

this is **RAE'MAR**

STARTS THE NEW YEAR RIGHT BY LEADING OFF WITH THE MOST TERRIFIC PARADE OF VALUES EVER TO APPEAR IN SALEM WITH THIS, OUR FIRST ANNUAL

STOCK DISPOSAL SALE

PEOPLE OF SALEM

Right at winter time. . . Right in the face of constantly rising prices comes this our first annual STOCK DISPOSAL SALE! A sale designed with you, our customer, in mind! GONE ARE ALL THOUGHTS OF PROFIT OR LOSS! We have but one thought and that is, REGARDLESS OF COST. . . REGARDLESS OF LOSS. . . to unload our overstock! Don't be misled, this is not just a flash sale. . . it is the beginning of an annual event that will ROCK SALEM TO ITS VERY FOUNDATIONS! Every shoe in the store has been cut-slashed to its very rock bottom price. Don't be one of the "left-outs," be in line before 10:00 A.M. to enable you to get your full share! The sale will continue only until our now complete stocks are depleted, SO DON'T WAIT 'TIL NEXT WEEK WHEN IT MAY BE TOO LATE!

The demand for this merchandise at these fantastic prices will be tremendous, so to assure yourself your full share of these amazing bargains we advise you to be in line before 10 A.M.!

Never in the history of Salem has such an array of top grade ladies' shoe values been offered at such fabulously low prices! This is a store-wide effort to reduce our inventory! Every shoe in the store has been marked to demand fast buying action with prices running at cost! Near cost! Even below cost!

10 A. M. SPECIAL!
BEDROOM
SLIPPERS
Values to 3.95
94¢
Limit One Pair!

10 A. M. SPECIAL!
Play Shoes
Values to 8.95
94¢
Limit One Pair!

10 A. M. SPECIAL!
Handbags
Values to 7.95
94¢
Limit One Each!

One Special Group! While They Last! Hurry!
BEAUTIFULLY STYLED DRESS SHOES
Values to 9.95

Closing Out Some Nationally Advertised Lines! **94¢** All Colors with a Wide Variety of Sizes! Sorry! Limit One Pair!
Take advantage of this savings! Be in line at 10 a. m.

Here is a sale to cause much excitement among the ladies of Salem! Regardless of cost! Regardless of price! We are forcing out this entire stock of top grade ladies' shoes at prices unequalled and unexcelled in the annals of retail merchandising!

HAND BAGS
Values to 8.95 **\$4.94**

A group of exceptionally fine ladies hand bags all advertised to sell at much higher prices! Includes calfs—suedes—fabrics in many colors!

Be In Line at 10 a.m. For Your Share!

SALE CONTINUES ONLY UNTIL STOCK DEPLETED! NEXT WEEK MAY BE TOO LATE! HURRY!

ONE SPECIAL GROUP

Fine Dress Shoes

A wide variety to choose from in this group! Just think of the savings!

Values to \$9.95
\$1.94

OUR BETTER DRESS SHOES

Values to 15.95
\$8.94
Some of our very best shoes including such famous brands as Laird Schober!

A TOP GROUP OF DRESS SHOES

Values to 10.50
\$6.94
Another top quality group including brand names such as Colella and Laird Schober!

Unbelievable But True!

SOME OF OUR BETTER

Casual Shoes

Values to 9.95

When you see these shoes you will marvel at the losses we are taking to make this event possible! Act now!
\$2.94

A GROUP OF BETTER PLAY SHOES

Values to \$10.50
Fine quality leathers combined with gorgeous styling!
\$4.94

DRESS SHOES PRICED TO GO

Values to \$7.95
Your chance to save on this Top grade merchandise! Act now!
\$4.94

THE ORIGINAL PIXIE SHOE

Regular \$8.95
Here's a shoe they said we couldn't cut price on! But look!
\$6.94

A GROUP OF HOUSE SLIPPERS

Values to \$3.95
A group of high grade slippers formerly selling at twice this!
\$1.94

MEDIUM HEEL CASUAL DRESS

Regular \$12.95
Just think of it! Colella's and other such famous brands!
\$9.94

OUR VERY BEST BEDROOM SLIPPER

Values to \$5.95
Includes our entire stock of Honey Bugs! Be in line early!
\$2.94

OUR FINEST DRESS SHOES

Values to \$17.00
Laird Schober—Tweedies many other top quality brands!
\$14.94

To assure a quick stock disposal we must insist
ALL SALES FINAL
NO REFUNDS EXCHANGES—LAY AWAYS!
NO PHONE CALLS, PLEASE

Our Very Best Group of

CASUAL SHOES

Values to 10.95
\$6.94

Sibiccas—Hollywood Skooters! All colors—sizes! Act!

A Terrific Carnival of Bargains! Hurry!

DRESS SHOES
\$2.94

Values to 9.00
A wide variety of colors—styles—sizes including many famous brands! Act today and save!

GIRLS! LOOK!
A Large Group Including Famous Brands
Casual Shoes
Values to 8.95
These will go fast and when they're gone that's all so be in line early!
\$1.94

OUR VERY BEST HAND BAGS **\$6.94**

HIGH HEEL DRESS SHOES
Values to 15.95 **\$11.94**
SOME OF OUR BEST INCLUDING LAIRD SCHOBER & TWEEDIE!

this is RAE'MAR

466 State Street SALEM