TOBACCO in Plug form, Tins and Pkgss. is made only from the finest leaf obtainable, and is absolutely guaranteed by the makers (The United States Tobacco Company, of New York). In con-
sequence of its higgh quaiity and ready sale, many inferior Tobacos have been placed on the market as substitutes. We would therefore caution smokers to specify, and see that they always get, the
genuine sequance
genuine

CENTIRAL UNION (UNION MADE)
the evening telegram, st. Johns, newroundland, JULY 10, 1925 -


| TIE PANGS OF REMORSE <br> A COMPLICATED TANGLE. |
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Isle of Wight Peril



 Endicott $\left.\begin{array}{c}\text { Johnson's } \\ \text { n's Fine Dress Boots, }\end{array}\right]$
s, in
Endicott Johnson's FOR COMFORT \& WEAR Men's Fine Dress Boots,

Try a pair of Endicott Johnfine Tan Kid and Soft Mens Fine Dress Boots, fine Tan Kid Leathers. meos, flexible sole and rub-
in Black Kid and fine
ind $\$ 4.00, \$ 4.50, \$ 5.00, \$ 5.50 \$ 4.00, \$ 4.50, \$ 5.00, \$ 5.50$, Tan Vici also in soft Dark

Endicott Johnson's Men's Work Boots, with rubber
heels. This is a Sewed Boot with two heavy soles running from toe to heel. Price only $\$ 3.50$ the Pair.

Smallwood's Grain Leather Pegged Boots Only $\$ 2.80$ the Pair.

inson's Skuffer Shoes
for Men.
$\$ 4.00$ the Pa This is a good fitting Low Rubber Heel Shoe;
is flexible and makes walking a pleasure. Is The Shoe with the Iron Chrome Sole!

ENDICOTT JOHNSON'S BOYS' BOOTS-The Boot with the Meat in it


In Box Calf, Back Kid and Tan Calf, all fitted with rubbe
solid leather soles. Price $\$ 3.40$ to $\$ 3.95$, according to size.


Endicott Johnson's Oxfords for Men
$\$ 4.00,4.50,5.00,5.50,6.00,6.50$ the pair
The largest manufacturer of Men's Low Shoos in the worli, Crepe Soles?
all honest footwear at lowest prices.

| special! <br> 990 PAIRS WOMENS LOW SHOES ONLY . . . . . . . . . . . . . . $\$ 1.98$ the pair | extra special; <br> 670 PAIRS WOMENS BOOTS ONLY $\qquad$ . . . . $\$ 1.98$ the pair |
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## NO CHARGING

## F. Smallwood, Itie henero i bood Sious



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|  | Popular Goods at Popular Prices |  |  |  |  |
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## CONTINUING OUR GREAT

BROADCASTING SALEI!
NOW, A "RECORD" PROGRAMME for To-Morrow

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## "TUNE IN" FOR THESE. <br> Crepe Dressing Gowns

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## $1{ }^{69}$

Swinging into its Second Week; the "Peak" Week of the Sale. Look for "Broadcasting Sale" TickersThey tell of Super-Values. Ask those who have bought during this Sale -they will tell you of the remarkable values-of the savings-of the wonderful merchandise offered. Come! See for yourself!

## "TRIO" OF DRESS VALUES

NEW FABRICS! SMART STYLES! LOW PRICES!
A DRESS SALE planned to answer holiday needs. A "rush" order by wire to our buyer brought us hundreds of Dresses, just in time for this Sale.
The prices are so low that you can hardly believe such fine dresses sell at a price these three groups are placed at. Come, buy your Summer needs


5


10.88 mome $2 \%=$

"High Voltage" Offering Women's Coats and Suits
No need of "amplifiers" for women who are conversant with values here. There are hundreds of COATS and SUTTS in these groups which the materi-
al alone is worth nore than the sale price. Don't overlook these Bargains. If you are in need of a Coat or Suit now is the time to buy, while these



Silk Princess Slips , vaxim 3.77 $\substack{\text { s.semen } \\ \text { sumpos }}$


## Crepe-de-Chene Overblouses

 Values to $\$ 6.50$ $\underset{\text { allums }}{\text { all }} \quad \mathbf{4 . 2 9} \underset{\substack{\text { shadi }}}{\text { all }}$ What a wonderful opportunity this Clearance of brokensizes presents. There are all sizes in the lot, though sizes presents. There are all sizes in the lot, thoug
not in each style so that you are sure to find the very
ones to suit your taste.

New Arrivals!
New Summer Hats The Summer Hate




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Special! 100 Hats at 1.50

## Sinole Thi Nep sporis cossivik mate of Foiret Twill   

Mothers, "LISTEN IN" For thiss.
Girls' Fine Ensemble Dresses
 the smartest summe outfte tor sour litite eficl once


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| \$10.50 |  | years. |

## THE BROADMYAY MOUSE OFFMSMMON

"A Store for Everybody"


TO THE TRADE! Local Canned Rabbit. H. \&M. BISHOP


## A. Film of Extra-





## THE BROADVVAY'S

## GREAT BROADCASTING SALE

 Swings into its Second Week of Stupendous Selling!MOTHERS! FATHERS! "TuNe in" For these 2-Pants
Boys' Suits

## 500 <br> MOST AMBITIOUS SUIT SALE EVER STAGED BY THE BROADWAY

 Pants fully lined, giving the Suit extra strength. There are savings of $\$ 3.00$ and $\$ 4.00$ on every Suit you buy
during this Sale. So don't miss this chance to buy your
little Boy's Suit now while values are supreme. Hundreds little Boy's Suit now while values are supreme. Hundreds
of Boys' Suits have already been sold since this Sale
$\underbrace{\substack{\text { ALL2 } \\ \text { SANTS } \\ \text { SUITS }}}_{\text {VALUES To } \$ 12.00}$

THE VISIBLE EVIDENCE OF STARTLING BARGAIN
VALUES IS HERE!

| MEN'S CAPS <br> Assorted shades and sizes. Values to $\$ 1.25$ for <br> 47c. | BOYS' <br> STRAW HATS <br> In colors of Brown or Blue-easily worth 90c. On Sale for 49c. |
| :---: | :---: |
| MEN'S COLLARS <br> (Semi-Soft) <br> Well known brands, first quality; a regular 40c. value for <br> $26 c$. | BOYS' BRACES <br> Good strong full elastic Braces, made like Dad's, worth 50 c . On Sale for 17c. pair. |
| MEN'S' TIES <br> Silk Knitted Ties in the newest patterns, everyone worth at least $\$ 1.00$ On Sale for 69c. | BOYS' SUITS <br> Ages 3 to 8 years. Made of nice Flannel in the Oliver Twist style; assorted shades. Reg. value $\$ 2.25$. On Sale for 94c. |
| MEN'S BRACES <br> Well known "Police" Brand-a regular 60c. Brace, for 39c. pair. | MEN'S GARTERS <br> Double Grip. <br> Good elastic Garter with double grip. A regular 55 c . value. <br> 34c |

at Sensational low prices
MEN ! .Here's a Suit Sale that will make a sensation. In quantity, quality, in record-breaking values it outdoes all our previous successes! Every Suit perfect in fit, workmanship and finish. Suits to fit every man, every taste, every built-Suits made made up in fine Thweeds, Worsteds, Serges, Casimeres, and other fine new Spring materials in styles to suit the most particular man, such as One Button Sack, Two and Three Button Conservative, Collegian models with two pairs of Pants-Also many in the new English cut with wider Trousers. Come, see these Suits before you buy, and
ave your dollars.

JUST ARRIVED! A complete assortment of New American Suits in a great variety of colours and styles.

Sale of Blue Serge Suits
 Suaranteed as to material,
Torkmanship and colur.
These are regular $\$ 53.00$
Sits-so don't miss the op-
portunity to save $\$ 10.00$

Men's Straw Hats
2$=2:=1.94=$

Attention! Stout Men ! We have just received a great assortment of Stout suits to fit you, no matter what size you take.

## SPECIAL!

Men's Hose
 44c pair

THE BROADWAY HOUSE OF FASHION
"The Store of Real Values"

If's a Sale Store-wide-Every Price on Every'Article Smashed

MORE VALUES! MORE SAVINGS! SALE OF Juvenile Suits

## Come, choose your little Boo's Suit from one of the greatest assortments in town For this week we have taken to

 mern together hundreds of fine little Suits which for-merty sold as hinh as $\$ .50$, and grouped them in two
lots at new low level prices. Suits of every description:
$2^{3 n}$ mem $3^{x}$
200 Pair
Men's Pants
z $=-6.97=5$ $=x^{3}+=$ Never before have such fine all Wool Tweeds. Pants a
these sold for as low a price as $\$ 3.97$. $\begin{aligned} & \text { Tome, see fo } \\ & \text { yourself the value of thesel }\end{aligned}$ comen

Men's Fine Shirts
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## Sale of

Men's Pyjamas Mabo fod fanz






\section*{These are Days When Our Thoughts Turn to HOLIDAY WEAR <br> Many items are needed to complete the holiday outfit. Whichever way you turn in The Royal Stores this Friday and Saturday, you'll find yourself face to face with a good economy---a chance to BUY FOR LESS--some desir able, seasonable article, you will need to make your holiday more enjoyable. <br> | Sport | Footwear Specials |  |
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| Men |  |  |
|  | \%eoty | ${ }_{\text {a }}$ |
|  | Womer's Tenis Shoes | Women's' Canvas Shoes. |
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|  | Misese' Tenis Shoes | White Canvas Shoes. |
|  |  |  |
|  | Childs Tennis Shees. | Mises' Shos. |
|  |  |  | <br> ne t <br>  <br> Summer <br> Hosiery

 <br> Seasonable Gloves
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Silk Gloves.
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 Elbow Goves.
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## Needed Things for the

 Home Lower Priced Turkish Towels.
 Round Cushions.
 $\underset{\substack{\text { Sofa Pillows. } \\ \text { Beanturn sut }}}{ }$


Ghic Sport Sweaters
 2. Wool Slipons.
 Tromen's Middies.



A Special Sale of Beautiful Ratines





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## Rublber

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\section*{ <br> | BLACK WAISTS |
| :---: |
| \$1.49 |
| Speciai price this week. All sizes. |
| \$1.49 | <br>  <br> Never a Ladies' Suit Sale Like This!}

No advertisement could give a real idea of the values offered in this Sale. It is the Costumes themselves and the values that make this Sale so powerful. OÚR ENTIRE STOCK OF ${ }_{3}$ SUITS HAVE BEEN MARKED AT CLEARANCE PRICES INTO THREE GROUPS.

## $12.98 \quad 15.49 \quad 25.00$ <br> SUMMER HATS

Regardless of former Selling Prices $\$ 2.98$ \& $\$ 3.98$ Perhaps the very Hat you had your heart set on last week
$\$ 3.98$. Wash Dresses Not ordinary House Dresses, but a
Street Frock that any woman would be proud to wear. New shades, terns. New Summer styles.

$\$ 3.98$

Thrifty Parents, outfit your boys

## Boys' Clothing

t amazing low prices.
 Snappy Suits on youthful trim lines.
Choice of two colours: Blues and
$\$ 8.98$

| BOYS' HOSE | BOYS' BLOUSES |
| :---: | :---: |
| 24c. pair. | 39c. |
| All sizes, two styles regular length and wool top sport stocking | of excellent quality materials, all sizes. Special at 39c. |
| Men's Dept. 2nd Floor | Men's Dept. 2nd Floor |

## $\mathbb{M E N}$ : MEN!

## Absolute Clearance

 OF OVER 400
## SPRING SUITS

This is your opportunity to get the Suit you had in mind and at about half the price you expected to pay PRICED AT COST AND BELOW COST! Fabrics, Patterns and Styles are this season's best, and every Suit built right by some of America's best manufacturers.

## 339 WHEFAIR <br> 339 THEFAIR <br> 339 numin THE FAIR STRET.

 339 STREET.

The Romance of Lloyds

 of $\$ 24.95$.
secure a smart Summer Coat
at a mere fraction of it's ac- $\$ \Omega$ lual worth. Wanted new
ture
Spring styles. Every popular
colour.



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> Take Care to Get Genuine Beaver Board
> You will know it by the Red Beaver Border. Beware of Imitations.
Genuine BEAVER BOARD will last as long as your house. It is Genuine beth sides, ready for immediate use. You may paint it or kalsomine it.
> 3 BEAVER BOARDS, each 4 feet wide by 12 feet long, will cover the ceiling of a room 12 feet by 12 feet, at a cost of only $\$ 7.20$. seams like v -jointed boards.
> You can get BEAVER BOARDS 4 feet wide and in lengths of
$7,8,9,10$ and 12 feet, and the price is only 5 cents a square foot. The best ROOFING you can get is DUX-BAK PATENT ROOF-
ING. The price for a full size roll complete with cement and a ING. The price for a full size roll complete with cement and

> THREE DOLLARS AND FIFTY CENTS.

Colin Campbell, Ltd.
Opposite the Monument, Water Street East.

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## Bowring's

 Gr cery Dept. "PHONE FOR FOOD' ITS the better way RING 1870.

FAM-LY - ADE


| ice | Corn on cob |
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| . | (Golden Bantam) |
| dial hice cor. | ${ }^{45 .}$. tin |
| Pints, 50c. Quarts, 80c. | grape fruit heart |

## excrptonal values

## Gingham Dresses



Ladies' Silk Knickers


LADIES' BATHING SUITS. $\$ 1.45$ and $\$ 1.80$ suit. MISSES' BATHING SUITS $\$ 1.90$ and $\$ 2.10$ suit RUBBER BATHING CAPS
Ladies' Silk Knickers oo mem 84.80 oit

## Ladies

 Silk Vests$\$ 1.50^{\text {and }} \$ 2.10$ each. $20,45,85,95$ c. each. $\underset{\substack{\text { Frutr salad } \\ \text { 70c. tin. }}}{-\infty}$ $\xlongequal[\substack{\text { CHOICE TABLE } \\ \text { 2-Ib. Slab, } \$ 1.10}]{\text { BUTTER }}$ $\underset{\substack{\text { BLUE NOSE bUTTER } \\ \text { in } 1 \text { 1-lb. tins. }}}{ }$ BLUE NOSE BUTTE
in 1-lb. tins.
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## BOWRING'S DRAPERY DEPT. Bowring's



## Ladies' Underskirts

 REEN, WHTTE EMBRODERED and SLLK
White Underskirts White Underskirts
of fine Nainsook with deep
embroidery flounce,
$\$ 1.30, \$ 1.70, \$ 2.60$,
$\$ 3.40$ each. FLOWERED SATEEN UNDERSKIRTS. SHOT SILK UNDERSKIRTS
Fancy fowered patterns
Plain colours. .
.53 .00 each
.86 .00 each

## McCalls' Magazine <br> for August, 10c. copy.

## McCalls' Patterns

Now on Sale at Our
Pattern Counter.

Hardware Dept.


THE DELCO Electric Plant FOR OUT-OF-TOWN LIGHTING.
$\qquad$ will operate on gasoline or kerosene, directly connected to an electric generator and switchboard, on which are the neces-
sary controlling instruments. These are all enclosed in one sary cond may be called the Generating Unit,
unit and
The second unit is the Storage Battery, consisting of sixteen glass or rubber jar cells for 32 volt equipment. The
engine is self-cranking, when the starting lever is held up electricity flows from the storage battery through the field coils and armature. This electric energy is conducted to
the incandescent lamps by means of copper wires to any position desired.
The lights do not, as a rule, require the entire output of the Generator, so the excess is taken up and stored by the
Storage Battery. When the engine stops the storage battery is used as the source of supply, ifter which it is neeessary to
run the engine again to re-charge the battery. It may only run the engine again to re-charge the battery. It may only
be' necessary to run the engine two or' three times a week when used to light a residence, but when used in stores, or
where considerable current is used the engine has to be run more frequently. It can be used to light your church, residence, barns, wharf, store or mill. The operation is simple, and the cost of running, very low
We are Agents for the "Delco" Electric Plant, and we have a staff of electricians who will make installations in any part
of the Island. If you are interested, write us for descriptive of the Island. If you are interested, write us for descriptive
booklet and our estimate of the cost. We will be pleased to give you any information you require

## BOMVRING BROTHERS, LTD.

Alberta Government


| House for Sale | whatever for the talk that has been |
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## BON MARCHE

Anniversary Sale

COTTON TWEED PANTS SPECIAL-\$1.79—SPECIAI.
These come in a variety of Dark Striped Greys,
and are well worth $\$ 2.75$.
Al our ovERALLS are reduced this week to our overalls are reduced this weel
SPECIAL- $\$ 1.25-$ SPECIAL These are made in White Pin Stripe and Plain Blue
Denim, well worth $\$ 1.50$ to $\$ 1.75$. This will be $a$ big Denim, well wor mint
month with us.
Watch Our
BON MARCHE




| ${ }_{\text {LELI SIIS }}^{\text {SPRT }}$ <br> Hats <br> 1.79 | SHOP AT MILIEY'S |  | Cream Serge Sport Skirts <br>  |
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|  | 19c | ca |  |
|  | BLOOMERS |  |  |
|  | $25 c$ | Lacios' $\mathbf{2 5 0}$ Summer vEsTS |  |
|  | from 6 to 12 ye |  |  |
|  | $45 \mathrm{c}$ <br> S Pink ELOOMERS | $\begin{aligned} & \text { Ladios: summer vests } \\ & \text { Latis } \\ & \hline \end{aligned}$ |  |
|  | 49 c | Ladies' Summer vest |  |
|  | ummer | Ladies' Summer VEST | $29 \mathrm{c} \frac{45 c}{\text { bors traw hats }}$ |
|  |  | $\mathbf{4 9 c}$ | $\underset{\substack{\text { Bors } \\ \text { Sopr }}}{\text { 290 }}$ |
|  |  |  | Birls Lace Straw |
|  |  |  | ${ }^{\text {Pair }}$ c ${ }^{\text {HATS }}$ |
| Boys' Linen Hats From 35c up |  |  | Children's White Felt |
|  | S. MIILEI, Limited |  | HATS ${ }^{\text {come }}$ |



Ladies' Summor VESTS
3 FOR 50c:
Summer
ARGE SIZES.

Summer VESTS
45 c
adies' Summer VESTS $49 c$

## Ladies' Summer VESTS

## STRAW HATS

 for Girls79 с ир

## oys Linen Hats From 35c up



Dr. F. Stafford \& Son,
Sole Agents and Distributors for
Sole Agents and Distrib

## The Perfumes of

A. or one handerd and eight yars four generexions of Rénaud's have devoted their unequalled artistry to the production of exquisite perfumes for the Royal Families of Europe and their courts.

Today these same odors and many others made and sealed in France by the Rénauds themselves are available to you.

Whether your preference is for the true odor of an individual flower or the distinctive fragrance of a Renaud bouquet, you'll experience a nem
comprehension of lasting loveliness with your first use of Rénged's.

 The sytem under which nurses in.
struct mothers how to look after the






## Strang's

THE SHOP ON THE CORNER - For-

## Ladies' and Gentlemen's

 Tailoring and FutnishingsYOU ALL KNOW OF OUR UNEXCELLED REPUTATION FOR MATERIAL AND FITTING.

In addition we woutd like you to call and inspect ou nd inspect our GENTLEMEN'S GOLF HOSE . . . . . . . from $\$ 2.50$ to 5.50 LADIES' GOLF HOSE .. . . . . . . . . . from $\$ 4.75$ to 5.50 LADIES' SILK STOCKINGS . . . . . . . . . . from $\$ 2.50$ to 3.50 HATS-Felt Hats, Straw Hats and Bowler Hats-all latest. HAIRTS-English Broadcloth (Genuine); "The Lincoln" Oxford,
guaranteed fadeless, 2 Soft Collars to match. All Shirts .. . . . . . . . . . . . . . . . .from $\$ 3.75$ to 5.50 TIES of Superior Makes only . . . . . . . . . from $\$ 1.50$ to 2.50 Specializing the "NEW FEILDIAN TIE," Etc., Etc.
Strang's
THE SHOP ON THE CORNER are the news of The Business World.


## Builders, Attention :

YOU WILL FIND OUR PRICES RIGHT
AND OUR SERVICE SATISFACTORY. SAND, CEMENT, SHEET LEAD, RU-BER-OID ROOFING ROOFING FELT
;TRAW SHEATHING PAPER, ROOFING TAR
FELT TINS, LEADS, PUTTY, WINDOW GLASS.

ALABASTINE, VALSPAR VARNISH Matchless Paint, Door Hinges, Inside and
Front Door LLock Sets, $\begin{aligned} & \text { Faile Night Latches, } \\ & \text { Sosh Fisteners, Door Bolts. }\end{aligned}$

KYANIZE
Floor Stain, Paints, Enamels and Varnish.

| NAILS. <br> WIRE NAALLS ${ }^{\text {all sizes. }}$ CUT NAILS |  |
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|  |  |
| GALADH NALLS | SELT NALLS |

Ayperdons 00000000000000000000000000000
Supreme Cour


 100000000000 Ex. S.S. SACHEM and SILVIA:

FRESH SUPPLY OF HARTLEY'S JAMS and MARMALADE

20 CASES ORANGES.
10 CASES LEMONS
LEMON CRYSTALS
in 2 Ounce Bottles and 7 Pound Tins.
Fry's Cocoa
Red Table Plums
Silvo Polish Brasso Polish Zebo Polish

## C. P. EAGAN

PHONE NOS:
$123 \& 423$ Duckworth St. 402 Ouect's Pot
NOW PLAYING AT THE NICKEL!



## What Tarvia Does!



Tarvia Makes Roads Good and Prevents Dust Colin Campbell, Ltd., Distrii o:s

## FOR YOUR VACATION

Enjoy Comfort and Good Appearance.

## OWN A BISHOP SUIT

Cut, made and finished by British Experts throughout and made only from the most Carefully Selected ENGLISH CLOTHS.


SEND FOR PATTERNS.
'Phone 250 - - P. O. Box 920

J. J. ROSSITER.

## IT'S GOOD

$\qquad$

Childs White Canvas Skuffer Boots, size 8; only 50c. pair a
F. SMALWOOD'S. -uly 10, ti

 the City Engineer.
Mr. T. F.
Mho





$\frac{\text { TRE EVENING TELEGRAM, ST, JOHNS, NIEWF }}{\text { THE }}$
















Remember the TAGS are valuable

## Low Priced Footwear



DONTT FAIL TO TAKE ADVANTAGE OF THIS SPECIAL SALE WHILE THE OPPORTUNITY LASTS

MEN'S
BOOT VALUE
in mahogany shade, cher style, rubber hels,
attached. "Oub $\begin{aligned} & \text { Oun Make,", } \\ & \text { Sizes } 6 \text { to } 10 \text {. Special Price }\end{aligned}$ $\$ 4.20$ the Pair MEN'S LOW SHOES Styles to suit everyone, perfora-
ted and plain models. Shades
of Black, Light and Dark Tan. SPECIAL PRICES
LADIES' BROWN CANVAS OXFORD Leather sole and heel. Sizes 3
to 6 . Special $\$ 1.50$
LADIES' WHITE
CANVAS

SHOES





LADIES'
LADIES' WHITE SUEDE SHOES
Dark Brown shade.

$\$ 2.50$ : CANVAS SHOES \$2.50: $\quad \$ 2.00$ LADIES' TAN STRAP SHOES
 SPECLAL PRICE $\$ 2.50$ LADIES' PATENT STRAP STREET SHOES Medium heils, ruber hels; these are real
good value. Res. 8.50 .50 Special Price now

Only $\$ 1.96$ the Pair

## LADIES'

GREY SUEDE SANDALS Low rubber heels, very dressy. Special Price Now $\$ 1.96$
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