

### Manufacturers Concessions

We have enlisted the co-operation of one of the country's leading shoe manufacturers to help us make our New-Location Grand Opening one of the most impressive events we have ever staged. This manufacturer, whose name we would not reveal, has foregone his profit, on hundreds of pairs of shoes, to assist us in acquainting our vast host of customers with our new location. You get the benefit.

To forceably and strikingly inform our vast host of customers that we are now permanently located in our new home we announce a

# NEW LOCATION SHOE SALE

A special manufacturers concession secured especially for this event coupled with our decision to make no profits during this sale makes this a spectacular opportunity. You owe it to yourself to attend this big sale

## EVERY NEW SHOE AND OXFORD IN THE STORE GOES AT A PRICE THAT IS HONESTLY ALMOST UNBELIEVABLE

### The Cold Truth:

We have moved into our new location. Very naturally hundreds of our old customers and the community generally is not acquainted with the change. To strikingly bring before this community the fact that we are now in our new home, we announce this super-event. Low prices will make anyone buy. People will borrow to take advantage of this positive opportune shoe sale. This sale is arranged and the stage has been set with only one purpose in view, namely: to get you into the habit of buying in the new store. Remember, please, that while our service has been increased our prices will be lowered. Remember, please, that the stock is all new. Remember, please, that the prices are lower than you ever anticipated. All right, folks, let's go!

**\$4.00 Ladies' PATENT SLIPPERS**

Low rubber heel, one-strap, go at only—

**\$1.98**

**\$8.50 Ladies' SUEDE PUMPS**

Colonial tongues, new Spanish heel, go at—

**\$4.68**

**\$4.50 Ladies' BROWN OXFORDS**

Low rubber heel, full toe, go at only—

**\$2.77**

**\$8.50 Ladies' BLACK PUMPS**

One-strap colonial, calf, kid and suede—

**\$4.97**

**\$6.00 Ladies' PATENT SLIPPERS**

Baby French heel, one and two straps—

**\$3.46**

**\$7.50 Ladies' CALF OXFORDS**

Utz & Dunn in, brown calf, go for—

**\$3.98**

**\$7.50 Ladies' SUEDE OXFORDS**

Brown with leather trimmings, rubber heel—

**\$3.97**

**\$5.00 Ladies' BROGUE OXFORDS**

Black or brown, flat rubber heel, go at—

**\$2.97**

### Our Own Concession

The Model Shoe Store has also decided to forego all profits and put this new store on the map as the best place in the valley to buy the nation's better shoes at the lowest price. Our new store is dedicated to many sales at a little profit, rather than a few sales at a big profit. But in this event there is to be no profit. You are going to be treated to a real bargain festival that will make you happy beyond words.

## These Prices Will Bring You Into Our New Store--You Never Saw Their Like Before

### Men's Dress Shoes

**\$6.00 Men's Black Shoes \$3.67**

Cummetal Blucher, rubber heel, full stock, welted sole, go at.....

**\$6.00 Men's Brown Shoes \$4.37**

Brown calfskin, Blucher, rubber heel, full stock, welted sole, go at.....

**\$7.50 Men's English Shoes \$4.98**

Brown calfskin, rubber heel, heavy stock, welt sole, go at.....

**\$8.50 Men's French Toe Ox. \$5.46**

Brown calf, rolled edge, newest last, snappy style, go for.....

### Men's Work Shoes

**Men's Outing Shoes \$2.29**

Muleskin, solid leather throughout, wear like sixty, go at.....

**Men's Scout Shoes \$2.87**

Smoked horse or brown in solid leather throughout, ideal for work....

**\$5.50 Men's Army Shoes \$3.48**

Munson last, heavy stock, soft toe, solid leather throughout, go at.....

**\$5.50 Men's 8-in. Orchard Shoes \$3.98**

Shoes, solid leather throughout, will stand up under roughest wear.....

### Ladies' Fine Shoes

**\$4.50 Ladies' Comfort Shoes \$2.98**

Brown oxfords, cushion sole, rubber heel, soft kid, go at.....

**\$6.00 Ladies' Tan Pumps \$3.67**

One-strap, military heel, fine soft leather, beautiful rich color.....

**\$7.00 Ladies' Black Oxfords \$4.89**

Soft kid stock, Martha Washington make, military rubber heel.....

**\$8.50 Ladies' Brown Oxf. \$5.38**

Soft kid stock, Martha Washington make, military rubber heel.....

### Boys' and Girls' Shoes

**One Lot Tennis Shoes 69c**

Men's and Boys' black and white go for the small sum of.....

**\$3.00 Boys' Outing Shoes \$1.98**

Muleskin stock in brown, wear and stand up like the dickens.....

**\$4.00 Misses' Patent Pumps \$2.29**

One-strap, nature last, rubber heel, soft fine stock, goes at.....

**\$4 Misses' Brown Oxfords \$2.47**

Nature last, low rubber heel, brown calfskin, will go for only.....

## A Terrific Slap at Prices in the Face of a Rising Shoe Market

Doors Swing Open Friday, June 1st, at 9 A. M. Sharp

# Model Shoe Store

748--Willamette--748

Old Chambers Hardware Location

### These Men's Shoe Brands are Sacrificed

Florsheim Shoes  
W. L. Douglas Shoes  
O'Donnell Shoes  
Peters Shoes  
J. E. Filt Shoes  
Central Shoes  
Beacon Shoes  
Nap-a-Tan Shoes  
Currins Shoes

### These Ladies' Shoe Brands are Sacrificed

Utz & Dunn Shoes  
Martha Washington Shoes  
O'Donnell Shoes  
Peters Shoes  
Lunn & Sweet Shoes  
Hunnasona Shoes  
Tweedier Shoes  
C. P. Ford Shoes  
Kropp Shoes