

POOR DOCUMENT

MC 2035

THE EVENING TIMES AND STAR, ST. JOHN, N. B., FRIDAY, JULY 2, 1920

EATON'S OPENING CELEBRATION

THE MOST ELABORATE STORE OPENING EVER HELD IN ST. JOHN
SHOES GIVEN FREE — FLOWERS GIVEN FREE — Orchestra in Attendance During the Day
AND ABOVE ALL EATON'S VALUES PREVAIL
SALE STARTS TOMORROW MORNING AT 9 A.M.

We are going to sell Footwear at prices that will establish us more firmly than ever as St. John's Leading Shoe Store—the store where greater value-giving is the first consideration.

ABSOLUTELY FREE!

In appreciation of the support we have received from the St. John public for the last two years, we are going to give absolutely FREE

Men's, Women's and Children's Boots, Shoes and Pumps

PLEASE NOTE:
At 9 a.m. sharp we will throw these shoes from one of the windows in the Opera House Block to the people in the street.

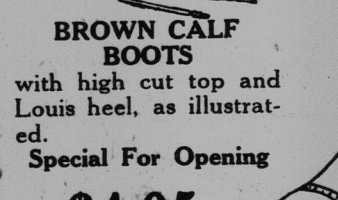
Be Here and Get Yours!

All Advertised Items Are Special Purchases which We Have Made For Our Opening Celebration



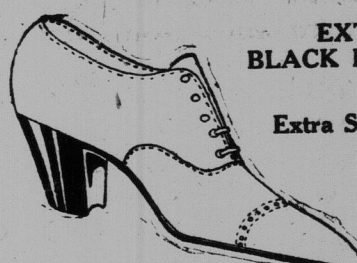
Fashionable Grey Kid Boots
Many different styles.
Special For Opening

\$4.95



BROWN CALF BOOTS
with high cut top and Louis heel, as illustrated.
Special For Opening

\$4.95



EXTRA SPECIAL BLACK PATENT OXFORDS
As Showing
Extra Special for Opening

\$3.95



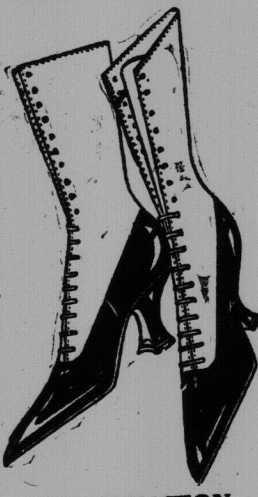
BLACK KID OXFORDS
High or Military Heels
Special for Opening

\$3.95



BLACK BOOTS
as illustrated, in fine kid.
Special for Opening

\$4.95



COMBINATION BOOTS
with kid or buckskin tops, French or military heels.
\$5.75, \$6.95, \$7.95

HELP US CELEBRATE

Step in and let us pin a flower on you.

NOTICE

All shoes thrown from the Opera House building will be exchanged for the proper size wherever possible.

EXTRA SPECIAL BLACK SUEDE OXFORDS
Genuine hand-turn soles, full Louis covered heels and long tapering vamp.



\$6.95

Pumps in All Colors
\$3.95
Black, Brown, Grey, Champagne, Ivory



\$3.95

White Poplin Oxfords



\$1.98

White Boots

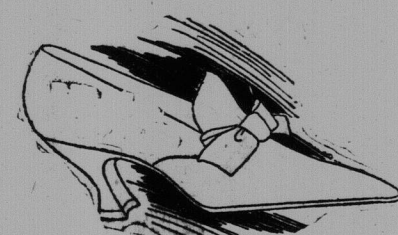


\$1.98

White Poplin Pumps



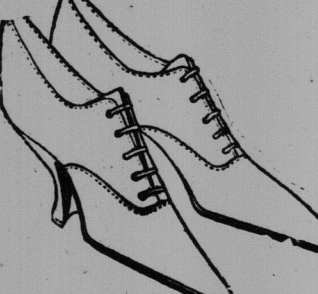
\$1.98



Brown Kid Oxfords
As Illustrated
Special for Opening Sale
\$4.95

EXTRA SPECIAL! Patent Leather, One-Strap LIBERTY PUMPS
with genuine hand-turn, flexible soles and covered Louis heels.

\$5.95



Hand-turned Sole White Sea Island Cloth OXFORDS
As Illustrated
\$2.95

Black Calf Walking Pumps

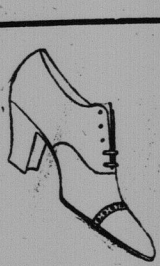


\$4.95

A cordial invitation is extended to the St. John public to attend our Opening Celebration at our New Store, 207 Union, directly next door to our former stand — a Shoe Store where greater value-giving is the first consideration.

At this most convenient location we have equipped a modern store; but of more importance to you is our remarkable stock of new, fashionable Footwear, which includes the most remarkable shoe values in the city.

Bigger and Better Values For Less Money!

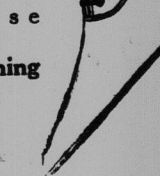


Black Kid Oxfords
As Illustrated
Special for Opening Sale
\$3.95



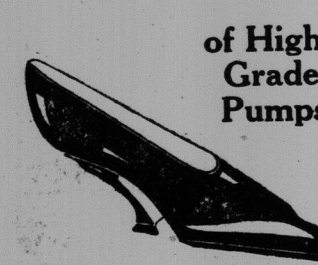
BLACK GLACI KID OXFORDS
Made by one of the leading Canadian Shoe Manufacturers.
Special for Opening \$5.95

Extra Special Grey Kid Oxfords
\$3.95



\$3.95

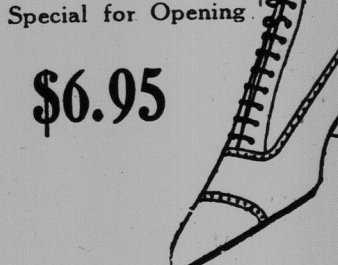
An Elaborate Assortment of High-Grade Pumps



Specially Priced for Opening Sale

Field Mouse Grey Kid Boots

A very popular summer color.



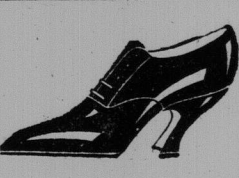
Special for Opening

\$6.95

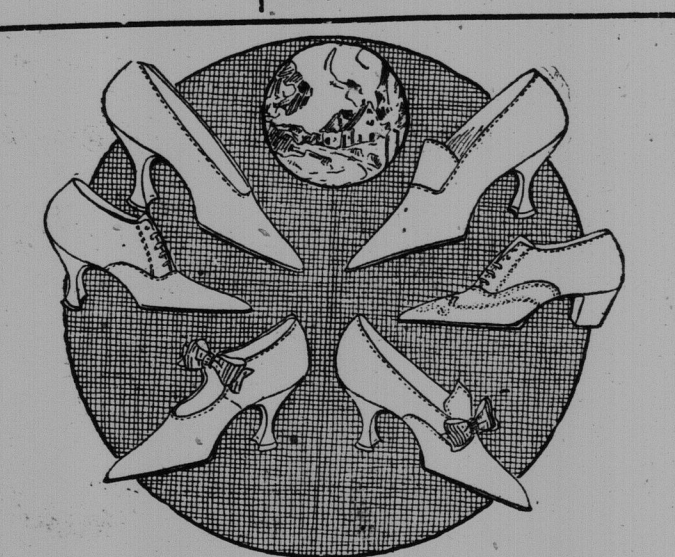
Eaton's Bootery
WOMEN'S SHOES
from MAKER to YOU
Your Money Back, if you want it.

207 UNION STREET—OPERA HOUSE BLOCK

A Special Lot of Hand-turned Sole Oxfords
With Perforated Tips and Covered Heels



\$6.95



High-grade Canadian and American Footwear at Greatly Reduced Prices

No Luxury Tax on any of our Pumps and Oxfords, as they have all been specially reduced so that we have

Nothing Over \$9.00