

WILMINGTON SHOE COMPANY'S ANNUAL

Clean-Up Shoe Sale

To be able to put in several new lines and discontinue several that we have been carrying, and also to move all odd pairs and styles that we usually have on hand at this time each season, we are going to offer our entire stock of Shoes to the public at prices that are below manufacturers' cost of today. We have received several large shipments of unusual values within the last few days and these will be included in the specials during this sale. This Annual Clean-Up Shoe Sale will begin

WEDNESDAY, JANUARY 30TH, 9 A. M.

and continue for Ten Days. You have attended sales before and seen great bargains, but this one will beat them all. Just come in and look around, even if you do not want to buy. These bargains will make you want to take a pair or two home with you. Every one is talking Thrift and this is the one big opportunity to practice same. Put the quarters and halves you save here in Thrift Stamps. Your Uncle Sam will appreciate it, and it will help end the war.

== PRACTICE THRIFT BY BUYING NOW ==

| | | | | |
|---|--|--|--|---|
| Extra Special \$7.00 Woman's Dark Tan, Kid and Calf Walking Shoe \$4.98 | Champagne Kid Boot \$10.00 Champagne Kid Boot, cloth top, covered Louis heels, A to C widths, \$6.98 | An Announcement As we advertised some time ago that we intended to make a change in our affairs, and we are pleased to announce that the present management has taken over the entire stock of the Wilmington Shoe Co. (Inc.), and that it is the intention of the management to improve the lines carried and give better and more satisfactory service than in the past; also give Wilmington one of the best and most up-to-date shoe stores in the State. We thank you for your past patronage and continuation of same will be appreciated. We will continue our Cash policy, which we think works to the mutual benefit of our customers as well as ourselves. Suggestions of any description will be appreciated. | Evening Slippers \$6.50 Patent Pump, covered Louis heel, \$5.98 \$7.50 Gold and Silver Cloth Pumps, \$6.48 \$4.00 White Satin, Louis heels, \$3.69 | Boys' English Bal. \$4.50 Gun Metal English Bal., blind eyelets, sizes 2 1-2 to 5 1-2, \$3.98 |
| Another Special \$6.00 Woman's Dark Tan, Kid and Calf Walking Shoe \$3.98 | High-Grade Walking Shoe \$9.00 Dark Havana Brown Lace Walking Shoe, new 2-inch heel and pointed toe, AA to D widths \$7.98 | Odd Satin & Kid Pumps 25 pairs Black, White, Pink and Blue Satin and Bronze and Grey Kid Pumps, assorted sizes, styles and widths. Displayed on show case, \$1.48 | Big value for Men Nettleton and Slater \$9.00 to \$11.00 Gun Metal, Kid and Tans, Lace and Blucher, assorted sizes and widths, to clean out the lot, \$6.98 | |

NEW GOODS JUST RECEIVED FOR THIS SALE

| | | | | |
|---|---|---|---|---|
| Woman's Special \$7.00 Smaltz-Goodwin Gun Metal and Patent Button and Lace, Louis heels, assorted sizes and widths, displayed on rack, \$3.49 | Our Biggest Bargain \$4.00 Gun Metal Lace Walking Shoe, low heel, sizes 2 1-2 to 6, \$2.98 | Brown Button for Children Like Skuffer— Sizes 5 to 8 \$1.98 Sizes 8 1-2 to 11 \$2.19 Sizes 11 1-2 to 2 \$2.49 | Woman's Shoes on Rack 250 pairs assorted sizes, styles and widths, Shoes that sold from \$3.50 to \$7.50, on rack at \$1.98 to \$3.48 | Biggest Value for Men \$4.50 Gun Metal Blucher, medium heel and high toe, all sizes, \$2.98 |
| Woman's Kid Lace \$8.50 LaFrance Kid Lace, plain toe, Louis heel, AA to C width, \$4.98 | Black Walking Shoe \$5.50 Black Gun Metal Lace Walking Shoe, medium and low heels, most sizes, \$4.48 | Polly-Anna for Children Like Red Riding Hood. Sizes 5 to 8 \$2.39 Sizes 8 1-2 to 11 \$2.59 Sizes 11 1-2 to 2 \$2.79 Tan Button and lace 25c more. | Good School Shoe \$2.25 Gun Metal Button, with heel, sizes 8 to 11, \$1.98 | Men's Tan Bal. \$6.50 Dark Brown Lace Bal., English last, all sizes, \$4.98 |
| A Big Value \$6.50 LaFrance Patent Lace and Button, cloth and kid top, Louis heels, assorted sizes and widths, \$2.98 | Brown Walking Shoe \$6.50 Dark Brown Walking Shoe, low and medium heels, most sizes, \$5.48 | Red-Riding Hood Pla-Shus Sizes 5 to 8 \$2.79 Sizes 8 1-2 to 11 \$2.98 Sizes 11 1-2 to 2 \$3.19 Tan Button and lace 25c more. Most all sizes in stock. | Another Good One Misses' \$2.50 Gun Metal Button, with heel, sizes 11 1-2 to 2, \$2.19 | Men's Gun Metal \$5.50 Gun Metal Lace Bal., English last, blind eyelets, \$4.79 |

Look These Bargains Over Even If You Don't Buy!

WILMINGTON SHOE CO.,

Wilmington's Best Shoe Store
 NEXT TO MURCHISON BANK