

# FUTCHS' FIRE SALE

Beginning This Morning  
8:30 o'Clock



Remember! The Early Birds Get the Worms

THE FIRE WHICH OCCURRED ON JUNE 23RD WAS CONFINED SOLELY TO THE BASEMENT AND THE MERCHANDISE ON THE FIRST AND SECOND FLOORS WAS NOT DAMAGED IN THE LEAST. BUT, INASMUCH AS THE FIRE HAS BEEN IN THE STORE, WE, OURSELVES, ARE NOT SATISFIED WITH THE GOODS AND WILL CLOSE OUT EVERY PIECE AND PUT IN A COMPLETE NEW STOCK. THE LINES ARE NOW SHOP-WORN MERCHANDISE; IN FACT THERE IS NO OLD STOCK IN OUR STORE, FOR EVERYTHING HAS BEEN PURCHASED SINCE MARCH BUT EVERY ARTICLE HAS BEEN PRICED SO THAT IT WILL MOVE, AND MOVE QUICKLY. THE INSURANCE COMPANIES HAVE PAID UP TO THE STORE ABOUT EIGHT MONTHS AGO AND CONTAINS THE LATEST AND MOST UP-TO-DATE STOCK OF GOODS IN EVERY LINE. IT'S UP TO YOU TO SAVE ON THEIR LOSS.

## FIRST FLOOR



At first it was thought that perhaps there was some smoke damage on the first floor, but after carefully inspecting every piece of merchandise, we fail to find any damage whatever. Notwithstanding, we realize we must give some real values and have priced the entire stock accordingly.

### Yard Goods

We do not believe you can find a better selection of piece goods than we have on the first floor. We pride ourselves very much in the wonderful selection we now have, including every new material and color. If you've been waiting for a reduction in price to buy cloth, you certainly will be on hand when the doors open Thursday morning, for prices have been literally slashed—and slashed—and slashed.

### Notions

A store is never equipped to serve the public well without a complete stock of notions. Here you will find almost everything you may desire at prices about equal to fire damaged goods, although there is not a flaw or damage of any kind in a single item.

### Toilet Articles

The toilet department is a favored spot of all the ladies who visit our store daily. And the fire has not marred its attractiveness in the least. On the other hand, it has increased its popularity by the reduction of prices in effect on every item.

### Children's Department

It is doubtful if you can find a better selection of children's clothing in eastern Carolina than ours. We were doing a big volume of business in this department before the fire, and many mothers know what we now have in this department to dispose of at Fire Sale prices.



### Shoe Department

Now, this is the spot that you can cash in big on. Not a mark of any kind on a single pair, but a big reduction on everything—including the popular Red Cross Shoes. You'll probably want to buy two or three pairs of shoes at the prices at which we are offering them during our fire sale.

### Hosiery

The hosiery stock has been greatly enhanced since the fire by the arrival of a shipment that was purchased several weeks ago. We have no storage space, so are putting these in with the other merchandise at huge reductions.

### Luggage

A big stock of luggage, ranging from the small suit case to the large, handsome, indestructible wardrobe trunk, and including the famous Gladstone traveling bags. If you expect to travel within the next year or two, you will save money by buying your luggage during this big Fire Sale.

## BARGAIN BASMENT

The fire was confined to the basement, and, of course, the stock was damaged from a service standpoint. However, this is where real Fire Sale Prices are offered. Merchandise is offered at a percentage of its original value.

The Toy line and notions sustained considerable smoke damage, but they can get considerable service and pleasure from them. They are priced tremendously low.

Aluminum cooking utensils and glassware are smoked very badly, but soap and water will make them as good as new. Every piece will be closed out at very low prices.

Of Course, We Cannot Offer Every Individual Item, But Come Right On! Bargains Are Here

## SECOND FLOOR

Everything is intact, and you could never tell there had been a fire in the store at all. Even the smoke did not reach to the second floor. But the entire stock is reduced, and reduced almost beyond conception. You can save many dollars by being here early Thursday morning.

### Silk and Cotton Dresses

In almost every silk and cotton fabric and combinations, handsomely tailored and neatly trimmed. Here you will have a dress for every occasion—house dresses, street dresses, sport dresses, evening dresses—all radically reduced in price.

### Sweaters

A handsome assortment of sweaters—golf sweaters, sleeveless sweaters, slip-over sweaters and side tie sweaters—for women and misses in all wool, all silk and silk and wool combinations. Almost every color and combination colors can be found here, and at prices that will really surprise you.

### Corsets

The Corset Department is chock full of Modart and Warners high grade corsets. They too have been greatly reduced and an expert corsetiere is on duty to fit you properly with exactly the right corset.

### Ladies' Underwear

of silk and fine cotton fabrics, in the soft, light shades and white. There is a beautiful selection of these and every article has been greatly reduced.

### Millinery

The finest stock we have shown this season is now on display in our millinery department. Some of these hats have been priced at exactly half price, but there is not a damaged one in the lot. Our milliners will take great pains in fitting you properly and making any adjustments that you may desire.

### Bathing Apparel

Just a few days before the fire, we received a shipment of new bathing suits, which, many ladies have said, excel anything ever shown in Wilmington. These suits are not damaged in the least, but they go in the big sale at a tremendous reduction. Rubber shoes and caps in all colors to match.



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