

# The Greatest Shoe Sensation in the Whole Northwest

## FOR THE BENEFIT OF THE PUBLIC

The Model Shoe Store has at all times during the past exerted every energy, and bent every effort, to give to the shoe buyers of Lane County the best shoes that could be bought at the lowest price. That this store has succeeded in its efforts is known in every town and at every cross-roads for miles surrounding Eugene. The best shoe for the least money prevailed here, and now, to keep faith with the public, this store has concentrated its lines and will as soon as its present stock is cleared out confine itself to several exclusive lines. The task therefore remains to sell out the present stock and make room for many thousands of dollars worth of shoes that are now being shipped to this store. But before deciding to become exclusive agent for the other lines, this store had bought thousands upon thousands of dollars worth of high grade shoes at low prices for Spring and Summer business. The merchandise is now in the shelves and it must be sold. It must go for two purposes: to clean the shelves and make room for the new goods, and to turn the stock into cash to pay for the new shoes. "But how can this great amount of merchandise be sold in a short time," I was asked. "It can be done easily," I said, "by making the prices right." And if cutting the heart out of the prices is making the prices right—THESE PRICES ARE RIGHT. Cheap shoes never sold for the ridiculously low prices that have been tacked onto these high-grade shoes. But everything has got to go, and go quickly. This sale will be a tremendous sensation—take my suggestion and get here early.

# RE-ORGANIZATION

# SHOES SALE

## THE SALE HAS A GENUINE REASON

To keep faith with the public this store in the future is going to be confined to the following lines: Florsheim Shoes and W. L. Douglas Shoes for men; the famous Utz & Dunn Shoes, and the celebrated Martha Washington Shoes for ladies; nationally known Billy Buster Shoes for boys; and the renowned nap-a-tan heavy shoes for both men and women. These shoes are en route here now. So the task remains to sell the present stock as soon as it can be done. It must be done in a hurry. So the Model in putting on this Re-organizing Sale is doing it with a definite purpose in view and a solid reason behind it. This event is not being staged to palm off on the public a lot of odds and ends, and otherwise unwanted shoes, but is done to clear the shelves and raise the cash. It is a genuine bonafide event with real bargain sensations that will come as a godsend to the thousands who are anticipating purchasing new shoes for summer. Think of it! You can buy new merchandise in many instances below cost. It is almost unbelievable. Please bear in mind that the stock is all high grade, every item here is exactly as represented or your money back. The shoes in this store now are all high grade and from nationally known makers. The quality is high and the price is low. The bargains are amazing. You should come with the whole family. There are shoes for everybody. It will be the greatest disposal of shoes that you have ever imagined. Nothing as genuine as this sale has ever been staged here.

**Opening Day  
Opening Hour  
Only**

## These Prices and the Windows Tell the Whole Story

**Opening Day  
Opening Hour  
Only**

### Men's Shoes

- Edmond's Famous Foot-fitters for men. All styles, all lasts—the pair—**\$6.47**
- \$9.50 Men's Beacon Tan English, Rubber Heel, Welted, Full Stock—the pair—**\$6.47**
- \$10.00 Men's Genuine Brown Vici Kid, Broad Toe, Rubber Heel—the pair—**\$6.63**
- \$10.00 Men's Genuine Brown Vici Kid Oxford, Rubber Heel—the pair—**\$6.63**

- \$5.00 Munson Last Army Shoe. Soft tip, all solid leather—the pair—**\$3.39**
- \$5.00 Men's Eight-Inch Outing, Orchard or Hop Yard Shoe—the pair—**\$3.67**
- \$7.50 Men's Weinberg Full Stock Veal, double sole to heel—the pair—**\$4.49**

### Work Shoes

### Boys' Shoes

- \$5.50 Men's All Leather Tan English Dress Shoe, rubber heel, welt—the pair—**\$3.68**
- \$5.75 Men's All Leather Tan Oxford, rubber heel, welt—the pair—**\$3.78**
- \$6.50 Men's All Leather Gun Metal Blucher, welt, rubber heel—the pair—**\$3.97**
- \$7.50 Men's All Leather Brown Blucher, welt, rubber heel—the pair—**\$4.87**
- \$7.75 Men's Full Stock Brown Calfskin, Solid Welted Blucher—the pair—**\$4.97**
- \$7.75 Men's Beacon Brown Oxford, Full Stock, Welted, Rubber Heel—the pair—**\$4.98**
- \$8.00 Men's Full Stock Brown English Calfskin, Rubber Heel—the pair—**\$5.63**

- \$3.75 Guaranteed All Leather Outing Shoe. Ideal work shoe—the pair—**\$2.63**
- \$4.00 Smoked Horse Outing Shoe, leather soles and heels—the pair—**\$2.98**
- \$4.00 Weinbrenner All Solid Leather Work Shoe. Some buy—the pair—**\$2.98**

- \$2.25 Boys' Sport Tennis Shoes, red rubber sole, red ankle patch—the pair—**\$1.47**
- \$2.75 Boys' All Leather Scuffer Oxford. A sensational bargain—the pair—**\$1.49**
- \$3.75 Boys' Pearl Elk Outing Bal, ankle patch, rubber heel—the pair—**\$2.67**
- \$4.75 Boys' Gun Metal Blucher All Leather Solid Shoes—the pair—**\$2.87**

To endeavor to clear a large shoe stock in a short period is an immense task—but it can be done in only one way—that is to mark the prices so low that people from far and near come to buy them. —So I have applied to high grade shoes that will cause a panic when these doors swing open. The selling of this stock is the most spectacular undertaking ever attempted—nothing has been done before, nothing has been left undone to set a new record for low prices on high grade shoes. It will be a shoe sensation such as you have never known. —This sale is really a golden opportunity. Mercilessly has the knife been applied.

Signed A. E. Ross, Expert in charge

### Ladies' Shoes

- \$6.00 Ladies' Patent Colt, Low Heel, One-Strap Pump, very new—the pair—**\$3.89**
- \$6.00 Ladies' Brown Vici Kid, Cuban Heel Oxford. Wonderful bargain—the pair—**\$3.98**
- \$7.00 Ladies' Black or Brown Two-Strap Welt Sole Oxford, Brougue—the pair—**\$4.88**
- \$10.00 Ladies' Brown Calf Two-Strap Pump or Brown Oxford. Go at—the pair—**\$5.98**

### White Shoes

- \$3.75 Ladies' One-Strap Kid Slippers. The sensation of all Shoe Sales—the pair—**\$2.47**
- \$4.00 Ladies' Vici Kid Low Heel Black Lace Oxfords. Some buy—the pair—**\$2.67**
- \$4.25 Ladies' Brown Calf Low Heel Lace Oxford. The season's big hit—the pair—**\$2.87**
- \$4.50 Ladies' Patent Leather Low Heel One-Strap Pump, new—the pair—**\$2.98**
- \$4.50 Ladies' Vici Kid Broad Last, Rubber Heel Oxford. Some buy—the pair—**\$2.98**
- \$5.50 Ladies' Patent Colt, Low Rubber Heel, Two-Strap Pump—the pair—**\$3.87**
- \$5.75 Ladies' Black Kid, Low Rubber Heel Street Oxford. A genuine sensation—the pair—**\$3.88**

- \$6.00 Ladies' White Canvas Sport Oxford, brown ball strap, rubber heel and sole—the pair—**\$3.98**
- \$6.00 Ladies' White Canvas Sport Oxford, black and white ball strap—the pair—**\$4.19**
- \$6.50 Ladies' White Canvas Hand Turned Patent Trimmed, Baby French Heels—the pair—**\$4.48**

### Misses' Shoes

- \$3.00 Ladies' Low Heel White Canvas Oxford. A real opportunity—the pair—**\$1.89**
- \$3.25 Ladies' White Canvas One-Strap Pump, Cuban heel, Ivory soles—the pair—**\$1.98**
- \$5.00 Ladies' White Canvas Three-Strap Pump, hand turned, covered heel—the pair—**\$3.38**

- \$2.75 Misses' White Canvas One-Strap Slipper. Ivory sole and heel—the pair—**\$1.78**
- \$4.00 Misses' Brown Calf Oxford, rubber heel. All solid leather—the pair—**\$2.78**
- \$4.00 Misses' Patent Mary Jane Slipper. A beautiful shoe—the pair—**\$2.79**
- \$1.75 Children's Barefoot Sandal and Scuffer Oxfords for summer—the pair—**\$1.19**

To \$10.00 Ladies' White Sea Island Duck Shoes, Utz & Dunn's. As long as they last—

# 33c

To \$10.00 Ladies' Patent Kid, French Heel Pumps. As long as they last—

# 49c

To \$10.00 Ladies' High Grade Gray Suede. Hand turned, one-strap. As long as they last—

# 59c

\$1.75 Men's White and Black Tennis Shoes. Good grade. As long as they last—

# 29c

One lot \$7.50 Men's Gun Metal Bluchers and Brown Work Shoes. As long as they last—

# 77c

\$2.00 Children's and Misses' White Canvas Shoes. Good quality. As long as they last—

# 19c

## This Sale Starts Tuesday, May 23, at 9 o'Clock Sharp Come

This Store Will Be Closed From Saturday Night Until Tuesday Morning During which Time a Crew of Experts will be Busily Engaged Marking Down the Entire Stock

# MODEL SHOE STORE

724 Willamette St.

Bet. 7th and 8th Sts.

We Desire at Once the Service of 10 Experienced Shoe Salesmen Who Can Fit Perfectly, Men's, Women's, Boys', Girls' and Children's Shoes. Apply Rear Entrance.