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## Shoes Worth $\$ 4.00$ for $\$ 2.50$ Shoes Worth $\$ 4.50$ for $\$ 2.95$ Shoes Worth $\$ 5.50$ for $\$ 3.50$

Europe has stripped America of its leather. With not hat enough for ourselves-the demand from across the water is tof<br>MORE, MORE. MORE! You can appreciate how desperate the sit<br>down FIVE MILLION DOLLARS IN COLD CASH-before one of<br>the biggest tanners in the United States and said: "GINE US AS<br>they didn't specify How MUCH they wanted for their money-but<br>as MUCH AS IT WOULD GET FOR THEM: And now they are<br>IMPLY NOT TO BE HAD.<br>needs, American shoe manufacturers have had to pay as HIGH price for leather to the leather manufacturers as THE NATIONs And you see what has happened<br>The shoe manufacturer simply HAD to pass the increases in<br>$\qquad$<br>$\qquad$ able to the averake woman. Today she must pay TEN dollars a pair<br>$\qquad$<br>$\qquad$ What do you thing of that? It's got you thinking-hasn't it THE PRICE<br>$\qquad$ Manufacturers and Retailers are frankly telling you in the magazines and newspapers that they cant give you at $\$ 4.00$ what they gave you And what they say is TRUE! Shoes that you once paid $\$ 4.00$ for, are now $\$ 7.00$ : And pretty soon they'll be $\$ 8.00$ :

So we say to you-BUY NEWARK SHOES NOW at $\$ 2.50$,
$\$ 2.95$, or $\$ 3.50-$ while you have that chance. And buy enough pairs to last you at lenst a YEAR.
chance-your chance-to buy your shes these siving you prices, if you act immediately Russia,' Germany, France, England, Italy-they all would gladly pay us MORE for them-for that's LESS than the ACTUAL WHOLESALE COST OF THEM TODAY

And don't forget the BOY-buy HIM enough NEWARK shoes at $\$ 1.75$ or $\$ 2.50$ to see him through the year. And tell your wife to go to HER dealer and buy a supply for HERSELF as well.
MORE THAN THREE MLLION PAIRS OF THESE SHOES, Think of that-MORE THAN THREE MILLION PAIRS!
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This is not a scheme on our part to make profits-you KNOW that, for, as previously stated, the warring nations would gladly take these shoes at these prices without us spending a dollar advertising them, because, they are less than the actual wholesale cost today,
We are simply inspired by a desire to let our customers in on
the ground floor of good value on the theory that it will come back to us ten-fold in their good will and continued support of this great national enterprise, which today is the largest of its kind in the world.
Let us urge upon you not to put off your visit a single day, but to COME HERE TOMORROW, If you can't buy more that one pair tomarrow, we'll gladly lay aside one or two extra pairs for you for future delivery
Smart
Styles
For
Men
and
Boys.

PHILĄDELPHIA STORES

1224 Market St., Bet. 12 th \& 13 th Sts.
2448 Kensington Ave., Bet, York \&f Cumberlaud Siss. 2731 Germantown Ave., Bet. Lehigh Ave. \& Somerset S 424 Market St., Bet. thi \&o 5 th Sts.

## 137 N. Eighth St.

Manayunk Store- 4359 Main St
Camden Store- 1129 Broadway.
Atlantic City Store- 1322 Atlantic Ave., Near Tennesse

