

# OUT IT GOES

## \$30,000 of Men's, Women's and Children's HIGH GRADE SHOES



Today is the tomorrow you were looking for yesterday. Save, folks, do it today—by buying your Shoes NOW. Don't wait. People are coming for miles to take advantage of this great "Shoe Price Massacre."

RASMUSSEN BROTHERS of Highland Park smash the daylights out of prices to empty this store — Never Before — Never Again — will such a clean stock of up-to-the-minute merchandise be offered at these prices.

Fall merchandise is soon coming. There is no choice — This stock MUST be sold at once. Come early — it will pay you well.

### THE TRUTH

Do not conflict this sale with sales where cheap goods are bought for sale purposes and sold cheap — every article advertised is from our regular stock. If you want high grade shoes at a low price NOW is the time and HERE is the place. But if you are looking for cheap shoes at a cheap price you are wasting your time looking through our stock. We never have, neither will we ever handle this class of goods. We are over-loaded and must sell. We guarantee every price, every statement and every piece of merchandise bought at this sale.

### Sale Opens Thursday, July 21st at 9 a. m. Sharp

<b>LADIES</b> Black Patent Pumps, Turn Soles in the Louis Heel. Regular \$6.00 sellers. Sale <b>\$1.00</b>	<b>MEN</b> 100 wonders, lace and button shoes, coming in Browns and Blacks, with the Blucher effect, plenty of sizes 7 to 11; Sale <b>\$3.84</b>	<b>MOTHERS LISTEN</b> Children's White Canvas Shoes, One heel full leather sizes 5 1/2 to 8. Sale <b>95c</b>	<b>SATURDAY SPECIAL</b> <b>Early Purchase Inducement</b> To the first 50 men and women entering our store Saturday morning, we will give a credit coupon of 50c. This entitles you to a credit of 50c on any pair of Shoes bought from the racks. Be one of the first. It's your gain.	<b>LITTLE GIRLS</b> White Canvas Pumps, Mary Jane style, single strap. Sizes 5 to 8. Sale <b>\$1.38</b>	<b>MEN'S OXFORDS</b> And Shoes. This lot in Blacks, Browns, some with lace, others in button. Regular \$12.50 values. Sale <b>\$4.48</b>	<b>WHITE OXFORDS</b> Ladies' Oxfords and pumps in white canvas, both Louis and Cuban heels. All of our regular stock but being closed out at <b>\$1.48</b>
<b>NURSES COMFORT LOW SHOES</b> — Juliet Style. This shoe is one of our best regular sellers. Regular value is \$5.00. Has the rubber heel and elastic sides. A wonder at Sale Price <b>\$2.98</b>		<b>LADIES' HAND-SEWED BROOKLYN PLAIN PUMPS</b> — 150 in all; coming in Black Calf, Light Tan Calf, Brown Kid and Patent Leathers; all carry the completely covered Louis Heel; values up to \$13.50; Sale Price <b>\$7.38</b>		<b>MEN'S DRESS SHOES AND OXFORDS</b> — In the moderate and extreme English last; some with the broad toe; a few rubber heels are in the assortment. All have the welt soles. This shoe has been selling daily for \$8.00; Sale Price <b>\$5.45</b>		
<b>LADIES' WHITE CANVAS OXFORDS AND PUMPS</b> — one and two eyelet, bow tie, some with Louis heels; others with the Cuban heel; values in this lot run up to \$6.00 Sale Price <b>\$3.49</b>		<b>MEN'S BROGUE OXFORDS</b> — of Russian Calf, strong brogue last; all rubber heel, val. to \$11.50; Sale Price <b>\$8.35</b>		<b>BANKER LAST OR STRAIGHT LAST SHOES</b> for men. A good-looking, comfortable shoe for business wear. Coming in gun metal and black kid. Sale Price <b>\$5.95</b>		
<b>SHOES</b> — brogue style; value \$12.50 Sale Price <b>\$8.65</b>		This Shoe has been selling as high as \$11.00				
<b>MENS</b> Black and White canvas pumps with the low heel, and the light rubber soles. A bargain beyond comparison. Sale <b>69c</b>	<b>CHILD'S SHOES</b> In Brown Calf Skin and Gun Metal all lace, some in the English last, very manish. Values up to \$5.00. Sale <b>\$2.98</b>	<b>MISSES</b> Brown Kid and Gunmetal Shoes. Buy now for the girls for school only a few weeks left and this \$6.00 shoe has no comparison at <b>\$3.98</b>	<b>Ladies Comfort Shoes</b> Low rubber heel, fine kid, fine kid seamless Bal. Extra fine quality shoes. Valued at \$8.50. Sale <b>\$5.29</b>	<b>GROWING GIRLS</b> Button shoes, in black and brown kid and gunmetal, wide toe or straight last shoe with extra wide heel. Value \$5.00. Sale <b>\$2.39</b>	<b>LADIES</b> 100 pairs black, brown and bronze in patent, gun metal, kid and calf skin shoes. All button, cuban and Louis heel. Sale <b>98c</b>	<b>SATIN PUMPS</b> In Brown and Black, single strap effect, full Louis Heel, hand sewed soles, cut out side effect, very attractive shoes. Regular \$10.00 value. Sale <b>\$7.85</b>

### Plain Truthful Facts--No Exaggerations--No Mis-statements

<b>LADIES FINE STREET PUMPS</b> Carrying the two strap effect in Tan Russia, has the Cuban heel, in a beautiful shoe, and one of our leaders, very appropriate for street wear. A regular \$10.50 seller. Sale <b>\$8.35</b>	<b>LADIES WHITE RHEINSKIN</b> Two strap effect sport Pump. Trimmed in brown leather carrying the full Ball effect and is our most attractive shoe. Sale <b>\$7.35</b>	<b>60 PAIRS</b> Ladies High Shoes, in Brown Calf, Kid, Grey Kid and Fieldmouse Kid. All carry the Louis Heel and have colored Cloth Tops. Values up to \$12.00. Sale <b>\$4.29</b>	<b>MENS</b> Brown and Black Calf Skin Blucher shoes. Moderate English last. All welt soles. Values \$12.00. Sale <b>\$7.38</b> <b>SHOE POLISH</b> <b>5c</b>
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**RASMUSSEN BROTHERS** 12 North Sheridan Road Highland Park, Ill.