

POOR DOCUMENT

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THE EVENING TIMES AND STAR, ST. JOHN, N. B., THURSDAY, MAY 25, 1922



\$35,000 SELLING DRIVE

To Meet Ten Thousand New Customers

A. FINE, 233 UNION ST. ANNOUNCES
To the People of St. John and Vicinity that Friday
May 26 Marks the Beginning of This Great Nine-Day

Expansion Sale

Of Men's, Women's and Children's High Grade Footwear

Boots, Oxfords, Pumps

This lot consists of boots, oxfords and pumps—fifty pairs altogether. Many of them sold in the regular way at from \$4.00 to \$6.00 the pair, but the sizes are broken and we've priced them to move out quickly.

If your size is here you are in luck, because they're worth at least ten times more than the price we are asking. Come early Friday morning.

47c.
Pair

You have read a lot about merchandise sales the last year, but here is my idea of value and I want to know if it is not your idea, too. The word "value" from the use to which it has been put in the last quarter of a century must be made of rubber—it has been stretched to the limit. But every man and woman has a right to their own opinion, and they are welcome to what they think. I have mine and every other merchant can have his.

In the end, however, it is your idea, and only yours that counts, and the store whose idea is nearest to yours is the store that is going to enjoy a big business and have a phenomenal sale, and after the sale hold your friendship, confidence and patronage.

Value to me means just this: The best merchandise I can buy; best in every way—quality, attractiveness, workmanship; sold to my customers at the smallest margin of profit which it is possible to accept and not sustain an actual loss—and to hold to that method of selling when you must have merchandise as well as these times when you can really get along without it.

Honestly priced high-grade merchandise and courteous treatment. That is my idea of value-giving, and you will find that absolutely proven during the progress of this sale.

(Signed) A. FINE.

Selling Begins Friday, May 26th, at 9 a.m.

\$5.00 Sally Sandals

Women's Patent "Sally Sandals." Plain vamp with pale strap. Cuban heels. Sizes 2 1-2 to 7. Regular \$5.00 value.

\$3.35

Women's \$6.00 Lace Boots

Sensible styles yet dressy and attractive in appearance. These black kid and G. M. calf boots. Made with military or Cuban heels. Sizes 2 1-2 to 6. \$6.00 values.

\$2.77

\$4.50 Calf Oxfords



Women's brown calf oxfords. Recede toes and Cuban heels. Sizes 2 1-2 to 7. \$4.50 values.

\$2.87

\$5.00 Patent Wide One Strap Shoes

Women's patent, wide one strap shoe, with military heel.

\$3.35

New and stylish. Our regular \$5.00 value. Sizes 2 1-2 to 7.

\$5.00 Patent Two Strap Shoes

Stylish two strap shoes. Smartly designed and much in vogue this season. May be had with Cuban or Louis heels. Sizes 2 1-2 to 7. Regular \$5.00 values.

\$3.87

\$5.00 Kid Oxfords

Women's black kid oxfords. Shown in several attractive good fitting models. Made with Cuban heels. Sizes 3 to 7. Regular \$5.00 values.

\$3.87

Spectacular Savings on Girls' Shoes

Misses' Box Kip Lace Boots, low heels and full round toe, sizes 11 to 2—Special at

\$2.77

Children's Box Kip Lace Boots, well constructed to stand rough wear. Sizes 8 to 10 1/2. Special at—

\$2.47

Women's Black Kid Oxfords

\$4.00 value. Only twelve pairs in this lot. Sizes 2 1/2 to 4 1/2—

\$1.95

Women's \$1.00 Silk Hose

Full fashioned and seamless. All shades and sizes.

27c.

Hosiery Hits Record Low Levels

Women's Pure Thread Silk Hose, full fashioned and seamless. May be had in the newest shades. \$2.25 value—

\$1.47

Men's 50c. Mercerized Hose, closely knit and seamless. Good fast dyes. Now—

24c

Men's 25c. Cotton Hose, fine rib knit and a wonder at the price. 11c Pr All colors—

150 Pairs of Misses' White Canvas Boots 72c

Values like these "don't happen." We create them. One hundred and fifty pairs of misses' and children's white canvas boots in nearly all sizes. Going at the insignificant price of 72c the pair.

They're mighty good values and they'll give every satisfaction. We sold them originally at \$2.00 the pair. If saving means anything to you, come Friday morning. Lace and button styles.

\$3.50 Patent and Kid Pumps

Twenty-nine pairs in the lot. They sold in the regular way at from \$2.50 to \$3.50. To move them quickly we've cut the price to half. Louis heels. Sizes 2 1-2 to 7.

\$1.57

Brown Brogue Oxfords

Women's brogues and oxfords made with Cuban heels. Twenty-two pairs in the lot. Regular \$4.00 value. Sizes 2 1-2 to 7.

\$2.67

Brown Kid and Suede Strap Shoes

Louis heels and turned soles. Only fifteen pairs in the lot. You'll have to come early. Sizes 3, 4 and 5. Regular \$7.50 value.

\$2.87

Men's \$7.50 Kid and Calf Bluchers

Men! Here are the best boot values on record! It will pay you well to pick out several pairs at this wonderfully low figure. All high grade leathers, such as Black Kid and Calfskin. Made in Blucher shapes and Goodyear welted. Some are shown with rubber heels.

It doesn't seem reasonable to get such remarkable values at so low a price. It is only one of the many bargains so typical of this sale. All sizes in stock.

\$2.97

Men's \$5.50 Calf Boots

It's a piece of good fortune to buy Boots like these at a saving of \$2.03 the pair. They are stylishly made on neat-fitting English lasts, and have the appearance of a boot that would retail at \$6.00 or \$7.00 the pair. All sizes. Black only. Goodyear welts.

\$3.47

Men's \$7.00 Oxfords

Men's Mahogany Calf Oxfords, made on the stylish new French last. Good fitting and comfortable. Our regular \$7.00 value.

\$5.35

NINE DAYS OF BRISTLING BARGAINS—EVERYTHING SOLD ON A MONEY-BACK GUARANTEE

Boys' \$4.00 Boots

\$2.37

Boys' Calf Bluchers.

Stylish exactly the same as men's dress boots. Well constructed and made to stand lots of rough wear. Regular \$4.00 values.

Sizes 1 to 5.

Men's \$6.00 Calf Boots

\$4.37

Men! Here's another saving.

Mahogany Calf Boots. Recede toe styles. A stylish dependable boot at a moderate price that will give the wearer every satisfaction. Our regular \$6.00 value.

Youths' \$3.00 Boots

\$1.95

Youths' black box kip Bluchers. Made with strong leather soles and full fitting round last. We recommend this boot for service. Sizes 11 to 13. Reg. \$3.00 value.

LITTLE GENTS Box Kip Bluchers. Sizes 8 to 10. Reg. \$2.50 value for \$1.67

Any merchandise purchased during this sale that proves unsatisfactory or does not fit, will be cheerfully exchanged any morning before 10.30 or at any time after this sale.

233 A. FINE 233
Union St. Union St.

HIGH CLASS FOOTWEAR.

ST. JOHN, N. B.

Store open every evening until 9 o'clock—Saturday evenings until 11 p. m. Selling continues until June 3rd.

There are hundreds of other unadvertised bargains that will appear later in the columns of this newspaper.