

Most Poignant Business Drama Ever Disclosed To Public Gaze

Let the Prices on This Stock Sear Themselves Indelibly in Your Memory--Let the Importance of This Sale Sink to the Utmost Depths of Your Understanding--The Word Value Will be

Written in Flaming Letters Across the Bargain Sky as BRADY'S Entire Stock Bows to the Inevitable! Necessity—Absolute and Unavoidable—Stern and Unrelenting is Responsible for this Deliberate Sacrifice of BRADY'S Stock! Come, Choose at Will—Choose any Item in the Store—and Choose it at Prices that Laughs at Competition.

Ready for the Crowds **FRIDAY, JULY 24** DOORS OPEN Sharp at 9 a.m.

100 PAIRS WORK BOOTS

Don't forget the doors will be open sharp at 9 a.m. Friday—Better be on hand early and grab a pair of these Work Boots—You'll never again get them at this price— **1.68**

Don't Come Till Friday

We'll be busy night and day tagging, marking and arranging this great stock so the crowds can help themselves to the greatest Shoe values in a decade. We'll be ready for you Friday morning at 9 o'clock sharp.

Boys' Oxfords Sizes 1 to 5

Beyond all shadow of doubt this sale represents the most brazen sacrifice in years! Starting Friday morning we'll pass out these boys' fine Black Oxfords at a price that will blockade the store with early buyers. Quality goods— **1.59** sale priced!

Oxfords 11 to 2

Boys' or Girl's Summer Oxfords with long wearing soles—it's the very utmost value money can buy in low priced footwear! Sizes 11 to 2 in the lot—but if you want to save—if you want to share in an unusual bargain— **95c** be early!

Girls Sandals

Black or Brown—Ukide and Crepe Rubber Soles—we've smacked the prices down to bed-rock, we've gone the full limit in bargain giving. Misses sizes 11 to 2 go at 89 cents; Child's sizes 8 to 10½ go at 79 cents; sizes 4 to 7½ at 59 cents. **59c to 89c**

Misses Whites and Patents

Sizes 11 to 2 for Misses at \$1.15 and every pair is a quality production, every pair represents a glaring bargain price-cut! Buy quality! Buy newest styles! Take your choice of Black Patents or Whites—but don't delay, they'll go rapidly **1.15** at

Misses White Oxfords & Straps

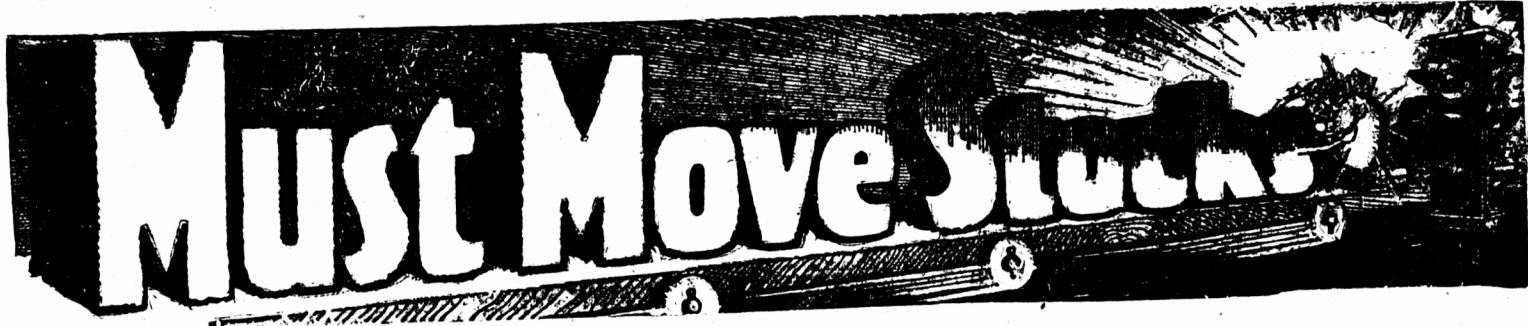
Our top grade White Oxfords and Straps in sizes 11 to 2 will be closed out at \$1.45. That's ripping regular prices asunder—that's giving shoe value beyond all dreams. Beautiful, new, high priced summer goods—now price shattered at **1.45**

150 PAIRS MEN'S OXFORDS

150 pairs Men's Black Oxfords for a 9 o'clock curtain raiser at \$1.68. There'll be plenty here to get them so make sure of yours **1.68** by coming early—

A Great Public Sale!

There'll be no reserve and no restrictions—buy what you like from the entire stock! Never before has such a giant shoe stock had such sell-out prices placed upon it. Buy now! Buy for future!



High Grade Camp Oxfords

They're real shoes, boys, not the cheapest on the market, but it pays to buy quality when you get them at this price! Live rubber soles over a rawhide welt to ensure foot comfort and long wear. **1.19** Sizes 11 to 13

Carry 'Em Away! Men's Fine Oxfords!

There's not an old style oxford in the lot which makes this sale price all the more amazing. Brady's big stock must go—and the lowest prices in shoe history will move it! We'll have 'em ready for you Friday morning and as long as the quantity lasts we will pass them out at \$1.69. Better be here when the doors open, make sure, make certain of getting the greatest Shoe value ever presented in this city **1.68**

A Brazen Sacrifice! Ladies' Shoes!

We've gathered broken lines of high priced Shoes for a 9 o'clock clearance at \$1.25. Half price and much less than half—what difference does it make—we're determined to sell this stock regardless. Light colors, blacks, browns—fabrics and leathers in the lot! Values to \$3.75 represented here, but they'll pass out the doors mighty quickly when the crowds see them. **1.25**

Work Boots! Amazing Price--Havoc!

A huge pile! A great quantity! But look at the price and you'll know we won't be long in selling them. With hundreds and hundreds coming from 50 miles around this great stock will soon melt away. Starting 9 a.m. Friday morning we'll sell these sturdy Work Boots at the lowest price on record. All new Spring Stock that only a critical situation would force us to sell at this price. All sizes **1.68**

A Daring Price-Wreck! High Grade Shoes

It's heartless but it's true! All thought of costs and profits is surely wafted to the four winds of heaven in this sale of Ladies' Shoes. Classy new models in Black, Brown or Blue—hundreds and hundreds in one grand price-smash. Makes no difference how new they are—makes no difference what they cost, we'll bare the racks by giving unparalleled values. All heels, all sizes, most widths. High priced beauties at **1.98**

Men's Oxfords Price-Ruined

It's a sale that paralyzes every previous value record, employing desperately reckless methods to sell fast. Come, men, line up with hundreds of others Friday morning and choose the finest shoe values you ever got—Choose Brady's fine new Oxfords at a never-to-be-repeated price

1.98

Never Before, or Again, Such Shoe Values

We'll set this city agog with excitement, we'll stir this country for miles around. Never before in our history have we gone such extreme limits in price-wrecking. Ladies' New Ties, Blacks and Browns, Spike and Cuban Heels—wide straps with buckles—all new lines but we're piling them out on the bargain racks at \$1.65. There'll be a rush—There'll be a jam to get them at **1.69**

Arch-Support Black Ties

Search any store, look at any sale value offered anywhere—you'll find nothing to equal this. Ladies' High Cuban Heeled Oxfords with Arch Supports. A splendid street shoe for now or Fall at a truly amazing price—so amazing you'd better buy early! **1.69**

Black Kid E. E. Ties

Beautiful soft Black Kid Ties with fancy cut out and suede underlay. Here's real foot comfort, here's quality knocked down to lowest levels. They're built on EE last and have built in Arch Supports—only a grim determination to move all stock prices them **1.98** at

Quality Shoes In Widths

High grade dress shoes for women, taken from regular stock and price-hammered to the very dust. Just think of the comfort, the quality, the amazing value of these truly high quality shoes at \$2.88. The choicest styles of the year in blacks, browns, blues. All leathers, all heels, all widths **2.88**

Take These Lovely White Ties

The "style hits" of the White season clearing at \$1.88! Choose the smartest Ties with Spike or Cuban heels—choose Shoes that sold for plenty more. It's a daring stroke, it's a downright sacrifice as a result of our determination to sell all stock NOW! Be early Friday!

1.88

Men's Genuine Welt Oxfords

Genuine Goodyear Welts, every pair! High grade stock in newest lasts. What a wealth of value, what wonderful quality, what a sensational Sale price. Truly a sale of high grade Shoes without counterpart or parallel. All sizes

2.95

Such Prices Would Sell Any Stock!

Camp Oxfords

Men's Camp Oxfords—it's a clean up of our regular stock—Shoes that we know are good, made as they are with corrugated soles of live rubber over a rawhide inner welt. You'll get true value **1.49** at this sale

Solid Work Boots

Specially constructed for summer wear—light in weight but inconceivably tough! Made with Elk Tops soft and pliable—solid leather soles, insoles and counters. We offer 60 pairs of these at a price that knows no equal. **2.29**

Fine Calf Oxfords

Men, who demand real high grade shoes—who want choice calf stock, and finest Goodyear welt soles, will get the very finest in fine footwear right here. Our newest lasts, \$5.50 and \$6.00 value **3.95** now

A Sell-Out!

Our Finest Whites

The most beautiful Whites in the year—our high priced beauties in widths for \$2.49. Not a few pairs here and there but all our finest Whites regardless of cost! Vast throngs of women will be here to get them—values \$3.95 and up!

2.49

BRADY FOOTWEAR CO.