

TWO BIG EVENTS IN ONE

The Price Shoe Company Now Offers You The Greatest Florsheim Shoe Sale and The Most Astounding Ladies' Silk Hosiery Sale That Has Ever Been Conducted In Salem

SALE STARTS MONDAY FEBRUARY 2nd

We Will Now Give You the Reasons for These Two Big Sales

The Florsheim Mens' Shoes

We had intended to put a complete stock of Florsheim men's shoes in our Oregon Shoe Co., and we had bought an unusually large stock for our regular store—these shoes were all shipped before we sold the Oregon Shoe Co., and we have this double stock on our hands, along with what would be considered a large stock by most stores already on our shelves.

To move these shoes we know that the price must be attractive, so we have decided to price them so every man will buy at least two pairs, and in a few days we can close out the entire lot. Come early in the sale, as these shoes will not last long.

Ladies' Silk Hosiery

During the past year our hosiery business has gone ahead by leaps and bounds, and one of the largest mills in the country, with whom we place practically all of our orders, wanted to show their appreciation of this large and growing business and to help us make a still larger increase, so they have sold us about a thousand pairs of high grade silk hose at a ridiculously low price. None of this hosiery retails at less than \$2.00, and a great many are \$2.50, with some as high as \$3.00

We are going to pass this on to our customers at a price that will make each one of them want to buy at least a dozen pairs.

Florsheim Men's Shoes are America's Outstanding Shoes for Men

These shoes will be fitted in this sale by expert shoe men, and the same careful attention will be given as at any other time. All Florsheim shoes will be sold at one price regardless of the former price. The cheapest shoe that Florsheim makes is \$10.00; many styles sell from \$12.00 to \$14.00—brown and black

calf or kid leathers, imported Scotch grains—none of these Scotch grain leathers sell for less than \$12.00 and up to \$14.00. This will also include feature arch shoes made by Florsheim, as well as a number of styles of high grade golf shoes, none of them selling for less than \$12.00.

EVERY FLORSHEIM SHOE IN OUR STOCK TO GO AT ONE LOW PRICE \$7.95

LADIES' SILK HOSE

It is an established fact that we have no ladies' hose in our stock to sell for less than \$2.00, and we are complimented each day on the unsurpassed beauty, the exceptional wear and the general superior quality in comparison to other hose at any price. Now we are going to offer all of the hose in this special buy, along with broken lines from our regular stock, at one big close-out price.

\$1.50 per pair, or **3** pairs for **\$4.00**

25c Rubber heels put on your shoes every Wednesday at half price. Bring them any day and leave them for Wednesday. **25c**

MEN'S SOX

are another big feature in this sale. Regular 50c, 75c and \$1.00 sox, all sizes, colors and patterns, go at one price—just received, ten dozen heavy wool sox, regular \$1.00, to go at the same price.

3 pairs for \$1.00

Dr. L. J. WILLIAMS
Salem's Leading Chiropodist, in Attendance

The Price Shoe Company
135 NORTH LIBERTY STREET