

GREATEST SALE ON EARTH

ALLEY & CO'S. RETIREMENT CAUSES A BIG SENSATION. My ORDERS are to LET LOOSE the FLOOD GATES of a Phenominal Avalanche of SHOE BARGAIN SELLING that will verily amaze the people of P. E. Island

SALE OPENS FRIDAY AUG. 14th

THIS GREAT STOCK of HIGH CLASS SHOES, famous ENNA JETTICKS, SLATERS, BLACHFORDS, in fact the Choicest of Canada's Finest Footwear, Thrown on the Market to the Last Pair for What It Will Bring.

From SOURIS to TIGNISH, Every Town, Village and Farm Home will Welcome This Glad Chance to SAVE DOLLARS on CHOICE FOOTWEAR.

Make Every CAR Ready for CHARLOTTE-TOWN for Opening Days, FRIDAY AUG. 14th, SATURDAY AUG. 15th

Never Done Before! Possibly Never Again Such a Chance to Share in this Holocaust of SHOE BARGAINS.



STAR BARGAINS

Star **2.85**

WHITE STRAPS

Pumps, Sport Shoes, Deauville Sandals included are Enna Jetticks, Blachfords, Perth.

Sold Reg. 5 to 7.50

Star **2.85**

Men's Oxfords

Black or Brown all welts, formerly sold to 6.00

Star **3.85**

Here are SLATERS and English Oxfords formerly sold to \$8.00. Blacks, Browns. All Goodyear Welts

Star **99c**

Child's Straps, Oxfords and Sport Shoes.

95c

WHITE STRAPS

And Pumps formerly right up to \$5.00

Just an example of how this huge stock will be unloaded in record time.

1.85

A SENSATION 68 PAIRS Finest colored pumps and straps. Blondes, Browns, Satins, Dainty Patterns, Regular to \$6.00.

2.85

56 pairs of smartest new season's Pumps, Ties and Straps. Two tones, snake trims, black kids, spike or Cuban heels. All widths, ladies.

Yes-5.85

The Secret's Out!

All Enna Jetticks, any style, any width from AAA, Beautiful styles in this celebrated shoe.

1.95

GOLDS, SILVERS

Blachfords, Parisienne, Gold Kid or Silver Kid Pumps or Straps formerly sold \$10.00 to \$11.50

Ladies step quickly for these

39c

INDIAN MOCCASINS

for Ladies. Three colors 20 pairs in all. Here's a great snap.

50c

Sounds ridiculous, but a fact. 54 pairs Women's Boots and Oxfords. A one day clean out lot.

ALLEY & CO'S. CHARGE. ACCOUNTS ARE CLOSED

All accounts now standing are due and may be paid at the Store's Office Please Comply!

69c SALE of HOSIERY

SNEAKERS

Men's, Boy's, Youths, all one price.

A world beater for value

1.85

MEN'S WORK BOOTS

Don't be frightened gentlemen at the low price! This is genuine.

1.85

BOYS' OXFORDS

Black or Brown Calf. 39 pairs Solid welt shoes. Sizes 1 to 5 1/2.

79c

Child's Strap Shoes

formerly priced to \$2.00 Why not save handsomely on these.

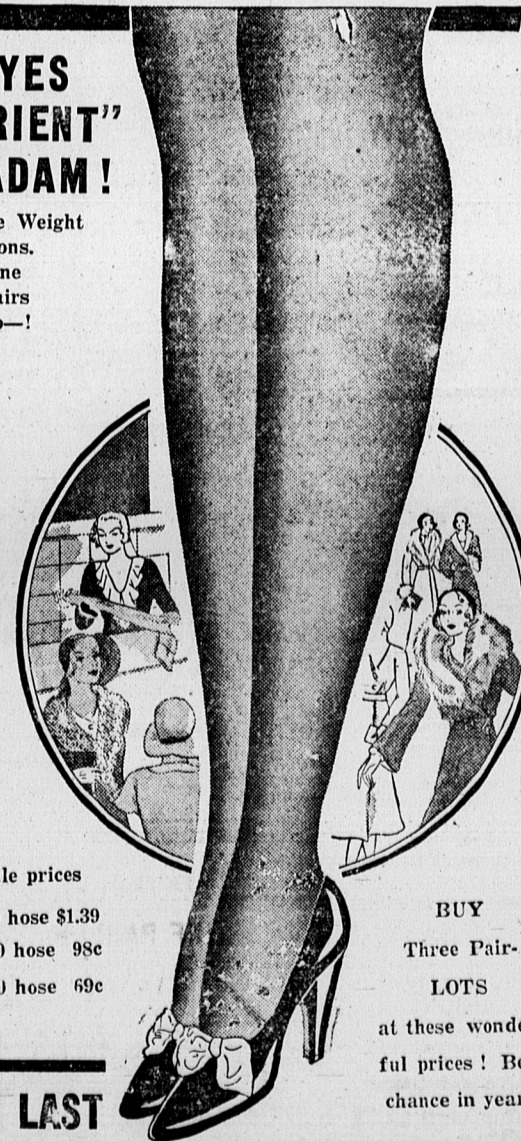
YES "ORIENT" MADAM!

Service Weight Chiffons. Dulfene 4000 pairs to go! Every Pair Fresh and

PERFECT

Sale prices
\$2.00 hose \$1.39
\$1.50 hose 98c
\$1.00 hose 69c

BUY Three Pair-LOTS at these wonderful prices! Best chance in years.



FOLKS, HERE'S THE "BARGAIN THRILL," THE BIG SALE AT LAST

MR. ALLEY'S RTIREM NT Forces This Great SHOE STOCK Out, at Unheard of Prices.

CROWDS WILL BE HERE

Let Nothing Keep You Home
FRIDAY, AUGUST 14th AT 9 O'CLOCK
Stand in Line at 8.30, Front of Store
Valuable Gifts Distributed Among the Crowd

ALLEY & CO., Limited

CLOSING OUT ENTIRE STOCK Charlottetown, P. E. I.

PLEASE NOTE TERMS

Exchange Cheerfully Made but no Refunds or Goods Sent on Approval

PLEASE CO-OPERATE WITH US