

A DECIDED INNOVATION

"As Usual" we are Bringing Something Entirely New to Salem in a "Way" of Shoe Selling

In many of the larger cities of the country they are now opening up shoe stores, using the new method of selling and calling them

"SHOETERIAS"

or, to be more explicit in the statement--

A Self Service Shoe Department

—HOW TO USE IT—

In our NEW SELF SERVICE SHOE department, just in the rear of our NEW KIDDIE'S department, we have opened a spacious room where you serve yourself by selecting the shoes you want from the shelves where they are displayed uncovered, the sizes, widths and prices plainly marked and a deduction is made on each pair for the saving of clerk's service.

After making your selection and trying them on yourself, if you wish to, you bring them to the wrapping counter where they are wrapped up for you and the charge made.

Now, haven't you often thought that you would like to buy your shoes without being bothered by a clerk. Well, here's your chance and beside, you save the cost of a clerk's time, for all prices are made, leaving off the clerk's hire and in this department no Selling or Fitting Services Will be Given Without Extra Charge.

The Self Service Department will be our Underpriced Department and in it will be found Shoes for Everybody from the Old to the Baby, all displayed so you can see them, the size, price, etc., and you can look around all you wish with no one to bother you. You will not feel that you are taking any one's time and you will feel that YOU ARE PERFECTLY WELCOME.

The Policy and Service in our big Main Store will be the same, Highest quality goods, Best service for the least possible price for cash, and all the LATEST and BEST styles.

On Tuesday September 2nd

We will have a

Grand Opening Reception

from 9 A. M. to 9 P. M. to show our new department. However no goods will be sold after 6 P. M. but we will be glad to meet friends, both old and new and show you over our fine store from the office in the Balcony to the basement stock room.

We are proud of our stores and expect a pleasant day and evening.

We will have music in the evening and serve refreshments and each caller will be presented with a souvenir.

We cordially invite you to come

Littler and Upmyer, Sole Owners

The Bootery

STORES SALEM AND TOLEDO, OREGON

The Herald

Entered as second-class matter September, 1908, in the post office at Monmouth, Oregon, under the Act of March 3, 1879.

RICHARD B. SWENSON
Editor & Publisher

MONMOUTH, OREGON

ISSUED EVERY FRIDAY

FRIDAY, AUG. 29, 1919

Subscription Rates

One year	-	-	\$1.50
Six months	-	-	75 cts
Three months	-	-	50 cts



Monmouth
Meditations

The evergreen blackberry has become so valuable that farmers are warning off the trespassers who in other years have helped themselves to this crop.

The Curtis company, manufacturers of aeroplanes, are conducting a campaign to dispose of the idea that travel in the air is dangerous, a necessary first step to promoting the popularity of the sport.

The governor's hesitancy to call a special meeting of the legislature to endorse suffrage must meet with the approval of sober minded people. If the vote of the state were needed to reach the necessary number at this time, there might be reason for it, but the probability is that Oregon's vote for, in the regular course of events, will be cast for the measure in ample time.

The railroad strike in Southern California is calculated to do as little injury to business in that section at present as is possible at any season of the year. People are not rushing into that section at this time.

The president's stand in regard to the wages of railway employees will recommend itself to a great many people. Somewhere in this endless chain of price raising a stop must be made and a stop in so conspicuous a place as the one mentioned will have a salutary effect on the country. For the general impression is that railroad men are paid high enough now and another advance at this time to them would lead to unreasonable demands in many other places.

We must acknowledge a warm spot for the booster but there is such a thing as overdoing it. The editor of the Salem Statesman spoke of hogs this week and asserted that we should grow more of them, that there was no place