

# EXTRA! ASTOUNDING NEWS! EXTRA!

## The Big DeVoe Store Passes!

### Shoe Stock Is To Be Closed Out In A Mighty Sale!

"I Have a White Elephant on My Hands"

---Says A. C. De Voe

"A Stock of Shoes and No Place to Put 'Em

# Salem Capital-Journal

"Featuring De Voe's Going Out of Business Sale"

DEVOE SPECIAL PAGE

Salem, Oregon, November 4, 1915

DEVOE SPECIAL PAGE



Forced to Vacate the Premises--The Stock Must be Closed Out to the Public

### Sale Starts 9 a.m. Sharp Friday

CONTINUES DAILY UNTIL ALL STOCK IS SOLD

MOST ASTOUNDING SALE IN HISTORY

THE DOORS SWING OPEN ON THIS GREAT SALE FRIDAY, NOV. 5TH, AT 9 A. M. SHARP. YOU MUST COME.

The sale will continue daily as long as the stock lasts, but it won't last long, for the prices are the lowest in history.

People will come from every section of the county to buy their shoes for the entire family here.

COMING RIGHT AT THE START OF THE FALL SELLING SEASON IT IS REALLY A BOON TO YOU AND EVERY PERSON IN MARION COUNTY.

Now we know that you have seen other sales advertised, but we want to impress you with this fact -- THAT YOU HAVE NEVER KNOWN A SALE TO EQUAL THIS -- BECAUSE THE SHOES ARE THE VERY SHOES YOU WANT AND THE PRICES ARE LOWER THAN SHOES OF SUCH QUALITY EVER SOLD FOR. COULD YOU EXPECT MORE?

### A Statement From A. C. De Voe Telling Why He Is Closing Out His Shoe Stock--Read It.

"IT'S AN HONEST CONFESSION--FROM AN HONEST MAN."

'TIS SAID THAT WE ALL HAVE OUR UPS AND DOWNS, BUT SOME OF us seem to get more than our share. Still I am not complaining and I'll surely take my medicine like a man. I AM FORCED TO GIVE UP MY PRESENT STORE, AND THEREFORE I AM GOING TO SELL THE STOCK OUT. IT IS MY INTENTION NOW TO QUIT BUSINESS FOR GOOD, but I certainly have nothing bad to say about Salem. It is a mighty good town, and I expect to live here the rest of my days. LET ME MEET ALL MY FRIENDS AT THIS MY LAST GREAT SALE.

(Signed) A. C. DE VOE, Mgr. and Prop. DeVoe Shoe Store.

### Buy Your Shoes Here -----Now

BE SURE YOU ARE IN THE RIGHT STORE

THERE'S NO OTHER SALE LIKE THIS

The readers of this paper are cautioned about getting into the wrong store.

As stated there is no other sale like this, and ten minutes of your time will prove it.

INVESTIGATE, that is all that we ask, but investigate quick for the stock cannot and will not last long.

We have engaged extra sales-people, and the stock is arranged for rapid selling, and how long the sale lasts will depend on just how long the stock lasts.

But get this fact--there will be no continuation of the sale, and there will be no stocks dumped in (of any nature or kind).

IT'S THE WIND-UP, THE ABSOLUTE SALE OF EVERY PAIR OF SHOES IN THE STORE. IN FACT IT IS A GOING OUT OF BUSINESS SALE THAT WILL WAKE UP THE WHOLE CITY AND COMMUNITY--BECAUSE IT IS ABSOLUTELY HONEST AND ON THE SQUARE FROM A TO Z.

## The World's Best Shoes, For Men, Women and Children At Less Than Cost.

### "The Road Has Been Rough and Rocky---So I'm Really Glad to Let Her Go."

IN GIVING YOU THE FACTS OF THIS GREAT SALE IT IS OUR DESIRE TO GIVE THEM TO YOU IN A STRAIGHT FROM THE SHOULDER SORT OF A WAY. WE WANT TO BE CLEAR, PLAIN AND ABOVE ALL TRUTHFUL.

Every pair of shoes in the store must be sold, and every pair is therefore deeply cut in price. THE FOUR BIG LOTS ADVERTISED AT THE BOTTOM OF THE PAGE ARE EX-

AMPLES OF THE SAVINGS, BUT OF COURSE THEY ARE NOT THE BEST OF OUR STOCK, BUT THEY ARE MIGHTY BARGAINS -- EVERY ONE OF THEM.

The new fall stocks in a complete run of sizes are selling at just about the wholesale cost-- THAT IS AT THE PRICE THE MERCHANT PAYS FOR 'EM, SO IF YOU DON'T FIND WHAT YOU WANT IN THE GROUPS ON THE TABLES YOU CAN DEPEND THAT

WE WILL GET WHAT YOU WANT FROM THE SHELF, AND WE GUARANTEE THE PRICE TO BE AS STATED-- THE LOWEST YOU HAVE EVER KNOWN UPON SHOES OF EQUAL QUALITY.

NOW THAT IS PUTTING IT UP TO YOU IN A PRETTY FAIR SORT OF A WAY, ISN'T IT? AND UNDOUBTEDLY THE SHOE BUSINESS OF SALEM WILL BE CENTERED HERE, AS LONG AS THE STOCK LASTS. -- BUT YOU HAD BETTER HURRY.

### It's the Absolute and Final Disposal of All Stock

THERE ARE NO IFS OR ANDS ABOUT IT--PRICES ARE BUTCHERED

Well, if you have read the head-lines, you have a pretty fair idea of what is going to take place, AND YOU WILL UNDOUBTEDLY PLAN TO BE HERE WHEN THE DOORS OPEN ON THIS GREAT SHOE SALE.

THIS PAPER has very kindly granted this great special news page, and all readers will reap the benefits of THIS MARVELOUS AND MIGHTY SALE WHICH IS DIFFERENT

FROM ANY SALE BEFORE KNOWN.

The stock which is to be sold, AND IT ALL GOES, is of this season's most wanted styles. BEAR IN MIND THAT IT IS NOT AN ACCUMULATION OF ODDS AND ENDS, NOR IS IT A STOCK BROUGHT HERE FOR THE PURPOSE OF SELLING OUT AT SO-CALLED SALE PRICES -- BUT IT IS THE STOCK OF A HOME SHOE STORE, ESTABLISHED FOR YEARS.

## Note These Examples of the Greatest Shoe Bargains Salem Has Ever Known---Act

TABLE NO. 1 LADIES' SHOES \$3.00	TABLE NO. 2 GIRLS' SHOES \$3.50	NOTE THE LOCATION CAREFULLY	TABLE NO. 3 BOYS' SHOES \$2.50	TABLE NO. 4 MEN'S SHOES \$3 and \$3.50
<b>\$1.65</b>	<b>\$1.98</b>	<b>De VOE</b> SHOE STORE	<b>\$1.69</b>	<b>\$1.98</b>
263 Commercial St.---Between Court and Chemeketa Sts.				

### Rain or Shine, Promptly at the Stroke of 9 a.m. Friday, Nov. 5th, This Wonderful Sale Starts-COME

L. F. Stanley, Adv., 515 Lumber Ex. Bldg., Portland, Ore.