

TREMENDOUSLY WE BOUGHT! ENORMOUS OUR STOCKS! CAUGHT WITH A CRUSHING OVERLOAD! FORCES

415
State
Street



JOHN J. ROTTLE



114
Liberty
Street

Salem's Newest! Largest! Exclusive Footwear Emporium

To take Quick! Drastic and Compelling action to

RAISE \$20,000 CASH AT ONCE

FOR WHICH REASON ONLY WE ANNOUNCE A MONSTER

CLOSING OUT SALE

Of All Misses, Children's and Boys' Shoes combined with an Absolute Clean Out! Sell Out! and Close Out of \$20,000 Worth of Surplus Stocks of Men's and Women's Footwear at Cost! Less Than Cost! Half Price and Less than Half Price in Many Instances

A Sale With the Tremendous Resources of Rottle's Shoe Store at Its Disposal Starts

STORE CLOSED
All Day Wednesday

The doors will be locked tight and on the inside experienced people will rearrange the entire stock—and all lines to be closed out will be piled out on counters, racks and bins for your quick and convenient choosing. —Prices will be smashed. Sale tickets every way you look will tell the story of this tremendous sacrifice.

Thursday, May 1, at 9 A. M.

SALE OF ALL SALES

Anticipating the biggest crowd and eager buyers ever assembled in a smashing selling event in the city of Salem, you will find plenty of experienced shoe salesmen to aid and serve you.

Right at the season's very beginning we announce the greatest Sale of Shoes ever attempted in the Willamette Valley, and our every energy is concentrated on this out-of-the-ordinary event. Thousands upon thousands of dollars worth of America's best Footwear for men, women and children will be sold at a mere fraction of its actual worth. A monster stroke of "Big Merchandising" on our part, which, to accomplish, necessitates down right Bargain Giving.

We invite every man and woman in Salem and vicinity, and particularly want every critical purchaser of Footwear who can get here, to come and put us to the test. You will find an incomparable assemblage of Shoes, Oxfords, Straps and Pumps, in everything that is new and stylish. Prices have been reduced to the breaking point—the story is told on the price tags —your own judgment will tell you that now is the time—TO BUY AND SAVE.

This Monster Shoe Event will spring into action at 9 A. M., May 1st—A mighty selling drive—A huge Footwear release for the purpose of closing out all Misses', Boys' and Children's Shoes, and turning \$20,000 of surplus stocks into cash. The values offered will surprise, startle and please you. Every article advertised is just as represented. Don't miss this opportunity to secure Footwear you desire and need at prices the lowest ever quoted in years.

Women's \$9 Shoes
Cuban heels, black and brown, sizes 4 to 7, will be closed out at per pair
\$1.95

Children's STRAPS
Regular \$1.85
95c

Boys' \$4.50 Brown Calf SHOES
\$2.95

Women's Canvas Shoes
One special lot of women's white Canvas, leather sole shoes will be closed out at less than the cost of heels alone, while they last per pair
15c

Children's \$2.85 Kid STRAPS
95c

Infants SHOES
Values to \$1.50
75c

Child's Shoes
Regular \$3.50 light and dark brown Elk Tanned play Shoes, sizes 11 1/2 to 2, will be closed out at per pair
\$1.85

Sensational Hosiery Values
Regular \$1.00 quality, silk and fiber, black, brown, white and grey
69c
Women's pure silk, black, grey, white and popular shades of brown, regular \$2.00 value, per pair
1.35
Regular \$3.50 Key-zer Silk, black, white, grey, during this sale only, per pair
2.45

Misses' Children's and Boys' Shoes Cut, Slashed and Slaughtered FOR QUICK SALE AND CLOSE OUT

One of the great outstanding features of this event will be the absolute Sell Out—Clean Out—and Close Out of every pair of Misses', Boys' and Children's Shoes, Straps, Pumps, and Oxfords, not for what they are worth, but at prices the lowest quoted in ten long years. Our purpose in taking this drastic action is to condense our stock and concentrate our entire efforts and specialize on men's and women's Footwear exclusively.

Closing out all regular \$3.45 children's straps, sizes 8 1/2 to 11, low heel styles, black, patent and colored novelty kids, at per pair
2.65

An extra special lot of regular \$4.00 value children's shoes in a wide choice of black, brown and novelty leathers, sizes 5 1/2 to 6, closing out at per pair
2.95

Infant's patent black and brown kid, and colored novelty leathers in both soft lace and First-Stoppers, regular \$1.25 to \$1.50 value, per pair
75c

JUST A FEW OF THE SAVINGS HUNDREDS OF UNADVERTISED BARGAINS AWAIT YOU!

Women's black and brown, calf and kid, regular \$7.50 Utility Shoes, all styles of heels, all sizes go at per pair
2.85

Regular \$5.00 Misses' Oxfords in high grade black and brown calf skin "Billikin" last, all sizes, welt soles, to be closed out at
1.95

One lot of women's house slippers, cushion soles, in your choice of both felt and satin, all the wanted colors and wanted styles, will be closed out at per pair
75c

Women's white kid strap Slippers with Baby Louis heels, full range of sizes, selling in the regular way up to \$6.00, will be closed out at per pair
2.95

Closing out one special lot of regular \$5.50 value Women's white canvas Straps and Oxfords at a remarkable saving price you can't afford to miss, per pair
1.00

Women's regular \$10.00, black and brown Oxfords, medium and low heels, will be closed out at per pair, sizes 3 to 5 only
3.95

Closing out children's five-strap regular \$3.50 Roman Sandals, made of extra good quality patent leather, hand turned soles, per pair
2.45

Closing out another lot of children's "Billikin" regular \$4.00 smoked Elk lace style shoes, sizes 8 1/2 to 11, at a remarkable reduction, per pair
2.75

Children's strap slippers, sizes 5 1/2 to 8, also "Mary Jane" and sandals in black and brown patent leather, regular values to \$1.85, sale price
95c

Selling out children's straps in both black and white kid, sizes 8 1/2 to 11, all regular values to \$3.75, while they last, per pair
2.65

Extra, Extra Special \$5 value, girls' black and brown calf school shoes reduced for quick close out to this remarkable low price per pair
3.95

Children's "Julian" styles, white kid "Mary Jane" Straps and Pumps, all regular values up to \$1.95, sizes 5 1/2 to 8, closing out at per pair
95c

Another lot of children's black, brown and novelty lace and button shoes, regular values up to \$3.00 including the popular Russian top, in sizes 5 1/2 to 8, closing out price
1.45

Another special close out feature of this sale, girls' black and brown \$4.00 quality school shoes at a remarkable saving price per pair
2.95

The famous "Edmonds Foot-Fitters" for men, in a wide choice of black and brown Shoes and Oxfords, sacrificed for quick close out at per pair
6.75

Newest Styles for Women in Walk-Over Shoes
One big lot of Walk Over Shoes, Pumps and Oxfords for women in every style of last, all sizes in this group, regular \$9.00 value, per pair
5.95
Another splendid group of regular \$10.00 "Walk Over" women's Shoes, Straps and Oxfords, strictly new styles, for quick close out, per pair
6.95

Watch Our Display Windows SENSATIONAL LOW PRICES IN Every Department
Women's regular values up to \$10.00, all the latest styles of heels, lasts, and colors of leather, perforated and cut-out models, grouped in one big lot, per pair
6.85
Women's regular \$7.50 medium and low heel, suede Buck and Patent straps, all sizes in this lot, going at per pair
3.95

Another special lot of strictly up-to-date women's leather and satin straps and cut-out styles, formerly priced to \$7.50, will be closed out at per pair
4.95
Men's black and brown calf and patent \$7.50 dress shoes, specially grouped for quick close out at less than wholesale cost, per pair
4.95
One special group of women's regular \$10.00 white kid pumps with baby Louis heels, a wide range of sizes, going at the ridiculously low price of, per pair
1.95
One special lot of Men's \$6.00 black and brown, kid, calf and patent Oxfords, several styles of lasts to choose from, closing out price, pair
3.95

High-Top Outing Boots
Men's 16-inch lace top hiking boots, made of extra high grade durable brown calf leather, wing toe, double soles, specially priced at per pair
6.95
Women's 16-inch brown calf hiking boots, moccasin, plain and cap toe styles, all sizes and widths from AA to EE, sale price, per pair
8.95

Men's Work Shoes
Men's regular \$4.50 medium weight brown Elk work shoes, full 8-inch tops, all sizes, specially reduced to, per pair
3.45
One special lot of Men's \$3.50 work shoes, made of good hard wearing Elk leather, during this sale only, per pair
2.45

JOHN J. ROTTLE
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