

Like a Thunderbolt from a Clear Sky Comes This Startling Announcement GRAHAM'S SHOE STORE Inaugurates a Gigantic "Let-Go"

Watch for it!

Wait for it!

Ten great

days of un-

heard of low

prices on

high-grade

SHOES

COME

It's a

Thriller



SHOE

SALE

READ
Every word of this
Announcement
Let It Be Your Shopping
Guide—You'll Find Every-
thing as Advertised!

Help Wanted

We expect a tremendous crowd and will need several extra salespeople to help pass out this stock.

Your Guarantee

This great Sale is backed by my years of successful business in Eugene, and I expect to be here many more. Think what any misstatement would mean! The prices quoted on this high-grade stock are almost unbelievable, but I realize that low prices are the mighty factor that will help me unload. I have engaged the services of a Merchandise Sales Specialist—E. R. Pickard, formerly of Eugene, to help me put this sale over, and have ordered him to CUT LOOSE and make it the greatest bargain event ever staged in Eugene.
(Signed) DAVE GRAHAM.

Something Doing Every Minute—Every Hour—Every Day

Extra Special WHILE They LAST



\$9.00 Women's Pumps

Brown Russia Calf Slatter Pump, Goodyear welt sole, military heel, wing tip, quarter fox, perforated. Sale price **\$1.98**

\$7.00 Women's Oxfords

Women's Patent Leather, plain toe, turn sole, Louis XV French heel. Closing out 10 pair at way below cost **\$1.89**

\$6.00 Women's Pumps

Women's White Reinskin Cloth, wood covered French heel Pump, plain toe, colonial tongue, turn sole. Sale price **98c**

\$9.50 Women's Pumps

Women's White Kid Opera Pumps, turn sole, leather covered French heel. Priced special during this sale **\$2.49**

\$10.00 Women's Pumps

Women's Brown Novella Kid, one eye-let Pump, Goodyear welt, covered French heel. Six pair of brown and two pair black kid Pumps included at this ridiculously low price **\$1.89**

OPENING HOUR SPECIALS

\$9.00 Women's Oxfords

Women's White Reinskin Cloth and White Nubuck, French heel Oxfords. Just two dozen pair left to sell at this price **98c**

\$3.50 Childs' Shoes

Misses' and Children's White Reinskin Cloth Lace Shoes, school heel, white leather sole. Sizes 8½ to 2. Sale price **98c**

\$9.00 Men's Shoes

Brown Russia Calf Lace English Shoe, Goodyear welt sole. This shoe cost us wholesale \$6.85. Sale price **\$1.95**

\$3.50 Boys' Shoes

Youths' and Little Gents' Smoked Elk Play Shoes, indestructible chrome sole, reinforced vamp. Sale price **\$1.85**

The Outstanding Bargain Event of the Year

Men's Shoes

\$9.00 Men's Oxfords

Norwegian Grain Leather, Goodyear sole, Bal strap, Sport Oxford. Real service assured. Extra special, pair **\$4.35**

\$8.50 Men's Shoes

Men's Brown Calf Dress Shoes, modified English last, Goodyear welt sole, rubber heel. Sale price **\$5.15**

\$16.00 Hunting Boots

Black or Brown 16-in. Pack Style, flexible sewed sole, chrome stock. A fine grade comfortable boot for fishing or hunting **\$9.35**

\$5.00 Army Shoes

Brown Elk Army Shoe, Goodyear welt sole, Soft toe, Blucher cut. A good serviceable work or hunting shoe **\$3.85**

SALE Children's Shoes

Play Sandals and Oxfords

Size 6 for the child to size 2 for the grown boy. These formerly sold from \$2.50 to \$3.50. Sale price **\$1.15**
Others at **\$1.35** and **\$1.65**

\$2.50 Misses' Pumps

Misses' White Canvas One-Strap Pumps, brown leather trimmed. Regular \$2.50 values reduced to **\$1.35**

\$2.00 Childs' Shoes

Childs' White Reinskin Cloth Button Shoes. Sizes from 5 to 8. Now on sale at, the pair **95c**

Women's Shoes

\$6 to \$10 Patent Pumps

75 pairs in this lot to sacrifice. Black Patent Leather Pumps, several styles to choose from. Sale price **\$2.35**

\$3.50 Comfort Oxfords

Ladies' Soft Kid One-Strap House Shoe, with flexible sole, rubber heel. A real buy at, the pair **\$2.15**

\$8.50 Outing Shoes

Ladies' 16-inch Tan Outing Shoes, chrome stock. Ask for stock number 1605. Extra special at, the pair **\$6.15**

\$3 and \$4 Comfort Shoes

Old Ladies' Black Kid Comforts, flexible soles. A large stock with all sizes to choose from. The pair **\$2.35**

Remember

THIS SALE includes our entire stock of Spring and Summer Shoes, which means we are offering

HIGH-GRADE SHOES

taken from our regular stock, and not cheap, inferior shoes, bought especially for a sale.

Genuine
and
Substantial
Reductions

Come Expecting Genuine Bargains

GRAHAM'S

828

In Eugene It's Graham's for Shoes

WILLAMETTE STREET

828

WEDNESDAY

Opening Day

ASK ABOUT THESE SURPRISES
Men's Shoes **\$2.35**
Women's Slippers **89c**
Children's Shoes **68c**

THURSDAY

Women's Day

\$9.00 to \$12.00 Shoes
Brown or Black High Lace Shoes, kid stock, French heel—125 pair in the lot. Sale price, **\$2.35** the pair

FRIDAY

Children's Day

Black or Brown Oxfords
5 to 8, regular **\$2.50**, sale **\$1.65**
8½ to 11, regular **\$2.75**, sale **\$1.95**
11½ to 2, regular **\$3.00**, sale **\$2.05**

SATURDAY

Men's Day

\$4.00 Work Shoes
Black Chrome Stock, heavy peg sole. A real work shoe. Extra special at, the pair **\$3.15**

Follow the Crowd
Be in line and get your
share of these Wonder
Bargains when the Sale
Opens.

Sale Opens Wednesday, July 12th, 9 A. M. Sharp