

KEEP FIT!



KEEP SMILING

YOURS FOR SERVICE

★ DURING SUMMER VACATION TIMES!

★ AND FOR THE DURATION!

WELCOME VISITORS

—As Well As—

STAY AT HOME VACATIONERS

THUMBS UP!



CHINS UP!
VICTORY
COMES FIRST!

RECREATION WILL HELP!

THE FIRMS WITH ADS ON THIS PAGE PLEDGE THEIR BEST POSSIBLE SERVICES UNDER WAR TIME CONDITIONS

For Many Summers



WE HAVE WELCOMED VISITORS AND HOMEFOLKS TO BERGER'S TO—

Inspect The Latest In Quality **SUMMER-SEASON APPAREL** Offered At Considerable Savings

STILL SERVING OUR CUSTOMERS

—While—

REMODELING and ENLARGING
Our Store Will Soon Be Over Twice Its Former Size

WATCH FOR FORMAL OPENING OF OUR GREATER STORE

BERGER'S DEPT. STORE
NORTH FOURTH STREET

THERE'S NO PLACE LIKE HOME, SWEET HOME!



LET US HELP YOU KEEP IT COMFORTABLE AND ATTRACTIVE

SEE OUR DEPARTMENT OF

MODERN FURNITURE

In

"WHEAT WOOD"

FOR LIVING ROOM, DINING ROOM, BEDROOM

SEASONABLE MERCHANDISE

SUMMER RUGS

9 x 12 FIBER RUGS \$16.50
All Colors

9 x 12 LISAL RUGS \$29.50
Green And Tan

Also 9x15 and 9x18

STEEL GLIDERS

\$34.50

Only A Few Left

OLD HICKORY FURNITURE

- Chairs
- Rockers
- Settees
- Swings
- Tables

3-PIECE MAPLE LIVING ROOM SUITS

\$79.50

SUTTON - COUNCIL FURNITURE CO.

310 North Front Street

Dial 5877



FOR YOUR RECREATION AND DIVERSION ----

We Recommend:

- MONOPOLY, QUOITS AND ALL KINDS OF GAMES
- TABLE TENNIS
- CROQUET SETS
- ARCHERY
- TENNIS
- FISHING TACKLE
- BASEBALL EQUIPMENT, ETC.

BICYCLE, RADIO, REEL REPAIRING

SNEEDEN CYCLE CO.

114 Market Street

OUTBOARD MOTORS

BOAT CUSHIONS

SUN HATS

PICNIC ICE BOXES
PICNIC JUGS

220 MARKET

Firestone STORES

DIAL 6671

SPORTING GOODS

FISHING TACKLE

RADIOS

CAMP STOVES
LUGGAGE

You'll enjoy your VACATION more with ...

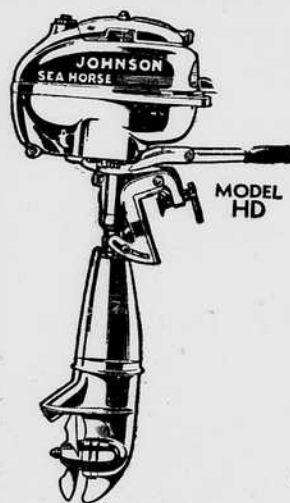
OUR EXPERT DRY CLEANING SERVICE

We will help you protect your clothes for the duration.

We buy clothes hangers that are returned to us in usable condition.

WILLIAMS DRY CLEANERS

H. R. AND J. C. WILLIAMS
808 S. 12th Street Dial 2-1357



YES! WE STILL HAVE A FEW... JOHNSON SEA-HORSES AT PRE-WAR PRICES!

BUT, WHEN THEY ARE GONE, NO MORE AVAILABLE FOR THE DURATION
WHAT'S MORE THE GOVERNMENT WILL ALLOW YOU GAS FOR THEM!



WE ARE WILMINGTON'S "SMALL BOAT" HEADQUARTERS

CARRYING IN STOCK — CANOES, SAILBOATS, ROWBOATS AND OUTBOARD RUNABOUTS

We Carry The Following

Beach Accessories:

CATALINA SWIM SUITS

\$2.50 up

SURF MATTRESSES

\$6.00 up

AQUAPLANES

\$20

For Fun

For Health



Full Assortment

FISHING TACKLE

And Equipment

For Your Small Boat

PICKARDS

209 Market Street

Phone 3224

At the Beaches

KEEP COMFORTABLE
In Merit's Quality

PLAY SHOES and SANDALS



These may be had in white, tan or practically every combination of colors.

\$2

MERIT SHOES

106 NORTH FRONT STREET

WELCOME, SUMMER VISITORS AND HOMEFOLKS



The Best Possible Service Under Wartime Conditions

Waxing Is One Of Our Specialties

L. M. POLLOCK'S ESSO SERVICE

17th and Castle Sts.
Dial 9233

Esso Washing
Esso Lubrication

THE ABOVE CONCERNS ARE COOPERATING WITH UNCLE SAM FOR VICTORY; AND WILL COOPERATE WITH YOU FOR SERVICE