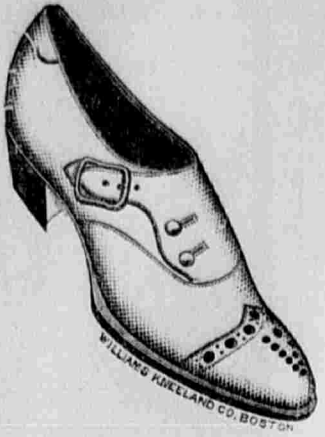


# Semi-Annual Shoe Sale



**T**o students of economy this sale presents most unusual money saving features, being most assuredly the choicest selection of popular priced shoes in the middle west offered at price concessions of 10, 20, 25, 33 $\frac{1}{3}$  and 50%. ¶ Every pair of shoes in this immense stock without reserve goes on sale, presenting to you an opportunity to choose wisely and well at exceptional savings. ¶ To simplify matters we have divided stock into as few prices as possible and each price includes liberal lots, in many instances hundreds of pairs. ¶ No use to indulge in superlative adjectives to describe the price savings, for folks hereabouts have come to know the Hirschman store and its sales as being without a parallel.

Glycerole and Oleole standard 25c black shoe polish per bottle ..... **17c**

Choice of any infant's soft sole shoe in our store values to 75c for..... **39c**

Infant's soft sole shoes, soiled in handling and window display, 50c values for 15c ..... **15c**

**49c** Infant's hand turn sole shoes button or lace kid uppers with patent tip value 75c.

**58c** Complete line of infants' hand turn shoes, good uppers black or tan value \$1.00.

**58c** Superior quality boy's rubber soled oxfords white canvas uppers.

**89c** Clean up of every line of children's and baby's shoes and slippers, Moloney and other famous makes, values \$1.25 to \$1.75.

**\$1.00** Buys a dandy child's slipper in black or tan kid, sizes 5 to 8, good wearing and slightly value \$1.50.

**\$1.15** Buys large Misses' or Ladies' low heel kid or patent Gibson ties or oxfords. Values \$2.00 to \$3.00. All sizes.

**\$1.15** Buys boys' 9 to 13 black kid oxfords, standard \$2.00 values.

**\$1.15** Our famous Rona and other high grade strap sandals for women. Values from \$1.50 to \$2.00.

**\$1.15** Women's best \$1.75 white canvas oxfords, all sizes.

**49c.** Buys best 75c to \$1.25 infants' pink or white canvas oxfords, also small child's white canvas oxfords.

**\$1.95** Men's veal calf shoes, good and solid, moderate toe shapes, standard \$2.50 values.

**39c** Buys splendid \$1.75 calf skin shoe for boys, sizes 9 to 13.

**\$1.95** Buys Excelsior Shoe Co's. best \$2.50 oxfords for boys, in kid or calf, sizes 1 to 2.

**\$1.45** Buys our best \$1.75 and \$2.00 man's canvas shoes cool and summery.

## Important Discounts

The following discounts will prevail throughout the store, the only shoe on which we are not giving discounts is our Good Samaritan cushions insole shoe for women. Ten per cent discount on boy's and girl's shoes and infant's shoes and slippers, women's comfort shoes and slippers and strap sandals.  
20 to 33 1-3 per cent discount on women's white canvas oxfords, men's and boys' canvas shoes and oxfords.  
50 to 66 2-3 per cent discount on any women's dull calf oxfords side lace patent vamp oxfords, white top patent vamp oxfords and many other cut out lines. See bargain table.

**\$1.15 Buys Women's Oxfords.** Former Values were \$1.75, \$2.00, \$2.50, \$3, \$3.50 and \$3.85, now \$1.15.

Undoubtedly the best special offering ever recorded in the shoes annals of Salt Lake. An offering that is positively without equal, medium and highest grade women's oxfords and strap sandals in black kid, patent leather or gun metal calf being a clean up of lines that the seasons selling have lessened size assortment and complete lines have been added to make it more interesting.

This special includes plenty of wide widths and a dandy assortment of oxfords for general or dressy wear also a splendid showing of home comfort juliets with or without rubber heels. Also large Misses' or Ladies' low heel oxfords newest styles and sizes.

**98c Buys Oxfords for Misses and Children; values \$1.25 to \$2.25.**

Choice line of Misses' and Children's high grade oxfords in patent leather vamp, kid vamp, Moloney and other highest grade goods in black vamps in gray or tan tops. There are several hundred pairs of shoes in this lot for infants or children in novelty effects that are beautiful.

**\$1.95 Buys Men's Well Worth Oxfords. Many \$4 Sorts**

Being complete lines of men's oxfords including hundreds of pairs in all sizes and widths, showing a big bunch of fashions, favorite style in the new swing last narrow toe model, a style worn and approved by the swell dressers in the large style centers.

These are our regular lines. Are union made, insuring the very best of shoemaking. The materials especially selected for their smoothness and durability. But we've got too many. Yours while they last \$1.95. Best to hasten. Good things don't last forever.

**\$1.95 Buys Regular Lines Women's Oxfords; values to \$4.00.**

Far and away in the lead is the special offering presenting as it does shoes of known worth and dependability in tan, and Russian calf or chocolate kid. This offering is bound to be a winner in popular favor as every line quoted is here in complete sizes.

The newest and most fetching styles for dress and service sorts included among the many styles are these:

Women's tan Russian calf large eyelet ribbon ties, extension sole, \$3.00 and \$3.50 styles for \$1.95.

Women's dark tan kid medium weight sole tip or plain effects, value \$3.00 at \$1.95.

Women's patent kid turn sole white top oxfords with L. X. V. heel, very dressy \$3.50 and \$4.00 values at \$1.95.

Women's button or Gibson ties patent leather vamps with the new short vamp so much in vogue; values to \$3.00 at \$1.95; also a splendid showing of plain or fancy effects in kid or patent light or heavy sole, all go at \$1.95.

**\$1.95 Buys Our Best White or Colored Canvas Oxfords for Women.**

White and colored canvas oxfords are in favor. People ask us are white and colored canvas shoes to be worn this summer to which we emphatically SAY YES, whilst they will be worn in lesser numbers of pairs than last season owing to the fact that tans are now held in such favor yet they are in for a great share of popularity. Canvas is a natural summer shoe giving the finishing touch to dainty summer costumes and give the right stunning effect that shoes not in color harmony do not.

Blacks and tans are good in their place but for the resorts or dressy wear canvas is in popular favor.

We sell the best canvas in colors to match your dresses or dainty white in most becoming styles at the uniform price of \$1.95. You can pay as much more as you want, \$2.50, and \$3.00 and get no better; our price for your choice is \$1.95.

Women's good grade white canvas oxfords, plain toe with medium heel value \$1.75 at \$1.15. Children's blue and old rose canvas slippers neat and dainty all sizes ..... **89c**

**95c Buys Our Best \$1.25 to \$1.50 Boys' Canvas Oxfords \$1.15 Buys Our Best \$1.75 Man's Canvas Oxfords.**

These are the famous R. & H. or Outing Shoe Co's., Goods. Have splendid wearing quality canvas uppers and will be cool and comfortable to wear. Do not confuse them with the shoddy thrown together rubbish insole paper counter variety. But expect and you will receive the service of boys' leather shoes of \$1.75 and \$2.00 value and of men's leather shoes of \$2.50 value.

**Do You Want the Best Wearing Boys' Shoe in Salt Lake?**

Not a cheap skate of a shoe given a lick and a promise in making, and bought for sale purposes. But shoes from our regular stock made as good as the best shoemakers can put the best leather together and sold at these prices to make an unusually attractive price item.

These shoes have Tiger calf uppers a soft long wearing stock. Good Oak soles, the uppers and sole are fastened with a rip proof stitch and the general style make up is good. Sizes 9 to 13, at \$1.39 values \$1.75; sizes 1 to 2 at \$1.59 values, \$2.00; sizes 3 to 5, at \$1.89 values \$2.25.

**\$3.85 Buys Unrestricted Choice of Any Man's \$5 or \$6 Summer Shoe or Oxford in Store.**

You can buy no better at any price. You throw money to the birds when you pay more. The styles include every wanted sort in the very swellest models, the choicest leathers and finest shoemaking. Including styles a plenty in the new Buckle effects in Tan or the new dressy Wine shades. Patents and kid styles to beat the cars.

**\$3.35 Unrestricted Choice of Any Woman's Oxfords in store.**

Our very best special is choice of our very best oxfords for women absolutely no reserve.

At \$3.35 this lot comprises the newest, swellest and daintiest conceptions of the shoe makers' art and the more sedate effects for ordinary wear included among the many styles are up to the second novelties Viola two button effects, garden ties, swell button effects and a most surprising assortment of the very popular natural toe shape which lets the foot grow as it should, the assortment comprises all the most earnest devotee of fashion could desire a style to suit the more demure Miss or staid Matron.

The values can not be touched under ordinary conditions under \$4.00 or \$5.00 they all go at \$3.35.

**\$2.85 Buys Women's Shoes and Oxfords, \$3.50, \$4 and \$5 Values.**

A special price which we originated and which has helped to make us famous and in this sale we propose to make this price loom up bigger and brighter than ever, in fact we propose to eclipse any previous effort.

Stop and consider these extraordinary values which includes women's highest grade \$3.50 and \$4.00 oxfords and in many instances \$5.00 sorts in complete lines.

Kid, patent and the ever popular tans in the light or dark shades in the very snappiest models besides a happy sprinkling of more staple effects in black kid. There is a style for dress or service to suit the most exacting.

**\$3.35 Our Famous Legit Oxfords for Men. \$4 Values, and Many \$5 Styles.**

There is a pleasing effect here for every man and comfort is assured by our expert fitting.

These shoes are made of splendid material in all the wanted styles and toe shapes.

The shoe making is the very best union labor that Brocton affords.

All in all it is a rousing special that should awaken interest in any man young or old who wants more than his money's worth.

**Women's Comfort Shoes and Juliets. Best Varieties. Splendid Savings.**

We know this Comfort game to perfection, and incorporate every feature that gives ease and yet do not sacrifice durability. Buy a pair of our Women's comfort shoes and juliets or house slippers for these hot days when your feet feel tired and ache as they are a panacea for all foot ills, constructed on easy lines of soft material and splendidly made. Women's comfort shoes hand turn soles, the nicest shoe produced, \$3.00 values for \$2.35.

Women's comfort shoes soft flexible soles good soft uppers, \$2.00 and \$2.25 values for \$1.45.

Women's juliets elastic side house slippers with or without rubber heels, common sense or opera toe, ..... **\$1.15**

Our famous W. B. Rubber Heel Juliet for women. The uppers are of velvet, kid toe, soles are soft quality long lived leather made by a process that relieves the burn. Easy the minute you put them on. Price now \$1.95.

**\$1.00** Buys the best house slippers for women in Salt Lake made by the same firm and of the same material as our \$1.95 shoes.

**58c Women's Serge Lace or Congress Shoes. Value \$1.00.**

106 South Main Street

**Yours Shoely**

**HIRSCHMAN'S**

**SHOE PEOPLE.**

106 South Main Street