

COMING TO SALEM THE GREATEST SHOE ON EARTH

1,000 — BEAUTIFUL PAIRS -- COUNT 'EM — 1,000

There are no freaks in this show but we guarantee a PRIZE IN EVERY PACKAGE

REDUCED—every little number on this page—REDUCED. So HURRY! HURRY! HURRY!



GET YOUR LUCKY-MOC RIGHT HERE FOLKS. LUCKY MOC is made by GOLO and it's good for young and old. Price is set to just 4.50 for both shoes.

A WINNER EVERY TIME... the SAH BEAU... fine for sports and just the ticket for summer Carnival time. 4.50 the pair.

this is **RAEMAR**



LET THE LITTLE LADY THROUGH... she wants to see the SHORE... a shoe fashion wave and just 6.50... six and one-half dollars!



RIGHT OVER HERE THE BEAUTIFUL SALOME... a veritable dream of a pair and yours for only 6.50!



THE TUMULT and the shouting go together, lady. Just hold that kewpie doll while you slip into this one. A carnival all by itself at 6.50.



THEY WALK. THEY TALK. They talk about this smasharoo... the swell looking D'ORSAY, reduced for the Carnival to 8.50!

NOTHING OVER 8.50 IN THIS GREATEST RAEMAR CARNIVAL OF THEM ALL. JUST THREE PRICES... 4.50, 6.50 and 8.50. Those shoes you've been dying to get... well, they're all here... all styles, all sizes, all colors and all at the RAEMAR CARNIVAL. ADMISSION IS FREE... BRING THE FAMILY AND STAY ALL DAY.

CARNIVAL

WALK

LAUREL



GUESS YOUR WEIGHT! Doesn't matter... the GOEFFREY is just right for every size and shape... flattering? Sure it is and in all colors... 6.50.



NOW HERE'S A LITTLE SWEETHEART. Just a little closer folks to see this Mutual beauty. Nothing to compare with this one for looks... and reduced too! Just 6.50!



GET INTO THE SWIRL and you'll have more fun than the house of mirrors. SWIRL has a strap that loops the loop... blue or black it's just 6.50.



CRACKERJACKS, this pair. And priced for peanuts! Ask for SHARON and you'll be in for a treat. This pair's in cocoa... 8.50!



ROUND AND ROUND GOES THE WHEEL OF FORTUNE... and it's all good in this BERTIE. Mighty popular winner in all colors and now 8.50!



THIS ONE YOU CAN PLAY UP BIG. It's MARA, the greatest little shoe in the business and a real curtain-raiser at 8.50!



A TRIUMPH... that's what they'll tell you about this sensational pair! And they're just what you've been waiting for. There's no midway about these. They're tops... and reduced for the Carnival to 8.50!



CANDY KISSES or otherwise... you'll be up to the moment with the bee-you-tee-ful BAND-LET. Wrap the strap and start strutting... at the Carnival only 8.50!



STEP THIS WAY, FOLKS to see the gorgeous yellow cobra. There's nothing like it (but the bag to match) and the name is VERDI. Reduced for the Carnival to 8.50!



ONLY A GEEK wouldn't love this SMARTIE. Every color of the rainbow (one at a time) and a world beater for easy wearing. Easy buying, too at 8.50!



THIS IS NO SHELL GAME... but here's a swell shell vamp you don't want to miss the bet on... ask for CELESTE... 8.50!



SMOOTHEST LINES IN THE WHOLE SHOOTING GALLERY has the SAXON. It's breath-taking blue and reduced to 8.50!



RIGHT BEFORE YOUR EYES we're making little prices out of regulars... Like this: DOLORES by LAIRD SHOBER is usually 13.95. At the RAEMAR CARNIVAL... presto! 8.50!

HALL OF FAME nominations include this STROMBERG, a genuine bow-bedecked exhibit, reduced for the carnival to 8.50!

SEE THE THRILLING MODEL ROLLOPLANE. THAT GREAT EYERLY AIRCRAFT CREATION... THE RIDE OF THE YEAR... AT THE RAEMAR CARNIVAL. AND NO FOOLIN', FOLKS! IT'S SENSATIONAL!

DON'T COST A DIME... NOT ONE TENTH OF A DOLLAR... AT THE RAEMAR CARNIVAL YOU'LL SEE THE FAMOUS EYERLY AIRCRAFT MODEL FLY-O-PLANE. IT'S FUN! IT'S EDUCATIONAL! BRING THE WHOLE FAMILY!



THE HERO WEARS A LAUREL CROWN... and the heroine is honored with a LAUREL shoe... like this Boffo at the RAEMAR CARNIVAL... 8.50!