

# New Bern's Shoe Store's December Expansion Sale

## New Bern's Greatest Shoe Store

# SALE BEGINS SATURDAY, DEC 2nd.

## New Bern's Greatest Shoe Selling Event

# EVERY PERSON'S SALE!

—of—

## New and Fashionable Fall and Winter

# Footwear

## Come! Come! Come!

It would be an extravagance for ANY PERSON to miss this EVERY PERSON SALE, for it presents positively irresistible values in the very newest and smartest shoes in America! Thousands of pairs representing the best fashion thought of famous makers. The aim of this store has been to achieve the presentation of the season's NEWEST MERCHANDISE, meeting the entire list of shoe requirements for EVERY PERSON.

Immense purchases have been made—makers have co-operated with us—this sale marks the culmination of months of effort. It will be the Greatest ever held here. Prices have been lowered to suit the keenest shopper. Be here early.

**READ ON—AND AS EACH REMARKABLE GROUP OF SHOES REVEALS ITSELF, FEEL SOMETHING OF THE ACHIEVEMENT WHICH INSPIRES US TO THIS GREAT FEAT OF MERCHANDISING.**



### BEAUTIFUL LADIES' OXFORDS In Many Styles.

Flexible, noiseless tread. Made without a tack, on perfectly foot-formed nature lasts. "Soft as a kitten, but can't scratch." Cut from the very finest calf skin, especially tanned. The soles are cut from flintstone oak leather, which insures long wear. Lad and Lassie Shoes are good looking and strong, yet easy on the feet.

PRICES

**\$2.87 \$3.87 \$4.87**

### SCHOOL SHOES

#### Lad and Lassie and Educator Shoes FOR BOYS' AND GIRLS.

Of all the fine values in this great sale, there are none finer than these wonderful values in women's brown and black oxfords in many styles. And you know that there's no smarter footwear than oxfords to wear with these chic, simple styles. Many styles and leathers.

PRICES

**\$1.87 to \$3.87**

### Called Every Person's Sale

**BECAUSE IT BRINGS TO EVERY PERSON THE SHOES AT THE PRICE THEY WANT TO PAY.**

### MEN'S HIGH GRADE DRESS SHOES

#### MEN'S DRESS SHOES

Men's dark brown side shoes, bal. or blucher with rubber heel—

**\$2.87**

#### MEN'S DRESS SHOES

Men's dark brown, calf or black or brown kid, soft and pliable heels; several styles to select from—

**\$3.87**

#### MEN'S DRESS SHOES

Men's high grade dark brown calf shoes with new perforated toes and rubber heels; many styles and kinds—

**\$3.87**

### LADIES' FASHIONABLE BOOTS

Fashion's Smartest Boot—All Exclusive.

If it is boots you want this season we will have several new styles for you, and the very smartest designs. Our prices will please you. Be sure and see these values we are offering, as the prices are so low.

Many Styles to See at Prices

**\$2.87 to \$5.87**

### MEN'S STYLISH DRESS SHOES.

SHOES THAT LOWER YOUR SHOE BILLS.

We don't try to fool a man into buying cheap shoes—they cost too much in the end. We sell shoes that will give long wear, fit them so they'll be comfortable from the first day. Then we know you'll get your money's worth in both service and comfort. You'll be pleased. You'll keep on coming here for your shoes.

**MEN'S DRESS OXFORDS**  
Men's dark brown calf skin or velvet calf oxfords, the new Haig last with rubber heels and perforated toes—

**\$5.87**

**MEN'S DRESS SHOES**  
Young Men's snappy dress shoes in all colors, with the new College style to them; brown or black, all rubber heels—

**\$4.87**

**MEN'S DRESS SHOES**  
Men's extra quality in very high grade shoes, distinctive styles, and many to select from in all kinds of leathers—

**\$6.87**

### BUY WORK SHOES AS YOU DO TOOLS.

Doesn't take a workman very long to learn that good tools are the only kind worth owning. Same with shoes. We figure that a man who would try to economize by buying poor quality work shoes would go to the "5 and 100" for his tools! These shoes are the most wonderful values we have every offered, and every pair guaranteed to give you complete satisfaction. We want you to test out these shoes.

**Men's All Leather  
Work Shoes**

**\$1.87**

**All Leather  
Work Shoes**

**\$2.87**

**Men's Army  
Shoes**

**\$3.87**

**Men's Army  
Shoes**

**\$4.87**

# NEW BERN SHOE STORE