



AN APPEAL TO PATRIOTISM



President Wilson and Food Administrator Hoover have appealed to the patriotism of the retailers to cut down high profits during the war time---while the people have so many extra burdens. The Pierce Shoe Company did not wait for this appeal to come, but voluntarily cut down its prices, and has given the people the best shoes at the least profit possible to do business.



For GENTLEMEN

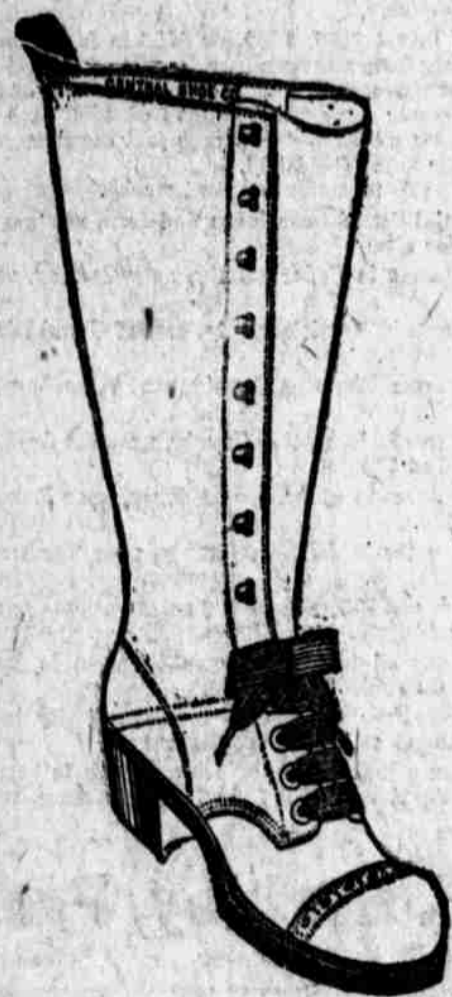
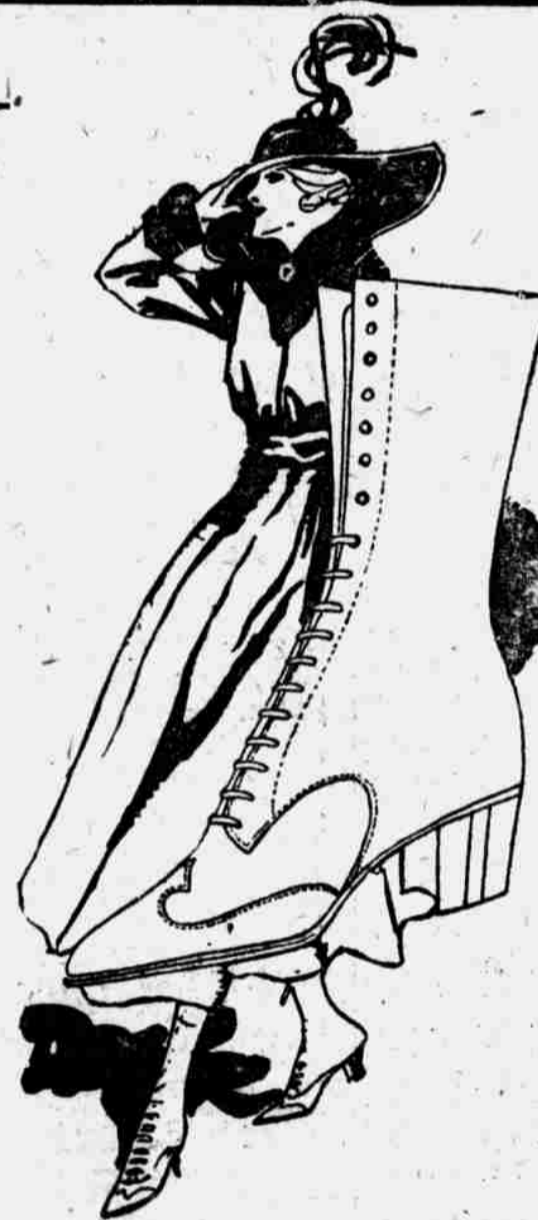
We Show
Strong & Garfield's
Slater & Morrell
Dr. Reed's Cushion
Soles
J. P. Smith
and
Chicagon Shoe for
Young Men

Herman's or U. S. Army Shoes
Black or
Tan
\$5
a pair



For LADIES

We Show
Wright & Peters
E. P. Reed & Co.
La France
and
Patterson Boots



Men's, Boys' and Youths'
High Cuts for Less.

Independent of All Shoe Trusts Pierce Shoe Company

Who saves you from \$1 to \$3 a pair on your shoes. When you buy shoes of Pierce you pay for nothing but shoes---That's Why!



Boots, Calf Boots, Hip
Boots, Grain Boots for Less.

HARRY F. PIERCE

Broadway and Main St., Council Bluffs, Iowa