

ONE SECOND—PLEASE!

Supreme Sales System  
Ltd., Are in  
Charge

HERE'S  
"WHY?"

The people of Saint John who have attended sales conducted by the Supreme Sales System Ltd., have known that every promise of the Supreme Sales System Ltd., is fulfilled. Starting Friday morning at 10 o'clock, we promise you something unusual, \$25,000 worth of high grade makes of shoes for men, women and children that we have ever offered, is tagged for quick disposal. Read every price. Just take a look at the prices quoted on this 2 page advertisement. There are big savings waiting to find their way into your purse, if you just take the time to select from the many great values offered you at this sale.

EVERY PURCHASE MUST BE SATISFACTORY

OR MONEY REFUNDED  
EVERY PAIR OF SHOES  
GUARANTEED

Promptly at 10 o'clock

SURPRISE  
UPON  
SURPRISE

In this store for you, the great array of bargains will create a stir in every home in Saint John and vicinity. This is our first sale in 13 years and they are sure, real honest-to-goodness values, as our values so strongly testify.

During the entire ten days of this sale, we will continue to uphold the high standard of value giving that we have set as our goal and the interest that the public will manifest in the exceptional offering will be evidenced by the liberal patronage that our customers will accord us.

We have prepared to meet the hundreds of new customers whose friendship for this store will be cemented for future days through the extraordinary values that will be displayed during the ten days sale beginning

FRIDAY, MARCH 20,  
1925

For months this event has been in the planning and we have inaugurated this sale for the specific and express purpose the merchandising and value giving supremacy of the New York Shoe Store.

It could not have been better timed, coming just when every member of the family should get here early and carry away an armload of these real honest values. The savings offered in every section should urge you to anticipate for months to come. Attractions will beckon you at every turn. Special price tickets mark the offerings, all of which will remain on sale throughout the entire ten days, provided the quantities last. But we hardly think they will as the demand will be overwhelming. Additional offerings will be made each day; new feature bargains, every one extraordinary. We've gone far beyond the usual limits to make this a tremendously successful sale, and we know that the public will be responsible when it realizes the kind of values that are ready.

Children's High Cut Shoes

\$4.00 Quality

We have picked 387 pairs of Children's high cut shoes with rubber heels, in tan or black, from our \$4.00 quality, just to make this sale prove the talk of the town. So we offer you these at

\$1.85

Ladies' Patent Pumps

\$5.50 Quality

Fancy novelty pumps, in cut-out styles with rubber heels. A special lot of 61 pairs, taken from our regular stock of \$5.50 quality and offered at

\$2.95

Frank W. Slater  
Oxfords

For Ladies

There is only a small lot, consisting of 40 pairs of Ladies' Oxfords; sizes up to 4 1-2. Frank W. Slater quality; \$8 quality for

VALUES  
THAT  
WILL  
ATTRACT  
THE  
THRIFTY  
SALE  
PRICE

\$1.95

Brown Satin  
Pumps

For Ladies

Here is another corking value, 33 pairs of Ladies' Brown Satin Pumps. One or two straps; high heels, \$5 and \$6 values. Just to get you here Friday we offer them at

PRICES  
THAT  
TICKLE  
YOUR  
POCKET BOOK  
SALE  
PRICE

95c

Hollywood  
Sandals

For Ladies

Here is a special lot of Sandals in Patent or Alligator leather. Our \$5 and \$6 quality.

We want to clear this lot out, and we will by offering them at

THESE  
ARE  
QUICK  
ACTION  
PRICES  
SALE  
PRICE

95c

Frank W. Slater  
Opera Pumps

For Ladies

For Friday morning only, we will offer Ladies' Opera Pumps; high heels. A very fine leather. Frank W. Slater quality. Formerly \$7 and \$8 values at a price almost unbelievable.

PRICES  
THAT  
MAKE  
ENTHUSIASTIC  
BUYERS  
SALE  
PRICE

63c

Cushion Sole Oxfords

For Ladies

Now mothers, here is another good opportunity. We offer ladies' cushion sole oxfords with rubber heels, \$4 quality, selling Friday morning at

\$1.95

Sport Oxfords

For Ladies

Here is a special lot of Ladies' sport oxfords in white kid, trimmed with brown, \$6 and \$7 values; flat rubber heels. We offer you these at

\$1.95

Baby Shoes

\$2.50 Quality

For safety sakes, Mothers, get here Friday morning at 10 o'clock if you want values. We offer you a special lot of babies' shoes, Patent leather bottom and kid tops, button or lace, our \$2.50 quality and there is only 117 pairs in the lot, now going at

63c

Chums Boots

Here is a striking good value. We offer you Chums quality shoes for Children. Every one knows Chums quality boots and their guarantee. We offer you them at

\$1.85

Misses' High Cut  
Boots

\$4.00 Quality.

In black or brown, with rubber heels and every pair guaranteed. There is a special lot of 133 pairs. Now going at

\$1.95

Frank W. Slater Boots

FOR LADIES

Ladies, there sure will be a scramble when the doors open promptly at 10 o'clock Friday morning, when we will offer Frank W. Slater high heeled boots for ladies, formerly \$8, \$9 and \$10 values, for—

38c

Extra Hot Special

Promptly at 10 o'clock we place on sale 73 pairs of ladies' oxfords and pumps; high heels and medium heels, in patent or brown, just to create a friendly feeling. We will offer them at

10c

Ladies' Rubbers

All Heels.

Here it is—just what you want, and at a price for way less than you thought. We offer you ladies' rubbers in all heels. Black or brown, and once more, we have all sizes.

27c

Ladies' Brogue  
Oxfords

\$6 Quality.

In tan or black. Flat rubber heels, genuine calf. Our \$6 quality, and we offer these at

\$3.95

Children's Shoes

Sizes up to 13.

A special lot of 130 pairs of Children's shoes, patent bottoms with white tops, taken from our regular stock. Values ranging up to \$4.00. Now, Mothers, bring your children and get in on this. We offer them at

37c

Ladies' Patent Pumps

Trimmed in Red or Blue

Ladies', get in on this and get here early. There are 71 pairs in this lot, consisting of one or two strap pumps, trimmed with red or blue, flat heels, smart looking shoe. \$6 quality now going at

\$2.25

Ladies' Oxfords

\$5.50 Quality Vassar-Brand

In Tan or Black, brogue effect, sizes 3 to 7, rubber heels. Ladies, if you want a smart looking shoe, then be here Friday morning at 10 A. M. They will be selling at

\$2.95

Novelty Shoes For  
Ladies

All Blue or All Red.

Now ladies, if you want a real value, get this straight. We offer you our entire line of novelty shoes in all red or all blue with high heels and fancy cut-outs. Formerly sold at \$8.00, and now going at

\$1.95

NEW YORK SHOE STORE

655 MAIN STREET, SAINT JOHN, N. B.

SALE STARTS FRIDAY MORNING PROMPTLY AT 10 A. M.