

PIERCING ARROW SHOE SALE

FREE!

The first 100 people to enter the doors after they are opened at 9:30 o'clock Saturday morning will receive a sealed envelope, each envelope will contain a ticket to the BIJOU, 8 envelopes will contain a number that will call for 6 tickets to the BIJOU and two envelopes will contain a number that will call for a pair of shoes to fit the winner's feet. No strings to this, nothing to buy, just be here when the doors are opened and get your envelope.

Remember every body gets something, no blank envelopes, no envelopes given to children.

Modern and Mighty Trade Battle Shooting Prices Right and Left. \$12,000.00

Worth of Shoes at the Mercy of the Arrow

Beginning Saturday, January 30th

AT 9:30 A. M.

We will turn our entire stock of Shoes in the hands of THE GILLIAM MILL FACTORY SYNDICATE FOR 13 DAYS ONLY. To be distributed in the homes of the people at prices never heard of before. Remember the date, SATURDAY, JANUARY 30TH at 9:30 A. M. AS THRILLING AS THE INDIAN WARS.

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\$12,000.00 Worth of High Class Shoes to select from. The one big event of the year, as thrilling as the Indian wars, an event that is bound to arouse the enthusiasm of every person in this vicinity. An event without an equal in the annals of this city's retailing. An event planned for the benefit of friends and customers of this store. The good news is being flashed to every corner of the county. The date SATURDAY, JANUARY 30TH. Make a note of it right now and don't let anything keep you from being here the opening day. It will be a day long to be remembered; come just to look if you don't want to buy; help swell the crowds, meet and greet your friends; they will all be here, a gala day for all; you'll be sorry if you don't get in with the crowds; we are going after a new record for the store. Come see the doors swing open, see the Shoes dance out to the music of Factory Prices.

SWEETHEARTS, WIVES AND MOTHERS:

Tell your Husbands and your Brothers to listen to this and be sure to visit this store before they buy.

Hetty Green says, "Buy when goods are cheap," and she knows a thing or two about buying, so you had better follow her advice. That's the road to "RICHES." And old "John D." says "Buy when the other fellow is forced to sell." You can follow his advice now.

RAIN OR SHINE

Let Nothing Keep you away. The day you know—the hour is set. Sale begins Saturday, January 30 at 9:30 A. M. Bargains Await You.

BE SURE and READ what YOU get FREE by COMING EARLY SATURDAY

Woman's \$4.00 LaFrance Gun Metal and Vici Button and Vici Blucher, most sizes
\$2.98.

Woman's \$3.00 Satin Evening Slippers in Red, Gold, Pink and Blue
\$1.98

Boys' \$1.50 and \$1.75 Gun Metal Blucher, sizes 9 to 12
\$1.19

Boys' \$1.75 Gun Metal Blucher, sizes 12 to 2
\$1.39

Boys' \$1.50 Vici Blucher and White Mule Skin, sizes 2 1-2 to 5 1-2
98c.

Boys' \$1.75 Gun Metal Blucher, sizes 2 1-2 to 5 1-2
\$1.19

Boys' \$2.50 Patent Leather Blucher, sizes 2 1-2 to 5 1-2
\$1.59

Infants' 75c Vici Button, sizes 3 to 5
49c.

Infants' 50c Soft Sole, sizes 0 to 4
39c.

Children's Skuffer Button and Lace, sizes 5 to 8
\$1.39

Children's \$1.75 Gun Metal Button, sizes 8 1-2 to 12
\$1.39

Children's Skuffer, sizes 8 1-2 to 12
\$1.69

Misses \$1.50 Vici Blucher, sizes 13 to 2
\$1.19

Misses \$2.50 Tan High Top Button, sizes 13 to 2
\$1.79

Misses Skuffer, sizes 12 to 2
\$1.98

HOSIERY

Woman's 15c Tan Hose
9c.

Woman's 25c Black and Tan Hose
19c.

Woman's 50c Silk, colors only
39c.

Woman's 75c Silk Hose, colors only
59c.

Men's 25c Tan 1-2 Hose
19c.

Men's \$2.50 Gun Metal Blucher, a good serviceable Shoe
\$1.89

Men's \$1.75 Box Calf Blucher, solid leather
\$1.39

Men's \$1.75 Tan Mule Skin, a good work Shoe
\$1.39

OUR CREED

We believe in the goods we are selling and in the people to whom we are selling the goods. We believe that honest goods can be sold to honest people by honest methods. We believe in working, not waiting; in laughing, not crying, in boosting, not knocking, and in the pleasure of doing business. We know that the people get what they come here after and that one bargain today is worth two bargains tomorrow. We believe in courtesy, in kindness, in generosity, in good cheer, in friendship and in honest competition. We believe in increasing our business and that the way to do is to reach out for it. We are reaching out for yours with some of the best values that it has ever been your pleasure to buy in this town.

WELL, WHAT'S THE USE?

Well, what's the use to hand out the Middle Man his profit? This man from the Mill says: "NOW'S THE TIME TO STOP IT."

GILLIAM.

WHAT'S THE USE?

And what is the use to hesitate or doubt him for a flash? He'll save you a big difference—or just return the goods and he'll return the cash.

GILLIAM.

A LAST WORD

The end has come all too soon. There are lots of other things that we wanted to tell you about, but we hope this "ad" has had your attention and that it will be the means of bringing you to this Store. We shall have extra help and the stock will be arranged to make selling easy and buying easy. This will assist us wonderfully in handling the great crowds that will be here, and as the old saying goes, "There's always room for one more," we will look for you.

Come and meet the Piercing Arrow man. He is the poor man's friend and I am sure you will like him. We are not going to fool or mince matters. We are going to sell this entire stock of Shoes without ceremony, you get the benefit. Choice goes to first choosers, so come quick and often. Nobody can sell as Cheap as the GILLIAM FACTORY SYNDICATE. Why? Because they don't have to figure cost and then add a profit, like merchants do. No indeed! We sell a Manufacturers Cost.

Men's \$3.00 Patent Blucher and Button, good style and quality
\$1.98

Men's \$3.50 Patent Leather, Gun Metal and Vici Blucher, all sizes in the lot
\$2.69

Men's \$4.00 Regulation U. S. Army Shoes, Tan only, B. and D. widths
\$2.98

Men's \$4.50 Patent Leather and Gun Metal Button, all sizes in the lot
\$3.69

Men's \$5.00 Patent Button and Tan Blucher, most sizes
\$3.98

Men's \$6.00 Nettleton Shoe in Patent Leather, Gun Metal, Tan and Vici
\$4.98

Woman's \$1.50 Vici Patent Tip Blucher and Vici Plain Toe, most sizes
98c.

Woman's \$1.75 Vici Plain Toe, Old Lady's Comfort, all sizes
\$1.29

Woman's \$1.75 Vic Patent Tip and Brown Blucher
\$1.39

Woman's \$2.00 Vici Button, all sizes
\$1.49

Woman's \$2.50 Gun Metal and Patent Button, medium heel
\$1.98

Woman's \$2.50 Gun Metal Blucher and Vici Button
\$1.59

Woman's \$3.00 Patent Leather Blucher and Tan Button
\$1.98

Woman's \$4.50 and \$4.00 Black and Tan Velvet Button
\$2.69

Woman's \$3.50 Tan Russia, Gun Metal and Patent Button and Blucher
\$2.39

Woman's \$4.00 Tan Button, all sizes
\$2.69

POLISH.

10c Black, Tan and Ox-blood Polish for Men's, Women's and Children's Shoes
7c.

15c White Polish for Canvas and Buckskin Shoes
7c.

15c White Albo for Buckskin and Canvas Shoes
8c.

M. L. GILLIAM
In charge of the sale and makes the price.

WILMINGTON SHOE COMPANY

217 North Front Street

L. W. WESSELL, Manager

Phone No. 605

FOR 13 DAYS
There'll be something doing here that'll open your eyes.
13 Days Sale.