

DIRECTOR'S DEPARTMENT STORE CHALLENGE SHOE SALE



This sale is the greatest that we ever planned for the Willamette Valley. We sincerely believe this to be the biggest event of this kind we



ever undertook, having planned for it for months. We have to move the biggest share of the shoe stock regardless of consequences at prices that will surprise everyone within the reach of our store. The savings are most extraordinary and unparalleled in the history of our establishment.

We have to make room, we need it to enlarge other departments and add new ones to our store; therefore this great slaughter on shoes at prices that are a genuine saving to you. Bring your friends that know shoes and see if we are not right in our challenge that you can't buy shoes at prices as low as we offer. This is a real bona fide shoe sale.

THOUSANDS OF PAIRS OF SHOES ON SALE—NONE EXCEPTED

Statement from Our New Shoe Buyer

TO THE WORTHY PUBLIC OF THE WILLAMETTE VALLEY
Having taken the position of shoe buyer for Director's Department Store, I want to announce to you that I am here to stay and offer you at all times shoes at prices that can not be equalled anywhere.
The past years I have been connected with eastern firms and with two of the biggest shoe stores in Portland and I can honestly say that I have never seen such a large collection of high grade shoes, at such astonishingly low prices, as we are offering at present.
Mr. Director ordered me to sell regardless of cost, and this sale is the result. Having lived here before I feel confident that the worthy public of the Willamette Valley and Salem will see in this the biggest shoe event witnessed in the past eight years.
Yours for genuine bargains,
—DAVE G. HOLTZMAN.

Thursday, Friday, Saturday Only

We believe this to be a sale of almost inexhaustible benefit to the people of Salem and the surrounding community. We have the merchandise, assortments are of the most liberal. Thousands of dollars worth of merchandise at thousands of dollars of savings.
Bring your friends, tell your neighbor, everybody should know about this. We have hired an extra large staff of clerks to serve you and look forward to see you here.
Don't forget—three days only.
Come early and get the pick of the bargains.
No C. O. D.'s.
No phone orders.

NO SHOES SOLD TO DEALERS

DON'T FORGET THE OPENING DATE, THURSDAY, APRIL 22, 1926, 9 A. M. SHARP



500 pair of Foot Schultze low heel pumps and oxfords in tan, calf, gunmetal and patent leather. Made of the finest grades of leather, solid leather counter insoles and outsoles. All oxfords in Goodyear Welts. Practically all sizes. Regular \$5.00 to \$6.50 values **\$3.29**

300 pair of late pumps in the newest shades and trimmings—also satins, in high and Cuban. Half the lot with straps and some in strip pump. These are all the very latest novelties. Colors are Palm Beach, Beau de Rose, Apricot. Regularly priced \$6.50 to \$8.00 **\$4.49**



All our new W. L. Douglas oxfords, just arrived. The price is stamped on the soles of the shoes at the factory. Special **15% off**

500 pair of men's shoes and oxfords, single and double soles, in calf, kid and kangaroo, black, cordovan and tan—very high grade shoes. See the windows. Regular \$8.00 to \$10.00. B to E widths **\$5.85**



Bargain Basement

Our Basement Shoe Section holds an enviable reputation for unmatched value giving, and during this sale we are going to surprise everybody. Read, then come and buy. You will never regret such bargains.

Men's fine Dress Shoes in Weyenberg, Comflex, Peters, Buckhecht, single and double soles, kids, calf, black and brown; assorted in three price mixed groups—\$6.00 to \$8.50 values

Special \$2.98, \$3.98, \$4.98

Camco Canvas Basketball Shoes, rubber soles—Regular \$2.25

98 Cents

One lot Ladies' high Shoes in black and brown kids and calf

Special 89c

Ladies' 10-inch high top Boots—Regularly sold at \$5.50

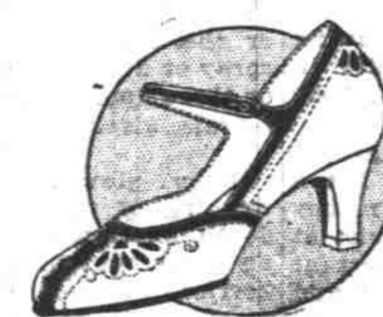
Special \$2.98

Men's Work Shoes—Weyenberg and other famous makes, some in Munson last, some with double soles—\$4.00 to \$6.00 regular value

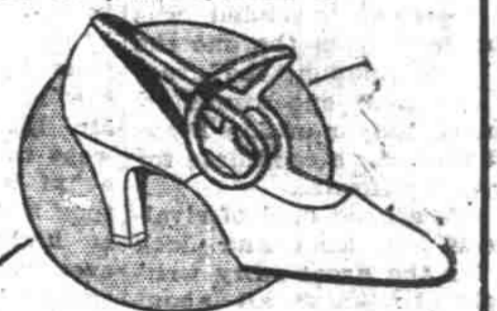
Special \$2.98

Children's fine Pumps and Oxfords in all leathers and colors; welts, McKays and turn soles; sizes 8½ to 2—Regular \$2.50 to \$3.50

Special \$1.79



O-So-Snug Arch Support pumps, in kid leather and Goodyear Welts. Regular \$6.50 to \$7.50 **\$4.49**
One lot of fine pumps in high heels only. Newest shades. All sizes—Regularly \$7.50 to \$8.50 **\$5.98**



500 pair of late pumps in military, Cuban and high heels—some with rubber lifts. Colors are tan, patents and black kid. All sizes—AA to E. Regular \$6 to \$7.50 values **\$3.79**



200 pair of Certified shoes in Tor-sic, Combination, Bankers and Straight lasts, in black and brown kids. All sizes, widths AA to D. Regular \$10 and over. Matrix oxfords, high grade black and tan calf, built to fit your foot like a footprint in the sand. Regular \$10 and over **\$6.85**



600 pair of men's shoes and oxfords in such famous makes as Foot Schultze, Harlow, Ogden, Wesco, O'Donnell, Alden, Walker & Wilde. In extra fine calfs and kids, full single soles, black, cordovan and brown. Regular \$7.00 to \$10. **\$4.98**

One lot of Ladies' Pumps and Oxfords, assorted sizes and colors—Regular \$4.50 to \$5.50

Special \$1.49

Ladies' Pumps and Oxfords with fancy cut-outs in patent, kids and calf—\$5.00 to \$6.00 values

Special \$2.98

One lot of Canvas Shoes, full leather soles, Goodyear welts—regular \$2.50

49 Cents

One lot of Children's Button and Lace Shoes, turn soles and welts, sizes 8½ to 2—Regular \$2.50

98 Cents

One lot Canvas Oxford, high Shoes, white and brown, leather and rubber soles—Regular \$2.00

Special 79c

Men's Bal Scouts—a real light Work Shoe. Double service rubber soles and heels—Regular \$2.50

Special \$1.69

One lot of Ladies' Sandals and Low Heel Skinner Satin Pumps, assorted sizes; none ever sold less than \$5.50

Special \$1.98



One lot Boys' Shoes in button and lace 13½ to 4, all high grade makes, Goodyear welts for wear—Regular \$3.50 to \$4.50

Special \$1.98

Boys Shoes in good makes like Weyenberg, Kreider, Peters, Poll-Parrot; Goodyear welts, many styles—\$5.50 values

\$3.49

OUR :: WINDOWS :: TELL :: THE :: STORY