##  <br> GREATEST SHOWING OF SHOES <br> Ever Shown in Salem

We are now better prepared to serve the shoe buying public than we have ever been. We have the largest stock of shoesin Oregon and the greatest variety of new styles to suit all classes of trade ever gotten together in one store. Come in and let us prove this statement and show you the most wonderful line of shoes that you have ever seen Full new line of HANAN SHOES just received. A complete new stock of FLORSHEIM SHOES just arrived. SELBY ARCH PRESERVER SHOES and BLISS \& PERRY PUMPS, BALL BAND RUBBER BOOTS and WITCH ELK LEATHER BOOTS. We sell all standard makes of high grade shoes and carry a complete line of each make. Do not buy just any make and pay as much as you can buy good well-known shoes for. We guarantee everything we sell, if it is not the best we do not sell it. You get protection as well as merchandise when you buy our shoes.

7 7 TM
Rubber Heel day each Wednesday all 50c Rubber Heels put on Wednesday only at Half Price.


## Keep It Before You

W HEN Isacac Newton, the great mathematician and philosopher, replied:
"I keep it before me."
Clance through the advertising columns of this paper and in a few minutes you have before you numerous things you want to buy now or at some future date.
Advertising has stabilized prices. The advertiser names his priceone for all. You can know that in paying it you are getting the same deal as the next one.

Keep it before you.. Yout owe it to your pocketbook.
Advertising has helped stabilize quality. Only the best wares are spread before you on these printed pages. The men who advertise here are making public certain claims, on the fulfillment of which depends their commercial success."
Keep it before you.
Advertising gives you news of the latest and best things made with word as to what they cost and what they will do. It puts before your eyes the pick of the country's market and the selection of the particular kind, shape, size and color that best suits your taste and fits your pocketbook.

