

SALE GOODS SOLD FOR CASH ONLY. NO SALE GOODS
SENT ON APPROVAL. TELEPHONE ORDERS
DELIVERED C. O. D.

ASHPLANT'S

TO OUR OUT-OF-TOWN FRIENDS—MAIL ORDERS WILL
RECEIVE PERSONAL AND PROMPT ATTENTION
F. W. J. ASHPLANT, SATISFACTION GUAR-
ANTEED. NO SUBSTITUTING.

Midsummer Clearance

"A SHOE SALE WITHOUT FRILLS"

This year we have eliminated "fancy" sale names, sensational cuts and "fussy talk" by getting down to straight, reasonable talk for a sensible, old-fashioned clearance sale. This always eagerly awaited event will attract much more than usual attention this year, because of the high cost of living and the need for economizing in every direction.

The scheduled occurrence of this twice yearly event, in spite of market conditions, is a signal tribute to our merchandising resources and iron-clad clearance policy. Though shoes have greatly advanced in cost and are going higher, we begin to-day our usual reduction sale of our most desirable lines.

**Identically the Same Prices At Our
East End Branch, 648 Dundas St.**

The Shoe
Sale
You've
Been
Waiting For
Now In Full Swing

**Brown and Gray
Kid Oxfords \$2.98**

Two of the season's newest productions, daintily shaped Colored Oxfords, which may be worn well into the fall.

Brown Kid Oxfords, plain pointed toes. Louis leather heels. Regular \$5.00 values—\$2.98.

Same style, in medium shade of gray kid; all sizes—\$2.98.

Black Dongola Kid Oxfords, plain pointed shape, with Louis leather heels; all sizes—\$2.98.



Patent Roman Sandals, Louis or low heels, 5-strap patterns. Regular \$5.00 values.

\$2.98

On the \$1.48 Table

White Canvas Sport Boots, trimmed in colors and with rubber soles, heels, etc. Regular \$2.50 values.

Linen Shade and White Canvas Pumps, with rubber soles.

Patent Leather Mary Jane Slippers, round toes; sizes 2½, 3, 3½.

White Buck Oxfords, sport style, a few sizes of \$4.00 values.

White Canvas Two-Strap Slippers, turned soles, white canvas-covered heels; sizes up to 4½.

Black Kid One-Strap Slippers, Cuban heels.

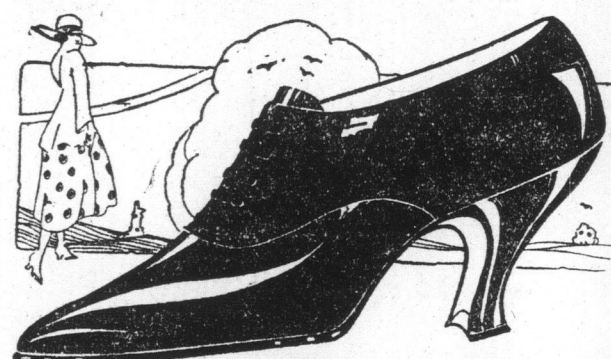
ON THE 98c TABLE

We have spread about one hundred and fifty pairs of Ladies' Boots, Oxfords and Pumps, in sizes 3 and 4 only. The regular prices of this lot range from \$3.00 to \$5.00 per pair.

There are Sample Patent Pumps and Colonials, Tan and Brown Oxfords, White Canvas Boots and Oxfords, and a variety of sample pair lots.

Bathroom Slippers, 13c a Pair

Japanese Bath Slippers, all sizes, in blue, pink, mauve—13c a pair, or 2 pairs for 25c.



Hosts Of New Patent Oxfords On Sale

Women's Oxfords, so smart, so dainty that they hate the indignity of being offered at sale prices. Several case lots of these most desirable shoes have just reached us. Away late in delivery, still they must be sold. We've put the price-cutting knife deep into these.

Genuine Patent Colt Oxfords, just like the cut in appearance, Goodyear Welt construction. Regular \$6.00 values—\$3.98

High-Grade Vici Kid Oxfords, style as above, Goodyear Welt construction. Regular \$6.00 values—\$3.98

Chrome Patent Colt Oxfords, same style, Mackay sewn soles. Special clearance price of—\$2.98

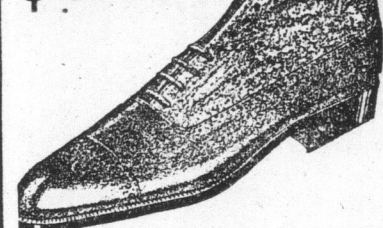
Chrome Patent Oxfords, with 1-inch sport heel, Mackay sewn soles. Special clearance price—\$2.98

Extra special price on our new Brown Patent Leather Oxfords, sport style, inch heel, all sizes—\$2.48

A Turned Sole Kid Pump, \$2.48

Extra fine soft kid uppers, medium shape, medium heels, small ornament; all sizes. Regular \$3.50, on sale—\$2.48

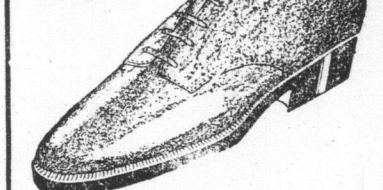
Men's Mahogany and Brown Calf Boots at \$4.98



150 pairs of \$7.00 and \$8.00 values, to clear at—\$4.98

The most desirable shades and shapes; every pair Goodyear welted.

New Military Boots



A clearance price on our Men's Tan Calf Military Boot; every pair Goodyear welted. These are of light weight and a welcome relief from the regular service boot. No boxing to hurt the toes; no nails in the soles.

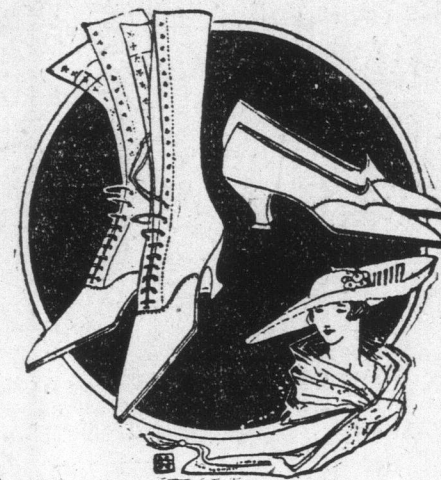
\$4.98

Kid and Patent Pumps At \$1.98

These two are among our choicest offerings. All sizes in each line. Both desirable styles:

No. 1—A Chrome Patent Cuban-Heeled Pump, all white lined, medium pointed toe; new goods; all sizes—\$1.98.

No. 2—A Genuine Dongola Kid Colonial Pump with Sport heel, beaded buckle, on a pointed shape—\$1.98.



White Canvas Pumps, 98c, \$1.28, \$1.48

We've put clearance prices on our White Canvas Pumps that will insure their going. Every pair clean, with smart white heels.

White Canvas \$1.98 Oxfords - - \$1.98

Of the much-wanted Oxford styles we have some 50 pairs to clear at—\$1.98. Mostly plain toes and with Louis heels.

Sport Styles at \$1.48

Military Heel Pumps, with leather soles, with or without straps; nearly all sizes. To clear at—\$1.48

Gray and White Kid Oxfords

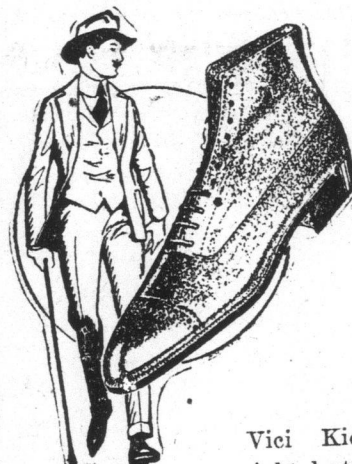
\$3.98

FOR THE GRAYS.

\$4.48

FOR THE WHITES.

We have all sizes in stock. These two numbers have just reached us. Part of a very special purchase of the season's best sellers. Naturally they are clean and smart looking, with some of their freshness lost from repeated trying on. The gray is a pearl shade. Both are made on plain pointed shapes with Louis heels—\$3.98, \$4.48



A Rare Shoe Treat For Men At the Midsummer Clearance Sale

Velour Kip Lace, English last, Mackay sewn soles, light weight. Regular \$4.00 values—\$2.98

Velour Calf Lace, English last, Goodyear welt soles. Regular \$6.00 value—\$3.98

Vici Kid Bluchers, Goodyear welt, straight last. Regular \$6.00 values—\$3.98

Dongola Kid Bluchers and Lace, straight last, Mackay sewn soles. Regular \$5.00 and \$4.00 values—\$3.48 and \$2.98.

Gunmetal Calf Button Boots, Goodyear welts, hi toes. Regular \$5.00 values—\$2.98.

Patent Colt Lace or Blucher patterns, English or hi toes, Goodyear welted. Regular \$6.00 value—\$3.98.

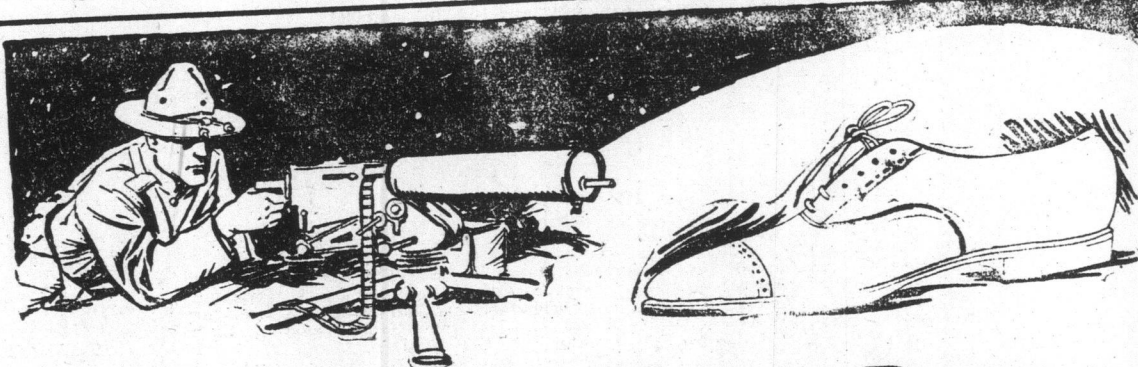
Best White Boot Offering Of the Entire Summer

\$2.48 Pair

An offering that will literally "drive to the tall timbers" every remaining pair of Women's White Boots now on our shelves. \$4.00, \$3.50, \$3.00 values comprise this lot. They are all clean, fresh numbers, up-to-date in shape, heel and finish. We have all sizes and a goodly number to choose from.

Reign Skin Boots \$4.98 Goodyear Welted

These are beautiful goods; \$7.00 values, which arrived too late for profitable selling. Made on widths B, C, D, they will fit the particular woman and prove a good investment for 1919.



Men's Black, Brown Patent Oxfords At About 1-2 Price

Any pair of Men's Regular \$4.00 Black or Mahogany Calf Oxfords for—\$2.48

At \$1.98 we are clearing some 50 pairs of broken lines, comprising Tan and Black Oxfords, in both lace and button styles. A number of these are broad toe shapes.

At \$2.98, clearing broken sizes in Regal, Emerson and other American makes. Fancy high-grade styles among these.

Havana Brown Calf Goodyear Welted Oxfords. Neolin soles, English last. Regular \$6.00—\$3.98

White Canvas Oxfords, with leather or rubber soles. Clearing at—\$1.68

CHILDREN GET A SHARE OF CLEARANCE PRICES

Barefoot Sandals, White Canvas Slippers, Roman Sandals, Button Boots, Black Patent, Brown and Black Slippers, all at clearing prices.

White Canvas Slippers, Boots and Roman Sandals, in all sizes from 3 to 7½—68c

Black Kid Ankle Straps, sizes 3 to 7—68c

Patent Ankle Straps, sizes 3 to 7½—68c, 88c, 98c

White Kid Barefoot Sandals, high grade—\$1.18, \$1.38, \$1.68

Patent Roman Sandals, five straps—\$1.18, \$1.38, \$1.68

Patent Ankle Straps, sizes 8 to 10, 11 to 2—\$1.28, \$1.48

Chocolate Kid Strap Slippers, all sizes, 5 to 10—98c

White Canvas Roman Sandals and Button Boots, sizes 8 to 10½—\$1.18

Vici Kid Strap Slippers and Patent Roman Sandals, sizes 11 to 2—\$1.68

White Canvas Lace Boots, leather soles, sizes 11 to 2—\$1.48



5 Lines Specially Priced For Boys

Lot 1—Any pair of our Boys' Kid, Calf or Patent Oxfords for—\$1.48

Lot 2—Patent Leather Bluchers and Button Boots—\$1.98

Lot 3—Gunmetal Calf Button Boots, all solid leather—\$1.98

Lot 4—Velour Calf Bluchers, extension soles, block toes—\$2.48

Lot 5—Mahogany Calf Bluchers, extension soles—\$2.98

Ashplant's

THE GOOD SHOE STORE

Trunks, Suit Cases and Club Bags on Sale

Children's Brown Fiber School Cases—29c
24 and 26-inch Brown Fiber Suit Cases—\$1.48
With Straps—\$1.98
Straw Matting Lunch Bags, with clasps—29c and 39c
Imitation Matting Suit Cases, 26-inch length—98c
Extra Deep Brown Fiber Cases, pressed steel clasps, locks and bolts, sole leather corners, with and without straps—\$2.48 and \$2.98
A clearance discount of 25 per cent. on all Trunks and Club Bags.