

# FELTMAN'S Great Semi-Annual Shoe Sale

## BEGINS WEDNESDAY, JULY 21, 1909

## CLOSES SATURDAY, JULY 31, 1909

This is the Event That the People Who Know Where REAL SHOE BARGAINS Are to Be Had Have Been Waiting For!

We never conduct but two sales a year: one in mid-winter and the other in mid-summer—BUT THEY ARE REAL SALES; and they have become so well known in this community that the simple announcement of the event is all that is needed to assure our patrons that another feast of shoe bargains is in store for them, such as they have not seen since our last sale. The sole purpose of our great semi-annual sales is to clean up all stock before the arrival of the next season's goods. We don't ship in a lot of cheap, shoddy stuff, and work it off at a big profit in the rush of a great sale. NOBODY EVER GOT "STUNG" AT A FELTMAN SHOE SALE! That's the reason our stores are packed from the opening to the closing day of our sales by the best people in the city of Richmond — people who are able to distinguish between shams and the real thing.

THE ONLY DIFFERENCE IN BUYING SHOES AT THESE SALES FROM ORDINARY TIMES IS THE DIFFERENCE IN PRICE: THE SHOES ARE THE SAME AND CARRY THE SAME UNQUALIFIED FELTMAN GUARANTEE as when sold at full price! Even if you need nothing in the footwear line now, but will, before six months elapse (the date of our next mid-winter sale), you can't afford to miss this opportunity if money or expense is any object at all to you.

We are offering some particularly choice bargains in this sale. You must visit our TWO STORES personally to see them all. The items mentioned below are but a few of them, but will suffice to give you an idea of the extent of the saving this sale will mean to you.

### Shoe Bargains for Men

HANAN & SONS' AND STETSON'S \$6 SHOES, All Leathers	\$4.95
HANAN & SONS' AND STETSON'S \$6 OXF'D'S, Tan, Gun Metal, Calf or Patent Colt	\$3.98
MCDONALD & KIBY \$5 SHOES AND OXFORD'S All Leathers	\$3.98
Stetson \$5.00 Shoes, in Gun Metal, Calf or Vici Kid	\$4.45



### Feltman's Famous Tramp Last Shoes and Oxfords

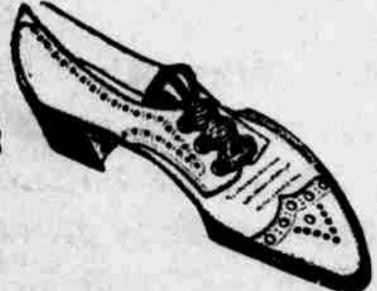
Dark Tan, Vici, Black Kid, Calf or Patent Colt  
During Sale \$3.45  
Positively Cures All Foot Ailments.

MEN'S \$4.00 OXFORDS, All New Styles, Patent Colt, Tans, Gun Metal Calf, Pumps, 3-eyelet Ties, in fact, all the New Creations, During Sale \$3.25  
MEN'S \$4.00 HIGH SHOES, Gun Metal Calf, Lace or Button, on our Jim Dumps Last, all New Shoes, same style to be worn this Fall, Patent, Tans or Black, this Sale per pair, only \$3.45

Men's \$3.50 Shoes and Oxfords  
All Leathers, High or Low Cut. All colors. During Sale \$3.10

FELTMAN'S SPECIAL SHOES FOR MEN—Over 2,500 pairs sold last year. That speaks well for the Merit of the Shoes, high or low cut, during this Sale, per pair only \$2.35  
SPECIAL VALUES IN MEN'S SHOP OR WORK SHOES, Tan or Gun Metal Calf, Good Styles, During this sale, per pair only \$1.89

ONE LOT OF MEN'S \$5 AND \$6 SHOES AND OXFORDS, odd sizes, mostly 6, 6½, 7, 8, 9½ and 10; a bargain if we can fit you. Tan or Black Calf. Sale price, per pair \$1.98  
BALL BAND RUBBER BOOTS  
New Fresh Goods  
During Sale \$3.25



### Shoe Bargains for Boys

BOYS' TAN CALF OXFORDS \$3.50 grade \$2.74
BOYS' PATENT COLT OXFORDS, \$3.50 grade, (Rugby make), now only \$2.74
BOYS' TAN CALF, PATENT OR DULL CALF Oxfords, \$3 grade, during this sale \$2.33
BOYS' \$2.50 OXFORDS, All Colors, Tan, Patent Colt or Wine, during this Sale, per pair only \$1.98
BOYS' \$2.00 OXFORDS, Patent Colt, Tan or Dull Calf, during Sale, per pair only \$1.64
BOYS' \$3.50 SHOES, all Leathers, Patent Colt, Tan and Calf, during this Sale, per pair, only \$2.89
Boys' \$2.50 Shoes, only \$1.98
Boys' \$2.00 Shoes, only \$1.74
Boys' \$1.75 Shoes, only \$1.55
Boys' \$1.50 Shoes, only \$1.34
Boys' Mule Skin Shoes, pair only 98c

### Feltman's South Side Store

Next Door to Knollenberg's Store

Queen Quality \$4.00 Shoes	\$3.25
Queen Quality \$3.50 Shoes and Oxfords	\$2.95
Queen Quality \$3.00 Shoes and Oxfords	\$2.45
Utz & Dunn \$4 and \$3.50 Shoes, Oxfords and Pumps, Tan or Black, Sale price, pair \$2.95	
Ladies' Patent Colt Blucher or Patent Button with cloth top, \$3.50 grade, pair only \$2.95	
All \$3.00 Oxfords or Pumps	\$2.45
All \$2.50 Ladies' Shoes	\$1.98
All \$2.50 Oxfords	\$1.98
All \$2.00 Shoes and Oxfords	\$1.64
All \$1.50 Shoes and Oxfords	\$1.34
Misses' \$2.50 Shoes	\$1.98
Misses' \$2.00 Shoes	\$1.65
Misses' \$2.00 Oxfords	\$1.65
Children's Shoes at great reductions.	

No Goods Charged or Taken  
Out On Approval During Sale

MEN'S WORK SHOES—FINCH MAKE \$2.00 grade, this Sale, only	\$1.74
RAILROADER—The best work shoe for outdoor wear, \$3 grade, Sale price, pair only \$2.45	
MENZIE'S EASY WORK SHOES, \$3.00 grade, Sale price, pair only \$2.70	
SUEDE OR BUCK LEATHER OXFORDS, Green, Blue, Black and Gray colors, \$4.00 grade, Sale price, per pair only \$2.95	

STORES OPEN EVERY EVENING  
DURING SALE

### Shoe Bargains for Girls

MISSSES' TAN PUMPS, with Ankle Strap, \$2.00 grade, now only	\$1.49
Misses' Vici Kid, Tan and Patent Colt Ankle Pumps	\$1.64
All \$1.50 and \$1.75 Misses' Slippers all colors	\$1.35

Ten Days of Real Bargains  
July 21st to July 31st

Misses' \$2.50 Shoes	\$1.98
Misses' \$2.00 Shoes	\$1.64
Misses' \$1.50 Shoes	\$1.34
Misses' \$1.75 Shoes	\$1.55
ONE LOT OF BABY SHOES, Patent Tip, Lace or Button, sizes 2½ to 5, pair	44c
Come in and see our Special Bargain Boxes. Your size may be among them. Sale only lasts ten days.	

### Ladies' Shoe Bargains

FOSTER SHOES FOR LADIES, Hand Turn and Hand Sewed Welt Soles, not all sizes, \$5.00 grade, now	\$2.95
FOSTER'S \$4 PATENT LEATHER OXFORDS, Hand Turn Soles, or Hand Sewed Welt Soles, During this Sale, only	\$3.25
BOLTON SHOES FOR TENDER FEET, Hand Sewed Soles, During this Sale, only	\$2.95
LADIES' PAT. COLT AND VICI KID OXFORDS, Hand Turn Soles, Hand Sewed Extension Soles, \$3.50 grades, go at	\$2.95
LADIES' EXTRA FINE QUALITY OXFORDS, Dark Tan Vici Oxfords, with Hand Turn Soles, just the shoe for the hot weather, \$3.50 grade, during this Sale, only	\$2.95
LADIES' TAN PUMPS, extra quality, \$3.50 grade, during this sale, only	\$2.95

Ladies' \$3.00

Patent Colt  
Oxfords



Tramp Last

Or Medium Shape with  
Hand Turn Soles, Sale  
Price, per pair \$2.45

ANY LADIES' \$3.00 OXFORDS in our store, only

GROVER'S SOFT SOLE SHOES for Tender Feet during this Sale, only

LADIES' \$1.75 PRINCE ALBERT, with Rubber in Side, \$1.50 grades, during this Sale, only

\$2.00 grade, during this Sale, only

\$3.00 grade, Grover's make, only

ALL \$2.50 LADIES' OXFORDS, Pat. Coll. Gun Metal Calf or Tan, During Sale, only \$1.98

SPECIAL PRICES on Ladies' Evening Slippers. CHOICE OF LADIES' \$2.00 OXFORDS, all colors, only

\$1.69

\$1.50 GRADE LADIES' OXFORDS, during this sale, only

\$1.34

SPECIAL LOT OF SMALL SIZE SHOES AND OXFORDS During this Sale, only

49c

PATENT COLT BLUCHER LACE with high Cuban Rubber Heels, \$3.00 value, during this Sale, only

\$1.98

ONE LOT OF LADIES' SHOES AND OXFORDS, good styles, but not all sizes, \$3.50 and \$4 values, during this Sale, only

\$1.98

Your size may be among them.

ONE LOT OF LADIES' PATENT TIP SHOES, Blucher Cut or Button Shoes, or Calf Blucher, for every day wear, during this Sale, per pair, only

\$1.49

LADIES' PATENT TIP, BUTTON OR BLUCHER, Extension Soles, Dull Calf Tops, during this Sale, per pair only

\$2.48

No Goods Charged or Taken

Out On Approval During Sale

We Advise Everyone to Come Early, as the Choicest Bargains Always Go First. Remember, Sale Positively Lasts But 10 Days—Beginning July 21 and Ending July 31, 1909.