

# FIRST ANNIVERSARY SALE



Just one year ago we took over the  
Reinhart Stock of shoes and started  
our career with the



## Biggest Cut Price Shoe Sale That Salem Ever Saw

AND NOW TO CELEBRATE OUR FIRST ANNIVERSARY WE ARE GOING TO AGAIN MAKE IT EASY FOR YOU TO BUY YOUR CHRISTMAS PRESENTS IN HARMONY WITH THE ECONOMICAL TENDENCIES OF THE TIMES AND OFFER ANOTHER BIG LOT OF

## IMMENSE BARGAINS

BEGINNING FRIDAY AND SATURDAY, DECEMBER 14TH AND 15TH, 1917--THESE WILL BE MEMORABLE DAYS TO THOSE WHO ARE PRIVILEGED TO AVAIL THEMSELVES OF THE



**Special Inducements We Will Offer --- This Store will for the time being be SANTA CLAUS' Shoe Headquarters --- Buy Your Christmas Gifts Here Now--you'll have more money left for other things**



### "For Her"

A Delightful Dainty Dark Grey Kid, Cloth Top to Match, very stylish and thoroughly good, looks like \$10.00, but is only ..... \$6.43

OR A

Beautiful Black Kid Vamps, light gray tops, trim and chic; you'd not expect it for less than \$9.00; only cost ..... \$6.43

OR A

Better Black Vamp, light grey or tan tops; nothing too good for her and none equal these for less than \$10.00. They are only ..... \$6.89

OR A

Nice grade of a similar Shoe, plain toes, French heels, look splendid and worth \$8.00; you can buy for ..... \$5.91

OR A

Black Kid Vamps, grey cloth tops, Hi-Low Heels; very sensible gift for lady or high school girl. A \$7.00 Shoe for ..... \$4.87

Nice Black Kid Lace, 8-inch top, Cuban heels, thoroughly good and serviceable, \$5.00 grade at ..... \$3.29

OR A

Black, Tan or Smoke Elk Service Shoe, English last, low comfortable heels, \$6.00 values at ..... \$4.87

OR

Bargains in All Kinds at \$2.96, \$2.73, \$2.35, \$1.95, \$1.35 and on down to ..... 89c

OR

An Extra Special--A Ladies' or Growing Girls Gun Metal English lace, 8 1/2-inch top, fine leather soles, sizes 2 1/2 to 7, worth \$5.00, for ..... \$3.95

### "For Him"

A Dressy Dark Tan or Black English Lace, very swell and nothing better; a real \$8.00 Shoe for ..... \$6.43

OR A

Nice Black Calf Lace or Button on New Broadway last, rubber heels, \$9.00 Shoe for ..... \$6.89

Nice, Easy, Broad Toe, Neolin Sole, fine service and very comfortable, really an \$8.00 Shoe, for ..... \$6.43

OR A

Splendid Round Toe, a standard Shoe of fine quality Welt Soles, \$7.00 grade, goes at ..... \$5.37

Good Calf English Lace, Fibre Sole, good style and a little lower priced; a \$5.50 value for ..... \$4.39

Black Gun Metal, round toes, several different lasts, splendid values of \$4.50 Shoes, at ..... \$3.29

Heavy Shoes of all sorts from \$5.37 down as low as ..... \$2.96

For a Work Shoe give him a pair of Smoke Elk Blucher, Neolin soles, fine for wear; should bring \$6.00, but they go for ..... \$4.87

**Don't let Santa Claus catch you Napping--Beat Him to It!**

### "For the Little Ones"

A Nice Patent leather Vamp, Cloth or leather tops, very dressy, \$3.50; sizes 11 1/2 to 2 at \$2.96 and \$3.25; sizes 8 1/2 to 11 at \$2.48 and \$2.50; sizes 5 to 8 at \$1.63.

Fine Gun Metals, Button or Lace, Leather or Neolin Soles, from \$2.96 on down to ..... \$1.65

For the Small Brother---Boys' Fine Calf Button or Lace Shoes with Leather or Neolin Soles, values to \$3.75 at \$2.95, and on down to \$1.95.

Yankee Boy 10-inch Top Heavy Water Proof, worth every cent of \$5.50 the pair, goes in at ..... \$3.96

Tan Button, stitch down sole, no seams under the feet, broad toe, comfy style, in sizes 11 to 2, \$3.50 quality at ..... \$2.85

### For All the Family--Slippers

Men's Leather at \$2.35 and \$1.95 Felt at ..... \$1.95 to 95c

Women's Fine Felt at \$1.95 and down to ..... 98c

Boys' Fine Felt at \$1.95 down to ..... 98c

Misses' and Children's Felts, \$1.25 to ..... 67c

### RUBBER BOOTS

Men's Duck Foot Hip Red ..... \$5.25

Men's Duck Foot Hip Black ..... \$4.95

Men's Duck Foot Short Red ..... \$4.25

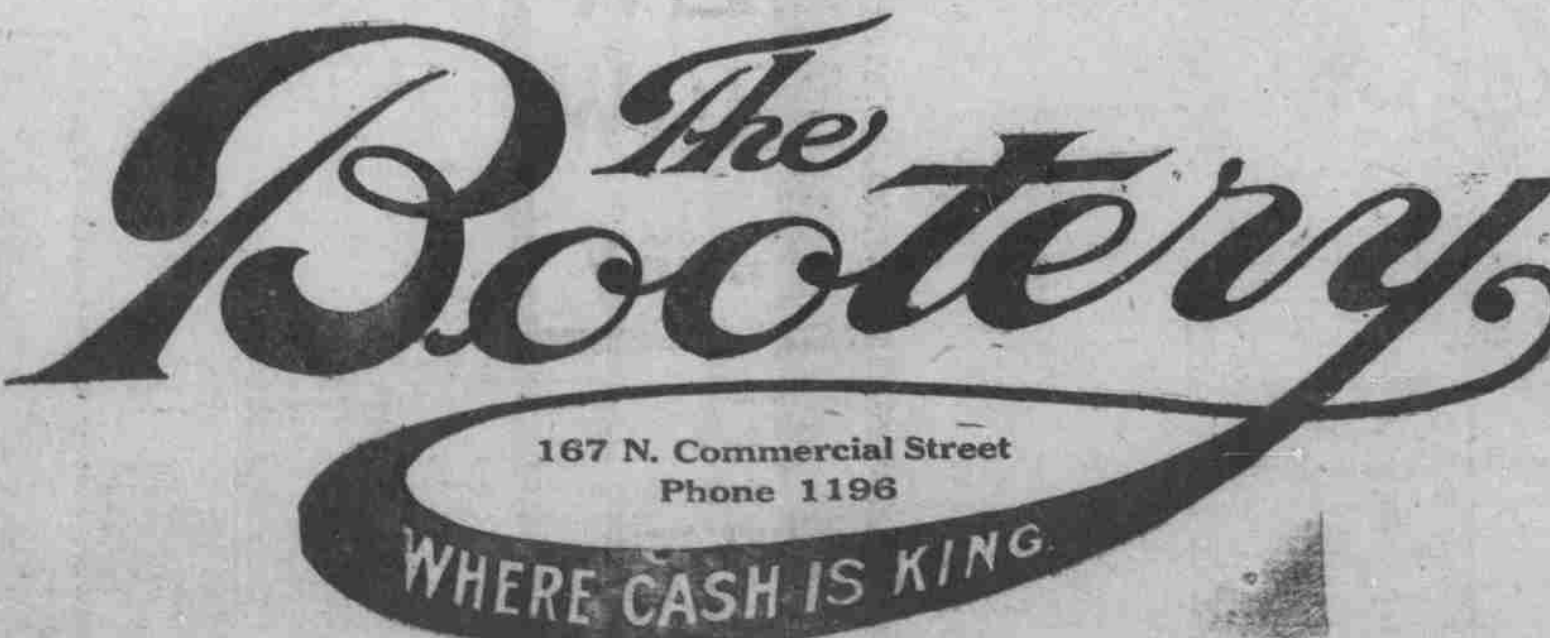
Men's Duck Foot Short Black ..... \$3.95

Boys' Duck Foot Short Black ..... \$2.95

Women's Bright Wool Lined ..... \$2.45

Misses' Bright Wool Lined ..... \$1.95

Child's Bright Wool Lined ..... \$1.75



Arch Supports, \$2.50 grade .... \$2.20

Laces, all colors and lengths; Leggings and Puttees.

Polishes, 10c size, 2 for 15c; 25c size 20c, or 2 for 34c.

Shoe Brushes and Polishing Sets

ANYTHING IN FOOTWEAR

at

DOLLAR SAVING PRICES