spreads	\$1.65
36x42 Pillow Cases	39
36x42 Pillow Cases	29c
81 inch Brown Sheeting	35c

TABLE LINEN

Mercerized Table Linen 58 inches wide—

59c

Mercerized Table Linen, 72 inches wide—

85c

CHILDREN'S HOSIERY

One lot Children's Hosiery in white and black

15c

One lot Children's Better Hosiery—

19c

Boy's and Misses Hosiery. The kind that others sell as high as 75c—

25c

TOWELS

Plenty of good Towels of all descriptions and the prices are right.

Medium size Huck Towels—

10c

Small Turkish Towels—

12c

Large Huck Towels—

15c

Medium Turkish Towels—

25c

Heavy Turkish Towels, colored Borders—

35c

Extra Heavy Large, Turkish Towels with colored borders—

68c

UNUSUAL VALUES ARE BEING OFFERED ALL THROUGH OUR SHOE DEPARTMENT.

\$1.98

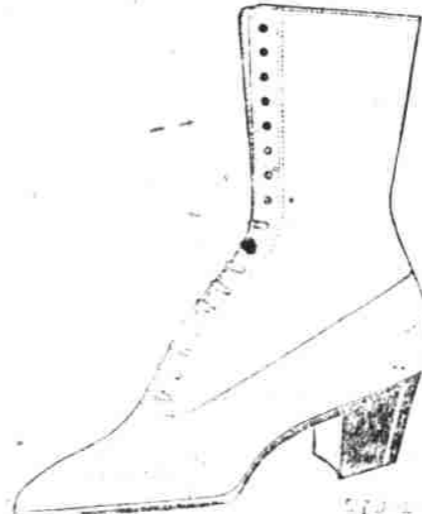
On this Counter you will find a good assortment Children's Dress Shoes values as high as \$4.00. In the lot are black kid, white kid top



with black patent vamps, tan kid and E. C. Scufflers in black and brown leather—
SIZES 8 to 11.

\$2.98

On this Counter you will find many good values in Ladies, Misses black kid Dress Shoes,



Men's solid leather scouts, Men's medium weight Work Shoes and Boys and Misses Scufflers—

ALL SIZES

\$3.98

Here you will find values up to \$9.00 in Ladies fine Dress Shoes. Included in the lot are several dozen pair of E. P Reed Shoes—

\$1.59

On this Table you will find black and brown Scufflers in small sizes. The very thing for the tiny tot who is trying to do his first walking.

\$6.85

This Counter has been loaded down with Men's Shoes made in all the beter styles. They



consist mostly of the famous Reynolds Shoe One of the best we know of—
SIZES 6 to 11.

\$4.95

At this price you can buy some of the finest makes of Women's Shoes made, all etyles are included, such as Mahogany Tan, Brown Kid, Black Kid, and Gun Metal Calf Kid—



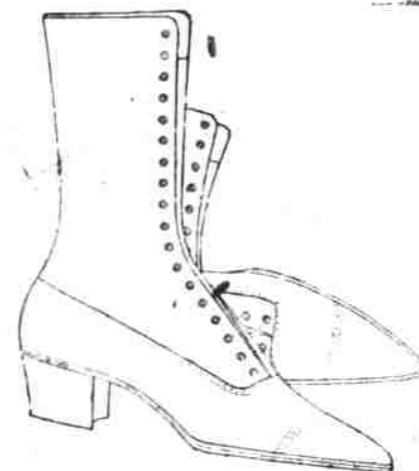
ALL SIZES

\$6.95

Here are just the Women's Shoes that a great majority of folks want now, at a saving that will win ready welcome. Values up to \$12.95 on this table.

\$3.85

At this price you will find the best selling Shoe in Robeson county. Never a week passes but what we order these Ladies black kid, low



heel and plain toe Shoes. The very thing fro comfort and service.

ALL SIZES

\$4.85

On this Counter you will find Men's Dress Shoes in three or four different styles. All big values.

ALL SIZES

\$5.95

This is another Men's Counter loaded with several good makes of Shoes in all styles and sizes.



Efird's Department Store

Lumberton's Busiest Department Store