

OUR
25th.

Anniversary Sale

OPENS
THURS.
9 A.M.

Hundreds Of Pair Of New Fall Shoes To Be Offered At Ridiculously Low Prices For A Few Days

"Twenty-five years, a quarter of a century, in business in one city; that's something to be really proud of. The people back in Salem must appreciate your square dealings as much as we do," these are the words of an Eastern shoe manufacturer with whom we have done business since 1907. "A firm can not just stay in business because they want to," he continued, "the store must have the continued confidence of the people and that confidence can not be purchased, it must be warranted by honest merchandise sold at honest prices with a conscientious effort to make good all discrepancies."

E. C., J. C., and O. E. Price started in the shoe business in Salem just twenty-five years ago in a building at 444 State street, built for us by Fred D. Thielsen. Six times since then we have been compelled to move into larger quarters until now we have one of the most up-to-date shoe stores on the Pacific coast.

We hope to continue to merit your patronage, for our policy of past years will continue to be foremost in our endeavor to serve the people of this community.

Good News, Salem!

To help us celebrate our twenty-fifth birthday some of the manufacturers have voluntarily offered to us, for our Salem trade, some very special Eastern models made especially for the "cream of the trade" where money is no object.

They have placed at our disposal a few pairs of these shoes to be distributed at a very low price—in fact just the price of ordinary shoes, just to help us celebrate.

**SALE
STARTS
THURS.
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Our 25th Anniversary Sale has been in preparation for over three months, have made trip to all factories that we have patronized for the past 25 years and they have given us special promotion merchandise for this event.

Archpreserver shoes for both men and women, Hanan men's shoes, Rice O'Neill, Pedego, and Braver shoes for women.

SPORT SHOES from a number of the best factories.

HOSIERY—Our famous "ROLLINS RUNSTOP Guaranteed Hose."

SLIPPERS—"Daniel Green," "Bestever," "Evans" & other nationally known makes.

Entire stocks of men's shoes, children's shoes, house slippers and ladies' leather handbags are to be completely closed out, or as nearly as possible, as we want to replace these departments with entirely new merchandise. Will make price with the view of attaining this end.

O. E. PRICE.

You'll Surely Want To Take Advantage Of These Specials

Twenty-Five Hundred Pairs Rollins Runstop Guaranteed SILK HOSE

These are our regular numbers sold at \$1.50, \$1.65 and \$2.00. All new Fall shades. We will place these hose on sale for the duration of our Anniversary Sale at One Price

\$1.00

MEN'S SHOES

Well known lines of nationally advertised makes. Light and dark, brown and black calf and kid leathers, imported Scotch grain, single and double soles, both in oxfords and high shoes. We want to dispose of our entire stock so we can replace with all new numbers when we make our next eastern purchasing trip. Shoes regularly sold from \$10.00 to \$15.00 will be placed in two groups for quick selling at—

\$5.95 & \$6.95

Archpreserver SHOES

for ladies, in dozens of styles, black and brown ties and pumps. The Selby Shoe Co. is cooperating with us in this sale and have given us a wonderful selection of their best \$10.00 and \$12.00 shoes. So we can pass them on to our customers at the ridiculously low price of

\$6.95

PUMPS & TIES

Hundreds of pairs of new styles, all sizes, strap and strip pumps, ties in kid and suede, both brown and black at one price

\$6.50

One Hundred Ladies Leather HAND BAGS

In all styles, back straps, envelopes and clasp types, with and without zippers. We will place our entire stock on sale, regularly sold at \$2.95 to \$5.95 at one price of—

\$1.00

Ladies PUMPS & TIES

Black and brown kid, black suede, Cuban and shaped heels. Regular \$8.50 and \$10 values. Most all sizes in the lot go at one price—

\$6.95

Children's SHOES

We are going to close out hundreds of pairs children's shoes in both pumps and oxfords, all leather, black, brown and smoke. All sizes from the very small sizes up to size two. These shoes are of the finest makes and sold regularly at \$4.00 and \$5.00. We will place them in two groups and sell them at—

\$2.95 & \$3.95

Ladies HOUSE SLIPPERS

Leather in red, blue, brown, black and green. All sizes, formerly sold for \$4.00 and \$5.00. Every pair goes in this sale at—

\$1.95 & \$2.95

Ladies DRESS TIES

Genuine Calcutta lizard in brown or black, all sizes. A very new last and pattern. Get a pair early at—

\$8.50

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ALL NUMBERS
FOR THE
DURATION
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YOU WILL DO
WELL TO BUY
SHOES NOW
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ADVANCE

Our 25th.
Birthday

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