

Sale Starts Thursday Night, 7 P. M. Sharp

# The Price Shoe Co.'s

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# EXPANSION SALE

## GROWING WITH SALEM

A little over a year ago we inaugurated our ready-to-wear department in a very modest manner. Today this department has grown to such an extent that our present facilities are inadequate and it has become necessary for us to increase our floor space. Our belief in the future prosperity of Salem has prompted us to make this move and we are going to celebrate by offering you unrestricted choice of our entire stock of ready-to-wear and shoes at low sale prices.

*Entire Stock of Ready to Wear & Shoes Goes*

## Statement by Mr. O. E. Price

We are more than doubling the floor space in our ready-to-wear department. The plans are all made, the contracts all let and the work has already started. During the alterations we will offer our entire stock of women's and children's shoes and ready-to-wear at new low sale prices in order to clear the way for new fall merchandise now arriving for this enlarged store.

(Signed) O. E. PRICE.

Closing Out Women's <b>BLOUSES</b> Values up to \$2.95 <b>\$1</b>	Closing Out Women's <b>HOUSE SLIPPERS</b> Values up to \$2.95 <b>\$1</b>	Closing Out One Lot Kayser Full Fashioned <b>HOSE for WOMEN</b> Values up to \$1.35 <b>49c</b>	Shadow Proof and Lace Trimmed <b>SLIPS for WOMEN</b> Values up to \$1.95 <b>\$1</b>	Women's and Misses All Wool <b>Gantner Swim Suits</b> Values up to \$6.50 <b>\$2.95</b>	One Lot of Women's <b>HANDBAGS</b> Values up to \$1.95 <b>\$1</b>
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## WHY BUY CHEAP SHOES, When You Can Buy Good Shoes Cheap?

### Women's Shoes

For Every Occasion

Street Shoes, Dress Shoes, Sport Shoes in low, medium and high heels. A large selection to choose from at this low price. We invite your inspection.

VALUES UP TO \$6.50  
**\$2.77** \*

### Women's Shoes

Styled in the Latest Modes

This is not a sale of odds and ends or undesirable groups. Every pair sold at this price is selected right out of our regular stock, assuring you of genuine savings on quality shoes.

VALUES UP TO \$7.50  
**\$3.77** \*

### Women's Shoes

Nationally Known

In this group you will find Selby Arch Preservers, Pedigo Lake, J & K, etc. Ties, straps and pumps, low, medium and high heels. Blacks, browns, blues and greys in fine kid leathers, styled for every purpose.

VALUES UP TO \$9.00  
**\$4.77** \*

An Important Addition That is Part of Our Expansion Program

## Special Introductory Prices to Introduce Our New Fur Department

Bringing to every woman luxury furs in advance styles -- never before shown -- at dramatic savings!



### FUR COATS at Introductory Prices

Seal Dyed Lapin .....	\$ 39.50
Northern Seal .....	45.00
Nutria Lapin .....	59.50
Eel Grey Lapin .....	69.50
Northern Seal .....	89.50
Black Pony Paw .....	115.00
Natural Muskrat .....	129.50
Silver Muskrat .....	155.00

# \$5 DRESS and COAT SALE

150 Garments - Values Up to \$19.50

## Afternoon Frocks, Formals, Street Dresses, Knit Ensembles, Coats Etc.

You choose-y people, who examine carefully before you buy; who insist on meticulously finished seams, and critically analyze every bit of stitching and trimming detail—it is for you that this sale was planned, for in it are only the very finest type of dresses and coats.

BUY THEM NOW FOR FIVE DOLLARS



## FINAL CLOSEOUT OF DRESSES, COATS and SUITS

Shopping "fiends" will pounce on these sale dresses as one of the biggest bargains they ever saw. Made as only better dresses can be made for all purposes and all year wear.

VALUES UP TO \$29.50  
**\$9.95**

### All White Coats TO BE CLOSED OUT AT SLASHED PRICES

There are many hot days ahead of you yet, when a white coat will be a pleasure indeed. Buy them now at a price you like to pay.

VALUES UP TO \$22.50  
**\$9.95**

### Closing Out All Summer SILK PRINT DRESSES

An Exceptional Buy at This Price

VALUES UP TO \$10.50  
**\$3.95**



## Propr-Bilt SHOES FOR WOMEN

For the first time in the history of our store we have ever offered these high grade shoes at such low sale prices.

\$3.50 values now	<b>\$2.95</b>
\$4.00 values now	<b>\$3.45</b>
\$5.00 values now	<b>\$3.95</b>

## CLOSING OUT All Edward's Shoes for Children

High Grade All Leather Shoes Of Exceptional Wearing Qualities

VALUES UP TO \$5.00  
**\$1.77**

Sale Starts To Night 7 P.M.

The PRICE SHOE CO. 135 No. Liberty Salem, Ore.