

RAILWAY FARES PAID UP TO 25 MILES ON ALL PURCHASES OF \$25.00.

# STOCK

COUPONS OF 50C. GIVEN TO FIRST 50 PERSONS ENTERING STORE. GOOD ON PURCHASES OF \$5.00 OR MORE.

# ADJUSTMENT

STOCK MUST POSITIVELY BE REDUCED BY \$10,000 IN FIFTEEN DAYS

# SALE

A SALE THAT WILL BREAK THE BACKBONE OF HIGH FOOTWEAR PRICES.

MOST STARTLING AND ASTONISHING PRICE-CUTTING SALE OF MEN'S, WOMEN'S AND CHILDREN'S FOOTWEAR OF ALL KINDS, COMMENCES

## SATURDAY, JULY 30th

DOORS OPEN AT 8.30 A.M.

For some time now we have been trying to get back to pre-war conditions. Last Spring we sold a big lot of Winter and Spring goods. We are now determined to sell a large quantity of Summer and early Fall Boots and Shoes. We are smashing prices to do it. \$10,000.00 worth of Men's, Women's and Children's Footwear have been put on the Bargain Tables and Racks at dollars below the wholesale price of to-day. We advise you not to neglect this opportunity to supply you and your family with the latest and best footwear at prices you never dreamed could be possible again. If you have not the money it will pay you to borrow. Make the best of this golden opportunity and come—come early!

<p><b>EXTRA SPECIAL FOR WOMEN FOLK OXFORDS and PUMPS</b> These are oddments and space will not permit us to enumerate them here. All will be sold at less than cost. Come and look them over ..... <b>2.95</b></p> <p><b>Women's Fashionable Black Kid and Patent Kid One STRAP PUMPS</b> Cuban heels. Worth \$6.50 ..... <b>3.95</b></p> <p><b>Women's Plain Kid and Patent Kid PUMPS</b> Cuban heels. Regular \$7.50 ..... <b>3.95</b></p> <p><b>Women's Black Kid OXFORDS</b> Cuban Heels. Worth \$5.00 ..... <b>2.95</b></p> <p><b>Women's Black Kid OXFORDS</b> Military heels, a very flexible Shoe. Worth \$7.50 ..... <b>4.45</b></p>	<p><b>Women's Royal Purple Calf BROGUE OXFORDS</b> Regular \$8.50. For ..... <b>4.95</b></p> <p><b>Women's Brown Kid OXFORDS</b> Louis and Cuban heels. Bench made. Regular \$7.50 ..... <b>4.95</b></p> <p><b>Women's Mohair HOUSE SHOES</b> Worth \$2.75. For ..... <b>1.49</b></p> <p><b>Women's Black Kid HOUSE SHOES</b> Cushion soles, rubber heels. Worth \$5.00... <b>3.45</b></p> <p><b>Women's Satin BOUDOIR SLIPPERS</b> Regular \$1.25. For ..... <b>95c</b></p> <p><b>Women's Black KID BOOTS</b> Goodyear welts; Cuban heels; a very fine Shoe. Worth \$10.00... <b>5.95</b></p> <p><b>EXTRA SPECIAL! For the Workmen!</b> A special firm and mill boot made of a heavy Urus Calf. Reg. \$6.50 ..... <b>4.95</b></p>	<p><b>MEN'S HEAVY WORK BLUCHERS</b> Sewed and pegged soles. Reg. \$7.50 ..... <b>5.95</b></p> <p><b>MEN'S BROWN CALF BOOTS</b> Recede toes; goodyear welts. Regular \$10.00. Special ..... <b>4.95</b></p> <p><b>MEN'S BROWN CALF MILITARY BLUCHERS</b> Goodyear welts. Regular \$9.00 ..... <b>6.95</b></p> <p><b>MEN'S BLACK CALF BOOTS</b> Goodyear welts; recede toes. Reg. \$10.00... <b>5.95</b></p> <p><b>CHILDREN'S LITTLE BO-PEEP SHOES</b> Regular \$1.25. For ..... <b>89c</b></p> <p><b>INFANTS' KID MOCCASSINS</b> Three colors. Worth 75c. .... <b>49c</b></p> <p><b>CHILDREN'S TAN SANDALS</b> Regular \$1.50. For ..... <b>1.19</b></p>	<p><b>Children's Baby Walk Ankle Strap PUMPS</b> in Patent and Black and Brown Kid. Regular \$2.25 ..... <b>1.89</b></p> <p><b>Children's Black Calf BUTTON SHOE</b> Extension soles. Worth \$2.50 ..... <b>1.49</b></p> <p><b>Children's Brown Kid BUTTON SHOE</b> Worth \$2.50. For ..... <b>1.49</b></p> <p><b>Misses' Patent Kid MARY JANE PUMPS</b> White Kid lined. A real fine Shoe, and worth \$4.00 ..... <b>2.95</b></p> <p><b>MISSES' "CHUMS" OXFORDS</b> Black or Brown. This Shoe needs no introduction. Regular \$4.75. <b>3.95</b></p> <p><b>MISSES' "CHUMS" SANDALS</b> Black or Brown. Worth \$4.50 ..... <b>3.45</b></p>	<p><b>Misses' Snow White ANKLE STRAP PUMPS</b> Leather soles. Regular \$2.75 ..... <b>1.98</b></p> <p><b>CHILDREN'S WHITE CANVAS STRAP PUMPS</b> Regular \$1.65. For ..... <b>1.19</b></p> <p><b>CHILDREN'S SUMMER SAMPLE SHOES</b> <b>99c</b></p> <p><b>Boys' Black and Brown Silk SCHOOL BOOTS</b> Sizes 1 to 5. Regular \$5.50 ..... <b>3.95</b></p> <p><b>BOYS' BLACK CALF BALS</b> Recede toes, sewed soles. Regular \$5.75. <b>4.45</b></p> <p><b>OUTING SHOES</b> Our entire stock of Outing Shoes for Men, Women and Children will be placed on sale at cost price or less. We have a big assortment in every conceivable line. Stock up in this popular Summer Footwear. You will never regret having done so.</p>	<p><b>WOMEN'S BLACK KID COLONIAL PUMPS</b> Louis heels. A real fine shoe. Reg. \$10.00... <b>5.95</b></p> <p><b>Women's Russian Calf ONE TIE OXFORD</b> Cuban heels, goodyear welts. French toes. Worth \$10.00 ..... <b>6.95</b></p> <p><b>Women's Black Suede ONE STRAP PUMPS</b> Louis heels. A real stylish Shoe and worth \$12.00 ..... <b>6.95</b></p> <p><b>Women's Grey Suede ONE STRAP PUMPS</b> Cuban heels. Worth \$12.00 ..... <b>6.95</b></p>
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Hundreds of Bargains not mentioned in this advertisement will be found in the store. Naturally, those who come early will get the best selections. No credit or approvals.

STORE CLOSED FRIDAY TO ARRANGE STOCK

# THE VICTORY SHOE STORE

296 PRINCESS STREET  
KINGSTON, ONTARIO

"WHERE DOLLARS BRING THEIR VALUE"