

**BUSINESS RECORDS EVERYWHERE WILL CRUMBLE BEFORE THE ONSLAUGHT OF THIS MONEY SAVING**

WE WANT 10 COMPETENT SALESLADIES. THOSE WITH SHOE EXPERIENCE PREFERRED. APPLY IN PERSON AT STORE.

# SHOE SALE

LADIES' PUMPS AND OXFORDS

Assorted styles, sizes and widths, sold up to \$9.00. If you can get a fit they are yours for only—

**65c**

**A Price Eruption That Will Bury All Competition**

**\$25,000 Stock of Quality Footwear Involved**

A FEW PLAIN AND CONCRETE FACTS REGARDING THIS SALE:

We carry the only high-grade stock of SHOES in Wilmington; they may seem a little higher in price, but they are cheaper. A good shoe is always cheap, but a cheap shoe is never good at any price. In the beginning they look cheap and shoddy; in a few days they look shabby, but after the first rain—the misguided person comes to us and gets style, quality, FIT and ENDURANCE. Our shoes don't wear out, they are passed on to the poor relations. And there is nothing the matter with us, either. We have just had a new cement floor laid in the store to prepare for the big crowds that are going to attend this Super-Sale. Frankly now, we anticipated a larger season and are OVERSTOCKED, so we are going to give our patrons the benefit of our poor judgment with a saving of as high as 50 per cent on a pair of high-class shoes in any size, width or style to fit the most particular foot and suit the most fastidious taste. We don't talk much, but we will talk last, and we have the last to suit your own particular style of foot. The proof of the pudding is in the eating. Get here early and partake of these bargain plums.

WILMINGTON SHOE COMPANY,  
L. W. Wessell, Manager.

8  
D  
A  
Y  
S  
O  
N  
L  
Y



O  
N  
L  
Y  
8  
D  
A  
Y  
S

**Sale Opens Friday, Jan. 5, at 9 a. m.**

**CANTILEVER OXFORDS**

For women. One of the most highly nationally advertised lines on the market; an oxford that customers duplicate on. Wear one pair and you will wear them always. To introduce them we are offering our entire stock of brown calf, brown kid and black kid oxfords that sold for \$10.50 and \$11.50, at **\$8.65**

**ADVANCE SELLING OF WHITE CANVAS PUMPS**

Ladies' \$7.50 to \$9.00 white canvas pumps and oxfords, turn and welt soles, Junior and Cuban heels; also a few black trimmed, all good styles, but left over from last season; styles that will be worn this summer. We must move them before new goods come in, so have priced them at **\$3.95**

**SLATER BROWN OXFORDS**

\$9.50 brown calf oxfords, medium and Cuban heels, most sizes and widths. To close out **\$3.95**

**BARLIN BROS. PUMPS**

New York shop-made, sold for \$10.50 and \$11.00, patent leather fawn trimmed and heel; also a black satin with patent leather trim, Spanish Louis heel, practically all sizes and widths **\$7.45**

**WOMEN'S SILK HOSE**

Women's pure silk hose, back seam, regular \$2.00 grade, in black and brown. To close out the entire lot we have priced them at, per pair **\$1.45**

**LADIES' SATIN PUMPS**

Dodge \$9.50 brown satin and brown calf one-strap pump, covered Baby Louis heel. This has been a good seller, but sizes are broken, so we are closing them out **\$5.95**

**PATENT LEATHER PUMPS**

Dodge \$10.00 patent leather beige trimmed, Junior heel and tan calf, beige trimmed, covered Cuban heel. To close out at **\$7.45**

**INFANTS' SOFT SOLE**

Infants' soft sole Mary Jane pumps; sold for 75c and \$1.00; black, white and brown; sizes 0 to 4. To close out at **45c**

**BABY'S FIRST SHOES**

Infants' patent and brown hard sole button, baby's first shoes, sizes 1 to 4. To close out **\$1.35**

**CHILDREN'S TENNIS SHOES**

Children's, youths' and misses' tennis shoes, in white, white with brown trim and brown with brown trim, sizes from 6 infants' to 2 misses' and boys'; sold up to \$2.00. To close out at **95c**

**FREE**

On opening morning, FRIDAY, JANUARY 5, between 9 and 11 o'clock, to create a friendly interest, we will give ABSOLUTELY FREE—

With a \$6.00 or over purchase of Women's Oxfords or Pumps, one Pair of Silk Hose, values up to \$3.50 per pair.

With a \$6.00 or over purchase of Men's Shoes or Oxfords, one pair of Silk Hose, values up to \$1.25.

With a \$5.00 or over purchase of Children's Shoes, one pair of Felt or Satin Bedroom Slippers, sizes up to 2, values up to \$1.75.

**WOMEN'S HIGH SHOES**

Women's or big misses' tan lace shoes, the only high shoe we have this season; medium toe and heel, A to C widths. To close out at **\$5.45**

**DANIEL GREEN SATIN BEDROOM SLIPPERS**

Daniel Green's best grade satin mule, covered heel, sold for \$4.50 per pair. All to close out at **\$2.95**

**BLACK KID PUMPS**

LaFrance \$8.50 black kid welt pump, medium and Cuban heels, assorted sizes and widths. To close out at **\$3.95**

**MEN'S FLORSHEIM**

Men's Florsheim oxfords and shoes, assorted styles, sizes and widths, last pairs of different lots, sold up to \$12.50; a bargain if you can get a fit. To close out at **\$7.45**

**ALL FLORSHEIM**

All Florsheim shoes and oxfords in black kid, black calf and brown calf, all of the very best styles; have practically every sizes and widths. These sold from \$10.50 to \$12.50. To close out the entire lot we offer them at **\$8.85**

**MEN'S BROWN CALF**

Men's brown calf shoes and oxfords, English lasts; a few round toe, most sizes and widths, shoes that sold up to \$11.50. To close out at **\$4.95**

**MEN'S DANIEL GREEN**

Men's Daniel Green felt house slippers, comfy and leather soles, sold up to \$4.00. To close out at **\$1.85**

**EVERY ARTICLE IN THE STORE INCLUDED**

**CHILDREN'S HOUSE SLIPPERS**

Children's and misses' felt and satin house slippers, popular colors, sizes from 6 infants' to 2 misses'; sold up to \$1.75. To close out at **95c**

**DR. POSNER'S SCIENTIFIC**

Dr. Posner's Scientific shoes for children in patent leather with black and white tops and black kid button and lace, sizes 4 to 8; sold up to \$4.00. To close out at **\$2.65**

**MEN'S KHAKI LEGGINS**

Men's \$1.75 khaki hunting leggings, front lace, just the thing for hunters, big assortment. To go at, per pair **45c**

**BOYS' SHOES**

Boys' \$6.00 brown and black calf lace shoes, new square toe, same as men, sizes 3 to 6. To close out at **\$4.45**

**LADIES' DRESS PUMPS**

Dodge \$8.50 to \$10.00 turn pumps, Junior Louis heel, patent leather, dull calf and black satin, one strap, a large assortment of sizes and widths **\$5.95**

**CHILDREN'S OXFORDS AND SANDALS**

Child's and misses' tan lace and button oxfords and sandals, assorted sizes, most sizes in the lot, **85c**

STORE CLOSED ALL DAY THURSDAY

**WILMINGTON SHOE CO.**  
203 NORTH FRONT STREET

ALL SALES

**CASH**

