

SALEM'S GREATEST SHOE SALE OPENS At THE PRICE SHOE CO.

On THURSDAY MORNING, DECEMBER 12

We are offering high grade shoes at prices no higher than cheaper inferior merchandise now being thrown on to the public by unscrupulous merchants. We have all competition on the run--stores with only a handful of shoes are using almost their entire proposition on their shoe department to try and stem the tide that is continuously flowing into the Price Shoe Co's without the slightest results. We are now going to begin turning down the screws on this kind of merchandising by disposing of the highest grade shoes that can be produced at less than small dealers can buy them. Watch the ads for the wail this will bring when We begin to tighten down. We are going to sacrifice everything in our store excepting Hanans and Rubber Goods which are contract. *Prices that will set the whole town talking.*

We are making a special offering of Ladies' Comfort Shoes in all styles including wide ankles **\$3.95** up to \$6.00 values to close out

We are also offering two styles of Men's Black Lace Dress Shoes that we bought far below **\$4.95** the wholesale price, good values at \$8.00, to go at

Big line of Men's Tan High Top Boots 12 and 16 inch tops, regularly sold **\$5.95 and \$6.95** at \$10.00 and \$11.00 to close out

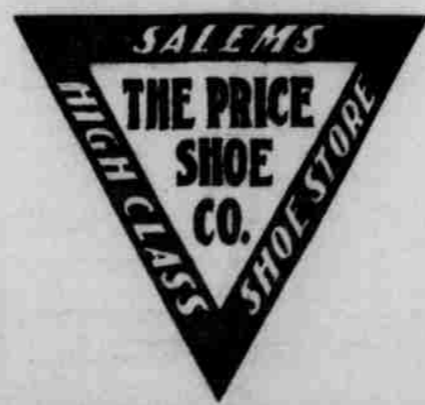
Everything in the store on sale excepting Hanans and Rubber Goods. Now is the time to get Christmas House Slippers; we are showing the largest variety in the city.

- 100 PAIRS MEN'S LACE GUN METAL SHOES, REGULAR \$8.00 VALUES, GO AT **\$4.95**
- 60 PAIRS MEN'S DAYTON LOGGERS, REGULAR \$10.00 TO \$12.00 VALUES, GO AT **\$6.95**
- 75 PAIRS MEN'S DAYTON 16-INCH HIGH TOP BOOTS, \$11.00 VALUES, GO AT **\$7.95**
- 60 PAIRS MEN'S DAYTON 12-INCH HIGH TOP BOOTS, \$10.00 VALUES, GO AT **\$6.95**
- 200 PAIRS LADIES' DRESS SHOES, BUTTON AND LACE, \$6.00 AND \$7.00 VALUES, AT **\$3.95**
- 1000 PAIRS MEN'S, WOMEN'S AND CHILDREN'S TENNIS SHOES, BLACK AND WHITE, GO AT **65c. 75c and 95c**
- 300 PAIRS LADIES' PARTY SLIPPERS, \$4.00 AND \$5.00 GRADES, BROKEN SIZES, AT **\$2.95**

- 200 PAIRS MEN'S HOUSE SLIPPERS, LEATHER AND FELT, REGULAR \$1.50 TO \$4 GRADES, GO AT **95 cents to \$2.65**
- 500 PAIRS LADIES' HOUSE SLIPPERS, FELT, COMFY AND LEATHER SOLES, REGULAR \$1.50 TO \$3.50 **95 cents to \$1.95**
- 200 PAIRS CHILDREN'S HOUSE SLIPPERS, FELT, COMFY AND LEATHER SOLES, \$1 TO \$2 GRADES, GO AT **65c to 95c**
- 60 PAIRS MEN'S RUBBER BOOTS, \$5.00 GRADES WHILE THE YLAST, GO AT **\$3.95**
- 200 PAIRS MEN'S WORK SHOES, TAN AND BLACK, REGULAR \$6 AND \$7 GRADES GO AT **\$3.95**
- 200 PAIRS BOYS' HIGH TOP BOOTS, TAN AND BLACK, ALL SIZES, 11 TO 2, AT \$3.95; 2 TO 5, GO AT **\$4.95**

Rubber Heel Day Each Wednesday, We Put On Reg- 50c New, Live Rubber Heels for Half-Price, 25 cents

Hanan Shoes
Selby Shoes
Fox Party Pumps



Witch Elk Boots
Ball Band Boots
Dux Bax Oil