

what is january?

it is the month in which young husbands declare themselves bankrupt . . . and boy friends begin paying installments on "the" Christmas present . . . and it is the month in which merchants give sales . . .
 . . . and this january is one doggone good time to take advantage of the most exceptional selling event in Salem . . . the man's shop semi annual sale with values as "rare as a blue moon," starts Jan. 12 and lasts ten days.
 yes, sir; a rare treat is what this sale is! clothing and furnishings whose intrinsic value and style correctness are guaranteed by the most famous trade names in america . . . and to be tremendously reduced for our "once in a blue moon" sale . . . is the greatest buying opportunity one could ask for.



heading the program

here are convincing values, even though this group is priced ridiculously low they are excellent late model suits, styled to fit and tailored to stay, not merely held together by hope. \$15.95.

\$15.95

if you respond to smart styling, handsome fabrics, excellent tailoring then we offer Society Brand and Hickey Freeman's finest reduced 20%.

reduced
20%

here are coats that you will be openly proud to wear and secretly pleased at the price you pay, all colors, several models, and most sizes, the values are most exceptional at 1/2 price.

1/2 price

Samuel Martin Ltd. topcoats, lightweight but winter-proof and almost wear-proof . . . english hand tailoring, styled in the popular raglan model. these coats sell regularly at \$65.00. now \$52.00.

\$52.00

amazing values in well known popular priced makes of clothing reduced

20 to 50%

more big news



Phoenix hosiery

one lot small sizes \$1 and \$1.50. values, now \$.45. all other hose reduced 20%.



Dobbs, Schoble and Lee hats

homburgs, snap brims, and crushers, reduced 25%.



Manhattan, Arrow and Grayco shirts

reduced 20%. collar band and collar attached numbers.



square silk scarfs reduced 1-3.

woolen scarfs reduced 1/2.



Nunn and Bush shoes

odd sizes, \$8.50 values, now \$2.95 . . . other shoes reduced 10 and 20%.



Manhattan and Universal sleeping wear reduced 20 to 25%



Fownes gloves

fashioned from cape, mocha, goat, and hard fighting Mexican pigs, reduced 20%.



sportwear

knickers, sweaters in both coat and pullover models, leather jackets. all reduced 25%. one lot of sweaters reduced 1/2.



heavy wool underwear reduced 1/2

one lot of fancy broadcloth union suits, values to \$3.00, now \$.65. other garments reduced 20%.



wool lounging robes

silk dressing gowns, imported hombre cloth robes, and fancy smoking jackets reduced 25%.

the immensity of this sale hasn't a precedent and the quality of these stocks are unparalleled. we say this because since the re-organization of this store our prevailing prices are lower than most periodic sale prices (we never mark our merchandise up

with the anticipation of cutting it during january) and to again reduce our regular low prices 20 to 25% truly make super-values for this "once in a blue moon sale."

the man's shop

gentlemen's furnishing goods

salem, oregon