

# EFIRD'S After-Inventory Sale

**EXTRA**  
SALEPEOPLE WANTED  
FOR THIS SALE!

# EFIRD'S

**JANUARY 11th, 12th, 13th, 15th,**  
*Doors Open Thursday Morning 8:45 Continues Through Monday*

**4--BIG BARGAIN DAYS--4**  
**Thursday—Friday—Saturday—Monday**

### More Plain Facts

We buy often—we buy in large quantities—sell close, and keep busy, but—we have never yet had the heart to make our patrons wait fifteen years to put on a sale. Maybe, after all, a sale that comes once in fifteen years is necessary and a natural consequence of our well known slogan, "Forcing Down Prices." Our sales are for the benefit of the public, and not to reduce our stocks. We keep buying as we continue to sell. We are not offering merchandise because it is no longer salable in our store. We offer bargains we know how to buy—and buy right. The fact that we keep busy and often unable to accommodate the crowds at our sales is sufficient proof that Efird's keeps the faith and makes 100 Per Cent GOOD with all Wilmington and surrounding country.

NOW COMPETITION—TAKE THAT!

EFIRD'S



**MEN AND BOYS—**  
**Values You've Wanted**  
**for Eight Years**

**25% Discount on all Men's and Boy's**  
**Suits and All Overcoats, Thursday,**  
**Friday, Saturday, Monday**

*Here is What They Cost You:*

Men's Suits	Men's Overcoats	Boys' Suits	Boys' Overcoats
\$27.50 less 25 pct. <b>20.63</b>	\$18.50 less 25 pct. <b>\$13.88</b>	\$16.50 less 25 pct. <b>\$12.38</b>	\$9.95 less 25 per cent <b>\$7.47</b>
30.00 less 25 pct. <b>22.50</b>	14.50 less 25 pct. <b>10.88</b>	14.95 less 25 pct. <b>11.22</b>	3.98 less 25 per cent <b>2.99</b>
24.50 less 25 pct. <b>18.38</b>	12.95 less 25 pct. <b>9.72</b>	5.98 less 25 pct. <b>4.49</b>	4.98 less 25 per cent <b>3.74</b>
25.00 less 25 pct. <b>18.75</b>	29.50 less 25 pct. <b>22.13</b>	4.98 less 25 pct. <b>3.74</b>	7.95 less 25 per cent <b>5.97</b>
19.95 less 25 pct. <b>14.97</b>	25.00 less 25 pct. <b>18.75</b>	12.95 less 25 pct. <b>9.72</b>	6.98 less 25 per cent <b>5.24</b>
17.50 less 25 pct. <b>13.13</b>	34.50 less 25 pct. <b>25.88</b>	13.50 less 25 pct. <b>10.13</b>	7.50 less 25 per cent <b>5.63</b>
18.50 less 25 pct. <b>13.88</b>	27.50 less 25 pct. <b>20.63</b>	7.48 less 25 pct. <b>5.61</b>	5.98 less 25 per cent <b>4.49</b>
14.95 less 25 pct. <b>11.22</b>		3.98 less 25 pct. <b>2.99</b>	
22.95 less 25 pct. <b>17.22</b>			
10.00 less 25 pct. <b>7.50</b>			

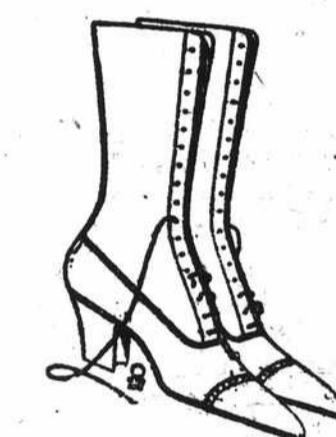
## Shoes! REMNANTS

*A Sacrifice of all Ladies Fine High Top Shoes*

High top shoes of the finest American make in brown, tan and black; newest shapes and leathers. The most sensational reduction in high-grade shoes known in this section in years.

We must make room for our big spring stock now in transit. So you get these left-over high top numbers at about half price. We have divided them into just

**FOUR BIG LOTS**



- GROUP No. 1**  
"Imperial," "Kneeland," "Craddock," formerly sold from \$7.00 to \$10.00, at **\$5.00**
- GROUP No. 2**  
"Craddock," "Pullman," shoes which formerly sold up to \$5.98, at **\$3.00**
- GROUP No. 3**  
"Southern Bell" and "Pullman" high shoes, values up to \$4.98, at **\$2.99**
- GROUP No. 4**  
"Pullman" growing girls and school shoes, values up to \$3.95, at **\$2.50**

All Winter Pumps and Oxford shoes included in this After-Inventory Sale of Shoes

For example: We will sell one big lot of ladies' one-strap black kid pumps with rubber heels at, per pair **\$1.45**



Men's Shoes Go Under Hammer, Too, in This Sale

The biggest shoe-buying opportunity for men this city has ever known. Remember, Efird's prices are marked low to start with! Now we offer a flat discount of 20 per cent on all men's shoes in this sale.

Thursday morning on the opening hour, and while they last, we will sell one big rack of ladies' kimono shoes for only **69c**

**BARGAIN TABLE**—\$1.95 Ladies' wool scarfs, infants' wool sets, wool sweaters and ladies' silk and hand-made waists. These garments are slightly soiled from handling. **\$1.95**

**ONE BIG BARGAIN TABLE** 33 1-3c Odd lots of rumpled soiled children's outing gowns, knicker suits, union suits, camisoles, wool caps, brassiere. Your choice... **33c**

Boys' chinchilla in black and gray, some velvet combinations, all with ear flaps, \$1.00 values. Your choice for **59c**

Two Big Double Counters at the Right as You Enter the Store You Will Find

**The Greatest Display of Remnants Ever Shown in Wilmington**

We have picked through our big dry goods stock and relieved it of all short pieces, odd lengths and left-over yard goods.

- Fine Serges
- Tricotine
- Novelty Skirting
- Shepherd Checks
- Colored Wool Flannel
- All Kinds of Silks
- Cotton Goods
- Percale
- French Ginghams
- Domestic Ginghams
- Outings
- Flannels, Etc.

We have been working night and day assembling this mass of yard goods. They are already bundled and tied, with yardage and prices plainly marked for quick selection.

**Be on Hand Early for Best Selection**

**\$50,000.00** worth of Ladies' Fine **SILK HOSIERY**

Fine Silk Hose, bought at a special bargain price for the Efird's Chain January Hosiery sale. Buy them by the box. Prices here are less than manufacturers' prices today.

**FINE SILK STOCKINGS \$1.95** Kids and ends of our finest and best ladies' silk hose. Included in this lot are Van Raalte, Onyx and Lehig brands, pure regular silk, glove silk, dropstitch, silk and wool. **\$1.95**

**LADIES' FULL FASHION, 98c** (MOCK SEAM) Counter No. 1—Main Floor Friday Morning Ladies' genuine full fashion pure thread silk hose with the seamless toe, worth regular about \$1.50. Packed three pairs to the box; black, white and colors. **98c** (\$2.75 Per Box, Containing 3 Pairs)

**FULL FASHION WORTH DOUBLE THE PRICE** 200 full fashion pure thread silk hose, the kind that sold regularly up to \$2.00; black, white, and colors, per pair **\$1.39** (3 Pairs in Box, Per Box \$3.75)

**Kid Glove Sale**  
We positively will not carry over kid gloves from one season to another. Here is our method of moving them out. Every pair this season's newest and best; values from \$2.79 to \$3.98.  
**CHOICE OF ANY \$2** Centemeri's Finest Imported Gloves  
This is the Most Radical Cut We Have Made in Many a Day. Come Early!



## All Ladies' Coats, Suits and Dresses at Remnant Sale Prices

This is Our Final Reduction for the Season. We Have Made Prices That Will Move Every Coat, Suit and Dress in the House. Come Early!

**COATS \$5.00**  
One big rack of coats, in heavy coating materials, coats worth up to \$9.75. Sale price only **\$5.00**

**COATS \$10.00**  
In chinchillas, tweeds, velours and heather mixtures in good sport models, \$19.75 values. **\$10.00**

**COATS \$15.00**  
One big rack of ladies coats in velours, Bolivias, broadcloth, all silk lined, some with self collars, others fur collars. Your choice **\$15.00**

**COATS \$20.00**  
Velours, Bolivias, Normandies, with canton crepe and satin lining, plain and fur trimmed, former price \$35.00. Your choice this **\$20.00**

All of our better coats greatly reduced, including every SINGER Coat in the house; coats that sold for \$125.00. Now is your chance to buy a nice coat for a small amount. Sale **Thursday morning.**

**COAT SUITS \$15.00**  
In wool, poiret twill, tricotine, velour, tailored models; some are neatly embroidered and finished and others are plain values in this lot up to \$25.00. Sale price—  
**\$15**

**SINGER COAT SUITS \$29.50**  
Every one beautifully tailored, some with fur collars and with lovely crepe and satin lining, suits that sold up to \$75.00. Your choice—  
**\$29.50**

**SINGER THREE-PIECE SUITS \$39.50**  
These suits sold for \$79.50. Come in and convince your own self. Only—  
**\$39.50**

**DRESSES \$5.00**  
In canton crepe, crepe de chine, poiret twill, tricotine. These dresses are good value. Reduced to—  
**\$5.00**

**DRESSES \$7.50**  
One big rack of dresses in poiret twill canton crepe, values up to \$15.00. Sale price—  
**\$7.50**

**DRESSES \$10.00**  
One big assortment of wool and silk dresses; every one this season's new styles and combination dresses, that sold for \$22.50. Sale price—  
**\$10.00**

**DRESSES \$15.00**  
Another big bargain in wool and silk dresses in all the new materials and styles—Sale price, to close out—  
**\$15.00**

**DRESSES \$5.00**  
In canton crepe, crepe de chine, poiret twill, tricotine. These dresses are good value. Reduced to—  
**\$5.00**

**DRESSES \$7.50**  
One big rack of dresses in poiret twill canton crepe, values up to \$15.00. Sale price—  
**\$7.50**

**DRESSES \$10.00**  
One big assortment of wool and silk dresses; every one this season's new styles and combination dresses, that sold for \$22.50. Sale price—  
**\$10.00**

**DRESSES \$15.00**  
Another big bargain in wool and silk dresses in all the new materials and styles—Sale price, to close out—  
**\$15.00**

**DRESSES \$20.00**  
One big rack of better dresses; in the lot you will find canton crepe, poiret twill, tricotine and combinations, in all the wanted styles and colors. To close out, all at one price—  
**\$20.00**

**DRESSES \$3.50**  
Wool serge, tricotine, wool jersey, every one neatly trimmed with braid and embroidered, \$7.50 values. Sale price only—  
**\$3.50**

# EFIRD'S

Wilmington, North Carolina