

ALL SELLING RECORDS DEMOLISHED!



A SALE IN A CLASS
BY ITSELF

PRICES SHATTERED

The Babbe's Bootery Makes Master Stroke Purchase—The Factory Takes a Loss On
\$50,000 WORTH OF SHOES

IT'S A THRILLER!!

For Men, Women, Misses and Children

All to go to the Bargain Block on Wednesday, Dec. 1st. at 10 A. M. Absolutely disregarding all cost, we will move this high grade stock to **SELL AT SIGHT**

Babbe's Bootery Holds Center of the Stage

Ladies' Shoes—Black, camel brown, field mouse, brown, gray and beaver brown; in one big lot; values up to \$16.00. All to go at this sale at the low price of only, per pair..... **\$6.90**

Our Loss Your Gain

Ladies' Shoes—One big lot; in all styles, all leathers; French, Cuban or military heels; values to \$15.00. Now, choice at, per pair..... **\$7.85**

Buy Now and Save

Extraordinary values in women's Footwear; a number of styles to choose from; black kid and calf and field mouse colors; military and dress heels; \$10.00 values at..... **\$7.55**

Marvelous Chance

Ladies, Don't Miss This Chance—One big lot, all sizes; we have them in black and brown; button or lace; French, Cuban or military heels; values to \$12.00. Your choice now at only, per pair.... **\$5.90**

A Great Saving

Attractive 9-inch Boots—These boots may be had in black or brown kid; Louis or military heels; all the best smart custom made styles; \$14.00 values. Now, a pair..... **\$9.90**

FOLKS, READ EVERY ITEM LISTED HERE AND PROFIT BY THESE FALLEN PRICES.

MEN'S \$12.00 SHOES
For **\$3.00**
To the first 25 men to enter our store when the doors open at 10:00 A. M. Wednesday morning, December 1st, we will give you your choice of any pair of \$12 Shoes in the store for..... **\$3.00**

SHOES
For Father, Mother, Sister and Brother—At Manufacture Cost.

LADIES' \$12.00 SHOES
For **\$3.00**
To the first 25 ladies to enter our store when the doors open at 10:00 A. M. Wednesday morning, December 1st, we will give you your choice of any pair of \$12 Shoes in the store for..... **\$3.00**

Slashing Prices To The Very Bone

Shoe Satisfaction That Will Appeal to All Men
Calf, kid and cordovan, black, tan and brown; stylish English custom last; regular \$18.00 values. Out they go now at **\$12.90**

READ WHAT THE MAN BEHIND THIS GIGANTIC UNDERTAKING HAS TO SAY: MR. BABBE, PROPRIETOR OF THE BABBE BOOTERY, REALIZING IT WAS TOO GREAT AN UNDERTAKING, WIRED ME TO COME TO COUNCIL BLUFFS AND STAGE THE MOST GIGANTIC PRICE SMASHING EVENT COUNCIL BLUFFS HAS EVER SEEN. LET YOUR OWN EYES SEE THE VISIBLE PROOF OF THIS CRISIS. I HAVE LEFT NOTHING UNDONE—I WILL LEAVE NOTHING UNDONE TO MAKE THIS STOCK MOVE OUT FAST. MY LOW PRICES WILL CAUSE BUYING TO BE FURIOUS. YOUR FOR BARGAINS.
W. C. LaGrave, Sales Manager, in Full Charge.

Men's Work Shoes—A splendid assortment, sturdy brown and black shoes, in narrow, medium and broad toes; \$10.00 values. Now at **\$6.90**

Misses' Dependable Footwear
Misses' Shoes in black kid or gun metal; button or lace, with good wearing leather soles; sizes 11½ to 2; \$7.00 values. Now at, a pair..... **\$4.55**

The Shoe Buying Chance of 1920
Misses' School Shoes—Made to give good wear; here you have just the shoe for good hard school wear, the kind that are extra durable and strong; \$7.50 values. Now at, per pair..... **\$4.65**

Selling Starts **10 A. M. Wednesday, Dec. 1st** Selling Starts **10 A. M.**

LADIES' SHOES
At Remarkable Savings
ALL THIS SEASON'S LATEST STYLES: NEW BLACK, BROWN, TAN AND TWO-TONE BOOTS, WITH HIGH AND LOW HEELS:
\$6.00 Ladies' Shoes at.....\$3.90
\$7.50 Ladies' Shoes at.....\$5.35
\$9.00 Ladies' Shoes at.....\$6.85
\$10.00 Ladies' Shoes at.....\$7.55
\$12.00 Ladies' Shoes at.....\$8.90
\$14.00 Ladies' Shoes at.....\$9.90
\$17.00 Ladies' Shoes at.....\$10.85
\$18.00 Ladies' Shoes at.....\$12.90

This Store Will Keep Open
Wednesday, Thursday Friday and Saturday Evenings
For the Benefit of the Working and Out-of-town People

MEN'S HIGH GRADE DRESS SHOES
FLORSHEIM, HURLEY, STRONG & GARFIELD, AND STRATFORD SHOES FOR MEN; IN ALL WANTED STYLES AND LEATHERS. PRICED AS FOLLOWS:
\$6.00 Men's Shoes at.....\$3.90
\$7.50 Men's Shoes at.....\$5.35
\$9.00 Men's Shoes at.....\$6.85
\$10.00 Men's Shoes at.....\$7.55
\$12.00 Men's Shoes at.....\$8.90
\$14.00 Men's Shoes at.....\$9.85
\$17.00 Men's Shoes at.....\$10.95
\$18.00 Men's Shoes at.....\$12.90



We will take the entire community by storm, in the biggest, boldest and most drastic price revision ever attempted in the history of local retailing. We have gone through every department in this store and have reserved nothing—held back nothing. Remember, every pair of shoes in this \$50,000 stock are on sale. A visit to this gigantic sale will make your old pocketbook glad, and will make your dollars have more than a hundred cents purchasing power. Remember, this is not an every-day sale, but a sale head and shoulders above anything you ever saw. Don't delay—come Wednesday, and profit through this immense undertaking.

There's the story in black and white

STORE CLOSED Monday and Tuesday, November 29th and 30th, to arrange and mark stock for easy choosing. W. C. LA GRAVE, Sales Manager.

BOYS' DRESS AND HIGH CUT SHOES in all leathers and toes; black, brown and tan; regular \$8 values. Now go at only, per pair..... **\$4.90**

MISSES' AND CHILDREN'S SHOES Broad Walk, Buster Brown and Billiken; \$6 values. At..... **\$3.45**

YOUTHS' SHOES Youths' strong button, gun metal dress or school Shoes; black and brown; regular \$5 values. Now go at, per pair..... **\$3.90**

SHOES Growing Girls' SHOES Selby and Buster Brown Shoes, in black, brown and tan; all styles of toes; regular \$10 values. Now, a pair..... **\$6.90**

BOYS' WORK SHOES Here, mothers, is a tough work or school shoe, made up with full counters; in fact, they are made up just like the shoes dad wears; sold by all dealers at \$6.50. Sale price, per pair..... **\$3.95**

REMEMBER I make the prices, do the business, in this great price demolishing shoe sale. W. C. LA GRAVE, Sales Manager.

MR. BABBE HAS BEEN IN THE EAST AND HAS TAKEN ADVANTAGE OF EXISTING CONDITIONS, BRINGING HOME NEW STYLES AND NEW PRICES.

BABBE'S BOOTERY 535 West B'way, Council Bluffs, Iowa

WE ARE BREAKING THE BACKBONE OF HIGH PRICES IN THE MOST SENSATIONAL AND CYCLONIC SHOE SALE THAT HAS EVER BEEN YOUR GOOD FORTUNE. TO WITNESS.