


BROWN'S TALK

Well, I've got everything ready for a Merry Christmas at my store. Santa Claus is here and I want every child in the city to come here alone or with their parents and be one of us this week. You won't be in the way: I am here to sell shoes, but that isn't all. I want to make more friends than any man on this coast, and if I can win the little folks' hearts I'll feel pretty chesty. "Terry" is here, the pet of the herd of calves, whose little hides are used for your shoes. Come and see him in my window-he's a dandy.

To those who are undecided what to give, my shoes and slippers offer most timely and valuable suggestions. What could be more practical, more welcome or more appropriate ?

Dealing exclusively in this line I feel justified in saying with pardonable pride, I lead the Pacific Coast in Quality, Assortment and Values.

## Shoes and Slippers 50c to $\$ 7.00$

## Chas. V. Brown

THE FAMILY SHOE MAN

