

Large Salem Shoe Firm Is Overstocked

*Hounded by Our Creditors, Who Prove Themselves Wolves —
Patience and Endurance Cease, and We Are*

FORCED TO UNLOAD!

*We Are Confronted With the Necessity of Raising \$5000.00
in Fourteen Days — Therefore, We Announce the*
Most Colossal Sale in a Quarter of a Century

Under the Direction of THE V. W. WINCHELL CO. of Portland Oregon
America's Greatest Sellers of Merchandise, Who Will Accomplish
This Wonderful Selling Feat

SALE OPENS

Friday, January 30th, at 10 A. M.
at 263 North Commercial Street
Between Court and Chemeketa Streets

Salem, Ore., January 27, 1914.

The V. W. Winchell Co.,
515 Lumber Exchange Bldg.
Portland, Oregon.

Gentlemen: We have accepted your offer to raise \$5000 for us inside of 14 days time. We will place no restrictions on you whatever as to prices, as this is a life and death situation with us. Come to Salem and take charge of the store at once. Yours respectfully,

A. C. DEVOE, Prop.,
The Leader Shoe Store.

STORE CLOSED — ALL DAY
*Thursday, January 29th, while the stock is being arranged for
This 14-Day Shoe Selling Sensation.*

Extra

RUBBERS, storm cut, good quality,
new stock, no junk, we mean what we say.

Men's 49c

Ladies' 39c

Girls' and Childs' 29c



SALE ENDS

Saturday, Feb. 14th, at 10 P. M.
at 263 North Commercial Street
Between Court and Chemeketa Streets

Portland, Ore., January 28, 1914.

To the People of Salem:

We are taking over The Leader Shoe Store stock in your city, and will sell it out to you in the greatest sale Salem has ever known. We are prepared to give you the greatest bargains in the history of your city, as Mr. Devoe is forced by his creditors to raise at least \$5000 at once.

We want you to plan to share in this great sacrifice sale of shoes. Your very truly,

THE V. W. WINCHELL CO.

For the Boys and Girls

Good Honest, Solid Leather Shoes \$1.00 a Pair.
Buy All You Will Need for the Months to Come.

Extra

Men! Women!

Two Big Lots up
to \$5.00 Values

\$1.00

OUR RECORD OF FIVE YEARS AS ONE OF SALEM'S GREATEST SHOE STORES BACKS THIS SALE. WE CARRY EVERYTHING IN FOOTWEAR FOR MEN, WOMEN AND CHILDREN. EVERY SHOE ON SALE IS FROM OUR REGULAR STOCK, AND OUR GUARANTEE STANDS BEHIND EVERY PAIR SOLD.

\$5 and \$6 Mens' Shoes, Buy them now	\$3.85	\$5 Ladies' Shoes, late styles. Don't miss this	\$2.85	\$4 Ladies' Shoes, Wonderful Values at	\$1.95	\$4 Men's Shoes, Black or Tan, Special	\$2.85	\$3.50 Men's Shoes, good for hard wear, Special	\$1.95
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Every Shoe Must Go---Prices Cut No Figure---It Is a Case of Must Sell

NEVER BEFORE AND PROBABLY NEVER AGAIN WILL SHOES SELL SO CHEAP. WE ARE SLASHING, CUTTING AND BUTCHERING PRICES IN OUR DESPERATE EFFORTS TO TURN THIS GREAT STOCK INTO CASH. THIS SALE WILL SET THE WHOLE CITY AFLAME WITH EXCITEMENT, AND REAL HAPPINESS WILL BE SENT INTO THE HOMES OF THE PEOPLE WITH OUR BARGAINS--STUPENDOUS, MONSTER STORE, GENUINE BARGAINS. NO MAN, WOMAN OR CHILD CAN LET THIS SALE PASS UNHEEDED.

Entire Stock Must and Will Be Sold to the Bare Walls in Fourteen Days Time

NOTE THIS LOCATION CAREFULLY

The LEADER SHOE STORE

263 North Commercial Street, Salem, Oregon
BETWEEN COURT AND CHEMEKETA STREETS

High Cuts, Loggers,
Work Shoes
*The Finest of Honest
Merchandise at
Ridiculously Low Prices*
Get Yours Early

Bargains Bigger,
Better Than
Advertised
The Shoe-Buying
Opportunity of Years