



At 98c
Ladies' Lace or Congress Serge
Shoes, former price \$1.35.

At 49c
Children's Kid Lace Shoes,
worth up to 85c.



At 49c
Children's Felt, Fur Trimmed
Leather Sole Slippers, 85c.

At 49c
Boy's Extra Heavy Rolled Edge
Rubbers, worth up to 75c.



At 98c
Ladies' One and Two-Buckle
Arctics, former price, \$1.35 and
\$1.75.

At 98c
Ladies' Felt Leather Sole Shoes,
former price, \$1.35.

At \$1.24
Ladies' Kangaroo Calf Felt Lined
Shoes, worth up to \$1.75.



At 73c
Children's Shoes, Fine and Fan-
cy Kid, lace and button, values
up to \$1.35.

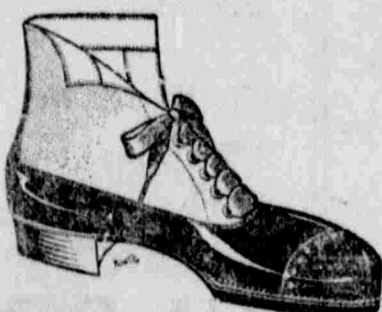
At 19c
Babies' Moccasins, worth 40c.

At 15c
Lamb's Wool Soles, Men's Wo-
men's Children's, worth up to 50c.



At \$1.39
Men's Dancing Oxfords and Nul-
lifiers, former price, \$2.00.

At \$2.25
Men's Fine Welt Shoes in Vici,
Patent Colt, Calf Skin, all high-
grade goods, in sizes 8 1/2 to 11 only,
former price \$3.50.



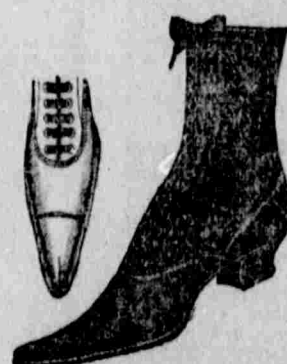
At 15c
Ladies' Seven-Button Gaiters,
worth 35c.

At 19c
Infants' Leather Sole Shoes,
worth 35c.



At 29c
Boys' German Socks, worth 75c.

At 29c
Babies' Soft Sole Shoes, worth
75c.



THE Big Shoe Show!

*Six Days and Saturday
Matinee.*

*Look For The Big Yellow
Sign.*

**Beginning Tuesday, January 9th—1,000
POUNDS OF FLOUR GIVEN AWAY!**

A Ticket With Each Pair of Shoes selling at 19c to \$2.48. 19,742
Pairs of Shoes, worth \$38,782.40, to be sold at retail for \$15,073.45.
Big Sale Started Today, January 9th, at

THE PEOPLE'S CASH STORE

Corner Richards and First South Sts.

Half Block West of Main Street.

**FIFTY SACKS FLOUR GIVEN
AWAY SATURDAY NIGHT!**

OPEN UNTIL 10 O'CLOCK SATURDAY NIGHT.

Through your constant support we have earned a reputation as the largest dis-
tributors of shoes in Salt Lake—that's known the State over, just as in our
policy of paying cash for every dollar's worth of merchandise we buy. The
great majority of manufacturers, large and small, invariably give us the
first opportunity to bid in their excess stocks, their over productions and their
odd lots; knowing that our tremendous outlet enables us to buy continually
from the leading manufacturers this enormous stock of 197,042 pairs of shoes at less than half
price. This Big Shoe Show started on sale This Morning at nine o'clock.

Just think of buying a pair of shoes at 19c, worth 75c, and a pair of Men's Shoes at
\$1.19, worth 2.50. And in addition to the big values given on shoes, we will give away 1,000
lbs. of best Fawn Flour. A ticket with each purchase of a pair of shoes.

Sale Takes Place at PEOPLE'S
CASH STORE, Cor. of Richard's
and First South Streets, One-Half
Block West of Main Street.

Sale Takes Place at PEOPLE'S
CASH STORE, Cor. of Richard's
and First South Streets, One-
Half Block West of Main Street.

At \$1.59

Ladies' Dress Shoes, single and
double soles, medium and low
heels, worth up to \$3.00.

At \$1.19

Ladies' Lace Kid and Box Calf
Shoes, values up to \$2.25.

At 99c

Misses' and Children's Kid, Box
Calf and Kangaroo Calf Lace
Shoes, values up to \$1.75.



At \$1.25

Boys' and Youths' Box and Kan-
garoo Calf and Vici Kid Shoes, for-
mer price, \$1.75.

At \$1.39

Men's Shoes, Lace or Congress
Work and Dress Shoes in Calf Skin
and Grain Leather, former price,
\$2.00.



At \$1.69

Boys' Lace Shoes in Vici, Calf
Skin, Box Calf and Patent Calf,
former price, \$2.50.

At \$1.10

Youths' and Misses' Kangaroo
Calf School Shoes, former price,
\$1.35-\$1.50.