

# The Style This Fall Calls For a Clean-Cut Shoe



Fall shoes for men are showing more variety this season than any time since the war time regulations for conservation put a halt to the free hand of shoe designers.

However, this variety is not manifested in the vari-colored combinations of lowers and uppers as was in vogue when the restraining edicts were placed.

There are very few of the two-tone effects shown but various are the shades in solid tone finishes, and fanciful trimming designs, and perforations are widely shown.

The Brogue shoe—a heavily ornamental style will still be in vogue this Fall and Winter as it was this Spring.

In fact, the heavy appearance of this shoe seems to fit more appropriately into the scheme of things for Winter than for the milder months.

It's a sensible as well as pleasingly ornate style and a great relief from the rather subdued styling we have had to adopt in our shoes in recent seasons.

Then, too, there are other shoes that ingratiate themselves because of their more simple, and possibly more refined smartness.

These shoes are of the English and swing lasts in very graceful shapings. Such shoes show a tendency toward more pointed toes. There seems to be no half way compromise in the styling of the toes this season. They are either of the broad blunt effects as we see on the Brogue shoes or else the pointed toe styles. Neither Bull Dog effects or the medium rounded toe assert themselves very boldly.

Brown is the outstanding color and these in the russet, mahogany and

cordovan shades rather than the very dark brown or very light tans. Black, dull finish and gun metal finishes come next in line.

Some Blucher styles are shown but the laced effects are the most fashionable and will be the most popular. Few button shoes are shown for men and those that are shown are principally for dress wear in the patent leather finish.

The chief leathers employed are calf, Russia, cordovan and vic.

Very dressy men are showing increasing favor for spats and naturally this vogue shows greater strength in the Fall than in the Spring.

These spats are mostly in the lighter shades of fawn, champagne, mode, beige and pearl. In the darker tones there are browns, oxford and wine color.

# NEW ARRIVALS IN FALL SHOES

WE are now receiving advance Fall Styles in all the latest Colors and Styles, both in high and low shoes. There seems to be quite a tendency toward low shoes in the heavier leathers for Fall and Winter wear. We are receiving both express and freight shipments of these new Oxfords and they are now on display in our show windows.

## HANAN SHOES

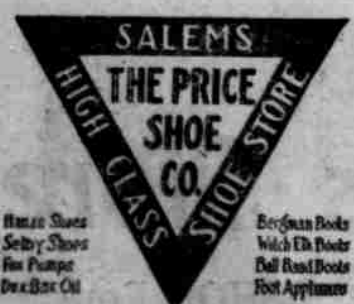
We now have the most complete stock of the famous Hanan shoes in Pumps, Oxfords and Boots—Black and the new shades of brown. We can fit any foot from the widest down to the very narrowest.

## BOYS' SHOES

We have just unpacked the largest range of styles and colors in boys' shoes ever shown in Salem and we picked these shoes up at practically half of their market value and we are going to sell them the same way, so if you want high grade stylish shoes for the boys, this is a chance of a lifetime.

## SERVICE

We are adding new features to our store service each year and improving the selling end of our business to make it more convenient for our customers, in fact, to give them such service that they are sure to return again. We offer the highest grade repair work to our customers that can be obtained, using better leather, better materials and a higher grade of workmanship that can be offered elsewhere at the same price—that you pay for inferior work.



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We have graduated foot specialists always at your service to correct the results of poor fitting and to keep your feet in good condition, who will examine your feet and Point out your troubles absolutely FREE. Our store is always open to every one to use as a resting place, as an information bureau, phone service and any other service that we may render the public. We will be glad to have everyone COME and USE These CONVENIENCES.



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