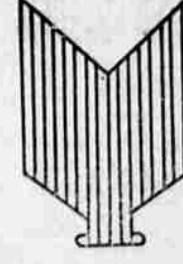

**THE PRICE
SHOE
CO.**

January CLEARANCE SHOE SALE

**THE PRICE
SHOE
CO.**


Starts Wednesday, January 6

Women's Shoes

Presenting values typical of the splendid savings to be had here now—a satisfactory selection of smart shoes at worthwhile savings.

PATENT LEATHER, One Strap, Spike heel, Moire quarter	\$2.85
BLOND SATIN Step-ins and Tie patterns	\$4.85
GRAY SUEDE Straps, Low and High heels	\$1.85
ONE GROUP of Satin Spike heels	\$3.85
ONE LINE Black Suede, Three strap	\$1.85
ONE GROUP of Black Satin, Military heels	\$3.85
ONE GROUP of Patent Leather Two-Tones	\$3.85
BLACK AND COLORED Suede Sport Oxfords	\$2.85
BLACK KID Hanan Oxfords	\$6.85
RUSSIAN BOOTS, Gray Astrakhan tops	\$3.15
BROKEN LINES of Black and Brown Kid Arch Preserver Lace Shoes	\$7.85

Men's Shoes

The men's shoes offered in this sale are the nationally known Bostonians in styles of proven popularity. They are all of fine quality, exceptionally low priced.

FAMOUS ENGLISH K Shoes, Brogue Oxfords, Black and Brown	\$6.45
A BIG GROUP of Black and Tan Oxfords	\$4.85
BLACK SHOES, Medium Toes	\$5.85
BROKEN LINE Brown and Black Oxfords	\$3.85
TAN CALF, "Hanan" Oxfords	\$7.85

WITH the biggest reductions ever offered on good shoes in Eugene. We bought this stock of shoes late last fall for only a percentage of its inventory value.

Our regular Clearance Sale always means big reductions on prices. But add to that the big discount at which we bought this stock and you will readily see the correctness of our statement "The Biggest Reduction on Good Shoes Ever Offered in Eugene."

You are all acquainted with the quality of shoes which has always characterized "The Price Shoe Co." This is your opportunity to take advantage of that "Quality" at the most substantial saving possible.

Note a few of the prices listed here and be among those present on Opening Day—

Wednesday, January 6th



Hosiery



An extra pair of hosiery is always useful—take advantage of these great reductions on McCallum and Cadet hosiery.

WOOL MIXTURES in all Colors and Patterns	65c
LISLE SPORT HOSE in Stripes and Check Patterns	\$1.15
ENTIRE STOCK OF SILK HOSE	
\$3.00 Regular, now	\$2.35
\$2.50 Regular, now	\$1.95
\$2.00 Regular, now	\$1.65

Women's Shoes

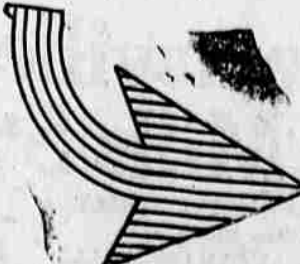
Wide variety of superior quality make these shoe values specially interesting. Even at sale time one seldom finds such values.

PATENT LEATHER, One Strap	\$4.85
PATENT LEATHER Strap Pumps, Military heels	\$5.85
PATENT LEATHER Strtap Pumps, Military heel	\$5.85
BLACK KID Strap Patterns, Spike heels	\$2.85
CALF SKIN Flat Heeled Straps, Brown and Black, Goodyear welts	\$3.85
BROWN AND BLACK Oxfords, welt soles, Rubber heels	\$4.85
A BIG GROUP of Black and Brown Oxfords	\$1.85
DANIEL GREENE Quilted Poplin Boudoir Slippers	85c
SOFT SOLE Ribbon Trim Felt Slippers	95c
16-INCH TOP Brown Calf Hiking Boots	\$5.85
PATENT 3-Eyelet Tie, Low heel	\$3.85

Children's Shoes

This collection of shoes, underpriced, gives you a chance to supply the children's shoe needs with good shoes at far less than our regular moderate prices.

ONE GROUP Short Lines Straps and Oxfords	\$1.85
TAN CALF Oxford, Moccasin Toe, Goodyear welts	\$2.45
PATENT LEATHER and Tan Ties	\$2.85
ONE GROUP of Infant's Shoes	85c
MISSSES PATENT LEATHER Button Shoes, Turn soles	95c



782 Willamette

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