

OUR GREAT INTRODUCTORY SHOE SALE

Was an unqualified success. Enthusiasm reigned supreme and our customers were more than pleased. Words of appreciation were heard from every one.

THIS SALE WILL CONTINUE UNTIL MONDAY, OCTOBER 3.

In order to introduce our new Shoe Department of exclusive Ladies' and Children's Shoes, we have determined to sacrifice the major portion of our first shoe profits, so that we can give the public an opportunity of demonstrating the high grade quality of our new fall Shoes. There is also another reason we are giving you this exceptional opportunity to secure classy shoes at a less price than elsewhere. Our order with the manufacturers for an immense new stock was delayed in shipment; they have consequently agreed to allow us a discount of 15 per cent—this we will hand on to our prospective shoe buyers, with an additional 10 per cent as an introductory inducement, thereby giving you



A Total Reduction of 25 % on all the Newest, Swellest Lines of Shoes ever Brought to Salem

The Shoes are the daintiest and most attractive styles of the season. They are beautifully made, no better shapes to be found anywhere. The leathers are the best possible, and you can depend on the Shoes wearing the full limit. It's impossible for you to find this exceptionally high quality, stylish footwear elsewhere at a price anywhere near as low, and so the majority of smart dressers will be turning to this INTRODUCTORY SALE for their new fall SHOES.

Greatest Opportunity to Buy School Shoes at 25 Per Cent. Introductory Reduction

| | |
|------------------------------------|--------|
| \$4.50 Shoes, 25 Per Cent Off..... | \$3.38 |
| \$4.00 Shoes, 25 Per Cent Off..... | \$3.00 |
| \$3.50 Shoes, 25 Per Cent Off..... | \$2.63 |
| \$3.00 Shoes, 25 Per Cent Off..... | \$2.25 |
| \$2.50 Shoes, 25 Per Cent Off..... | \$1.88 |
| \$2.25 Shoes, 25 Per Cent Off..... | \$1.69 |
| \$2.00 Shoes, 25 Per Cent Off..... | \$1.50 |

| | |
|------------------------------------|--------|
| \$1.75 Shoes, 25 Per Cent Off..... | \$1.32 |
| \$1.50 Shoes, 25 Per Cent Off..... | \$1.13 |
| \$1.25 Shoes, 25 Per Cent Off..... | .94 |
| \$1.15 Shoes, 25 Per Cent Off..... | .87 |
| .85 Shoes, 25 Per Cent Off..... | .64 |
| .75 Shoes, 25 Per Cent Off..... | .57 |

Extra Ten Per Cent Introductory Inducement

WE REALIZE THAT OUR NEW SHOE DEPARTMENT WILL CREATE CONSIDERABLE ENTHUSIASM AND WILL BRING INTO OUR STORE A NUMBER OF PEOPLE WHO HAVE NOT YET INSPECTED SALEM'S NEWEST AND MOST EXCLUSIVE STORE. IN ORDER TO MAKE THIS INTRODUCTORY EVENT INTERESTING, WE WILL GIVE

10 Per Cent on Anything Throughout the Entire Store

1000 Fine Lawn and Lingerie Waists at One-Half Price

No Lady in Salem or Vicinity can afford to pass up these extraordinary offerings if MONEY SAVING IS AN OBJECT

HALLBERG AND COMPANY

LIBERTY ST.

Complete Outfitters for Ladies and Children

SALEM OREGON

ANOTHER BARGAIN DAY

Friday, September 30, 1910

We find that so many people were away on their vacation in August, and were unable to take advantage of our Bargain day, August 31 that we have decided to give those who came in after that date another opportunity to secure The Journal at a reduced rate until September 30, 1910. This will be absolutely the last chance, however, so do not delay, as the time is short. The Journal has a full leased wire telegraph report of 15,000 words daily, and prints the Portland and Salem market reports in full for the benefit of the farmers.

\$3 Saves a Big Dollar

All subscribers to The Daily Capital Journal by mail, at the stores or on routes, who pay all arrears to Sept. 30, 1910, can secure the Daily Capital Journal one year in advance for \$3. If you are paid a little in advance of September 30, pay one year from the date you are paid to, and save the dollar.

\$5 Saves a Big Dollar

All subscribers to the Daily Capital Journal by carrier who pay up all arrears to September 30, 1910, can secure the Daily Capital Journal one year in advance for \$5.00. If you are paid a little in advance of September 30, 1910, pay for a year from the date you are paid to and save the dollar.

The Annual Bargain Day

Saves our subscribers Hundreds of Dollars. Start at once to take advantage of our BARGAIN DAY. Remit by mail or call at the JOURNAL OFFICE on or before Friday evening, September 30, to secure this reduction. Do not ask for this rate after September 30.

The Capital Journal, Salem, Oregon