

# MOST IMPORTANT!

## Business Arrangement Concluded

St. John and Boston Firms Join Forces to Operate  
Local Store

# Re-Organization Sale

Opens Friday Morning, July 28th, at 9.30 o'clock, Sharp  
to Celebrate Great Occasion. Sale Continues for 10 Days Only

The Quality Shoe Store, hereafter, to be Managed by  
MARGOLIAN FLATTO CO., LTD.

We are pleased to announce to the public of St. John and vicinity that Mr. Flatto formerly of the Flatto Shoe Co., Boston, Mass., has joined forces with us. Mr. Flatto has been engaged in the retail shoe business for eighteen years, during which period he has acquired, through service in the metropolitan centres, a most complete knowledge of the buying and fitting of shoes.

The Quality Store will have a most noteworthy asset in his wide experience which will be personally given to the patrons of the Quality Store and the Quality operations.

**UNDER THE NEW MANAGEMENT** The splendid record of the past will be enhanced, and a new higher standard of good values to the public established.

**THE OBJECT** of the union with Mr. Flatto is to expand and increase our business. We have decided to achieve that expansion by depending on great volume of business rather than on high prices. To this end we shall devote all the energy and equipment of the Quality Store's augmented staff. We solicit public approval of our new policy.

A Re-organization was ordered by the new management. After an inspection of the stock by Mr. Flatto, and his pronouncement which is subtended.

**THE PRESENT STOCK MUST BE SPEEDILY DISPOSED OF TO MAKE WAY FOR AN ABSOLUTE-  
LY FRESH SUPPLY.** We must commence re-organization from the bottom up, and every shoe must go, regardless of cost or profit.

1 Lot  
Ladies' Cross and 1 Strap House  
Slippers, made of black kid.  
Reg. \$3.25 values—  
Now \$1.98

1 Odd Lot  
Ladies' Patent and Grey Kid Ox-  
fords, with Louis heels, hand  
turned soles. Reg. to \$7.50—  
Go at \$1.48

1 Lot  
Ladies' High Grade Black and  
Brown No. 1 Vici Kid Laced  
Oxfords, kid lined, Goodyear  
welt and flexible soles, mostly  
Louis heels, all sizes. Reg.  
\$6.50—  
Go at \$2.98

1 Lot  
Ladies' Fine Brown Calf High  
Cut Boots with medium heels,  
Goodyear welt soles, Slater's  
Strider make; reg. \$9.00 values  
Go at \$2.98

1 Lot  
Ladies' White Canvas Oxfords  
and Strap Slippers, mostly rub-  
ber soles and heels; regular to  
\$3.50—  
Go at \$1.98

1 Lot  
Ladies' High Grade Cross Strap  
Slippers, No. 1 Kid, mostly  
brown with medium and Louis  
heels. Suede lining, all sizes;  
reg. \$6.45—  
Go at \$2.98

1 Lot  
Ladies' Extra Fine Vici Kid Slip-  
pers with low heels and medi-  
um toes (1 strap), all sizes—  
A Real Snap \$3.45

1 Lot  
Ladies' or Growing Girls' Ox-  
fords or Two Strap Slippers,  
made of brown calf leather,  
mostly all sizes. Solid leather  
throughout—  
Go at \$3.45

1 Lot  
Ladies' Black Kid Comfort Shoes  
with cushion soles and rubber  
heels. All sizes—  
Go at \$3.48

1 Lot  
Ladies' Fawn Elk Sport Shoes,  
either Strap or Oxfords, with  
brown leather side trim, with  
rubber soles and heels—  
Go at \$3.98

1 Lot  
Ladies' Patent Leather one and  
two straps with or without  
buckles, mostly low heels, some  
with Louis heels.  
Go at \$3.95

1 Lot  
Ladies' Patent Leather or Vici  
Kid Slippers, with grey suede  
quarters and inlays. One or  
two straps with button or buc-  
kle effects. Some have real  
low heels, others medium or  
baby Louis heels. Mostly all  
sizes—  
Go at \$4.95

1 Lot  
Ladies' Fine Black Vici Kid Cross-  
strap Slippers with medium or  
low heels and medium toes;  
very fine summer shoe; extra  
wearing quality. All sizes—  
Go at \$2.98

1 Lot  
Ladies' Patent and Kid Oxfords  
and 3 eyelet ties. Genuine  
Goodyear welts, high heels, B,  
C and D widths—  
Go at \$2.98

These Prices  
will make it worth your while to  
buy shoes for months to come.  
Do not miss this SALE.

## The Experts Verdict Must Rule Quick Action is Desired

Shoes  
will be displayed on racks, with  
size and price marked in plain  
figures to make shopping easy.

1 Lot  
Men's Black and Brown Side Calf  
Boots, welted soles, pointed  
and wide toes, mostly all sizes.  
Very reasonably priced—  
\$3.95

1 Lot  
Men's Calfskin Boots and Oxfords  
brown and black colors, Good-  
year welts; quite a number of  
styles to choose from. Won-  
derful value—  
\$4.95 Pr

1 Lot  
Men's Better Grades, Black and  
Brown Genuine Calfskin Boots  
and Oxfords, Goodyear welt  
soles and rubber heels, some  
Slater and Invictus makes in  
this lot, pointed, medium and  
wide toes; some have brogue  
effects. Regular up to \$10.00.  
Go at \$5.95

1 Lot  
Boys' Black and Brown Boots,  
solid leather throughout. Sizes  
1 to 5—  
Go at \$2.98

Therefore we announce the greatest sacrifices of high grade shoes such as Invictus, Strider, Slater's best  
good shoe, Lady Bell and many other best Canadian makes, at prices that are far below the manufacturers' cost.

No Refunds, No Exchanges  
Every Sale Final

Shoes will be fitted and best pos-  
sible attention will be given cus-  
tomers.

EXTRA HELP WANTED  
AT ONCE

Mail Orders filled same day as  
received; postage charged

We advise buying early in the  
day, as the rush will be tremend-  
ous.

ACT QUICKLY!

Mark Well the Dates of Sale!

Be on Hand Early!

Be Sure of the Place and Look for the Name!

Margolian Flatto Co., Ltd.

Over the Store and Windows of the

# Quality Shoe Store

107 Charlotte Street

Opposite Dufferin Hotel

ST. JOHN, N. B.

1 Lot  
Men's Black G. M. Calf Boots,  
Goodyear welt soles, medium  
round toes, good qualities,  
very specially priced—  
\$4.48 Pr

Extra Special  
1 Lot  
Ladies' White Canvas Lace and  
Strap Shoes with brown trim-  
mings, also some with black  
and white trimmings; big va-  
riety to choose from at half  
price. Go at—  
\$1.98 Pr

Men's Brown Duck or Canvas  
Boots with brown leather trim-  
mings and leather soles, suit-  
able work, country wear or a  
summer work shoe. Extraor-  
dinary value—  
\$1.98 Pr

Children's Tan Sandals — Best  
qualities, repairable stitchdown  
soles, sizes 4 to 7½—  
98c up

Child's Patent Sandals — Best  
quality, repairable stitchdown  
soles, sizes 4 to 7½—  
\$1.29 up