

# EFIRD'S — Gigantic September Sale of

MONEY BACK ON ANY PURCHASE NOT SATISFACTORY

A MIGHTY BUYING POWER

Consider for a minute the enormous quantity of merchandise required to operate 31 big department stores with largest manufacturers of the country, in big quantities for spot cash. Often we are able to take over the entire out

## Fall Silks

MAIL AND PHONE ORDERS GIVEN PROMPT ATTENTION

## FRIDAY—SATURDAY



### MESSALINE SILK

On Friday, Saturday and Monday we will place on sale 50 pieces of silk messaline, 36 inches wide, in all colors, that soft finish messaline that you like, value \$1.98 yard. Sale price, yard—

**\$1.29**

### NEW SILKS

Our stock of silk is now complete and priced at a great saving to you in selecting your silks at Efir's silk department.

Large line of beautiful canton crepe in all the wanted shades. Our price, per yard **\$2.95**  
 Russian crepe in the very newest fall colorings. You should see this, per yard **\$3.79**  
 Charmeuse fine silk, 40 inches, in new fall colors, per yard **\$2.48**  
 We are making a special showing of beautiful all-silk satins, that fine lustre soft finish kind, in all colors, a special at—

See the new crepe de chine, one of the wanted silks for dresses this fall. We now have in stock all the correct colors, priced from, yard—

**\$1.29 to \$2.35**

Taffeta silk that gives satisfaction. We have all the correct colors now in stock and making special prices, a yard—

**\$1.48 to \$3.98**

**\$1.79 and \$1.95**



### New Fall Line of SHIRT WAISTS AND BLOUSES

Blouses in lovely shades of crepe de chine and georgette, trimmed in contrasting colors of silk fringe, beads and embroidery, up to **\$8.50**

### A Striking Array of Fashionable Dresses FROCKS

Another greater value, richly beaded, embroidered and button trimmed, tricotine, canton crepe, poiret twill and charmeuse—

**\$24.50**

Fall models in street and afternoon frocks, straight lines with flowing sleeves in poiret twill, canton crepe, charmeuse and silk black canton crepe, from—

**\$29.50 to \$59.50**

New fall frocks arriving daily in velour, tricotines, French serge, in all the newest shades, prices from—

**\$9.75 to \$12.98**

In French serge, tricotines, satins, black, navy blue and brown; braid and beaded trimmings. Only a few at this price—

**\$18.50**

Ladies' gingham frocks, three-quarter sleeves—

**\$1.98---\$2.85**



### NEW SERGES

The serges are here and the assortment is the best we have ever placed on sale. Note the following prices:

A fine all-wool serge, 36 inches wide, in black, navy, cream, residue brown, one of the most wanted serges, per yard **79c**

French serge, all-wool, 40 inches wide, very fine and soft in black, navy and brown, at per yard **\$1.45**

A beautiful 36-inch French serge, all-wool, in colors, yard **\$1.18**

Storm serge, 40 inches wide, all-wool, heavy and fine, in all colors, yard **98c**

Fancy wool skirting, 54 inches, in shadow stripes and plaids; beautiful combinations of colors, the finest all-wool, a yard **\$2.95**

The newest coatings and skirtings, in plaids, dainty stripes and plain effects, 54 inches wide, all wool, yard **\$2.85**

### LINGERIE

Brassieres in different styles and materials and all sizes— **25c to 79c**

Colored ribbon camisoles, in very elaborate colors, at **\$1.48**  
 Navy blue and brown satin camisoles **98c**

Outing gowns, pink and blue striped **98c**

Plain white gowns at **\$1.18**

Ladies' muslin gowns with long sleeves **98c**

Extra large sizes for **\$1.48**

### CORSETS



One lot of corsets in white and pink, high and low bust, also children's Faris' waists, only **88c**

Lot of good corsets, white and pink brocaded, light and low bust, also elastic sport girdles, only **\$1.48**

Extra quality corsets, high and low bust, front and back lace, in white and pink only, at **\$1.79**

One lot of R. & G. corsets, back lace, high and low bust, elastic sport girdles, closed and laced back, also satin, only **\$2.98**

All other corsets up to **\$5.48**

### NEW FALL HOSIERY

Children's hose, fine and medium ribbed, all sizes, black, white and tan, a special at **15c**

Children's Knox-Knit hose, one of the best makes for wear, fine rib, in colors, fall price, the pair **25c**

Misses' fine comb yarn hose, in black and colors; medium weight, marked special, the pair **43c**

Lifante's dainty fine soft hose in colors, the pair **10c**

Boys' heavy ribbed, made for hard wear. These stockings will hold your boys, the pair **25c**

Ladies' lisle hose, a very good quality in black, white and tan **25c**

Ladies' mock seam hose in cordovan, white, sheer and fine, the pair **35c**

Ladies' extra fine lisle hose in black and white, a great value, the pair **48c**

### THE VERY BEST IN SILK HOSE

Our silk hose assortment is now complete in all quantities that you may want  
 Ladies' fashion silk hose, black and in colors, at, per pair **98c**

A fine glove silk hose, full fashioned, very fine, black only, the pair **\$2.39**

Ladies' beautiful silk hose, full fashion, a value that sells for \$2.79, now the pair **\$1.79**

Van Raalte thread silk hose, full fashioned, in white, navy, gray, the pair **\$3.50**

Van Raalte silk hose, fine thread silk, full fashioned, in colors, the pair **\$4.50**

Van Raalte lace arrow embroidery, very new, full fashion, thread silk hose, in colors, the pair **\$5.95**

Full silk hose and fibre plaited, full fashion, in black, very special, at per pair **69c**

### GET ACQUAINTED

#### TRUNKS AND BAG SALE

These wardrobe trunks and bags were made by the Seward Trunk and Bag Company, of Petersburg, Va. We will only mention a few styles, sizes and prices:  
 Good fibre wardrobe trunks from **\$21.50 to \$59.75**  
 (FOURTH FLOOR)

Trunks from **\$5.95 to \$35.00**  
 Most of these are fibre with nice lining, double trays.

One lot fibre trunks with cretonne lining, double trays, size 40. Price only **\$25.50**

One lot fibre trunks with one tray, size 38. Price **\$14.98**

One lot steamer trunks, fibre cover, cretonne lining, size 38. Price **\$19.50**

One lot steamer trunks, sizes 34, 36 and 38. Price **\$13.75**

#### Smashing Prices

#### TABLE OIL CLOTH

2,500 yards of table oil cloth, full width, in colors and plenty of plain white. The regular price a yard is 45c. Sale price Friday, Saturday and Monday, a yard **25c**

#### (THIRD FLOOR)

#### MEN'S FLEECE LINED UNDERWEAR

Men's heavy fleeced lined shirts and drawers, 75c value, all sizes. Per garment **59c**

**\$1.00 WORK SHIRTS, 69c**

Good, heavy quality blue chambray work shirts, made full and double stitching, all sizes for men, each **69c**

**\$1.50 MEN'S CAPS, 95c**

Big assortment men's high-grade caps, new fall styles and patterns. Take them away for, each **95c**

#### 98c SHIRT COUNTER

This is the sensation of our September sale. Here you will find men's dress shirts of the finest quality, made by the biggest manufacturers in the country, some worth up to \$2.50. This sale, each **98c**

#### "ARROW" BRAND COLLARS, 19c

The famous "Arrow" brand collars in all good styles, each **19c**

This promises to be the greatest sale in Wilmington's history. Hundreds of out-of-town people will be on hand, and special accommodations have been provided for all out-of-town patrons. Come, bring the whole family. Check your luggage here free. Make use of our rest rooms. Bargains, Courtesy and Service awaits you.

# Send In Your Phone and Mail Orders

# EFIRD

WILMINGTON