

GREAT SALE of SHOES

NOW ON! NOW ON! NOW ON!

Large Shipments Ex Alameda

Received too late for the Holiday Trade.

The loss is Ours, the opportunity Yours.

Never before have We had such a Grand Stock of

Men's, Women's and Children's SHOES

SOROSIS

SHOE FOR WOMEN

A complete assortment—absolutely the best shoes in the world —: —:

OUR PRICE SAME AS NEW YORK

\$3.50

PAIR

— OTHER SPECIALS —

- Children's Slippers, White, Blue, Pink, Red and Black... \$1.25
- Misses's Slippers, White, Blue, Pink, Red and Black... 1.50
- Infants' Kid Button Shoes..... .75
- Infants' Spring Heel Shoes..... .90
- Children's Button and Lace Shoes..... 1.25
- Infants' and Children's Red Kid Lace Shoes..... 1.25
- Infants' Red Kid Slippers..... .75
- Infants' Vici Kid Oxfords..... .75
- Patent Ankle Slippers..... .80
- Boys' and Youths' all styles..... \$1.75 to 2.50



Princess Kalaniana'ole says: "Having worn the 'Sorosis' shoe with comfort and ease, I take pleasure in recommending same very highly."

Every other lady that wears them once will say the same.

WALK-OVER

SHOE FOR MEN

The Boss Shoe of the world. An immense stock to choose from —: —:

BALS —

in Vici, Vici Kid Calf, Patent Kid and Carona Colt.

OXFORDS —

in Vici, Vici Calf and Patent Kid.

\$3.50 and \$4

We have also lower Price Goods—other houses have higher Price Goods.

Nobody Has Better Goods

— YOUR INSPECTION INVITED —

L. B. KERR & COMPANY, Ltd. ALAKEA ST. Between King and Hotel.

L. B. KERR & CO., LTD., NEW QUARTERS



SHOE DEPARTMENT.

are sure to weigh well beforehand the pros and cons of an undertaking ere embarking upon any new proposition.

It was only after the most careful thought, therefore, that the well known and ever enterprising firm of L. B. Kerr & Co. adopted the policy which now controls its business. That of particularly applying its attention to the retail trade in the shoe-dry-goods fields.

On the fifth day of January, 1903, the premises of L. B. Kerr & Co., then situated on Queen street, at the foot of Kaahumanu street, were destroyed by fire, almost all of the stock of the company, valued at \$140,000, being a total loss. At that time the firm was engaged in both the retail and wholesale trade, carrying on retail business within the city of Honolulu and doing a wholesale business with the other islands.

After the fire, when the proposition of establishing a new and magnificent headquarters had to be considered, it was thought, owing to certain changed conditions and the fact that San Francisco and other mainland firms were reaching out to the extent of controlling to a large degree the wholesale business in these islands, that it would be timely to make a greater effort in the line of retail business. L. B. Kerr & Co. purchased from Doctors Herbert and Humphris, for the sum of twenty thousand dollars, property in Alakea street, between Hotel and King streets; upon which has recently been completed a handsome structure entirely devoted to the business of the firm.

When it was first announced that the company was about to erect a large store in this location, there were those who criticised the judgment and wisdom of L. B. Kerr & Co., declaring that the place was not one that could be considered advantageous from a trade-drawing standpoint. The results of the past week, however, and the store has only been open for a few days, fully justify the plans of the promoters, for the volume of business has been most encouraging and the proprietors have every reason to believe that the position could not have been improved upon. The location in Alakea street has already proved to be as good in every way as any other in the city.

The magnificent new store is convenient to all classes of persons; electric cars run by the door, connecting with all parts of the metropolis. L. B. Kerr & Co. now have customers whom they never saw on Queen street, at the old place before the fire. Never for a moment did the proprietors doubt the wisdom of locating in the present position and results so far more than justify their original ideas.

The new building is a structure of two stories with a basement of a depth of nine feet. The edifice has a frontage in Alakea street of 89 feet and a depth of 98 feet.

The main idea governing the construction of the store was to make it in every way consistent with the most modern and advanced principles. This idea has been carried out and appointments have been installed with a view to the greatest possible convenience. The establishment is divided into departments and everything is arranged in such a way that the public can find its needs ever anticipated and its wants satisfied with the smallest amount of exertion. On the inside the building is painted white; a large central skylight illuminates the interior. Two entrances admit the customers, one to the shoe department and one to the dry goods section.

Seven up-to-date windows, always kept dressed in the latest style, attract the prospective purchaser. Twenty-five artistic columns support the upper portion of the building.

The shoe department is one of the particular attractions, Sowsis being leader, among many shoes for ladies and the Walk-Over the principal feature in men's footwear.

The Sorosis people were at first very reluctant in regard to establishing an agency in Honolulu, and it was only after three special trips to their factory at Lynn, Mass., that Mr. Kerr succeeded in getting the line. Catalogues recently sent out by the Sorosis company quote a higher rate for Honolulu and Manila, but the L. B. Kerr Co. are selling these shoes at New York prices. New York prices also apply to the Walk-Over.

In the rear of the shoe department the ladies' cloak department is situated, including the latest fixtures and containing goods in every way up-to-date.

Directly off this department may be found a well-appointed retiring room for ladies. The center of the store is occupied by men's furnishing goods, carrying the best in the line of men's, youths, and boys' clothing, underwear, neckwear, and so forth. This department is entirely separate from the rest of the store. The general dry goods department occupies half of the lower store; this large, roomy space is fitted up with handsome oak counters and show cases and the goods are all displayed in a convenient and practical manner, making the selection of goods simple and pleasant. Here are displayed domestic goods, dress goods, house furnishings, underwear, novelties, fancy goods and notions.

In the rear of the dry goods department are the general offices of the firm and a handsome broad stair-case leading to the upper floor.

For the present the second floor will be used entirely for reserve stock and the basement will be set aside for the receiving and dispatch of all freight, having two entrances on Alakea street.



FANCY GOODS DEPARTMENT.

The store burns one hundred and fifty incandescent lamps, and in addition, ten large arc lamps are now being installed.

It will be the endeavor of the L. B. Kerr & Co. management to make their establishment in every way a place attractive to buyers. No pains have been spared to bring this about; in the selection of stock the greatest care has been taken and in the employment of

the large force of sales-people a similar care has been observed.

Every Saturday evening music will be furnished by a quintet of Honolulu's best players, and every housewife in the city is cordially invited to make L. B. Kerr's their headquarters for down town business in the dry goods or shoe line, and to otherwise use the establishment for their convenience.



DRESS GOODS DEPARTMENT.



MEN'S FURNISHING GOODS DEPARTMENT.