



ANTICIPATING the biggest kind of a season we bought accordingly. Backward season upsets our well laid plans. Now we are going to take our medicine without a murmur. Entire stock of Spring and Summer Shoes and Oxford's go on sale at cut prices that will cause the shelf emptying act in short order. SO

If values count for anything, if beauty and superior assortment count for anything, if competent salesmen with a perfect stock to back them up count for anything, shoes will fly out of this store.



Overstocked

\$1.39

COMFORT SHOES FOR TENDER FEET!

These hot days forcibly reminds the women folk that shoes for comfort wear are a necessity. This is a hobby department with us and we have brought it to a high state of perfection. We show the softest uppers, the most pliable long-wearing soles. Many sorts made with nice rubber heels, all of them in broad, roomy, yet neat toe shapes. Priced in a money saving way, like this

Famous Matron house slipper, valued at \$1.25 at	98c	Flexible soles, elastic side, low shoe \$1.75 value at	\$1.00
Flexible sole comfort style, plain wide toe oxford \$1.50 value at	\$1.00	The famous W. B. rubber heel Juliet in round toe shape with patent tip or plain toe. Special at	\$1.95
Flexible sole rubber heel lace shoe, soft uppers, comfort toe shape special	\$1.95	The best and most comfortable turn shoe made. Neat square toe, softest velvet kid uppers, superior grade oak soles, sewed by hand. A boon to troubled feet \$3.50 value at	\$2.45

THE MOST REMARKABLE VALUE EVER QUOTED IN SALT LAKE. A clean-up of complete and broken lines of women oxfords and strap sandals in patent leather kid and highest grade of gun metal calf and patent pumps not a pair worth less than \$2.25 some of them \$2.50 and many of them \$3.50, \$4 values. Not every size in every kind but plenty of every size in the lot. This is not a jumble lot of small sizes but every size and plenty of wide width are included.

Miss Up-To-Date

Wears slippers to match her dress. We have a new and beautiful line in white and colors in every shade imaginable: gray, Nile green, pink, old rose, lavender, red, Alice blue, Baby blue, Navy Blue, Champagne, and brown. Styles include Pumps, Gibson ties and button effects in welt extension or light turn soles, in many fetching novelties. The colored canvases are made of new mercerized material the swellest out and the styles are simply stunning. You can't match them short of \$3.50. Our price

\$1.95

A Wonder Value.

Genuine dongola shoes for children leather soles, sizes 5 to 8, value \$1.35 at

79c

We have your size.

Girl Shoes That Wear

Misses' genuine dongola slippers, also patent leather in pretty variety styles, large ribbon ties or strap sandals effects values to \$2.25 at

\$1.39

We have your size.

Much for Little Money

Women's dongola oxfords, neat toe shape, solid yet flexible sole, slightly looser and good wear sizes 5 to 8, E wide, standard \$1.50 value, at

98c

We have your size.

Our Rona Line

Women's dongola or patent slippers, also white kid, neat style strap, effects splendid variety of styles, sizes 5 to 8, E wide, values to \$1.75 at

\$1.15

We have your size.

Dainty Effects for Baby

A clean up of every broken line of Moloney infant's slippers, Tan, Patent or Kid. Also a complete showing infant's hand turn shoes lace or button style, sizes 2 to 4, value \$1.25, for

59c

Unparalleled Values Children's Slippers

On bargain table, every broken line, and many complete ones. Children's slippers in patent or kid sizes and half sizes, 6, 7, 8, 9, 10, 11, 12, and 13. The styles are new and fetching. Also in regular stock white canvas oxfords, neat style, same sizes, \$1.25 to \$1.75 values at

89c

White Canvas Oxfords at \$1.15

This oxford is made in good style of a closely woven good-wearing canvas, has a solid leather insole, in fact is a standard \$1.75 value, medium heel, also included some embroidered vamps with covered wood heel, standing \$1.75 values. Special

\$1.15

We Have Your Size

Winning Styles At a Winning Price.

Women's oxfords, dainty, graceful, and altogether charming in every line of their design and fashioning. You are sure to find here among the many styles the very oxford that will most suit your fancy. Pleasing attention and suggestions on the part of our salesmen will assist you to a satisfactory decision. There's every high grade style including extreme to most conservative. There's every good sort of leather with patent leather of course a strong favorite, the price a clean cut saving of \$1.15 to \$1.65. \$4.50 and \$5.00 values

\$3.35

We have your size.

A Most Remarkable Value

Is our \$1.95 special. COMPLETE NEW LINES of oxfords for women, styles that the Salt Lake public, had never seen nor can expect to see elsewhere short of \$3 and up and they wear good we will warrant that. The prettiest of staple styles and novel effects are represented. Widths from medium to wide patent leather kid or valet calf, light or heavy soles.

\$1.95

We have your size.

Our Famous Princess \$3.00 Oxfords at \$2.15

The Princess \$3 Oxford is high grade. We have proven it by the test of wear by the test of fit, by the test of style. Discriminating women point it out to us from our window display as a shoe of remarkable beauty and style. By every test it's best the variety of styles are excellent, including stub lasts and many other pretty effects

\$2.15

We have your size.

Most Women Know

But every woman who will investigate can satisfy herself. That no where else can there be found such a pleasing variety of styles and such wonderful values as this special. These goods are perfect duplicates of the highest grade models. The styles include all that is new and novel. The choicest of materials, with the widest latitude of styles widths from narrow to wide, value to \$4 at

\$2.85

We have your size.

Our Men's and Boys' Dept.

We are making a positive effort to boom this department. We know for a positive fact that we are showing the widest variety of styles, the biggest and most comprehensive showing of popular price men's shoes in Salt Lake. Now what's the use of paying more than the price we quote in this advertisement? At our regular price we were giving the highest standard of value. At the present price the most remarkable saving is yours. We sell the famous excelsior Boys' Shoes all absolutely guaranteed.

A Money Saving Occasion.

Is the choice of our entire stock absolutely no reserve. Man's highest grade '07 shoes and oxfords, including as this does all the wanted styles and leathers fashioned by past masters in the shoe art. \$5 and \$6 values

\$3.85

We have your size.

A Very Unusual Thing

To sell men's standard quality shoes at less than wholesale prices. Yet we offer as a clean-up of lines twenty distinct styles, many lines have every size. Included is the Crown 5.50 shoe in yiel and calf, also highest grade makers \$5 values in patents and tans a wide latitude of styles to choose from value \$3.50 to

\$2.45

We have your size.

Amazing Price Concessions.

Gathered together every pair of Man's shoes and oxfords in which lines are broken added to them hundreds of pairs of canvas shoes and regular stock in black oxfords. Now this gives you men folk the best value ever known; \$2.50 to \$3 values.

\$1.65

We have your size.

No Time Like the Present.

That's the boy's idea of vacation time. Shoes get hard service for the boys will run and play and ordinary shoes are kicked out in a hurry. We show as a special leader, a dandy calf shoe that wears, sizes 6 to 15, \$1.75 values at

\$1.15

We have your size.

Boys' Shoes Built on Honor.

In all solid veal calf with reinforced seams, heavy soles, both sewed and nailed this shoe is unlined and will not wear out the stocking heel and positively wears well, sizes 1 to 5, \$2.25 values, at

\$1.70

We have your size.

The Easy Shoe for Boys

Is canvas, it's cool and comfy, we are selling the best sorts made in good assortment of styles, all solid soles, good wearing uppers, \$1.25 value, at

\$1.25

We have your size.

106
S. MAIN ST.

HIRSCHMAN'S

THE
SHOE PEOPLE