

THE AMERICAN BOOT & SHOE STORE

331—WATER STREET—331

MUST IS MASTER! GIVING UP THE SHOE BUSINESS

POSITIVELY without exception the greatest **SACRIFICE** ever conceived or **ATTEMPTED** on **HIGH GRADE FOOTWEAR**.

No Exceptions

The American Boot and Shoe Store stage spectacular bold price butchery. An event that screams with drastic under-pricings. Values so rare that they make all other sales look where electricity was fifty years ago. We have given big values before—we've shattered selling records, too—Forget about that—this sale sounds the death knell of all past performances and starts a new era of unmatched values.

GET READY! LINE UP FOR THE OPENING HOUR--9 A.M. TO-MORROW

You Know the STORE
---YOU KNOW THE **GOODS** we CARRY.
Now its up to you if **YOU** want to **SAVE**.
WE have put every thing daringly **LOW**
FOR 10 DAYS OF RED HOT SELLING.

FOOTWEAR PRICES TOUCH BOTTOM HERE!

WE make no long-winded story; we offer no apology. We have decided to cast every thought of cost or profit aside, spare nothing, sell'em out to the last pair on the shelves. With this definite object in view we have shattered every precedent in pricing merchandise and will place this high grade stock in the homes of the people at prices that will make every sale you ever attended, read about, or heard of, appear like a mere shadow. Sale tags tell of the slaughter. **YOU'RE THE JUDGE, COME! NO APPROVALS. NO CHARGES.**

SELLING STARTS THURSDAY, OCTOBER 12th, at 9 A. M., Right on the Dot!

In a nutshell, this sale means that the **BOOT** and **SHOE STOCK** of **THE AMERICAN BOOT & SHOE STORE** will be sold at **GENUINE BARGAIN PRICES**. This sale will be your chance of a lifetime.

9 O'CLOCK BARGAINS

Women's Black Kid, 1-strap Slipper, "finest thing ever" for house wear. **\$7.79.**

SILVER PUMPS.

Some brocaded, some plain; mostly B widths; sizes 2½ to 7. Values up to \$10.00.

Sale Price \$2.48

BLACK SATIN PUMPS.

Assorted styles and sizes. Values up to \$10.00.

Sale Price \$2.98

PATENT PUMPS.

Styles galore; some plain, some with 2 eyelet ties; some with buckles. Values up to \$12.00.

Sale Price \$3.48

INFANTS SOFT SOLES
Made in a fine quality kid, colors Tan, Black, White & Pink & White. Reg. value \$1.20, Sale price, **69c.**

BROWN & BLACK OXFORDS.

and 2 eyelet Ties; Spool heels. Values up to \$10.00.

Sale Price \$3.98

SPORT OXFORDS.

2 tone combination; some with rubber soles and heels and some with leather soles and rubber heels. Reg. value \$7.00. At this Sale

for \$4.69

DULL KID PUMPS.

\$9.00 to \$12.00 SHOES.
for \$3.98

Truly this is Sensational Bargain-giving. Pumps of the "Smardon" and "Classic" makes and that means the finest in the land, and remember none less than \$9.00 to \$12.00 values.

Now \$3.98

BOOTS! BOOTS! BOOTS!

400 pairs of the finest High Boots, Spool heels; styles galore. None sold for less than \$8.00 and up to \$12.00. At this Sale

Only \$1.48

BROWN KID BOOTS.

Wetted soles, Cuban heels; sizes 3 to 8. Surely a fine Boot for everybody. Regular value \$8.00. For this Sale

Only \$4.69

THIS IS NOT SELLING—MORE LIKE GIVING AWAY. 2 STRAP BROWN KID PUMPS.

These are not shop-worn, but absolutely perfect. You'll have to come early to share in this Sensational offering.

Only \$1.98

BROWN CALF OXFORDS.

Wetted soles, perforated toes, Cuban heels; all sizes. Values up to \$10.00.

Sale Price \$4.69

EXTRA QUALITY BROWN OXFORDS.

With rubber heels; sizes 5 and 5½ only. Reg. value \$8.00.

Sale Price \$3.98

FINE QUALITY BROWN CALF OXFORDS.

Medium rubber heels. Reg. value \$7.50.

Sale Price only \$4.98

LADIES' READ THIS!

Fine quality Brown Kid Oxford; Cuban heels, made by one of the best factories in the States; never sold below \$7.00. At this Sale for

\$3.98 only.

9 O'CLOCK BARGAINS

60 pairs of Oxfords; assorted styles. Brown and Black; some wetted soles. None sold for less than \$8.00.

Sale Price \$2.98

NOVELTY LOT.

All our Novelty Oxfords and Pumps, the finest in the Store; none sold in the States for less than \$8.00.

for \$4.69

BROWN CALF BOOTS.

With Cloth uppers, low heels; sizes 2½ to 7. You simply can't miss this. Reg. value \$6.00.

Sale Price only \$3.48

WE NEVER MISREPRESENT

If we quote a regular price you can rest assured that **WAS** the former selling price. We tolerate no price-juggling in this store.

ENTIRE STORE ONE BIG BARGAIN COUNTER. THE AMERICAN BOOT & SHOE STORE,

331--WATER STREET--331
NEAR ADELAIDE STREET, ST. JOHN'S, N.F.
MAKE SURE YOU HAVE THE RIGHT NAME & ADDRESS.

LET NOTHING KEEP YOU AWAY.

Make no mistake, this will be the most amazing and spectacular outpouring of high class footwear within the memory of the oldest inhabitants.

COME WITH THE CROWD