

## "The Popular Priced Shoe"

This Term Means Nothing to You Unless the Retail Merchant Can Back It Up By His Methods of Buying--Value of the Goods--and His Being REASONABLE in the Question of Profit.

## We Carry High Priced Shoes --- The Best There Is--REGALS--\$4.50, $\$ 5, \$ 5.50, \$ 6, \$ 6.50$

Remember This: A Merchant can take a cheap shoe and mark it "Popular Price" We take pleasure in showing you OUR VALUES at $\$ 1.98, \$ 2.98, \$ 3.48$

## Geo. S. Nevens and Son

## 121 Market Street

