

A FEW WORDS BY THE OWNER

The name of this store means everything that the two words imply:

DOUBLE—Two Fold VALUE—Worth or Market Price

In other words, whenever you decide to spend a Dollar, I assure you that you will receive TWO FOLD in Merchandise. Furthermore, I make this unequivocal statement:

"You cannot duplicate the quality of the shoes I can sell you at my established prices (none exceeding \$3.85) at any store in the city of Los Angeles."

This is a fact which you will readily admit the first time you come in. I offer at this time approximately 5000 pairs of shoes for Men, Women and Children, obtained from different sources, to-wit:

(a) Half of the insolvent stock of Hopkins & Dunn, Redondo Beach. This firm handled a very exclusive line of Women's and Children's Shoes. Purchased from L. A. Wholesale Board of Trade.

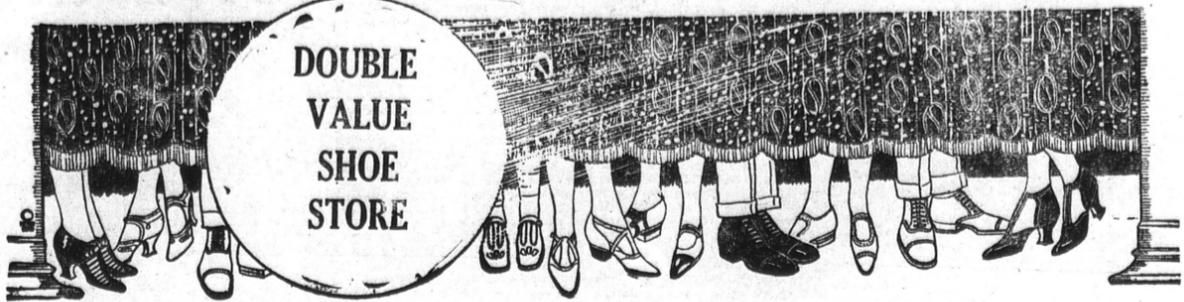
(b) The entire stock of Eli Moore, Bankrupt of Ventura, purchased from the U. S. Bankruptcy Court.

(c) One factory shipment of Men's Shoes from Endicott Johnson, New York.

In aggregate the price paid for these shoes is just under 50 per cent of the WHOLESALE price, and this is the reason I am able to undersell all competitors. I am confident of being able to maintain a complete stock at all times and save you money in the future as well as at this time.

J. ISENSTEIN.

Raising the Curtain to a New Day in Shoe Values



DOUBLE VALUE SHOE STORE

FORMAL OPENING DOUBLE VALUE Shoe Store

1216 EL PRADO

(Burkhart Bldg.)

TORRANCE

Friday and Saturday, Jan. 7th and 8th

DOORS OPEN 9 A. M. TO 9 P. M.—BOTH DAYS

Space Will Only Permit Us to Picture Less Than One-Tenth of Styles in Stock

MEN'S AND BOYS' DEPARTMENT

Shoes described below are all SOLID LEATHER, Goodyear Welt and Standard Brands—



GENUINE CALFSKIN

Several makes: Robert Johnson & Rand, Peters, Douglas, Endicott Johnson, Weyenburg. Both light and dark tans, red and black. Values \$6 to \$8.

Men's \$3.85
Boys' \$2.85



MORE CONSERVATIVE STYLES

Dark Tan or Black Packard, Hamilton Brown & Peters

Men's \$3.85
Boys' \$2.85



Light or Dark Tan Calf, Real \$5 to \$7 Values. Also Black, Gun Metal or Box Calf, a \$5 Shoe for..... \$2.85

Men's Slippers . . . \$1.85



BOYS' SHOES. Most of our Boys' Shoe Stock consists of Peters, Weatherbird, Weyenburg and Foot Schultz.

\$3.00 Values \$1.85
\$5.00 Values \$2.85

FREE—FRIDAY & SATURDAY

With Each Pair the First 10 Boys' Shoes Sold on These Two Days—

A BASEBALL, BASKETBALL, or FOOTBALL (Some of these balls sell as high as \$5.00)

With Every Pair of Girls' Shoes— A WRIST WATCH BRACELET—Value 75c

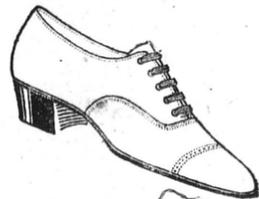
With Every Pair of Men's Shoes— ONE PAIR OF SOX—25c to 50c Worth
With Every Pair of LADIES' SHOES—up to \$2.85, A WRIST WATCH BRACELET; With Every Pair at \$3.85, A PAIR OF ARTIFICIAL SILK HOSE, Worth 75c.

AND BESIDES—If your Sales Check happens to be No. 1, 11, 21, 31, or any number ending with 1, you will receive an ADDITIONAL GIFT, Valued at \$2.50 to \$5.00.

One pair of Girls' High Shoes will be given away to ANYONE ASKING FOR THEM. No purchase required. 50 pairs in this lot. Sizes 10 to 13.

COLD DRINKS AND SMOKES TO ALL

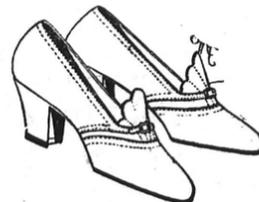
WOMEN'S DEPT.



TAN OXFORDS
Goodyear welt, \$3.50 Value \$1.85



BLACK OXFORDS
Made by Selz to sell for \$7.00 \$2.85



LARGE ASSORTMENT OF \$6.00 Shoes at \$2.85



ARCH SUPPORTS—Best known brands: Peters, Menihan, Thomson Crooker, etc. \$8 to \$12 Values \$3.85



Peters Classic Endicott Johnson
Patent Leather in the latest and most desirable styles. Some plain, others trimmed in Lizard, Ox-blood, etc. \$3.85

SPORT OXFORDS

In Maple, Light Tan, Black, Tan with Lizard trim. Peters, John Tilt or Billikin brands. \$8.00 Value \$3.85



BLACK SATIN PUMPS AND STRAPS
Values to \$10.00 \$1.85 and \$2.85



SUEDE
In several shades Values to \$10.00 \$1.85 and \$2.85



LADIES' HIGH SHOES, EXTRA VALUES \$1.85



FELT SLIPPERS 50c
FANCY SLIPPERS 85c and \$1.00

Children's Department



Infants' Soft Sole Shoes, several colors at 50c

First Step, hard soles at 75c

Girls' High Shoes at \$1 and \$1.35

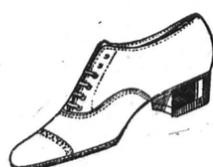
Children's Oxfords at \$1 and \$1.35

Patent Leather Oxfords at \$1.85

White Buckskin, Broad Toes at \$1.85



KEDS
Children's Sizes 9 to 12 \$1.00
Youths', 12 1/2 to 6 \$1.25
Men's, 6 1/2 to 11 \$1.35



GROWING GIRLS' OXFORDS
Black, Tan, and Patent Leathers \$1.85
TENNIS SHOES, nearly all sizes 65c



RUBBERS

Children's 35c
Youths' to size 2 50c
Women's 65c
Men's 85c

WALK-OVER, PACKARD, and CROSSETT

Dark Tan, Black Calf, Vici or Kangaroo. Sold originally for \$8 and will give \$8 worth of wear, at \$1.85
All sizes for Men and Boys.



Tan Calf, Black Calf or Vici
Men's \$3.85
Boys' \$2.85

Canvas, White, Palm Beach or White with leather trimmings. \$1.85
Sizes to 7 1/2



WORK SHOES

Heavy Calfskin. Composition soles. Made by Endicott Johnson. \$2.85
Not a Goodyear welt. \$3.85
Same styles, heavier and a Goodyear welt, at \$3.85
NAPA TANS— Made in California. \$3.85

SCOUT SHOES

ELKSKIN. White, Tan or Black. Not a Goodyear welt. Leather or Elk Soles.
Men's \$2.85
Boys' sizes \$1.85