

Ashland's
THE GOOD SHOE STORE

PATRIOTIC

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\$4.85

We've started something with this \$4.85 clearance price on fancy boots which have sold up to date at \$8.00 to \$11.50. Boots so luxurious they seem lost without a limousine for company.

Grey Kid Boots with White Kid Tops, Black Kid Boots with Mustard Tops and Grey Tops, Blue Kid Boots with White Tops, All Blue Kid Boots, All White Kid Boots, Black Kid Boots with White Tops, Boots of all Champagne, Patent Colt Boots with Brown Kid Tops, Fawn Cloth and Grey Suede. In fact a perfect host of smart High Grade Boots, among which you are sure to find your size.

\$10.00 Winter Tans at \$6.95 Pair

Tomorrow morning we will offer at \$6.95 the balance of our Ko-Ko Brown and Russet Tan Calf Boots for ladies, which have sold during the season at \$10 per pair. This is an opportunity that no woman who appreciates high grade durable footwear can afford to neglect.

These are made with inch and a half military heels, recede toes and will render at least twelve months service.

SHOE SALE!

Wake Up London! Don't Miss Your Opportunity!
OUR GREAT PATRIOTIC SHOE SALE HAS STARTED WITH A RUSH.

With the highest known prices now prevailing on everything, this will be a Real Public Service Sale.

We have been planning this sale for some time, getting in new shoes for it. Aiming to strike a direct hit at high prices. During this sale we intend putting on the market thousands of dollars worth of newest, best winter and early spring shoes at prices that will "break" the high cost of living.

Opportunity is knocking at your door. It is to be YOUR sale, and you should get in on it right away.

SALE PRICES AT OUR EAST END BRANCH, 643 DUNDAS STREET.

Identically the same prices will prevail at our East End Branch during the life of our Great Patriotic Sale. This we feel will be much appreciated by those of our friends living east of a delade street.

LUCKY PICKINGS AMONG THE WOMEN'S SHOES

These lines are displayed on either racks, baskets or tables, where you may easily find and inspect to your heart's desire.

Black Kid Lace and Button Boots, on a variety of shapes, with or without toe caps, high and low heels, medium height of leg and in all sizes. Sold regularly at \$3.00, \$3.50, \$4.00. Sale Price\$1.98

Patent Leather Button Boots, with dull kid tops, plain toes, low heels, extension soles. Sold regularly at \$3.50. Sale Price\$1.98

Black Dongola Kid 6-inch Lace Boots, plain or toe capped, half Louis heels, flexible soles, patented toes. Sold regularly at \$4.50. Sale Price\$2.98

Brown Kid 7½-inch Lace Boots, with canary, buck or brown silk tops, half Louis heels. Sizes up to 5. Sold regularly at \$6.00. Sale price\$2.98

Black Vici Kid 8-inch Lace Boots, with white cloth tops, half Louis heels, plain toes. Sold regularly at \$5.00. Sale Price\$2.48

Patent Kid Button Boots, with dull kid tops, plain pointed toes, 2-inch Cuban heels. Sold regularly at \$4.00. Sale Price\$2.48

Sale Prices On Highest Grade Boots for Women

It isn't patriotic to find fault with "war prices" and then not take advantage of an opportunity like this.

Black Calf 8-inch Boots, double soles, water-proofed, Goodyear welted, inch and a half military heels, recede shapes. Sold regularly at \$9.00. Sale Price\$5.98

Black Vici Kid 8-inch English Walking Boots. Sold regularly at \$7.50. Sale Price\$4.98

Black Box Calf 7½-inch Lace Boots, with round toe, 1-inch heels (school girls' type of boot). Sold regularly at \$7.00. Sale Price\$4.98

Black Vici Kid Button Boots, plain toes, half Louis heels, Goodyear welted, one of our nicest kid boots. Sold regularly at \$6.00. Sale Price\$3.98

Highest Grade Patent Colt Button Boots, with finest kid uppers, smart in every detail of toe and heel. Sold regularly at \$6.00 and \$7.00. Sale price\$3.98

Genuine Patent Colt, 7½-inch Lace Boots, with dull natural kid uppers, half Louis heels. Sold regularly at \$5.00. Sale Price\$2.98

Dull Kid 8-inch lace Boots, with fancy open work uppers, plain toes, half Louis heels. Sold regularly at \$8.00. Sale Price\$4.98



THIS WAY
FOR REAL
ECONOMY

MEN!

Grasp This Opportunity

In the face of the gravest price conditions ever known it is any wonder that the wonderful underpricings of this big sale are being so eagerly grasped by the men.

Doctors' Antiseptic Mahogany Calf, leather lined, double soled, Goodyear welted boots. Worth \$9.00. Sale Price\$5.48

Men's Mahogany Calf Lace Boots, recede shape, fibre sole and rubber heels. Regular price \$7.00. Sale Price\$4.95

Men's Extra Special Mahogany Calf Button Boots, fibre soles, rubber heels. Regular price \$7.00. Sale Price\$3.98

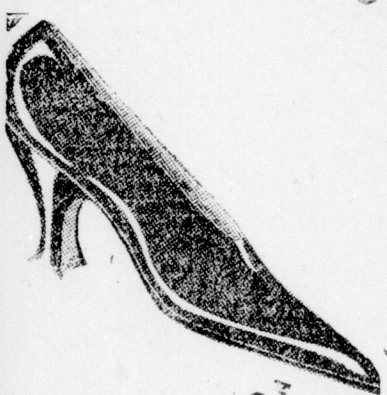
Men's Black Calf Boots, Goodyear welted, recede or round toes. Regular price, \$6.00. Sale Price \$3.98

Men's Patent Colt Boots, recede shape, Goodyear welt soles, dull calf uppers. Regular price, \$5.00. Sale Price\$2.98

Men's Velour Side Calf Bluchers, extension soles, dull tops, hi-toe last. Regular price, \$4.00. Sale Price\$2.98

Men's Tan Russia Calf Bluchers and Mahogany Side Calf Lace Boots, with or without Neolin soles. Regular price, \$5.00. Special Sale Price\$3.48

Men's Gunmetal Side Calf Bluchers, seven soles, round toes. Regular price, \$3.50. Clearing at\$1.98



KID STRAP SLIPPERS, \$1.00

Clearance of small sizes (2½ and 3), in one, two and three-Strap Slippers, which sold at \$1.75, \$2.00 and \$2.50.

ON THE 50c TABLE

Are Black Satin Slippers, in all sizes; Black Kid Boudoir Slippers, in sizes 2½ and 3, and Satin Bathroom Slippers in colors.

House Slippers at \$1.08

Made with instep strap, low heel, broad, comfortable toes. All sizes up to 8.



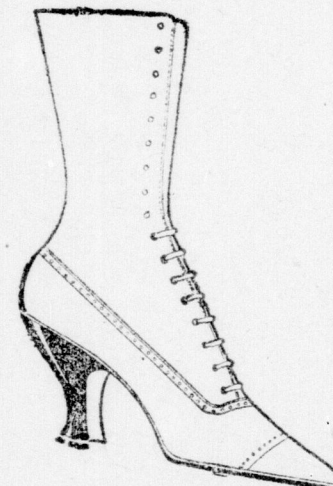
WOMEN'S KID BOOTS, \$1.00 A PAIR.

Clear up of Women's Boots, in small sizes (2, 2½, 3), choice of button and lace styles, in kid, gunmetal, velvet and suede.

Nine-Inch Boots in small sizes at\$1.98
Made of Black Kid, Gunmetal and Patent. Latest styles, sizes 2½ and 3 only. A big bargain for small feet.

Colored Satin Pumps\$1.49

Tomorrow morning we will place on sale 150 pairs of Evening Satin Pumps at \$1.49 in the following colors—Pink, Blue, Grey, Red, Black and White.



Mahogany Calf Lace Boots at \$3.98

All sizes in this very desirable Boot. Made of Mahogany Calf with half Louis leather heels, plain pointed toes and high cut leg.

We were able to secure only 200 pairs of these at the price, and suggest that you hurry to secure a pair, as they will clear rapidly.

Opportunity Knocks

And it behooves the man who has been paying "padded wartime prices to Stop, Look and Listen!

Men's Winter Shoes \$2.98 Pr.

Sounds impossible with good shoes selling today at the price of a suit of clothes—but it's true.

200 pairs of Men's Staple and a few novelty styles of Black Shoes, easily worth double, but they have been sticking to the shelves and we want to turn them into quick cash.



Patriotic Sale Prices On Our Best Boots For Boys.

Rising Prices Emphasize the Importance of Shoeing the Youngsters at this Great Patriotic Sale.

Boys' Box Kip, Box Grain and Box Calf Bluchers, all solid throughout, meaning sole leather insoles, guaranteed counters, best hemlock tan out soles and carrying our liberal guarantee regarding wear. Priced for this week at \$2.38, \$2.68, \$2.98

Boys' Plain Leather Bluchers, pegged soles\$1.78

Youths' Box Kip, Box Grain and Box Calf Bluchers, priced at\$1.98, \$2.28 and \$2.48

Little Gents' Box Calf Bluchers, all solid, sizes 8 to 10½\$1.68

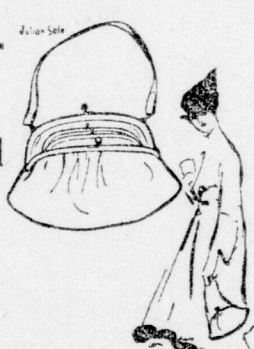
Leather Hand-Bags, 89c

Choice of 100 All Leather Hand-Bags at

89c

25 PER CENT OFF ANY LADIES' HANDBAG.

During this month we will give a discount of 25 per cent off the regular price of any Ladies' Handbag in the store.



A THOUSAND PAIRS CHILDREN'S BOOTS AT SALE PRICES

Children's Black Kid Boots, button and lace styles; sizes 5 to 7½. \$1.28

Children's Box Kip Boots, button and lace styles; sizes 5 to 7½. \$1.38

Children's Kid and Box Kip Boots, extension soles; sizes 8 to 10½. \$1.48, \$1.58

Children's Hi-Cut Black Kid Lace Boots, Classic make\$2.48, \$2.98

Children's Velour Calf Bluchers, extension soles, broad toes \$1.98, \$2.48

Children's Calf, Patent and Kid Button Boots, Nursery make \$1.78, \$2.28

Children's Black Kid Button or Lace Boots, turn soles; sizes 4 to 8. 98c

Children's Hi-Cut Mahogany Calf Lace Boots. Regular \$4.50\$3.48

Children's Hi-Cut Calf Bluchers, extension soles; sizes 8 to 10½. \$2.48

Misses' Black Kid Lace and Button Boots, extension soles\$1.68

Misses' Hi-Cut Calf Bluchers, extension soles; sizes 11 to 2\$2.98

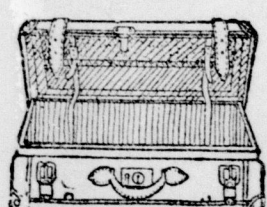
Misses' Patent Vamp Hi-Cut Lace, with dull kid top; sizes 11 to 2. \$2.98



24-In. SUIT CASES, 89c

During this week we will offer at 89c about one hundred 24-inch Suitcases. Made to resemble a high-grade matting case, and with good lock and bolts.

School Cases



25c Each

Children's Brown Fibre School Cases. On sale at 25c each

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CLUB BAGS \$1.29, \$2.49

Imitation fine grain leather single handle Club Bag, 18-inch at\$1.29

Walrus Grain Keratol Club Bags, double and single handle styles\$2.49

