

NEW  
GOODS  
SALE

## RICHARDSON'S

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GOODS  
SALE

ALL THIS WEEK

The selling here last week broke all records. The receipts ran higher than our fondest expectations. It has spurred us on to still greater things and for the balance of this sale we expect to put out more new goods, and beginning today

WE'LL KNIFE PRICES STILL DEEPER

YOU FOLKS WHO NEED BOOTS, SHOES, OXFORDS, PUMPS OR ANYTHING IN CLASSY FOOTWEAR CANNOT AFFORD TO MISS THIS CHANCE AT

Eighth Avenue East

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Eighth Avenue East

WE'RE SELLING SHOES  
BY THE WAGON LOADWE'RE SELLING SHOES  
BY THE WAGON LOAD

\$4.50 Men's Grand Utility Boot, black, storm calf, blucher style, Goodyear welt. A boot that will stand the grief of every day wear. Richardson's price is cheaper than the factory price, today . . . . **3.45**

\$4.50 Men's Gunmetal, box calf and tan, made in popular blucher, medium heavy, Goodyear welted soles, Medium heel, creased vamp, Richardson's practically giving them away at, a pair . . . . **3.75**

\$5.50 Men's "Solid Comfort" style, made of softest selected vici kid leather, wide, full fitting toes, no toe cap. Welted soles. This is a quality boot, fully guaranteed. New goods. Sale price . . . . **4.25**

Free

To persons who purchase a pair of shoes we give a 25c box of KIMO Shoe Polish free. Ask for free Shoe Polish.

\$6.00 Men's Box Calf, wide toes, full fitting, Goodyear welted, reinforced shank, medium heel. A neat and comfortable boot at the price of half soles. Now . . . **4.45**

## MEN'S CONGRESS WORK SHOES.

\$5.00 value. Heavy chrome calf, solid leather soles and counters, all sizes. No toe caps. Easy shoes at . . . . **1.90**

Our prices are all genuine reductions. Nothing marked up and then marked down. We are giving you all our profits and more. Our price comparisons must be based on actual worth rather than inflated values.

ALL THE LATE NEW SPRING STYLES, LATE ARRIVALS AND ADVANCE STYLES.

40,000  
Pairs of  
New ShoesIN THIS STUPENDOUS  
SALE

The most daring attack on prices ever made in Calgary.

Stylish TAN OXFORDS.  
\$4.00 Tan Blucher and Button; a present at . . . . **\$2.90**

WOMEN'S OXFORDS  
\$4.00 Gunmetal Blucher Oxford. Think of the price . . . . **\$2.90**

WOMEN'S OXFORDS  
\$4.50 Tan Calf Blucher Oxford, stylish . . . **\$3.45**

OXFORDS FOR MEN  
Tan Blucher Oxford, a neat toe and heel . . . **\$3.75**

TAN OXFORD  
\$5.00 Tan Oxford for men who dress well . . . **\$3.75**

CRAWFORD OXFORDS  
\$6.00 Men's Tan Calf Blucher, foot form last. **4.75**

\$3.00 Women's Wide Easy Fitting Boot, fine vici kid leather, medium weight sole, low heel, wide, easy fitting last. Sizes 2 1-2 to 8. Richardson's sale price . . . . **1.95**

\$3.00 Women's Fine Vici Kid Boot, blucher or plain lace, patent toe cap, new short vamp, high New York heel, medium heavy sole. It cost the factory more to make these than Richardson asks . . . **2.15**

\$5.00 Women's Patent Tip Boot, vici kid, mat top, medium sole, late style heels. Truly a very dainty, dressy boot. Sizes 2 1-2 to 7, all widths. Grasp them at . . . . **3.45**

A big lot of Ladies' and Misses' Oxfords, Pumps, Slip-**\$1 Per Pr.**  
pers, values up to \$5.50 and \$6.00. Today all go at . . . .

\$5.00 Women's finest quality Vici Kid Blucher, patent tip boot, finest custom style, new short vamp, Goodyear welt, medium weight, high heel. Sizes 2 1-2 to 7. A wonderful bargain at . . . **3.75**

\$4.50 Women's 18-button Gunmetal Calf Boot, blucher style, high tops, new short creased vamps, medium heavy sole, Cuban heel. A neat boot for wet weather wear. At Richardson's today . . . . **2.95**

\$5.00 Women's Dainty Dress Model, finest patent kid leather, dull kid top, plain toe, Cuban heel, medium light sole. Very dressy. Sizes 2 1-2 to 7. For the woman who dresses better. Richardson's price . . . . **3.95**

IT MATTERS NOT WHAT KIND OF SHOE YOU WANT, YOU WILL FIND IT HERE.

\$75,000  
New Goods  
Sale

## RICHARDSON'S BIG SHOE HOUSE

THE MAN WHO DOES AS HE ADVERTISES

EVERYBODY IS GOING TO RICHARDSON'S—BE WISE, DO LIKEWISE.

\$75,000  
New Goods  
Sale