

# Intensely Interesting Store News From Rosenthal's--Portland's Largest and Best Shoe Store

*It Tells of a Sale of Mighty Magnitude—A Tremendous Selling Event That Commands Public Attention  
It Will Go Down as the Greatest Sale of Its Kind Ever Launched—A Positive Sensation in the Shoe World*

## IMPORTANT

This sale at our down-town store—308 Washington, between Fifth and Sixth streets—where entire floor and selling space is given over to the sale of these shoes.

A great clean-up of Women's Oxfords and Pumps, small sizes and narrow widths, formerly selling to \$1.00 \$3.00, now..... **\$1.00**



\$1.00

Black Suede and Gunmetal Oxfords, mostly small sizes, all widths, values to \$4.00. Your choice to close..... **\$1.95**



\$1.95

Choose from a very great lot of Ladies' Pumps in smaller sizes at this remarkable price, while they last, \$1.00 pair..... **\$1.95**



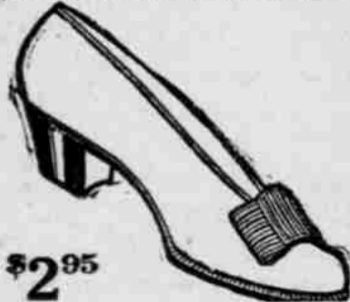
\$1.95

Beautiful New Stylish Oxfords that sold to \$5, all sizes, all leathers, on sale now, your choice, to close, pair..... **\$2.95**



\$2.95

Pumps and Colonials of this season's newest creation that sold to \$5.00, will go now at your choice, the pair..... **\$2.95**



\$2.95

Hanan Tan, Gunmetal and Patent Oxfords and Pumps will be closed out now. All sizes, your choice, while they last..... **\$3.95**



\$3.95

## EXTRA SPECIAL

Great lot Men's High and Low Shoes, \$6.50 to \$7.00 values, including McDonald and Kiley's, few Boyden's, etc. All sizes. Pair—

**\$3.95**

These are short lines and present a wonderful value.

(You All Know the Firm of Rosenthal's—You Know That When We Come Forward With an Announcement of This Nature That It Is of the Utmost Importance to You — So Read Every Word)



## IMPORTANT

This sale at our down-town store—308 Washington, between Fifth and Sixth streets—where entire floor and selling space is given over to the sale of these shoes.

Small sizes and narrow widths in Men's Oxfords, to close quick, have been thrown out in this lot. Your choice, pair..... **\$1.00**



\$1.00

Men's Tan and Black Oxfords, good range of sizes. Regular \$4, \$5 and \$6 shoes. Take your choice now, the pair..... **\$1.95**



\$1.95

Choose from our entire stock of Tan Oxfords, all sizes, latest styles and patterns. Values to \$4.00, sale now..... **\$2.95**



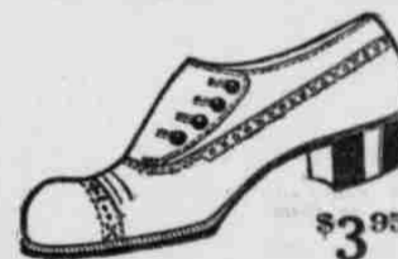
\$2.95

Gunmetal Oxfords that sold up to \$4 are also grouped for final sale now. All sizes, all styles, now, the pair..... **\$2.95**



\$2.95

Gunmetal and Patent Colt or Tan Oxfords, including the famous Boyden and other makes. Regular \$6 to \$7, now, the pair..... **\$3.95**



\$3.95

Great line Men's Tan and Black High Shoes, Blucher lace styles, Goodyear welt soles, all sizes, on sale now, the pair..... **\$3.95**



\$3.95

# CLOSING OUT ALL SUMMER FOOTWEAR!

*A Sale That Will Shake the City With Excitement  
Nothing Like It Ever Seen in Portland Before*

Our policy is to close out all Summer shoes. Never to carry over from one season to another. This year a late season caused stocks to move slower than usual and we have a tremendous stock of Summer footwear of all kinds that must be sold now at once. Not one single pair can or will remain. Every pair must go, and we are going to hand them out to the public now without regard for cost or profit.

Included in this sale is our entire stock of Men's Summer Shoes located in our down-town store, 308 Washington street, also all short lines and Summer surplus stocks of Women's Shoes from our main store, which have been moved to our down-town location for absolute and final sale

—This is the most exceptional chance you have ever had to save. You can buy two, three and even four pairs of shoes at the price of one.

—These savings in themselves are enough to command your prompt and enthusiastic response, but how much more vital and attractive are the offerings when you know that they are applied to the highest grade shoes made.

## CINDERELLAS WANTED

500 Pairs of Women's to \$5.00 Pumps, Oxfords and Colonials, Small Sizes Only—While They Last

**\$1.00**

Here is a wonderful bargain for women with small feet. We have grouped for quick and final sale this great lot of Pumps, Oxfords and Slippers from which you can take your choice, at this give-away price. Sizes, 2 to 4 only, and narrow widths. A truly wonderful offering. Values to \$5, now pair \$1.

—The Summer season is yet young. Your need for Summer shoes is now being felt and this sale, coming right in the heart of the Summer selling season, should make it doubly welcome to you.

—It will pay you to supply your needs now. Come, buy two, three or four pairs of shoes. Don't allow yourself to miss or overlook this opportunity. The savings are immense.

350 Pairs Child's Shoes Reg. \$1 to \$2, Now, Pair

**65c**

350 pairs of children's black kid lace and white canvas Shoes, to be closed out at this low price. Sizes 1 to 8, on sale now, your choice, pair, 65c While They Last

500 Pairs Men's Oxfords Vals. to \$5, Now, While They Last **\$1** All Leathers — Mostly Small and Large Sizes

150 Pairs Misses' Shoes White and Tan Canvas, Pair

**75c**

150 pairs of Misses' and children's white and tan canvas Oxfords, sizes 6 to 2. Will be sold to the first 150 customers at this price, which is far below cost, while they last, pair..... **75c**

**This Great Sale Starts at 9 A. M. Sharp, Friday, July 17, and Continues for 14 Selling Days, Ending Sat., Aug. 1, by Which Date Every Pair of Summer Shoes Must Be Sold**

*Positively No Exchanges—No Refunds—No Phone Orders—No C. O. D.'s—No Deliveries*

## IMPORTANT

This sale is held at our down-town store, 308 Washington street, between 5th and 6th

Where entire floor and selling space is given over to sale of these shoes

**Beyond a Question of a Doubt the Lowest Prices Upon High-Grade Shoes Ever Known**

One whole week spent in arranging stock, gathering together, grouping and marking down these shoes for this mighty sale event, which will stand as a lasting tribute to this great Shoe Firm

# Rosenthal's

This Sale at Down-Town Store, 308 Washington St., Bet. Fifth and Sixth Sts.

*A Wonderful Sale—A Shoe Buying Opportunity You Must Not and Will Not Miss—For It Will Positively Be the Most Sensational and Thrilling Bargain Sale on Record—You Must Come*

## MEN Look at This

Hanan and Boyden's famous bench-made Oxfords, latest styles, all sizes; \$6.50 to \$8.00 values—now, the pair—

**\$4.95**

All leathers represented. Choice of the house.