



THE AMERICAN BOOT & SHOE STORE

331—WATER STREET—331

MEN! MEN! MEN! MEN!

The Greatest Boot and Shoe Sale in the History of St. John's!



THE REASON

Bigger--Better--Greater Than Ever!!!

The Greatest Boot and Shoe Surprise in years awaits you at THE AMERICAN BOOT & SHOE STORE to-morrow---a day that will be remembered by the hundreds of satisfied customers who will attend this great value giving feast.

This will be more than a Sale. It will be a demonstration of super-value giving that will knock cold the worst pessimist. It isn't merely a statement, IT'S A FACT! Come and see these values and convince yourself.

SALE STARTS TO-MORROW at 9 a.m. right on the dot

Read this and understand just what it means--and that WE are ready, willing and anxious to make good.

BIGGER VALUES--BETTER STYLES--Greater Selection Than Ever!

RUBBER BOOTS!

Red Bal. Vac Hip and Knee Boots; all sizes. Only one pair to a customer. You know what they are worth.

Only \$3.95

BOYS' BLACK BLU. FORM BOOTS

About 150 pairs, all different styles put into one lot. Former prices were up to \$4.50. Now

Only \$2.69

BOYS' BLACK BLUCHER BOOTS

Sizes 9 to 13½. Regular value \$4.00

for \$2.69

9 O'CLOCK BARGAINS.

200 pairs of Men's Black Boots; some welted soles, some McKay sewn soles. Values up to \$7.00. At this Sale for

\$2.49 only.

BROWN SOFT TOE BOOTS.

The famous Munson U.S. dressy last. A boot that any man can wear and feel proud of it. Reg. value \$7.50. At this Sale

Only \$3.98

BLACK GUN METAL BLU.

A nice Boot for everyday wear; all sizes. Regular value \$6.50. At this Sale

Only \$3.98

250 Pairs of our best DRESS BOOTS

comprising our entire stock of Men's fine Boots; assorted styles, and remember none sold before for less than \$9.00. At this Sale

\$5.98

LITTLE GENTS'

BLACK and BROWN BOOTS

Made by the famous Shoe firm in the States, Endicott Johnson, which is called Dr. Hill, and stamped accordingly; with rubber heels. Absolutely the best for

\$2.29

MEN'S GRAIN WORKING BOOTS

At \$2.69

A man's Boot of Tan Grain leather, solid leather insole with bellows tongue. A Boot that you have to pay in the city \$4.50 for only

\$2.69

EXTRA FINE QUALITY BROWN CALF BOOTS.

Low toes and broad toes. Yes, Sir, we'll fit you: single or double soles and rubber heels. The biggest Shoe value in the city; all sizes

Only \$5.48

BROWN CALF BOOTS.

Absolutely the best quality Calf; perforated toe and rubber heel; just arrived in time for this Great Sale and marked down with the rest. Regular value \$9.00

for \$5.98

MEN'S HIGH CUT BOOTS.

12 inches high with two buckles; solid leather insole with bellows tongue. Good value at double the price. You can put a pair away for later and save money.

\$4.69

MEN'S BOOTS

Gigantic Clearance of Men's Fine Boots in Black Blucher form with rubber heels; sizes 6 to 9½. Reg. value \$7.50. For this Sale

Only \$4.89

BLACK VICI KID BOOTS.

Blucher form; welted sole and rubber heels; low medium toe. This is certainly a fine boot for anybody that can't wear anything but a light flexible boot. Reg. value \$9.00

for \$5.98

MEN'S BLACK BOOTS.

Blucher form; full rubber heel; all sizes; welted sole. Reg. \$8.50

for \$4.98

BOYS' FINE BROWN BOOTS.

Welted soles. A nice dressy boot for any boy; sizes 1½ to 5½. Former price \$5.00. At this Sale

Only \$3.48

LITTLE GENTS' BLACK ELK BOOTS

Something good and strong; sizes 5 to 8. Reg. value \$3.25.

Only \$1.98

BOYS' BLACK OOZE LEA. BOOTS.

A good strong Boot for boys that need something; sizes 8½ to 12½.

Only \$1.98

MAKE SURE YOU HAVE THE RIGHT NAME AND ADDRESS

OUR ADVERTISING

led you to expect more in our Store than elsewhere, and now we want to say that we have a pleasant surprise for you during the SALE.

The American Boot & Shoe Store

331--WATER STREET--331

NEAR ADELAIDE STREET

ST. JOHN'S, N.F.

THE PUBLIC

is going to benefit by this drastic action, because we have to sell out our entire stock in a limited time. DON'T HESITATE! BUY! BUY! BUY!