

REMODELING SHOE SALE

WILMINGTON SHOE CO., Inc. 203 N. FRONT STREET

NEXT TO MURCHISON NAT'L BANK

Why We Are Having This Sale

Three years ago our present store was built especially for us and we thought at the time that we would have sufficient space to take care of our needs for years to come, but we have grown faster than we expected, consequently we must have more store space.

We have been occupying the ground floor only, but after October we shall occupy the entire building; we will have the stairs removed from inside of the store and have windows to cover the entire front, elevator service to second floor to take care of surplus stock.

The carpenters will begin work very soon and we must move as much goods as possible before that time, as they will need space to work in and will also make it a bit difficult for us to carry on our regular business during the time of repairs. We will hurry them up and get in shape as soon as possible.



Our Intentions For the Future

Since we have been in business we have made a special effort to give Wilmington an up-to-date shoe store, and we are pleased to state that we have succeeded very well, but there are great things in store for this city and we intend to grow as fast as our city does.

We want to thank all of our customers for their patronage and at the same time to invite all new comers to look us up and give us a trial. We will serve you to the best of our ability.

Sometimes we do not have just what a customer wants, but if you will let us we will be pleased to order it for you. This is war times and the shoe trade is being handicapped the same as others, and we cannot always get what we want when we want it.

When repairs are all made we will invite you to call and see what a nice store we have. Our goods are right and prices are reasonable.

SALE BEGINS **FRIDAY, JULY 26th.** SALE ENDS **SATURDAY, AUG. 10th**



Black and Brown Oxfords

- Military Heels**
 \$7.50 brown calf low heel Oxfords, A to D. **\$5.98**
 \$8.50 brown, suede top, low heel Oxford. **\$5.98**
 \$6.50 brown calf low heel Oxford. **\$4.98**
 \$5.50 gun metal low heel Oxford. **\$4.48**
 \$5.50 brown and gun metal military heel Oxfords, assorted sizes. **\$3.98**
 \$6.50 brown Oxford, Neolin sole. **\$3.98**

French Heel Oxfords

- \$8.50 black kid Lace Oxford, French heel. **\$6.98**
 \$9.00 white, grey and champagne Lace Oxfords, French heels, assorted sizes. **\$7.48**
 \$5.50 white canvas Lace Oxford, French heel, AA to D widths. **\$4.69**
 \$7.50 Patent Leather Oxford, French heel. **\$6.89**

Patent Leather Pumps, French Heels

- \$7.00 Smaltz-Goodwin Patent Leather Pumps, welt sole, leather Louis heel. **\$5.98**
 \$6.50 Patent Leather turn sole, covered Louis heel. **\$5.98**

Pumps, French Heels

- \$6.50 La France dull Kid Pump, welt sole, Louis heel, AA to D. **\$4.89**
 \$6.50 La France Mezzo Calf, plain pump, welt sole, Louis heel, AA to D. **\$4.89**
 One hundred pairs La France and Smaltz-Goodwin dull kid and patent leather Pumps, assorted sizes and widths, on rack. **\$2.98**
 \$6.50 Brown Calf Pump, turn sole, covered Louis heel. **\$3.98**

Low Heel Pumps

- \$6.50 Brown Calf Low Heel Pump, wing tip. **\$3.98**
 \$7.50 Smaltz-Goodwin brown Calf low Heel Pump. **\$5.98**
 \$5.50 Patent Leather low heel Pumps. **\$4.48**
 \$5.50 Gun Metal low heel Pumps. **\$4.48**
 \$4.50 Gun Metal low heel Pumps. **\$2.98**

White Canvas Pumps Low and French Heels

- Smaltz-Goodwin \$5.50 White Canvas Pump, low heel, AA to D widths. **\$3.98**
 Smaltz-Goodwin \$5.50 White Canvas French Heel Pumps, AA to D widths. **\$3.98**
 \$4.50 White Canvas low covered heel Pumps. **\$3.19**
 \$4.50 White Canvas French heel Pumps. **\$3.19**
 \$3.00 White Canvas low heel Pumps leather heel. **\$1.98**

White Oxfords, Military Heels

- \$4.00 White Canvas Oxford, white sold, heel. **\$2.98**
 \$4.50 White Canvas Oxford, leather trimmed. **\$3.19**
 \$5.50 White Canvas, low heel, white ivory sole and heel. **\$4.69**
 \$3.50 White Canvas, rubber Sole. **\$2.48**
 \$6.50 Nubuck Oxford, wing tip. **\$5.69**

White Shoes—Military and French Heels

- \$6.50 White Reinskin, military heel. **\$4.98**
 \$9.00 White Nubuck Bal, wing tip, military heel. **\$6.48**
 \$6.50 White Reinskin Lace Boot, covered Louis heel. **\$4.98**
 \$8.00 White Reinskin Lace Boot, white sole and covered Louis heel. **\$5.98**

Children's Oxfords, Pumps and Sandals

- \$1.25 Infants' Mary Jane Pumps, white kid, patent leather and tan, sizes 1 to 5. **98c**
 85c White Canvas Mary Jane Pumps, sizes 1 to 5. **69c**
 \$2.00 Patent Leather and Tan Kid Mary Jane Pumps, sizes 4 to 8. **\$1.79**
 Red Riding Hood Gun Metal Lace Oxford, white sole, sizes 5 to 8. **\$1.98**
 Red Riding Hood Gun Metal Lace Oxfords, sizes 8 1-2 to 11. **\$2.39**
 \$1.35 Tan Barefoot Sandals, sizes 5 to 8. **\$1.19**
 \$1.50 Tan Barefoot Sandals, sizes 8 1-2 to 11. **\$1.39**
 \$1.75 Tan Barefoot Sandals, sizes 11 1-2 to 2. **\$1.49**

Children's White Lace Shoes

- Infants White Canvas Lace, sizes 5 to 8. **\$1.29**
 Children's White Canvas Lace, sizes 8 1-2 to 11. **\$1.39**
 Misses' White Canvas Lace, sizes 11 1-2 to 2. **\$1.48**
 White Canvas Lace, rubber sole, all sizes from 6 in infants' to 2 misses'. **\$1.89**
 Misses' White Canvas Lace, white sole and heel, sizes 11 1-2 to 2. **\$3.39**



Closed All Day Thursday, July 25th
 To Arrange Stock For This Great Sale



Men's Oxfords

- \$4.00 Gun Metal Blucher Oxfords, medium high toe. **\$2.98**
 \$4.50 Gun Metal Blucher Oxford, high toe, Noelin sole. **\$3.39**
 \$6.00 Gun Metal Blucher and Lace Oxfords, assorted sizes. **\$3.98**
 \$5.50 Dark Cordo Calf Lace Oxfords, most sizes. **\$4.89**
 \$6.00 Tan Kid Lace Oxfords, few sizes. **\$4.48**
 \$7.50 Tan Kid Lace and Blucher, assorted sizes and widths. **\$5.48**
 \$9.00 Nettleton Russia and Gun Metal Lace and Blucher Oxfords, odd sizes and styles. **\$6.98**
 \$8.00 Cordo Calf Lace Oxford, leather and Neolin sole, AA to D widths, English last, our best seller. **\$7.48**

Boys' Oxfords

- \$4.50 Dark Brown Lace, English last, sizes 2 1-2 to 5 1-2. **\$3.48**
 \$4.50 Gun Metal and Tan Lace Oxfords, medium toe, assorted sizes. **\$2.98**
 \$6.50 Dark Cordo Calf Lace, English last, B to D widths, sizes 2 1-2 to 6. **\$5.48**
 \$5.50 Dark Cordo Calf Lace Oxford, English last, rubber heels, sizes 2 1-2, 6. **\$4.48**

Satin Pumps

- \$4.50 Black and White Satin Pumps, French heels, B to D widths. **\$3.29**

Gold and Silver Pumps

- \$7.50 Gold and Silver Cloth Evening Pumps, A to C widths. **\$4.98**

Tennis Shoes

- White rubber sole Tennis Bals, sizes from 6 infants' to 2 misses'. **89c**
 Lakeside Tennis Bals, sizes from 6 to 11. **\$1.09**
 Lakeside Tennis Bals, sizes 11 1-2 to 2. **\$1.19**
 Children's white canvas rubber sole Mary Jane Pumps, all sizes from 6 infants' to 2 misses'. **98c**
 Boys' Tennis Bals sizes 2 1-2 to 6. **\$1.09**

Boudoir Slippers

- \$1.75 pink, blue, red and tan Kid Boudoir. **\$1.39**

Bathing Shoes

- 65c low cut, black and blue. **49c**
 85c low cut black, blue and white. **69c**
 \$1.00 high cut, assorted colors. **79c**
 \$1.50 Sateen, high cut, assorted colors. **98c**

ALL SUMMER FOOTWEAR TO BE SOLD REGARDLESS OF COST

EXTRA SPECIAL

100 pairs Women's Oxfords and Pumps, assorted sizes and widths, displayed on rack
49c to \$1.98

Wilmington Shoe Co. Inc.
 WILMINGTON'S BEST SHOE STORE

203 North Front Street
 Next to Murchison National Bank

EXTRA SPECIAL

250 pairs Children's Pumps and Oxfords, all sizes and different leathers and canvas
49c and Up