



THE AMERICAN BOOT & SHOE STORE

331 WATER STREET 331

THE CRISIS CAME!

An Apology

To those people who could not get in the first few days we wish to extend an apology, and we hope to be able to serve them to-day, to-morrow or any other day.

When circumstances force us to make a BIG REDUCTION on every pair of BOOTS or SHOES that goes out of our STORE.

There isn't a Woman or Man in this City who can afford to neglect this unusual VALUE-GIVING FEAST.

If we were to go out in the market to-day and buy these BOOTS and SHOES we would have to pay a good deal more than what we are selling them for.

An Explanation

To those people who could not find the pair of Boots or Shoes when in our Store, that we are re-filling our racks every morning with new goods, and we hope to have their patronage and inspection in the near future.

AT LAST!

A SALE THAT IS A SALE

If a SALE is to be effective, it must, before all else, be based on sound principles—these principles are: Real VALUES—Truthful REDUCTIONS and Undisputable QUALITY.

This SALE will be efficient because it unveils and reveals these kinds of VALUES and REDUCTIONS which are sifted by QUALITY. This SALE is the implement of the survivorship and preservation of "SATISFACTION" and economy with every purchase.

Prices so Low the Public MUST Buy!

Here is your opportunity of the most spectacular merchandising event ever attempted in the history of St. John's, an event so great in size involving

\$60.000 worth of BOOTS AND SHOES

That has aroused the amazement of the entire Wholesale and Retail world. An event that is establishing Low Price Levels on wanted merchandise beyond the dream of the buying public.

OUR LOSS IS YOUR GAIN!

NEW GOODS WILL BE PUT ON SALE EVERY DAY TILL THE LAST PAIR OF BOOTS AND SHOES IS SOLD.

NEW

Ladies' Boots and Shoes of all descriptions from 1.48 up. Men's Boots and Shoes from 2.48 up.

Boys' Boots and Shoes from 1.98 up. Children's Footwear from 69c up.

ALL THESE WILL BE PUT ON SALE EVERY MORNING AT THE SAME REDUCTIONS WHICH EXISTED THE FIRST DAY OF OUR SALE!

BUY!

BUY!

BUY!

DON'T FORGET OUR NAME AND ADDRESS:

The American Boot & Shoe Store

331 Water Street 331

NEAR ADELAIDE STREET.