

THURSDAY
FRIDAY
SATURDAY

EFIRD'S

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SATURDAY

LADIES' KID GLOVES
Any Old Hoar While They Last. This Sale
Only **98c**

"Forcing Down Prices"
Then "Selling For Less"

LADIES' NEW WOOL HOSE
Also Pure Thread Slik Full Fashioned Hose.
Choice **98c**

CHRISTMAS SALE

Ladies' Cotton Hose
All You Want
10c

Only Useful Gifts For the Grown-Ups
and Sensible Gifts For Children at
Prices You'll be Glad to Pay

CREPE DE CHINE
TAFFETA
GEORGETTE
CREPES
In a Big Selection of Shades
98c

150,000 Christmas Handkerchiefs

Ladies' 35c pure linen white hemstitched handkerchiefs, sheer and medium weight. Choice, each **19c**
Men's 69c fine all-linen white hemstitched handkerchiefs, extra large size. Choice, each **48c**
Men's 35c fancy white satin cross bar stripe, very new, a beautiful gift. Each **19c**
Handkerchiefs by the table full. Ladies' fancy colored silk, solid centers, dainty imitation Irish crochét edges, cross bar embroidered corner designs. Choice, each.... **15c**

Thousands of beautiful handkerchiefs in fancy colored corded borders, plain white hemstitched. Regular 10c sellers. Choice, each.... **5c**
Ladies' handkerchiefs, white, sheers with colored lace edges, fancy corner embroidery effects. Shadow embroidery handkerchiefs. Rolled edges with colored woven stripes. Plain white, sheer hemstitched. Choice, each **10c**
Men's \$1.00 fine heavy silk hemstitched handkerchiefs, in one-half and one-inch hems, so soft and fine for "his" Christmas. Each **59c**

Sweeping Reductions In Our

Ladies' Ready-to-Wear Department

We Have Never Yet, Nor Will We Ever, Permit Anyone to Undersell Us Or Dispute Our Supremacy In Any Branch of Our Business

PRICES! In Big, Bold, Black Figures Read 'em; Compare 'em; Buy Here

Our entire stock of "Singer Brothers" Coats and Suits reduced for this sale. The very finest garments money can buy. "Singer Brothers" world'swide reputation is behind every garment. Instead of waiting until January to reduce our prices, we are giving you the advantage before Christmas, to secure the highest grade tailoring in Ladies' Coats and Suits at sensational price reductions, such as Wilmington has never seen before.

IT'S A FREE, OPEN COMPETITION PROPOSITION WITH US, SO COME IN EARLY THURSDAY AND TAKE YOUR CHOICE

DRESSES! To Go In This Sale Unmatchable Prices--Make Us Prove It!

<p>Lot No. 1 Silk and Wool Dresses \$4.95</p>	<p>Lot No. 2 Dresses of Tricotine, Velour, Serge and Poiret Twill. Choice \$7.85</p>	<p>Lot No. 3 Wool Dresses \$13.75</p>
<p>Lot No. 4 Wool and Silk Dresses Flat Price \$10.00</p>	<p>Lot No. 5 Silk and Wool Dresses \$15.95</p>	<p>Lot No. 6 Our Better Dresses Reduced to \$24.50</p>

Black Sateen Bloomers

12¹/₂c Pr.

Two Pairs for 25c
(Limit Two to a Customer)

SILK UNDERWEAR

One Big Lot Ladies' Silk Underwear, Including Teddies, Bloomers and Camisoles. Regular \$3.00 Garments. This Sale Price

MONEY BACK IF NOT SATISFIED **\$1.98** WE INVITE A COMPARISON OF PRICES

Ladies' Sweaters . 98c up
Ladies' Coats . . \$4.95
Children's Coats . \$2.98
Ladies' Coat Suits . \$9.50