

of Early Fall Merchandise — EFIRD'S

ADLER MAKES THIS SALE POSSIBLE

ent stores with a clientele of four million patrons in the Carolinas and Virginia! We buy direct from the mills and the entire output of a single factory. We get our merchandise at a price, and the saving is passed along to our customers.

A SMALL DEPOSIT WILL RESERVE ANY SUIT IN THE HOUSE FOR FUTURE DELIVERY

THURSDAY — MONDAY

9 O'CLOCK
Door Opens 9:00 o'Clock Every Morning of This Sale

ND
crepe de
lined in
fringe,
\$8.50

Blouses
One lot of new fall shirt waists, in black, made of messaline, taffeta, crepe de chine and pussywillow taffeta, plain and fancy with long sleeves—
\$4.98 and \$5.98
Extra quality shirt waists and blouses, made of georgette and crepe de chine, beaded and embroidered in contrasting colors, long and short sleeves, in all new shades—
\$2.98 \$3.79 \$4.98
Lovely overblouses of silk tricotine in black and navy, trimmed with silk fringe **\$5.98**
Tailored shirt waists made of good quality white voile, neatly made and finished, in all sizes, **\$1.69** only
Shirt waists made of good quality white voile, trimmed in white and colors, plain and fancy, while they last **79c**
Tailored shirt waists of good quality black, this season's most fashionable color in all sizes and extra sizes—
\$1.48 and \$1.98

SKIRTS
A new fall line of sport skirts, from—
\$4.98 to \$12.98
Wool flannel striped skirts, \$12.98 value, at—
\$6.98



**This Is a Man's Store, Too---
Look! Men and Boys!**

Don't miss this opportunity to buy your new fall clothes, now at prices less than you can hope to buy them later. Prices are advancing. We bought early at the low ebb.

Here! Ready for your inspection the new fall suits from the ADLER-ROCHESTER SHOPS, "Made in Rochester" clothes, which all the world knows is the correct men's wear for style distinction. Fine workmanship and quality. Selling at

\$39.50 to \$49.50

In every suit in our clothing department the thought is carried out that good clothes helps every man and young man. The new season's suits now ready.

(Third Floor)



ACQUAINTED QUICK
SALE
MEN'S OVERALLS, 98c
Men's heavy standard overalls, all sizes. This is a leader. **98c**
"ARROW" BRAND SHIRTS, \$1.48
Pretty, new fall patterns, Cluett, Peabody's, "Arrow" brand shirts, in a wide variety to select from. **\$1.48**
SEPTEMBER BLANKET SALE
\$7.50 WOOL MIXED BLANKETS \$4.69
These blankets are 72x84, pink and blue wool mixed blankets, limited number in stock. While they last **\$4.69**
\$20 ALL-WOOL BLANKETS \$14.75
72x84 fine combed blankets, beautifully finished, satin bound. We offer these beautiful coverlets in several color combinations. A limited number will be sold for only **\$14.75**
No. 7120 WOOL MIXED BLANKETS \$6.98
66x89 wool mixed blankets, pink, blue and gray plaids, extra heavy quality. **\$6.98**
a \$10 value for **\$6.98**
72x84 all-wool blankets in pink, blue and white plaids. A great blanket for the school boy or girl, worth \$12.50. **\$8.75**
Now going for **\$8.75**
\$12.50 all-wool blankets, assorted patterns, a big value for **\$9.50** only
\$2x84 all-wool, pink, blue and white **\$9.50**
Nashua woolnap blankets, warm and durable, double bed **\$4.48 and \$4.98**
size, for **\$4.98**
Nashua woolnap blankets, standard size \$5.00 value, **\$3.98**
for **\$3.98**
Angora blanket, heavy weight, extra standard size, \$4.00 value, **\$2.98**
Household favorite blanket, \$4.00 value, selling at **\$2.98** only

Children's Frocks
Children's school gingham frocks, extra quality—
98c \$1.18 \$1.45
\$1.79

Colored Wool Middies
Colored wool middies in green, red and navy blue—
\$3.98 to \$4.98
One table of middy suits with white and colored collars—
\$2.98 and \$3.98

New Fall High Shoes and Oxfords
Shoes for all the family in a wonderful assortment of styles, leathers, colors and shapes.
Never have we shown a more comprehensive and complete line and never have prices been so low, and remember, every number in our house is brand new stock. No old shoes carried over from last year.
Buying shoes in tremendous quantities for cash direct from the world's greatest producers, and selling at a small margin to get quick turn-over, and a big volume, answers the question—"How we can sell shoes so cheap."
Buy the children's school shoes now before the rush is on. We are ready to serve you.

Boys, get ready for school! "Monroe" clothes for boys, in all the newest patterns and styles. Every brand. Sizes 8 to 12 **\$12.48**
Sizes 13 to 14.95
Boys' \$15.00 mixed colors, all-wool suits, two pairs of pants with each suit, sizes 8 to 18. Just the thing for school **\$9.50**
Boys' \$7.50 wool mixed suits, sizes 8 to 16 years, for **\$4.98**
Boys' \$10.00 gray and brown mixed suits, for **\$7.48**

A SMALL DEPOSIT WILL RESERVE ANY SUIT IN THE HOUSE FOR FUTURE DELIVERY

Boys' suits in mixed colors and blue serge, sizes from 4 to 10 years, priced—
\$2.48 \$3.98 \$4.48
Boys' blue serge and mixed suits, sizes 8 to 13 years **\$5.95 and \$6.95**
Boys' Palm Beach suits, sizes 6 to 18 years **\$4.98**
Young men's single and double-breasted suits in all the newest patterns and models, priced—
\$22.50 \$24.50 \$27.50 \$32.50 \$35.00

SEND US YOUR MAIL ORDERS—WE PRE-PAY DELIVERY CHARGES



Stetson Hats
for the new season are here—the conventional shades are now displayed together with some new tones which will match the new shades in clothes that you will wear for the fall season. The narrow brim is now in vogue and a wider ribbon of heavier silk will be correct for the new season.

EFIRD'S
clothing and haberdashery department is complete, as is also the shoe department for men, young men and boys. The best shirts, neckwear, underwear, hosiery, gloves that the larger markets offer—all bought in such quantities that we can "sell more for less."

EFIRD'S
WILMINGTON, N. C.

The 400,000 people in the Wilmington territory are coming to know EFIRD'S as their own store. They are invited to write us at anytime and our corps of assistants will give them courteous and prompt service. No trip to Wilmington is complete unless it includes A VISIT TO EFIRD'S.

Open All Day Today and Monday