

BUY SPRING SHOES EARLY---MONEY SAVED BY INVESTIGATING NOW

Increasing High Cost of Leather and Materials Indicates Greater Advance to Come

It Is False Economy to Buy Shoes of Poor Quality to Save a Little on Your Purchase



The material used in Queen Quality shoes are the best to be obtained in the world's markets. A large purchasing power and experts to seek out the newest and best, insures this. No Manufacturer is able to buy better materials, or larger quantities which means economy in cost.

WEAR QUEEN QUALITY SHOES and be certain that you get the most for your money.

Queen Quality SHOES

M. Sternberg & Co.

going higher and higher. You who buy shoes from one to two and three months from now will be aware of this. And when it comes to purchases of fall stocks the purse will suffer most lamentably.

A table was run last week showing the increased costs in manufacturing shoes. These figures did not include any freight, jobbers' prices, retail profits, overhead costs, interest, insurance, etc. They were the bare costs to manufacturers, and show a tremendous increase over prices of two and even one year ago.

Advices from the East indicate that further advances are on the way, and this time next year will no doubt see prices that would make the buyer today shudder, even tho they are high enough at present.

The arguments set forth here are that the shoes now on the shelves were purchased at least six months ago, and in many cases earlier than that. There have been big advances in the meantime, but the local merchant has not added this big cost on to his present stocks. But he will sooner or later; for why should he sell a shoe today for \$6 when it will cost him that much or nearly that much more to replace the same thing? No, he will simply add the increased price to what goods he has on hand and the consumer will pay the difference.

That is exactly the point that it is being attempted to emphasize in these columns. The advance is coming. The styles in footwear are staple enough to tie to, and instead of waiting several weeks before buying the shoes that will soon be necessary, invest now and make from 25 to 50 per cent on the investment. Just as 'pigs is pigs' to Mrs. Wiggs, so shoes is shoes to the retail merchant, and he is not going to suffer any slump in price for anyone.

This is the last time this warning will be sounded. Practically every dealer in shoes in the city has been represented on this page. They have

Saturday is Easter Opening



Naturally enough you will want to be dressed to conform with the newest modes, and be suited to your own ideas of style, in fact, Distinctively.

No matter how beautiful the gown, no matter how stylish the suit, no matter how exquisite the hat, you would not be satisfied with the effect unless you were correctly fitted with one of our SMART SPRING SHOES.

To describe the many styles, which we now have on display, would be inadequate. You should see them with your own eyes.

DON'T FORGET

CASH VALUES **HAMILTONS'** WORTH WHILE

U. S. Army Shoes

Built on the Famous Munson Last

Adopted by the United States Army only after the most severe test to ascertain the Comfort, Durability and Adaptability for foot comfort. 500,000 pairs of these Munson last shoes, have been delivered to the U. S. Army and now offered to the public.

Broad Toe---Tan Leather

Our stock of these shoes is complete at all times. The very fact that they bear the indorsement of the United States should be ample proof for the shoe... When you are making a purchase of your next pair of shoes LET IT BE A U. S. ARMY SHOE

ALBANY **HAUSER BROS.** OREGON

GOOD SHOES Fairly Priced

We mean that this store for men shall be some thing more than simply a trading place to barter money for shoes, the purpose being to make friends of those whose confidence in our business ways brings them over the threshold and into the store.

"GOOD SHOES FAIRLY PRICED" is the slogan of value here, and "service with the human note in it is the goal we aim to reach. WHY NOT TRY ONE OF OUR

Howard and Foster Shoes

THIS SPRING? WE GUARANTEE IT WILL BE YOUR PLEASURE.

The Blain Clothing Co.

CAUTIONED AGAIN TO BUY EARLY

One More Word to Shoe Buyers Regarding Increased Costs of Footwear.

MONEY SAVED BY LOOKING AHEAD TO FUTURE NEEDS

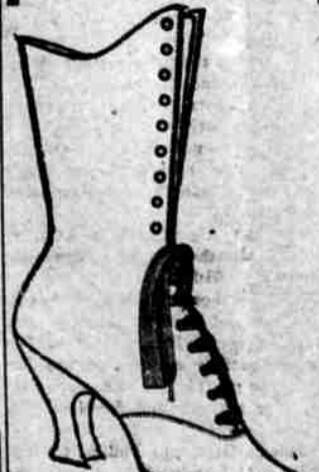
Greater Increase Sure to Come to Disadvantage of Many; Style Notes.

With this issue we close our semi-weekly talks on shoes which have been running through the present month. They may or may not have had their effect upon their readers. But the fact remains that the procrastinator in buying footwear is going to be the loser.

An effort has been made to point out the truthful statement that the price of shoes is not only high, but is

SHOES of Known Value Are Worth \$1 to \$2 More Than You Are Required to Pay

Wherever you buy, BUY EARLY



Ladies' Shoes \$3 to \$8

Men's Shoes \$3.35 to \$10

M'DOWELL SHOE CO.

Truthful Advertising

a good line of footwear, their styles are as good as any, and their prices are conceded to be far below big city prices. Therefore, let it be suggested again that you take an inventory of your stock of shoes, anticipate your needs for the future, and BUY NOW. Procrastination only drags into the future and is liable to catch many of us who are putting off now in absolute need of footwear and in the midst of prices that will be far above what is demanded now.

STYLE NOTES ON SPRING SHOES

The leading style development in patterns this spring is unquestionably the whole quartered boot. The development of the one piece upper—a clever bit of cutting and fitting—leads to the design of a full quarter over a foxed forepart—shows the path of design and the emphasis of the design in lace and button footwear.

The influence on fashion in footwear of the length and shape of the skirt is being more and more realized. The barrel skirt emphasizes the footwear worn to a greater degree.

With silks in the lead—for Paris finds that material more plentiful—look for the lightness in dresses and with fluffy, flowing materials the footwear must be fine in material and trim.

Footwear is more feminine than ever before—you can see it on the bottom effects especially in the Louis heel, which is usually of wood and covered in material to match the upper.

Everything from shepherds' check

to outline effects in vivid hues are the rage just now. Distinctiveness of costume is the great feature of women's dress from now on.

A riot of color in costumes helps to swing cloth into prominence as a footwear material.

Evening footwear—The metallic colors are so much in evidence in the evening costume that they find a dominant place in the footwear for social functions. The demand for original patterns is on the increase. The use of jeweled buckles is also extensive.

The average man is not so particular about the style of his shoes just so they are in style. The range of selection is narrower than in ladies' footwear. If he can wear the English shoe with the latest variations he cannot far miss it in the matter of style.

A New \$3.00 Hat Free

It won't cost you a cent to try for that hat at The Blain Co. Co. if you can guess close enough to the combined weight of 15 men whose photographs appear in our window, you will be the winner.

Men's, Women's, and Children's Shoes

Now is the opportune time to buy shoes factories are advancing prices and further advances are looked for, below you'll find a list of prices that prevail at the lowest price store.

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| Mens heavy work shoes black or tan blucher \$2.65, \$2.95, \$3.45, \$3.85, \$4.20, \$5 | Womens gun metal button \$2.65, \$2.95, \$3.20 |
| Mens gun metal button or lace dress shoes \$2.95, \$3.45, \$3.85, \$4.20, \$4.65, \$5.00 | Womens Kid button or lace \$2.45, \$2.65 \$3.20 |
| Mens Tan button or lace various styles and leathers \$3.20, \$3.45, \$3.95, \$4.65 up \$5.85 | Womens high top lace or button \$1.75, \$3.50, up \$4.80 |
| Boys Gun metal button shoes \$1.50, \$1.95, \$2.25, \$2.50 | Womens Patent vamp white or Gray Fabric top lace \$2.85, \$3.45 |
| Boys Gun metal button neolin \$1.50, \$1.75, \$2.00 | Womens Wire patent and gun metal shoes \$1.49, \$1.75, \$3.00, \$3.10 \$2.25 |
| Boys high top shoes \$2.65 to \$3.20 | Childrens vice button or lace shoes 57c 85c up \$2.10 |

The Sample Store
C. J. BRIER COMPANY
THE LOWER PRICE STORE

72% Increase in sales in our shoe section since last year up to this date

It means that more people are finding the right place to buy shoes—They are finding out they can save from 75c to \$2 on mens or womens shoes and from 25c to 75c on childrens, boys and Misses. Do you realize what it means in the price of a shoe when we save the traveling mans commissions and expenses—get the biggest cash discounts on \$2,000,000.00 purchases for our 125 Busy stores and our modern way of doing business—THINK IT OVER

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|--|---|---|
| Mens Dress shoes \$2.95, \$3.50, \$3.95, \$4.50, \$4.95 | Youths shoes 13 1-2 to 2 \$1.49, \$1.69, \$1.95, \$2.25 | Childrens shoes 5 to 8, 9c, \$1.25 \$1.49 |
| Mens work shoes \$1.69, \$2.25, \$2.49, \$2.95, \$3.50, \$3.95, \$4.50 | Misses shoes 11 1-2 to 2 \$1.49, \$1.69, \$1.95, \$2.25, \$2.49 | Ladies shoes \$1.95, 2.49, \$2.69, \$2.95, \$3.50, \$3.95, \$4.50, \$4.95 |
| Boys shoes 2 1-2 to 5 1-2 \$1.95, 2.25, \$2.49, \$2.69, \$2.95 | Childrens shoes 8 1-2 to 11 \$1.25 \$1.49, \$1.69, \$1.95 | Ladies white kid shoes \$6.90 |
| | | Ladies white top-colored vamp \$4.50, \$5.90, \$6.90 |

GOLDEN RULE