

Believe me! I'm Buying My Family's Fall Shoes at **SHOE MARKET**, I've Checked Shoe Market Shoes During the Year They Have Been Open and I Just Don't Know How They Do It. I've Found a Complete Selection for My Family from Baby to Dad . . . Quality Leather Shoes, American Made, at Prices Competitive to Inferior Imitation Leather Imports. It's Probably Their Unique Super Market Type Self-Help Set-up That Allows Them to Do Such Marvels!

**OVER 700 STYLES!  
OVER 14,000 PAIR!**

Every Pair on Display. No Broken Lots. Latest Patterns.  
Try Them on to Your Heart's Content at . . .

**SHOE MARKET**

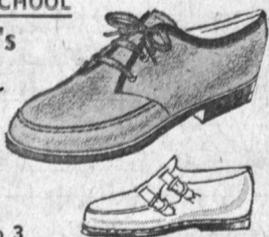
**CARSON & MAIN**

Between Stacy Drug and Bank of America



**BACK-TO-SCHOOL**

Children's  
All  
Leather  
SHOES



Sizes 8 1/2 to 3

**2** P **5**

\$2.79 SINGLE PAIR

**MIX 'EM  
OR  
MATCH 'EM**

**BACK-TO-SCHOOL**

Women's  
and Teen's  
LEATHER  
FLATS and  
OXFORDS



Sizes 4 to 10

**2** P **5**

\$2.79 SINGLE PAIR

**BACK-TO-SCHOOL**

**SOMETHING EXTRA . . . In Our Better Grade Little Gent's Shoes**  
... Sizes 8 1/2 to 3: One Line of 5 Styles  
**WITH INDESTRUCTIBLE COUNTERS**

Also, One Line of 4 Styles with Well-Nigh  
Indestructible Vinyl Soles, Vulcanized.

**\$3 83**

\$4.99 and \$5.99  
Everywhere!

BOTH LINES

**BACK-TO-SCHOOL**

**SOMETHING EXTRA . . . In Our Better Grade Big Boys' Shoes**  
... Sizes 3 1/2 to 6. 3 Months Sole Guarantee!

**\$5 38 and \$5 83**

\$6.99 to \$8.99  
Everywhere!

**BACK-TO-SCHOOL**

GIRLS'

**GYM SHOES**

American Made

**\$1 88** Pair

Sizes 4 to 10

Choice of "Official" lace-to-toe oxfords or regular oxfords.

**BACK-TO-SCHOOL**

BOYS'

**BASKETBALL SHOES**

American Made—Oxfords or High-Tops

**\$2 44** Pair

- 10-oz. Duck uppers
- Cushion arch and heel
- For youths, boys or men

**BACK-TO-SCHOOL**

Misses' Leather

**Saddle Oxfords**

**\$2 77** Pair

Sizes 8 1/2 to 3

- All White
- Black and White

**BACK-TO-SCHOOL**

**Saddle Oxfords**

For Teen's

**\$3 83** Pair

Sizes 4 to 10, AAA, A, B, C—Regular \$6.95.

- All White
- Black and White

**BACK-TO-SCHOOL**

**DRESS FLATS**  
FOR TEENS

**\$1 96** Pair

Sizes 4 to 10

American Made

**BACK-TO-SCHOOL**

**Big Boys' Leather Shoes**

**\$3 83** Pair

SLIP-ONS or OXFORDS

Sizes 3 1/2 to 6

**BACK-TO-SCHOOL**

**MEN'S DRESS SHOES**

GENUINE WELTS. Sizes 6 to 12, Some in EEE Width. Slip-ons and Oxfords.

Many Latest Styles for High Schoolers!

**\$6 91**  
**6** Pair

Children's

**SOX**

**4 P 69c**