

MC2035

THE EVENING TIMES AND STAR, ST. JOHN, N. B., FRIDAY, JUNE 7, 1918

WOMENS SHOES

EATON'S BOOTERY
St. John Branch
205 Union St., Opera House Block

EATON'S BOOTERY
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At Our St. John Branch

MIGHTY OPENING SALE

We have formed another big link in our enormous chain of stores by opening in St. John. The Eaton's Bootery of St. John is an exclusive Ladies' store, handling Ladies' Shoes only. Our stock consists of high-grade, up-to-date merchandise at real cut prices. Our one great endeavor is to place at the hands of the public high-grade footwear that we guarantee will save you 25 to 33 1-3 per cent. on your footwear. Our enormous buying power enables us to buy shoes direct from the manufacturers, thereby eliminating the middleman's profit. You reap the benefit. By eliminating the middleman or wholesale dealer, we save 25 to 33 1-3 per cent. This saving goes to you. As this sale is to be the foundation of our St. John establishment, we shall sell merchandise at prices little above the actual cost of manufacturing. The greatest money-saving shoe sale St. John has ever witnessed will start tomorrow morning at 8.30.

Ladies, Step in and Let Us Pin a Flower on You

White Beaver Cloth Boots

This cloth looks as well as buckskin. Your choice of different styles with high white heels. Other stores get \$4.00 and \$5.00.

Our Price \$2.59
MAIL ORDERS FILLED



The De Luxe

A super-stylish spring creation, in brown, golden brown, mahogany and chestnut, in kid or calfskin. Genuine hand-turn or welt with plain or covered heels. Retail in other stores at \$7.00 to \$9.00.

Our Price \$5.45
MAIL ORDERS FILLED



The Shoe O' The Day

Note the beautiful lines to this new creation. The high top and long perforated vamp. Beautiful colors in the newest shades and combinations. Louis XV. heels, blind eyelets. Made to retail at \$9.00 to \$12.00.

Our Price, \$6.45
MAIL ORDERS FILLED



The Conservatoire

For the thoughtful econo-miser, Black Kid or Calfskin Boots with full Louis, ing heels, plain toes, perforated vamps, blind or midget eyelets. Genuine hand-turn or welt; in short, every new device to charm the heart and dress the feet of the most careful dressers. Our Big Bet. \$4.45

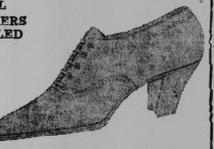
Our Price, \$4.45
MAIL ORDERS FILLED



The Military Lady Boot

Fashion's elect for the Spring of 1918. High tops, new pica dilly heels, specially made to stand long walks and yet retain their dignified appearance. In black only. Retail in other stores at \$7.00

Our Price, \$4.45
MAIL ORDERS FILLED



White Polar Cloth Boots

An exact imitation of Kid or Buckskin. Hand-turned soles, covered heels with aluminum plate inserted. Made to retail at \$6.00, \$7.00

Our Price, \$3.95
MAIL ORDERS FILLED



THE SEASON'S NEWEST
Fashionable Walking Oxfords, plain toe cap or English brogue vamps, Cuban or military heels. An ideal Oxford for the woman who does a lot of walking. Black, tan or brown (genuine); \$8.00 value. Our Price, \$4.95



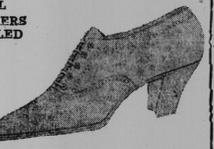
THE BOULEVARD
Beautiful White Buck trimmed Oxfords, ivory soles and heels, Goodyear sewn (genuine); \$5.00 value. Our Price, \$2.95



WOMEN'S SPAT PUMPS
Made in plain black mat kid or patent kid. Full Louis covered heels. Note the extra long vamps and Spanish arch. To be worn for street or evening wear. (Genuine); \$8.50 value, Our Price, \$4.95



THE MILITARY LADY WALKING PUMP
Made in the new coronet colt, patent or kid, military heels, full perforated vamps. An ideal shoe for walking or sport wear. Made to retail at \$8.00, Our Price, \$4.95



THE MILITARY LADY OXFORD
For the conservative dresser who wishes the combination of comfort and neat style. (Genuine); \$7.00 value. Our Price, \$3.95



ULTRA FASHIONABLE
These Oxfords reflect the bright spirit of spring. Black, tan or brown with high heels. Regular \$7.00 value. Our Price, \$3.95



The Militant
Canvas Military Boots—An ideal shoe for outing or sport wear. Regular \$4.00 value. Our Price \$2.29

MAIL ORDERS FILLED
for the benefit of our Mail Order clientele, we carry a reserve stock of all advertised items on hand. By mail and avoid the bother and worry of shopping. We guarantee free and safe delivery to your door. Look over the items listed. Please send cash, Express or Money Order, stating full description with size and width wanted. Address Mail Order Dept. Orders filled same day as received. Your money back if you want it.

Ladies Step in and Let Us Pin a Flower on You



Cut Prices Our Chief Attraction
We Are Canada's Largest Cut-Price Shoe Retailers



Ladies, Step in and Let Us Pin a Flower on You

The Debutante
Genuine Russia Calf with the new pica dilly heel, leather or Neolin soles, in a variety of shades; all Goodyear sewn. Regular \$10.00 value. Our Price \$5.95

205 UNION ST., OPERA HOUSE BLOCK