

## The "Final"' Price Cut

Takes Place Saturday Morning -And Will Be$40=\underset{\text { the Entire Stock }}{\mathrm{Per} \text { Cent Off On }}=40$

## Practical Gifts

## for Mem

Shown in the Men's Shop in extensive assortments - most satisfactory for gift choosing.

A man's Christmas present may be chosen A mans Christmas present may be chosen
here whil assurance of a pleasing se. lection. For stocks are replete with just those necessities every man appreciates. Choosing will be most satisfactapry now, as collections are planned to meet all require tive in excellence of quality and moder teness of priee.

GIFT SUGGESTIONS
Nockwear-In any color or design.
Handkerchief--Initial or plain linen,
initial or ptain sille,
Shirto-Madras,'Tinen, silth.
Shirts-Madras, Tinen, sill
Sweater:-of all kinds.
Belto-With or without sterling initia


## No. Reservations - No C. O. D.'s - No Approvals A Slight Charge for Alterations

## Your Last Chance $=$

The most handsome and THE MOST RECENTLY PURCHASED stock of Ladies' and Misses' Authentic Outer Apparel to be found in this city is now offered at price concessions that places it in your hands AT LESS THAN ITS PRESENT MANUFACTURING COST, and if we were to purchase this same stock on the New York mar ket today WE WOULD PAY 15 PER CENT more than we now offer it at retail.

Everything is included in this big final clean-up, and you will see SUITS, COATS, WRAPS, DRESSES, FURS, W AIS T S, SEPARATE SKIRTS, SWEATERS and PETTICOATS at prices that ought and will compel very brisk buying. For a gift to a lady or miss, nothing would be more pleasing or more useful than outer apparel. Here is your opportunity to effect the biggest saving of the year.

> This Sale Now On In Each Of Our Three Convenient Shops Raleigh Goldsboro

> Wilmington

