

Sample Shoes for Simple Souls

INFERIOR GRADES MASQUERADE UNDER GUISE OF ADVANCE STYLES

But the Only Advance Is in the Price of Canvasback Buckskin and Other Curious Species of Hide-and-Seek Leather—Some Examples of Seeking and Some "Samples" of Hiding.

By SAMUEL HOPKINS ADAMS.

Have you ever, gentle reader, bought a pair of Sample Shoes? Yes? No! At least, probably not. The chances are a thousand to one against you. Or more.

But, you've gone into sample shoe stores? Doubtless. And bought shoes? Unquestionably. What, then, does one buy in sample shoe stores, if not sample shoes? Foot junk, mostly.

They are made in a very limited range of sizes and in the least number practicable, because there is a special cost of manufacture. Each factory salesman takes on the road not a pair of sample shoes, but one of a pair to show.

Perhaps, in pursuance of some obscure psychology of the trade, sample shoe stores typically keep off the street level. They do business mostly on the second floor or further up, with a show window or a "banner man" below to attract customers.

At the entrance to the Fleischman Building, on Forty-second Street, near Sixth Avenue, appears the show window of Young's Sample Shoe Shop, which operates on an upper floor.

"Perfect," the salesman warmly assured us. "You see, we get 'em cheap because they're samples. Genuine high grade buckskin."

"Will that do?" inquired the brunette guiding spirit of sampledom, beginning to write. "No! I want just what the salesman guaranteed, in black and white."

The shoes were taken back, regretfully; the money was returned still more regretfully, and the lady continued to talk with considerable freedom and fervor. She was still talking when we retired from the place.

On another visit a less depending investigator bought at Young's a \$10 pair of sample boots of the best material (according to representations), manufactured at the Worcester, Mass., branch of Heath & Co.

Berler is, carry under agreement with The Tribune to quit the fake sample trade, carry only regular lines of stock and give a money-back guarantee to any dissatisfied customer.

Under the name of the Novelty Sample Shoe Company, Levinton Bros. conduct a parlor on the fourth floor of the Marbridge Building, at Thirty-fourth Street and Broadway.

No chronicle of the fake shoe trade would be complete without mention of the Slater Shoe Co., at Broadway and Twenty-seventh Street.

An interesting method of testing the Slater Shoe Co. type of trade is to attempt to get the store to back up its advertising claims in writing.

"Genuine buckskin," said he. "You're getting a bargain when you get those shoes at the price."

CUSTOMERS FIRST. HEARN 14th Street West of Fifth Avenue 23rd August Sale Household Dry Goods

Blankets Quilts—Comfortables Tickings—Pillows Muslins Sheetings—Sheets Pillow Cases Linens Towels—Towelings Scarfs—Shams Silverware Cutlery Soaps White Goods Curtains and Draperies Rugs—Shades

Wash Dress Fabrics Substantial reductions even in our moderate profit prices.

Table listing various fabrics and their prices, including Muslins, Sheets, Pillow Cases, and Wash Dress Fabrics.

WOMEN'S SUMMER DRESSES

Most exceptional price cuts on tasteful dresses ever known. From simple to most elaborate, these dresses are of superior designing.

During August ALTERATIONS FREE on Women's and Misses' Suits, Coats, Dresses, and Skirts.

SMART BLOUSES

Dresses, Tailored and Sport Styles. Many reductions and clearances. Clearance of Dressy Blouses—Were \$4.98—Now 2.95

DAINTY UNDERGARMENTS OF CREPE DE CHINE

Many women prefer these lovely silken things to fine muslins—Crepe de chine washes easily and requires almost no pressing.

SOLID GOLD PENDANTS WITH CHAINS

Many new choice designs, including circles and florals. Tastefully jeweled with and without small diamonds.

MUSLINS, SHEETS, PILLOW CASES at August Sale Reductions

Table listing prices for Muslins, Sheets, and Pillow Cases.

DIAMOND MILLS SHEETINGS

Table listing prices for Diamond Mills Sheetings, including Bleached and Unbleached.

BLANKETS! BLANKETS! AT AUGUST SALE REDUCTIONS

Reliable qualities specially priced to stimulate August selling. It is the part of wisdom to buy during this sale.

TOWELS

Table listing various towel types and their prices, including Huck Towels, Turkish Towels, and Heavy Bleached Turkish Wash Cloths.

MORNING SPECIALS—Tomorrow, Monday, Until 1 P. M.

Table listing various morning special items and their prices, including Mercerized Damasks, Huck Towels, and various women's clothing items.