

WHOLESALE

RETAIL

# J. H. REHDER & COMPANY

"THE PREFERRED SHOPPING PLACE"

Where Christmas Gifts May be Selected From The Most Complete Assortment And in The Greatest Variety at Most Attractive Prices

**Bountiful  
HOLIDAY  
STOCKS**

## Toy Values

Play Things For The Tiny Tots

Useful and Serviceable Gifts For The Grown-ups.

## Gift Suggestions

Toys For The Children



## DOLLS! DOLLS! DOLLS!

Here you may select a doll of your own approval. Our stock consists of a great variety of small dolls, large dolls, jointed dolls, sleeping dolls and dolls with red hair.

- \$12.50 Jointed Dolls, with real hair ..... \$8.50
- \$7.50 Sleeping Dolls, with natural hair ..... \$4.98
- \$4.50 value Jointed Dolls, "made in America," with real hair. \$2.98
- Other Dolls of all kinds, each ..... 25c, 48c, 98c

### WILLOW DOLL CARRIAGES

The one big wish of every little girl. Santa Claus can find just the one he is looking for in our big selection ..... \$5.50, \$8.50, \$9.75, \$15.00

### BOYS' AUTOMOBILES, WAGONS, TRICYCLES, SKUDDER CARS, IRISH MAILS AND SKATEMOBILES

- Automobiles ..... \$6.50, \$9.75 to \$15.00
- Velocipedes ..... \$2.50 to \$12.50
- Tricycles ..... \$6.50 to \$15.00
- Irish Mails ..... \$8.98 to \$15.00

### OUR 10 AND 25 CENT SECTION

We have arranged a most complete assortment of wanted toys that sell at, each ..... 5c, 10c and 25c  
Story Books, Games, Tin Toys, Dolls, Drawing Outfits ..... 10c  
Baby Rattlers, Horn, Drums, Watering Pots, Tea Sets, Shovel Sets ..... 25c

### GAME, BOOKS AND PUZZLES

Nothing pleases the little ones like a new game, or a good story book or a puzzle to solve.  
We have them here at the lowest prices.



## Timely Suggestions in Fancy China, Cut Glass and Crockery

Thermos Bottles and Lunch Kits, pints and quart bottles.  
Lunch Kits ..... \$3.98 and \$4.98  
Safety Razors make appropriate gifts for men.  
Gillette, home and vest vest pocket size ..... \$4.98

**Ladies' Silk Hosiery, Handkerchiefs and Gloves**  
We are showing superior values in Ladies' Silk Hose, in assorted colors, at ..... 75c, 98c, \$1.25, \$1.50 and \$2.50

- Grey, brown, black and white Silk Hose ..... 75c, 98c, \$1.25
- Ladies' fine quality Kid Gloves ..... \$2.25 and \$2.48
- Full lines of ladies' fancy and plain Handkerchiefs, in gift boxes ..... 10c, 25c, 48c, 98c, \$1.48

### Timely Suggestions in Fancy China, Cut Glass and Crockery

Fancy China Cups and Saucers, each ..... 25c  
Imported Dishes and Vases, large size Wash Bowls and Pitchers, set ..... \$2.98  
Big assortment of Cut Glass, "and the prices are low."

**Ladies' Purses and Hand Bags ..... 98c to \$4.98**

Fancy Gift Packages of fine quality Writing Paper ..... 10c to \$1.48

### NEW NECKWEAR

New Collars and Collar Sets of Voile and Organdie, Crepe de Chine and Satin ..... 75c, \$1.25, \$1.48



## Gift Suggestions

- Fine Silk Shirts ..... \$2.48, \$3.49, \$4.48
- Men's Silk Sox ..... 50c, 75c
- Lisle Half Hose ..... 25c and 50c
- Four-in-Hand Ties ..... 25c, 49c, 98c
- Bow Ties ..... 25c and 50c
- Leather Belts ..... 25c, 50c, 98c
- Suspenders ..... 25c and 50c
- Handkerchiefs ..... 10c, 15c, 25c
- Brier Pipes ..... 25c, 50c, 98c

Khaki Handkerchiefs, each ..... 10c  
Best quality Kid Gloves ..... \$2.50  
Umbrellas ..... \$1.50 to \$3.50  
Shaving Soap, Shaving Cream, Tooth Powder, Tooth Paste.

## House Furnishings

BLANKETS, COMFORTS AND RUGS

- Full size Crib Blankets, assorted colors ..... 98c to \$1.25
- Fine quality 9x12 Art Squares ..... \$19.00 to \$40.00
- 9x12 Matting Art Squares ..... \$5.98
- 6x8 Matting Art Squares ..... \$2.98
- 6x9 Congoleum Rugs ..... \$7.98
- Crex Rugs, 9x12 feet ..... \$11.75
- 9x12 Wool Fibre Rugs ..... \$9.50 and \$14.48

Full Stocks of Window Shades, Lace Curtains and Draperies

Good quality Jap-China Matting, yard ..... 65c

# TO BUY EARLY INSURES SATISFACTION

### Men's and Boys' Suits and Overcoats Priced at Appreciative Prices

- Men's \$20.00 double-breasted Suits ..... \$12.50
- Men's \$25.00 Blue Serge Suits ..... \$17.50
- "Kirschbaum" all wool Serge and Worsted Suits, \$27.50 and \$35.00
- Boys' Serge and fancy Worsted Suits (all sizes) 7 to 18 years ..... \$3.75 to \$12.50
- Small Boys' Juvenile Suits, sizes 3 to 8 yrs. \$2.48, \$7.98
- Full line of Boys' Overcoats in all sizes, at \$5.98 to \$12.50
- "Carhartt" Union-made Overalls and Jumpers, each \$2.98
- Men's Fleece-lined Rain-proof Coats, at \$9.50 to \$14.98
- \$10.00 value Men's English Ship-on Raincoats ..... \$5.98

### TRUNKS, VALISES, SUIT CASES

Choose these from our big stock. Our prices are the lowest and the quality highest.

### MILLINERY

This department of our big store is offering some extra special values in Ladies' and Children's Hats.

- Trench Hats ..... \$1.50 and \$1.98
- \$2.50 Silk and Velvet Tam 'O Shanters, all colors at \$1.48
- \$4.00 Tam O' Shanters \$2.48
- \$9.50 value, fine quality Silk Velvet Hats ..... \$5.98
- \$5.00 value Velvet Hats \$2.48
- Children's \$1.50 value Felt Hats at ..... 49c
- Children's \$2.50 Hats at ..... 98c

### Men's, Ladies and Children's Shoes

- Ladies' fine Lace and Button Shoes, sizes 2 to 4, \$1.48 and \$1.98
- \$10.00 value High Shoes, gray and mahogany, special \$7.48
- \$7 and \$8 Gray Shoes. \$5.98
- \$5.00 high cut Lace Shoes, mahogany color ..... \$3.98
- \$12.50 value Combination Shoes for ladies ..... \$9.75
- Men's \$3.50 all-leather Work Shoes ..... \$2.69
- Men's \$5.00 Work Shoes \$3.48
- \$3.00 value Boys' Scout Shoes ..... \$2.48
- Munson-U. S. army last Shoes ..... \$4.98
- Men's and Boys Leggins, 98c, \$1.25, \$1.48, \$1.98
- Shinola Home Shoe Polish Sets ..... 35c
- Ladies' and Children's Bed Room Slippers, 49c, 98c, \$1.19, \$1.25

### Ladies' Ready-to-Wear Suits, Coats, Dresses and Children's Wear

- Silk and Serge Dresses in all of the reasonable colors reduced to \$9.98
- \$25 and \$30 Dresses reduced to \$15.50
- \$30.00 Poplin and Serge Coat Suits reduced to ..... \$19.98
- \$35.00 and \$40.00 Coat Suits reduced to ..... \$27.98
- \$25.00 and \$30.00 Ladies' Coats reduced to ..... \$18.50
- House Dresses ..... \$1.48 to \$2.98
- Ladies' Knit Underskirts 98c to \$1.48
- Special Value Ladies' Waists**  
White Organdies and Voile Waists 98c, \$1.48, \$2.48  
\$6.00 value Georgette and Crepe de Chine Waists, black, flesh and white ..... \$4.98
- \$10.00 quality Ladies' Wool and Silk Skirts ..... \$7.50
- Wool and Silk Skirts ..... \$3.50, \$4.98
- Kimonos, all styles, sizes and colors ..... \$1.48 to \$6.50
- Children's Dresses ..... 75c to \$3.48
- Children's Coats ..... \$4.98 to \$15.00
- Infants' long and short Dresses, 98c, \$1.25, \$1.98, \$2.50
- Infants' Coats ..... \$1.98 to \$4.98
- Ladies' and Men's Bath Robes at ..... \$2.50 to \$4.98
- Children's Bath Robes ..... 98c to \$2.50
- Ladies' and Misses' Sweaters**  
Ladies' fine Knit Sweaters, \$1.98 to \$5.98  
Ladies and Misses' fancy Knit Sweaters, all colors \$7.50 to \$12.50

### Table Linen, Sheets, Pillow Cases and Towels

- A gift that is always appreciated.
- Mercerized Table Damask, per yard ..... 65c to 98c
- Linen Table Covers, per yard ..... \$1.50, \$1.98, \$2.98
- Table Napkins. . . . . 98c to \$2.98
- Linen Table Napkins, \$3.50 to \$6.00
- 72x90 Sheets ..... \$1.25
- 72x90 fine quality sheets \$1.75
- Full size 81x90 Sheets. \$1.98
- 90x90 inch hemstitched Sheets ..... \$2.50
- Turkish Towels... 19c to 75c
- Huck Towels ..... 15c to 50c
- Linen Damask Towels... 98c
- Hand-made fine quality Senter Pieces ..... \$1.00

### CHILDREN'S PLAY SUITS

- Baseball Suits ..... \$1.50
- Cowboy Suits, \$1.50, \$1.75, \$1.98
- Indian Chief ..... \$1.25, \$1.98
- Soldier Suits ..... \$3.50, \$4.98
- Scout outfit ..... \$6.50, \$7.50

### Furs That Are Reasonably Priced

- Ladies' Black Fox Furs and Neck Pieces, \$7.50, \$12.50, \$19.50, \$29.50 \$35.50
- (Single pieces and sets.)
- Maribou Neck Pieces, \$3.98, \$6.50, \$9.50, \$12.50,

### CUT GLASS IDEAL FOR GIFTS

- Nut Bowls and Dishes ..... 98c
- \$5.00 Vases, Pitchers and Bowls ..... \$3.48

# J. H. REHDER & COMPANY

THE POPULAR UPTOWN DEPARTMENT STORE

Remember we refund Car Fare on all purchases amounting to \$2 or more.

615-617-619 North Fourth St.

Wilmington, North Carolina