



SOFT
SHELL
CRABS
ARE
ALL
RIGHT



IF YOU
LIKE
'EM

WE DON'T
HAVE
'EM



SOFT SOLES
MOCCASINS

and
DOLLS' SHOES
is our
BILL OF FARE

Ask your Jobber. We
don't sell retail trade

NEWCOMB-ANDERSON SHOE CO.
ROCHESTER, N. Y.

Have Your
Soft Soles
Made
Right



and prevent regrets

We make them right!
We use selected stock and have
ideas of our own.
That is why the "DEVONSHIRE"
line is the favorite one.
Send for our "favorite assortment"
of 1907 Fall Styles.

BEST VALUES PRICES RIGHT
SAMPLES EXPRESS PREPAID

All the latest colors. Also suedes
and patent leathers.

HYMAN BROS., Mfrs.
ROCHESTER :: :: N. Y.



Introduction

Who in thunder reads an introduction? Life's too short. Facts are: J. L. Heath and I have joined forces—he's to make shoes and I'm to sell. You're to buy—that is, if in your mind our shoes and prices and treatment are right.

You've long known HEATH'S SOFT SOLES—then this is the chance to get acquainted with me. If you don't want samples, write about the weather—I've lots of stamps and some new stationery I want you to see.

PERCY F. MEGARGEL, Secretary.

HEATH-MEGARGEL COMPANY

"Builders of Good Little Shoes"

321 Smith Street, Rochester, N. Y.



When writing to advertisers please mention THE SHOE RETAILER.

SH R Aug 31 1907

Shoes-1907s

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PICTURE COLLECTION

Fußes von oben gesehen. Wir bemerken daran die geraden, schön geformten Behen mit wohlgebildeten Nägeln, die harmonischen Verhältnisse des Ganzen und kein bedeutendes Hervorspringen des Gelenkes der großen Zehe (des „Ballens“). Mehr oder minder könnten wir alle durch richtige Behandlung solch schöne Füße haben!

Wir erlangen dies, wenn wir schon dem Kinderfuße Luft gewähren und



Fig. 102. Antike Sandale.

ihn vor jedem Druck bewahren. Barfußlaufen, wo und wie es nur immer möglich ist, dann Sandalen, je nach der Jahreszeit mit und ohne Strümpfe, und schließlich gegen Kälte und



Fig. 103. Flechtshuhe.

schlechte Wege Wolltrifot und Tuchschuhe. Wer nebenbei seinen Fuß noch recht häufig mit warmem Wasser und mit Seife reinigt, unnötige Verschmutzung verhindert, indem er zu Hause beispielsweise antike Sandalen trägt, der behält auch einen „feinen“ Fuß. Zu seiner Gesundheit und Erfrischung ist morgentliches Taulaufen äußerst wohltätig, doch ist dies ohne Sandalen gemeint.

Selbstredend eignet sich nur ein normaler Fuß für ganz offene Sandalen.

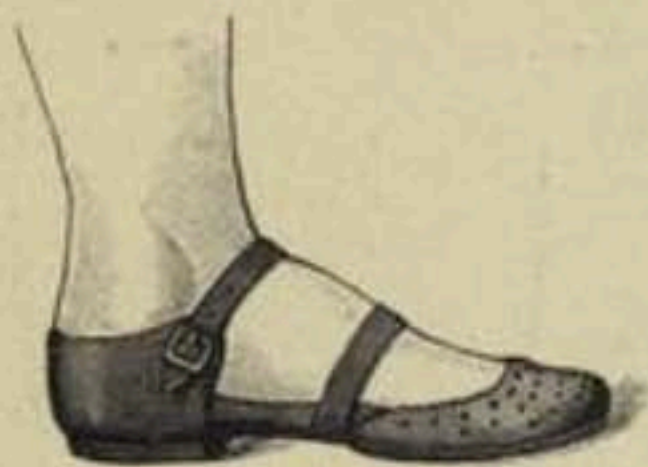


Fig. 104.
Gebräuchlichste moderne Sandale.

Wer verkrüppelte Behen und allerlei Auswüchse an seinen Füßen hat, der erspare diesen unangenehmen Anblick seinen Nebenmenschen, wähle halboffene Sandalen, die den Fuß mehr verhüllen, oder die Flechtshuhe, wie sie Dr. Lahmann ein-



Fig. 105.
Moderner Sattelschuh, wie er nicht sein soll.

geführt hat. Wir geben im folgenden fünf verschiedene Fußbekleidungen, die genaue Betrachtung verdienen. Fig. 102 ist schön und natürlich, wie alles, was von der Antike stammt; Fig. 103 praktisch und schon im allgemeinen Gebrauch; Fig. 104 hat sich gut bewährt, ist aber noch nicht genügend bekannt; von Fig. 101 könnte man dasselbe sagen; Fig. 105 jedoch ist ein gewöhnlicher Schuh, wie er nicht sein sollte: eng, spitz, doppelseitig, undurchlässig, mit hohen Hacken u. s. w., ganz so, wie er immer ist, um aus der natürlichen Fußform Fig. 100 zustande zu bringen. Man vergleiche sie mit der Fig. 97. Zwischen diesen fünf Schuhformen gibt es selbstredend noch

"Our Trade will last as long as babies are born without shoes"

CHILDREN'S "KANT-SLIP" SHOES

From Infants' soft soles to welts and turns in Misses' sizes. Shoes with quality behind them, consequently trade builders as well as profit-makers.

For the asking we will mail you

LITTLE MISS KING'S STYLE BOOK

showing 24 styles ready to ship. Or we will ship direct to your store, express prepaid.

LITTLE MISS KING'S TRUNK

containing 80 samples for your careful inspection. Ask for it **TO-DAY**.

(Note illustration at right—this is the celebrated "Kant-Slip" Sole. The original of all corrugated soles and the best.)

We have specialized and perfected this line to our best knowledge. We believe it will pay you to handle our shoes.

We assure you prompt attention. Write us today.



"LITTLE MISS KING."

Mrs. A. R. KING
LYNN, MASS.

A ROW OF KINGS FOR LITTLE QUEENS



SAR Feb. 29, 1909

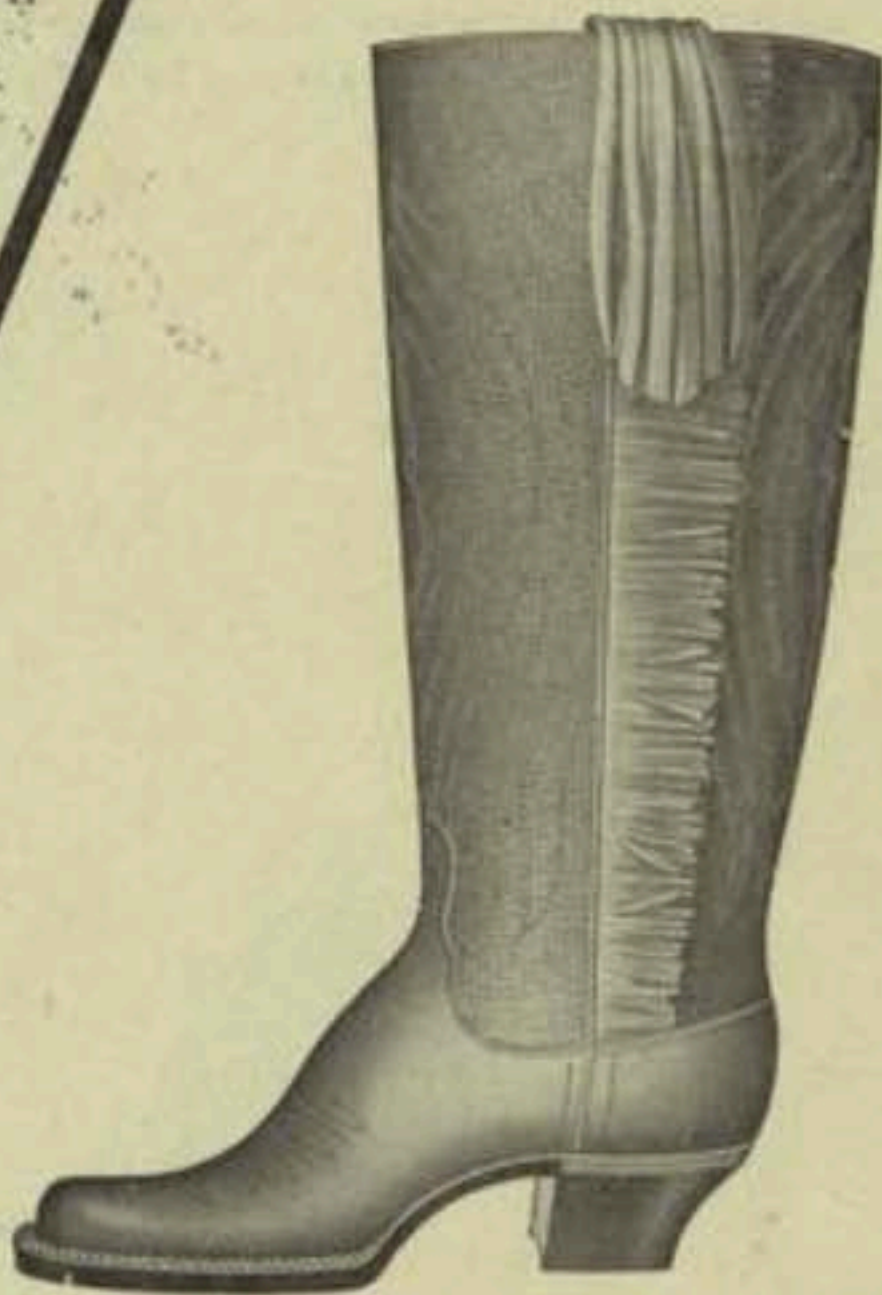
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The Old Reliables

WHEN the retailer purchases our specialties in Men's High Cut Shoes and Cowboy Boots he gets the "Old Reliables," made of the best leather and by the most expert workmen in the country. The W. & P. products sell from January to December, and are stronger in every detail than any line that we have ever shown to the trade.



CORSET SIDE SHOE



FRINGE WELT BOOT

Whitcomb & Paine Co.

Holbrook, Mass.

The Crawford Shoe

For Men & Women, \$3.50

Satisfaction

A satisfied customer is a better advertisement than pages of talk. The Crawford Shoe satisfies

Crawford Fashion Book,

beautifully printed in colors, shows customs in vogue from the year 200 B.C. to date—from the Chinese Empire to the United States, from the ancient Sabot to the modern Crawford. It is well worth having historically, besides showing you the fashionable Winter styles in footwear.

JUST SEND POSTAL—
YOURS FOR THE
ASKING.



"King" No. 273

The King of fashionable shapes. Neat medium toe, custom swing, high arch, and is very comfortable. Made of Imported Patent Calf, double sole, military heel, lace style.

First-class dealers everywhere handle Crawford Shoes. If not sold in your vicinity we can fit you through our Mail-Order Department, and you will be given as careful and courteous attention as you would receive at any of our stores. Price, \$3.75 per pair, delivery charges prepaid.

MEN'S STORES

91-93 Nassau St., New York
34 West 13th St., New York
1262 Broadway, Herald Square, N. Y.
136 West 115th St., New York
412 Broadway, New York
433 Fulton St., Brooklyn
189 Broadway, Brooklyn
501 Pennsylvania Ave., Washington
208 E. Baltimore St., Baltimore
105 Tremont St., and 72 Mason St., Boston
100 Summer St., Crawford Bldg., Boston
1120 Chestnut St., Philadelphia

Crawford Shoe Makers

Mail-Order Dept., Room 35

140 Duane St.
New York City, U. S. A.

Factories

NEW YORK CITY, BROCKTON, MASS.

WOMEN'S STORES

127 Fulton St., New York
34 West 13th St., New York
412 Broadway, New York
1262 Broadway, Herald Square, N. Y.
136 West 115th St., New York
433 Fulton St., Brooklyn
189 Broadway, Brooklyn
501 Pennsylvania Ave., Washington
208 E. Baltimore St., Baltimore
105 Tremont St., Boston
100 Summer St., Boston
1120 Chestnut St., Philadelphia

The

Crawford Shoe

FOR MEN AND WOMEN \$3.50

61 Styles in Crawford Oxfords

Oxfords will be worn more extensively than ever before by both men and women. These cool, comfortable, fashionable shoes are shown in 61 styles in

The Crawford. All new and choice—best ideas of New York, London and Paris custom boot makers. The best materials and

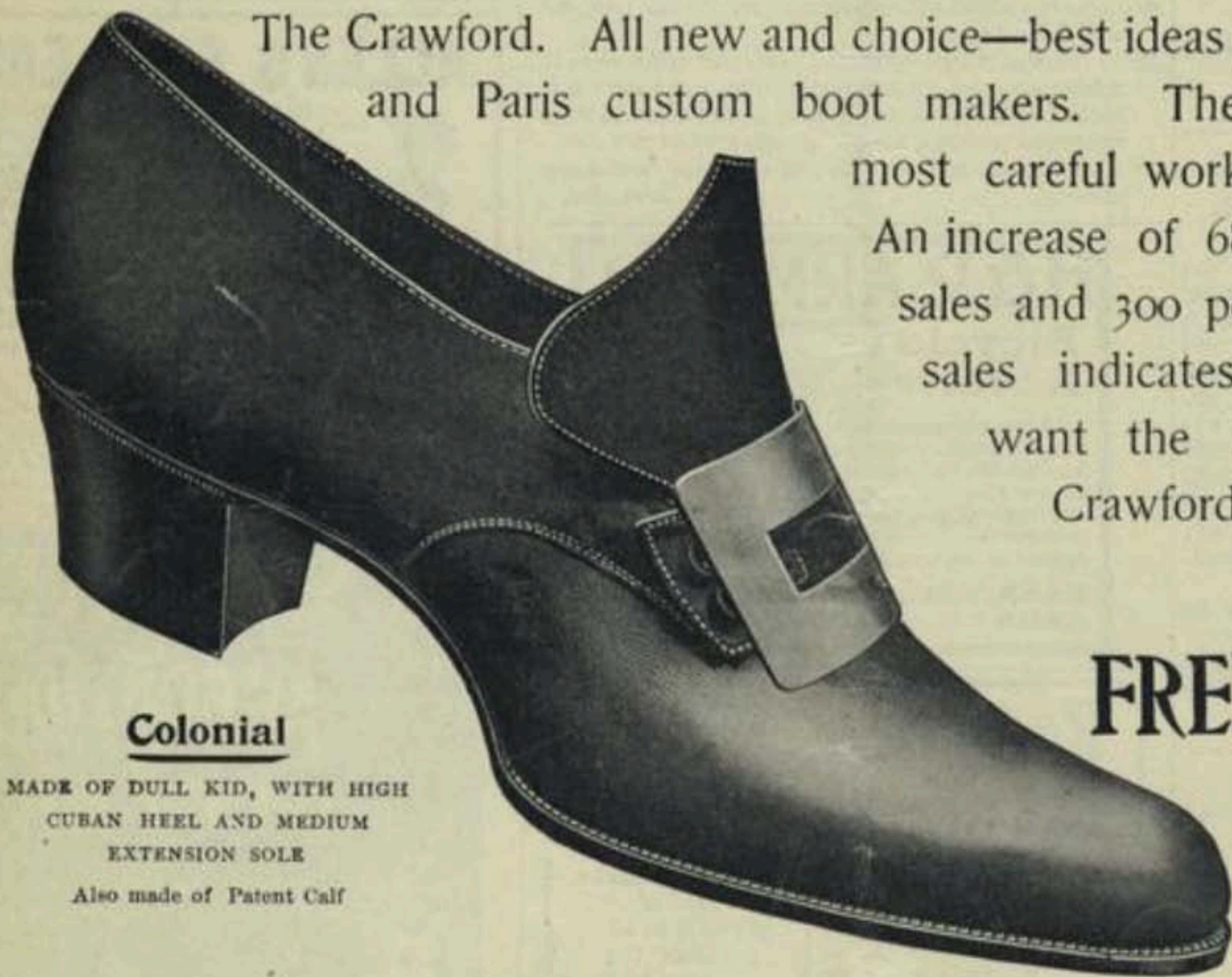
most careful workmanship throughout.

An increase of 68 per cent. in regular sales and 300 per cent. in mail-order

sales indicates that people who

want the best appreciate The

Crawford.



Colonial

MADE OF DULL KID, WITH HIGH
CUBAN HEEL AND MEDIUM
EXTENSION SOLE

Also made of Patent Calf

FREE

Crawford Art Plate Catalogue—15 rich water-color sketches ($4\frac{3}{4}$ by $7\frac{1}{2}$)—8 of outdoor pastimes and 7 of handsome costumes—sent for the asking.

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BRONX COLLECTION

The

Crawford Shoe

For Men and Women \$3.50

Fifteen Art Plates Free

The 15 Crawford Art Plates, each 7½ by 4¾, rich water-color sketches, eight by Ogden, of Yachting, Golf, Tennis, Polo, Hunting, Fishing, Canoeing, Mountain Climbing—gems of out-door happiness. And seven Exquisite Costumes, from the famous fashion studio of Burr McIntosh, photographed on living models in true-to-life coloring, with full description—an Afternoon Gown, a Calling Costume, an Evening Gown, a Promenade Dress, an Evening Carriage Wrap, a Summer Dress and a Theatre Creation.

No advertising upon these cards; each an art plate of water-color beauty.

Free for the asking. Don't send stamp; just drop postal.

On the backs of these plates are illustrations of the newest fashions in Crawford Shoes for Men and Women, selected from our 225 Metropolitan Spring styles. By far the best shoes that \$3.50, or a good deal more, ever bought. Newest in style, best in quality, perfect in fit.

SATISFACTION GUARANTEED OR MONEY REFUNDED



Style 226 FOR WOMEN

Made of Crawford Patent Colt, which will not crack, with dull kid quarter, military heel, Oxford style, button; something entirely new this season.

If not handy to our stores or agencies we can fit you through our Mail Order Department. We send shoes anywhere in the United States and its Dependencies, Canada, Mexico, and all countries in the Parcel Post Union, upon receipt of \$3.75 per pair, express charges prepaid by us.

CRAWFORD SHOE MAKERS

MEN'S STORES

93-95 Nassau St., New York.
54 West 23d St., New York.
150 West 125th St., New York.
825 Broadway, New York.
433 Fulton St., Brooklyn.
189 Broadway, Brooklyn.
903 Penna. Ave., Washington.
208 E. Baltimore St., Baltimore.
169 Tremont St., Boston.
160 Summer St., Boston.
1018 Chestnut St., Philadelphia.

*Mail Order Dept.
Room 42*

140 Duane Street
New York City, U.S.A.

WOMEN'S STORES

137 Fulton St., New York.
54 West 23d St., New York.
825 Broadway, New York.
150 West 125th St., New York.
433 Fulton St., Brooklyn.
189 Broadway, Brooklyn.
903 Penna. Ave., Washington.
208 E. Baltimore St., Baltimore.
169 Tremont St., Boston.
160 Summer St., Boston.
1018 Chestnut St., Philadelphia.

Shoes-702

LHJ, 1902

ROLLERS L.H. 8-1902



T.C. June 16, 1926

DESIGNS IN SOROSIS OXFORDS, PUMPS AND TIES WITH EMBROIDERED HOSIERY TO MATCH
(For description, see page 30)

U.S. PATENT OFFICE
DESIGN PATENT

T.C. June 16, 1926

... Ever Try The ...

American Boy Shoe?

Perfectly reliable. . . . Price bears no relation to its value



No. 104

Boys' Kangaroo Calf, Circular Vamp
Bal., Unlined, Sizes 2 1-2 to 5 1-2,

Price \$2.25



No. 110

Boys' Black Elk Blucher, unlined, bel-
lows tongue. Sizes 2 1-2 to 5 1-2.

Price \$2.75



IF YOU are looking for boys' shoes that are so made they will stand almost any amount of hard usage, buy the **American Boy Shoes**. These shoes are made of a specially treated leather. Treated by a process of our own, known as the Menz "Ease" elk process. Makes leather soft and pliable as a glove; and no matter how often wet will dry out as it was originally. Shoes illustrated above are but two of many styles which may be had in four colors of leather. Black, olive, tan, pearl. Our catalogue, free for the asking, shows whole line illustrated and price listed. Send for it.

The Menzies Shoe Company

Detroit, Michigan

When writing to advertisers please mention THE SHOE RETAILER.

SHR Aug. 24 (1907)

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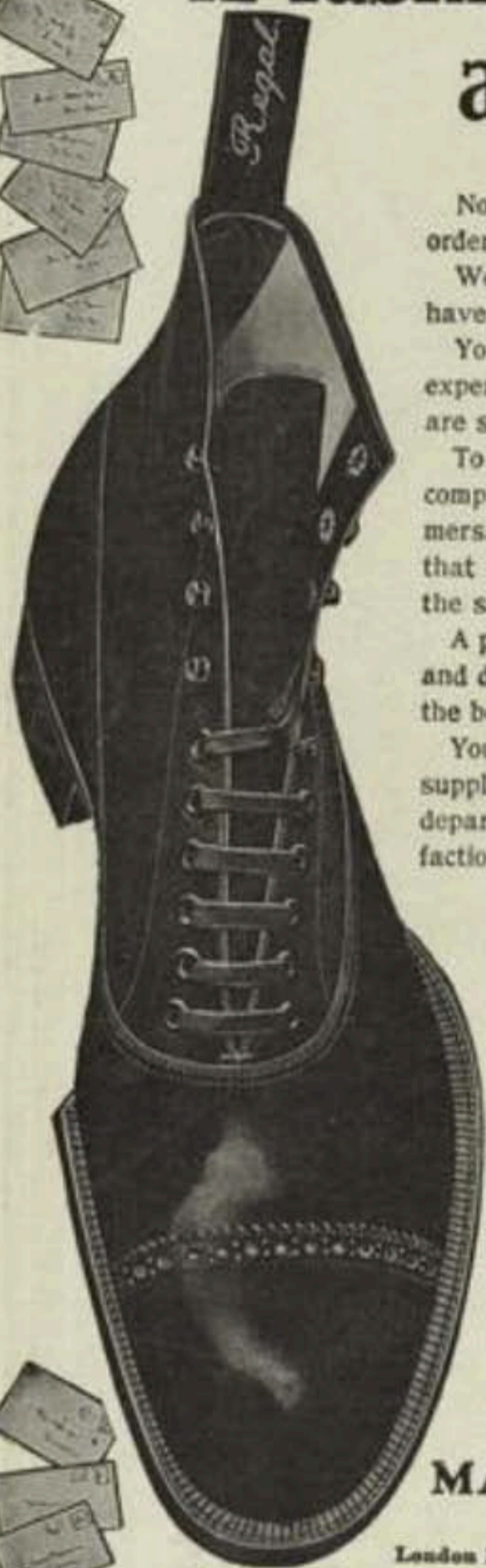
Shoes-1907

冬 新 婦 人 鞋 大 展 覽



41 Jan 19
Shoes-1908
FANCY TRIMMED EVENING SLIPPERS of satin and kid

A fashionable shoe-shop at your door



No matter where you live, our perfectly systematized mail-order department places a Regal shoe store at your door.

We employ a large force of expert mail-order salesmen who have had extensive experience in fitting Regal shoes by mail.

Your order will have the personal attention of one of these experts, who will carefully select your shoes and see that they are shipped to you the same day your order is received.

To avoid any chance of delay, we carry in this department a complete stock of shoes exclusively for our mail-order customers. This enables you to select from the same custom styles that are on sale in our 20 New York City stores, and you have the same variety of styles, shapes and sizes to choose from.

A postal will bring you the Regal Style Book, which illustrates and describes the latest custom models that are being worn by the best dressed people of New York this season.

You take no risk in buying Regal shoes by mail. We are now supplying regularly over 300,000 people through our mail-order department, and this rapidly increasing list *proves* the satisfaction of our methods.

Model No. K175.—One of the latest and most popular New York custom styles. Made of Imported Enamel, light double sole.

Famous King Call, heavy single sole
Famous Patent Kid, medium " "

Delivered through our Mail-Order Department, carriage charges prepaid, to any address in the United States or Canada, Mexico, Cuba, Porto Rico, Hawaiian Islands and Philippine Islands, also Germany, and within the limits of the Parcels Post System on receipt of \$3.75 per pair. (The extra 25 cents is for delivery.)

We are constantly making shipments to our customers all over the world, and on request will furnish special low shipping rates to any part of the globe. Samples of leather and any information will be gladly furnished on request.

Women's Regal Shoes are made in all the popular styles, both dainty and mannish. They are sold only through our mail-order department and in our exclusive women's stores.

MAIL-ORDER DEPARTMENT

602 Summer St., Boston, Mass.

London Mail-Order Dept., 97 Cheapside

REGAL SHOES

Please mention THE BOOKLOVERS MAGAZINE when you write to advertisers

B. O. M. Apr. 1904

R. T. P. 1904
P. 100

Shoes-1904



A FORECAST OF THE NEWEST IDEAS IN WOMEN'S SHOES FOR WINTER

By FRANCES E. ROGERS

WITH the advent of Fall we must again turn our minds to the inevitable question of foot-wear.

We all follow fashion either from close range or afar off, and an item of woman's wardrobe which is receiving more attention than ever before is shoes, for the reason that price has declined while style and quality have advanced. And a woman can now afford two or three pairs of shoes for the price formerly paid for one pair.

I had the pleasure of being conducted through the sample room of the Crawford Shoe Makers a short time ago, and gleaned many new ideas in shoe fashions.

The extension sole promises to be as generally worn as it has been the past few seasons, particularly in Blucher cut, but it will be limited more to street and business wear. Oxfords are going to be worn to a larger extent close into cold weather. People more and more appreciate the ease and comfort of this shoe. On dress boots and Oxfords the Cuban and Louis heels vie with each other in popularity.

Among the newest models which I selected at random from innumerable fascinating styles, the three illustrated impressed me as particularly attractive.

Imported Enamel and Patent Calf, double sole, low heel, full extension sole.

Another smart model for the Fall, quite unlike anything I have seen elsewhere, is their "College." This is a heavy Blucher Oxford, made



"College"

in Velour calf, with double sole, low broad heel, extension sole.

Of course, the proper dress shoe is the new "Pinet," of which I was able to obtain an advance illustration. This is the famous Parisian boot-makers' latest creation, and I have not seen it duplicated elsewhere. It is a decidedly modish boot, giving the foot a small, dainty appearance, without the effect of being crowded. It comes in Patent Kid in both lace and button style. A well-gowned woman's wardrobe should not be considered complete without at least two of these new styles.

Another exceedingly good style, and particularly suitable for afternoon, street and carriage wear, is their "Parisian." This is an advance on the "Parisian" of the Spring and Summer, which was one of the most popular dress shoes at the fashionable resorts throughout the season. The Winter style has a medium round toe, turned sole with Cuban heel and comes in Soft Patent Kid.

The correctly-dressed woman has been a little chary in purchasing the

popular-priced shoe. Heretofore it has lacked a certain individuality in style and elegance of finish that were to be found only in the fine custom-made shoes. One glance at the Crawford, however, will convince the most critical that they overcome all these objections.

I spent years in trying to solve the shoe problem for myself—purchasing shoes from the five-dollar to the twelve-dollar grade, both home and foreign makes, of every conceivable shape and style, and after some persuasion was induced to buy a pair of Crawford Shoes at \$3.50. They fitted better than most shoes which I had made to order, were very comfortable, retained their shape longer and gave excellent wear. In fact, they were a delightful surprise.

At the sample room I saw styles for every conceivable purpose and every taste imaginable. They have issued an extremely handsome "FASHION BOOK," perhaps the most complete and comprehensive as well as the most artistic book on shoes that has ever been published. It not only illustrates all of their shoes, but tells what to wear and when to wear it. It should be in the possession of every reader of THE DELINEATOR. It is mailed free—simply send your name and address to Crawford Shoe Makers, Room 39, 140 Duane Street, New York.

Let me mention in passing that the price is not the least attractive feature in the Crawford Shoe. When you remember that you are getting a shoe which a few years ago would have cost \$8 to \$10, the marvel is that so much can be had for so little. I almost forgot to add that the Crawford people have shoes for men, and all of their shoes are guaranteed—if you don't receive satisfaction, your money will be refunded.

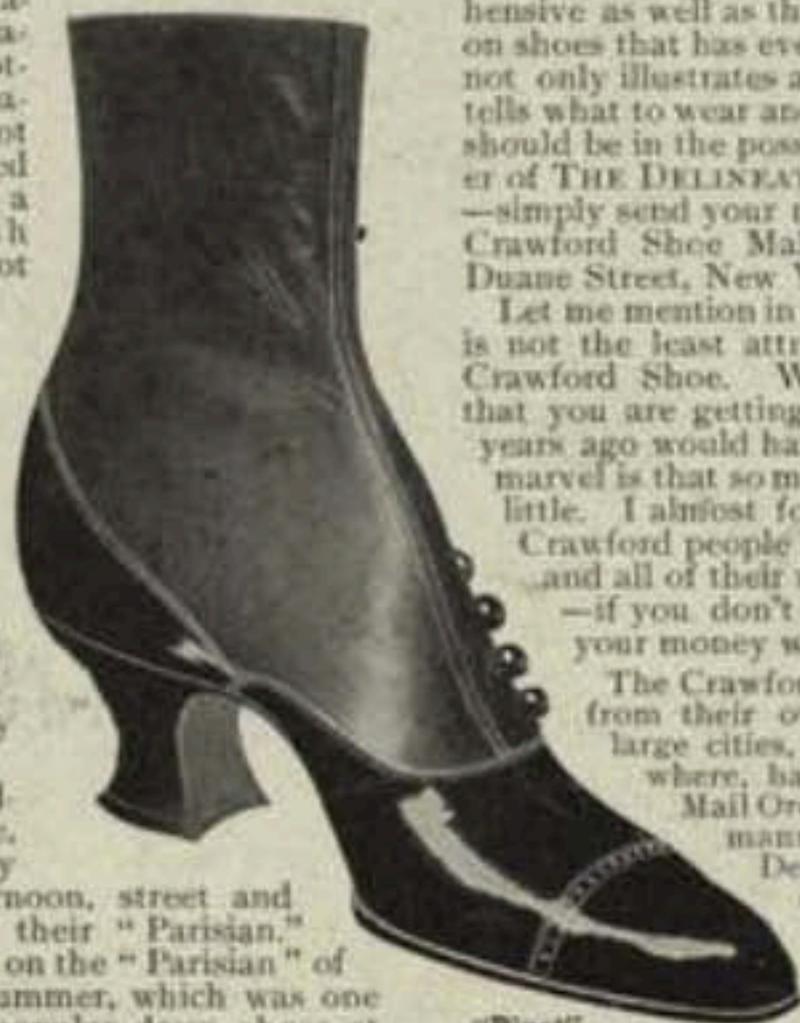
The Crawford Shoe makers, aside from their own stores in all the large cities, and agencies everywhere, have a most extensive Mail Order Department. The manner of conducting this Department, which is in charge of people of large experience, reduces to a minimum the possibility of errors. Orders are handled with the utmost facility, and women hundreds of miles from the large cities can, by sending for their "Fashion Book," write for and obtain the newest styles as satisfactorily as if they called personally.

Price by mail \$3.75 per pair, delivery charges paid by us.



"Student"

The "Student," I think, will commend itself particularly to those women who wish a boot for rough wear. It has a broad toe, broad tread, is snug in the instep, and in every way is a serviceable, handsome boot. It is made in



"Pinet"

MACY'S NEW YORK SHOE DEPARTMENT

There is no other article of Men's or Women's or Children's apparel which deserves the attention which should be given to Shoes.

Three important features should be very carefully studied,—first, comfort; second, durability and third, style. Many people reverse this order and consider style first, although the ideal is to combine in one Shoe all three of those features which are essential to make a shoe really desirable.

The popularity of MACY'S Shoe Department shows how nearly we have attained our ideal in the production of shoes that satisfy, not only in appearance but in wearing qualities and general comfort.

There is no article of wearing apparel which gives most people so much annoyance and discomfort and often unnecessary expense, as the thoughtlessly selected shoe. Yet many people purchase shoes very carelessly. Most women select their Millinery and most men their hats with much greater care than their shoes, although nothing distinguishes a man's or woman's appearance so much as a sensibly and stylishly fitted shoe.

It is because we appreciate fully the importance of the shoe question to each member of the family that we have offered for your selection on the following pages a very complete

variety in different shapes and different leathers, and different styles,—laced and buttoned; pointed and broad toe, high and low heels, Oxford ties, pumps, slippers; styles for the home and for the ball-room, rubbers and boots, for outdoor life, for the field and forest.

In addition to the assortments we offer you, we are prepared to furnish you any particular style of shoe you may prefer, of any material, for any purpose, either the dainty evening slipper to match a special costume or a specially made boot to endure the roughest wear.

SIZES

State explicitly the size and width of shoe usually worn. If you are not certain of the size send us your old shoe and state whether you want them shorter, longer, wider or the same size.

- We give below definition of widths.
- | | |
|------------------|----------------------------|
| AA very narrow. | E extra wide |
| A narrow. | Rubber and Slipper Widths. |
| B medium narrow. | M narrow. |
| C medium. | F medium. |
| D wide. | FF Wide |

We invite you to correspond with us.

Child's "Ankle Support" Shoe \$1.39



20A 1640. Made of all bright kidskin with light weight turned soles. The lining of this sole is pleated, and into the pleats thin flexible whalebone is inserted, which strengthens and supports the ankles; an admirable shoe for a child beginning to walk, who is uncertain on its feet. Sizes 2 to 6; price, \$1.39. Same in tan kid.

Child's Kid Button Boot, \$1.49



20A 1641. Child's Kid Button Boot. \$1.49. An ideal shoe for little ones just beginning to walk, being broad and easy-fitting across the forepart of the foot and snug and firm through heel and ankle; gives a good easy poise and a firm step; one of the most serviceable and dressy

little shoes that we make for children. Sizes 4 to 8; widths C, D, E. \$1.49. Same in tan calf. \$1.69

Infants' Button Shoe



20A 1642. Infants' Button Shoe, made from choice black kidskin with a light flexible leather sole, on an almost perfectly straight last; broad toes without tip, the fit just above the joint being sufficiently low to

give the infant (if walking) the freedom of the legs. Sizes 2 to 5 1/2. \$1.19. Also in tan calf. \$1.19

Child's "Ankle Support" Shoe, \$1.89



20A 1643. Child's "Ankle Support" Shoe, with a heavy, firm sole and spring heel, patent leather tip; linings are pleated to accept strips of flexible whalebone which strengthens and support the ankle.

Sizes 5 to 8. \$1.89

Infants' "Right Shape" Tan Russia Calfskin Button Shoe, \$1.49



20A 1644. A Shoe for the Little Ones that is comfortable and shapely, made of selected materials, hand turned soles and sewed heels; no nails or tacks enter into the making of this shoe.

Sizes 4 to 7 1/2. \$1.49. Same in white calfskin. \$1.69. Same in black vici kidskin. \$1.49

Infants' Dress Boot, \$1.38



20A 1645. Patent Leather Button Boot, with white kid top, light weight, hand turned soles, slight wedge heel; a dress shoe for all occasions; widths C, D, E; sizes 4 to 8. \$1.38

Children's High Grade "Right Shape" Shoe, \$1.98



20A 1646. Child's shoe of the best quality patent leather; vamp and heel foxing; fitted with best white calf top; medium weight soles, yet sufficiently heavy to possess good wearing qualities; made on "Right Shape" lasts; no tips; sizes 5 to 8. \$1.98

Misses' and Child's "Right Shape" Slippers at \$1.69 to \$1.89



20A 1647. The best looking, best fitting and best wearing slipper for children to be had at any price. Made over our well known "Right Shape" last (the Hygienic last which every child should wear).

turned, sewed soles; sizes from 11 1/2 up, made a low first heel. In patent leather, white and black kid. Misses' 11 to 2. \$1.69. Growing Girls 2 1/2 to 5. \$1.89

Child's "Ankle Ties" at \$1.29



20A 1648. This style of low footwear is much in vogue for the little people. Made of patent leather, tan russet calf and black calf. Hand turned soles. It makes a light, airy, cool shoe for children and the strap at ankle holds it

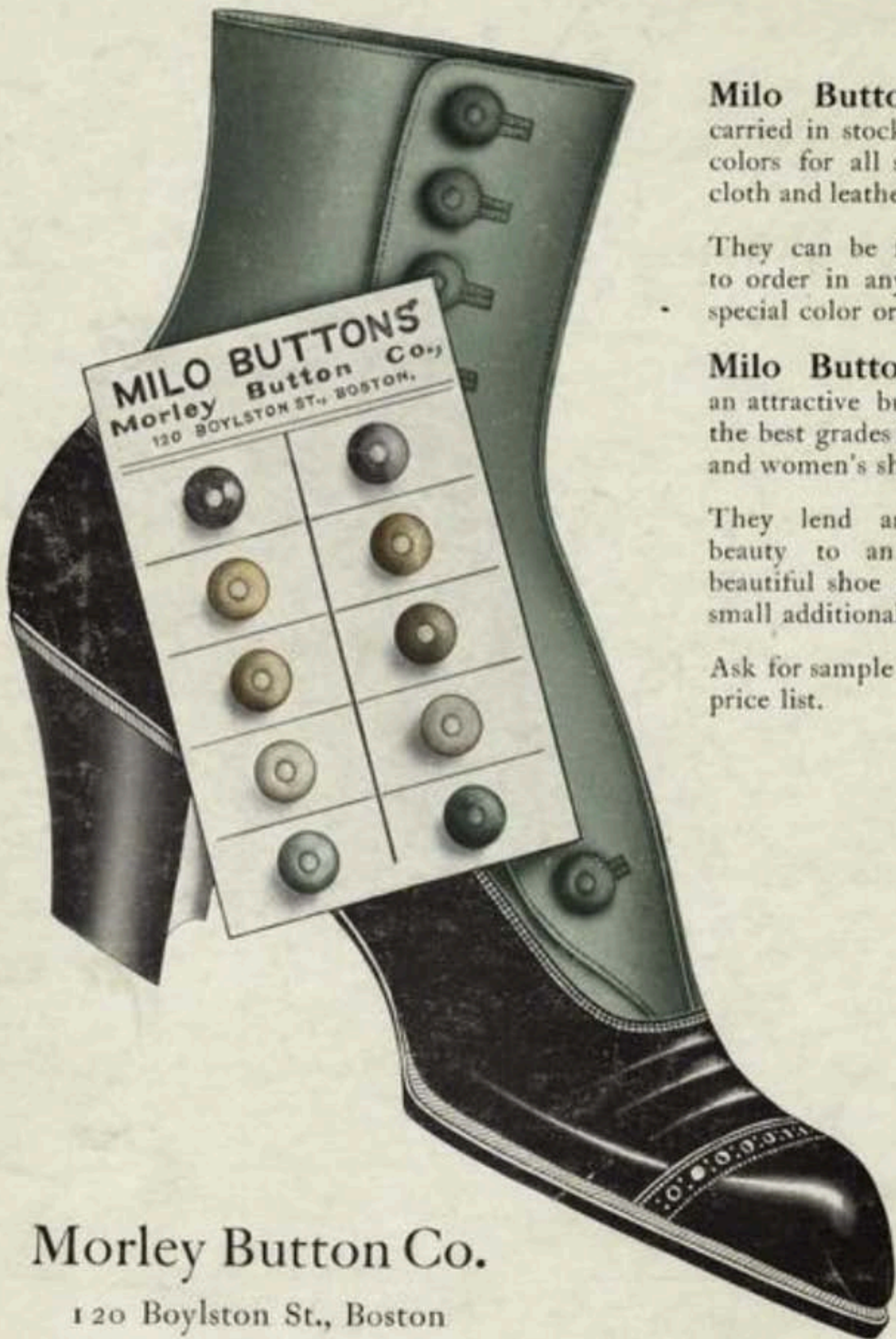
securely at heel, preventing slipping. These goods can only be found in the large city shoe shops. Sizes 4 to 8. \$1.29

Infants' "Right Shape" Ankle Ties at 89c and 98c



20A 1649. Infants' "Right Shape" Ankle Ties or Slippers, made of the best materials on our exclusive right shape lasts. Patent leather and white, blue, pink and tan kid, 98c; Plain Black Kid. \$1.89

Milo Buttons



Milo Buttons are carried in stock in fast colors for all shades of cloth and leather uppers.

They can be furnished to order in any desired special color or shade.

Milo Buttons are an attractive button for the best grades of men's and women's shoes.

They lend an added beauty to an already beautiful shoe and at a small additional cost.

Ask for sample card and price list.

Morley Button Co.

120 Boylston St., Boston

5 HR Feb 27, 1909

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ASTOR LENOX TILDEN COLLECTION



41 Jan 1908

THE MOST FASHIONABLE NEW STREET BOOTS, with three types of heel.



41 Jan 1908

ABLE NEW STREET BOOTS, with three types of heel.

WILLIAM HOWARD TAFT
 CINCINNATI, OHIO
 AUGUSTA, GEORGIA,
 December 12, 1908.



My dear Sirs:
 I have your letter of December 11th. If
 you desire to make a shoe for me that will fit,
 I suggest that you communicate with Dr. James
 G. Cook, of Hartford, Conn., who took a plastic
 cast of my foot and who is now perfecting a
 model of the shoe as it ought to be constructed.
 Sincerely yours,
 W. H. Taft

The Brown Shoe Company,
 274 South 1st St.,
 St. Louis, Mo.



President Taft Wears White House Shoes

MADE BY **THE BROWN SHOE COMPANY, ST. LOUIS**

as per letter reproduced above, Sample No. B-51. Ask for this or other styles of
WHITE HOUSE SHOES

For Men, \$3.50, \$4, \$5 and \$6



For Women, \$3.50, \$4 and \$5

•The above picture is a reproduction of show card we provide our customers who send orders for 12 pairs or more of Sample No. B51, Men's White House President, Patent Leather Blucher, Taft Special, D width. Price \$2.50.

•The show card is 11 inches wide by 14 inches high, printed in colors. It will attract a crowd around your show window. It will not only give a good impression of White House Shoes but, in many instances, will sell a pair of the above sample number which is the style made for President Taft.

•We are also having made a special two column Newspaper Cut of this feature for the dealer's use in running advertisements in local newspapers. One of these cuts will be sent to customers upon request—ask for Cut No. T2.

Shoes-1809

SAR Mar 13 1909

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 ASTOR LENOX TILDEN COLLECTION



20A 1690. This boys' shoe compares for wear with any \$3.50 shoe we have ever seen. The vamps and quarters, are cut from a choice grade of velour calfskin, the stock with the bright hard finished surface easy to clean, not easy to scratch. The insoles, counters, and box of solid leather. The outer

soles of a superior high grade of slaughter henlock leather, heavy, and viscolized, making a most substantial shoe. Sizes 1 to 5½. Widths C, D and E. \$2.49
Same style as above in patent leather. 3.49

Men's Calf Button Shoe, \$2.69



20A 1691. Vamps cut from good grade of gun-metal calfskin, the uppers of matt calf. This shoe is made on a good fitting medium round toe last, medium weight sole with slight extension edge; military heels. Shoes no better command \$3.00 and \$3.50 in most shoe shops. Good-year welted, sewed soles. Sizes 6 to 10½ widths C, to E.

We have this same shoe

in patent leather button, in calfskin, in lace style and in vicci kid lace at same price. \$2.69

Grain Leather Creedmoor at \$1.74



20A 1692. Absolutely all solid leather men's Creedmoor shoe for hard wear. Vamp and uppers of Milwaukee oils grain leather. Solid counters, excluding bellows tongue; solid heels and top. Sizes 6 to 11. Price. \$1.74

Men's Patent Leather Shoes, \$2.69



20A 1693. We present here one of our best values, a patent leather Blucher styles shoe; good grade patent leather, matt calf tops. Made on a narrow or medium round toe last, straight top, military heels, Goodyear welted sewed soles of good weight, slightly extended. Size 6 to 11, widths C to E. We have this same shoe

in gun-metal calfskin at. \$2.69

A \$6.00 Value at \$4.96



20A 1694. Our combination cushion sole arch-supporting shoe. The arch support furnishes a restful and comfortable support to the arch of the foot, eases tired and aching muscles and gives a spring and buoyancy to the step. The cushion part of the shoe acts as a veritable "feather bed" relieving all strain and tension from long standing and over-weight. Sizes 6 to 11; widths B to E. Price. \$4.96

Men's \$3.50 Shoes at \$2.69



20A 1695. Illustration of a special value shoe equal to \$3.50 grade at \$2.69.

We carry this shoe in patent leather and black velour calfskin. Insoles and outsoles and counters of solid oak leather, upper stock the best. Made on a conventional last, medium in every particular,

shape of toe, style of heel, weight of shoe. A splendid shoe for either dress or service. Sizes 6 to 10½. Widths C, D, E.

Men's Calfskin Blucher, \$3.49



20A 1696. A young men's shoe, with style and snap; vamps and uppers of best grade black velour calfskin, bleached calf linings, heavy drill linings; made on a natty, well fitting last with medium narrow round toe, yet sufficiently broad to be comfortable; snug fitting at heel and instep; sizes 6 to 10½; widths B to E. Price \$3.49

A Men's \$6.00 Calf Shoe, Kid-Lined Through-out, \$4.96



20A 1697. This is one of the most popular numbers in our shoe department, and would sell in most specialty houses at not a cent less than \$7.00. The vamp and upper is cut from best grades of black Russia calfskin (the stock with the bright, hard finished surface) and lined throughout with kidskin; soles of best heavy-weight oak leather hand sewed, and welted, with extension edges; a good looking and good wearing shoe.

Sizes 6 to 11; widths B to E. Price. . . \$4.96

Men's Patent Coltskin Button Boots, \$3.49



20A 1698. A neat, dressy, serviceable shoe, with the very best grade of matt calf tops, and patent coltskin vamps; made on a well fitting, medium round toe last, with just a slight swing, and medium extension edge; hand sewed, welted soles; one of our best values,

a grade of shoe sold nowhere else at this price. sizes 6 to 10½; widths B to E. Price. . \$3.49

Men's Shooting Creedmoor \$7.94



20A 1699. The most durable and light weight shooting Creedmoor made; vamps and uppers cut from a selected stock of horsehide, subjected to a tannage that makes the leather soft and pliable, yet very tough and strong; bottoms of double thickness from toe to heel, with a strip of elk hide; as near water-proof as a boot can be made and yet extremely light in weight and

not tiresome to wear; sizes 6 to 11. . . . \$7.94

Shoes 1919

24 May 1919

REGAL THE SHOE THAT PROVES



WHEN you buy shoes in the ordinary retail store, you have a choice of a few hundred pairs, made from samples submitted six months ago. In a Regal store you are fitted from a large, complete stock which comes **DIRECT** from the factory to that store. The shoe which yesterday was in the bootmaker's hands will be on your foot tomorrow.

When you buy Regal shoes by mail your order can be filled, in any one of 144 fittings, from a general stock of 100,000 pairs. Every shoe is fresh from the factory, made from the newest models.

All Regal mail-orders are received and executed under the one roof. If your order is received in the morning, your shoes are shipped to you that same night. From the time it reaches the store to the time the shoes are mailed, your interests receive undivided and scrupulous attention.

We keep your size on file; if we have fitted you once we can do so again without another measurement.

There are over 200,000 regular customers on our mail-order books. There are 29 Regal stores in the most particular fashion center of the country—New York.

Send a postal for our new descriptive catalogue. It gives triple-mirrored reproductions of all the new styles.

Regal shoes are sold only in 57 Regal stores for \$3.50, or by mail, prepaid for \$3.75.

**REGAL MAIL-ORDER DEPARTMENT,
149 Summer Street, Boston, Mass.**

Model C112. Made in King Calf Blucher, lace style; also King Calf, button style; also Patent Calf, lace style; also Imported Enamel, lace style. This shoe has a decided custom appearance. It presents the new narrow toe, which is fast becoming immensely popular with the fashion critics of New York.



THE SAMPLES of kid and satin boots made to match special gowns.

98

H JAN - 1908



*"Just as the twig
is bent the tree's
inclined." —Pope*

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For the Baby.

You cannot begin too young with a child's feet—the younger the better. The little delicate baby's foot, with its soft, tender joints and bones, which are, as yet, merely cartilage, must be very carefully shod, if you would have the graceful, well-formed foot of youth and maturity. Flat feet, short feet, fat, irregular, buncy feet are nearly always the result of improper foot-gear worn during childhood.

Our beautiful Sorosis Shoes for the Baby are built upon the same scientific lines as the Sorosis for grown-ups. They have all the remarkable qualities which have made the Sorosis name world famous. They come in all colors. Price almost nominal. Ask at any Sorosis Store. Baby will be delighted with them.



No. 297



No. 342.



No. 298



No. 299



No. 308



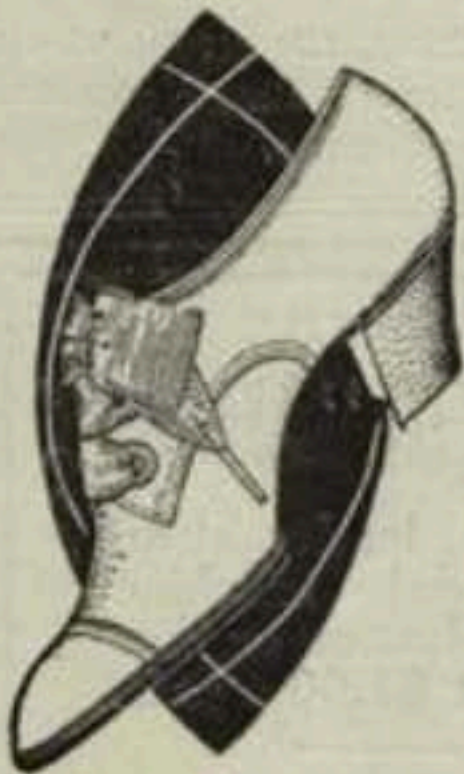
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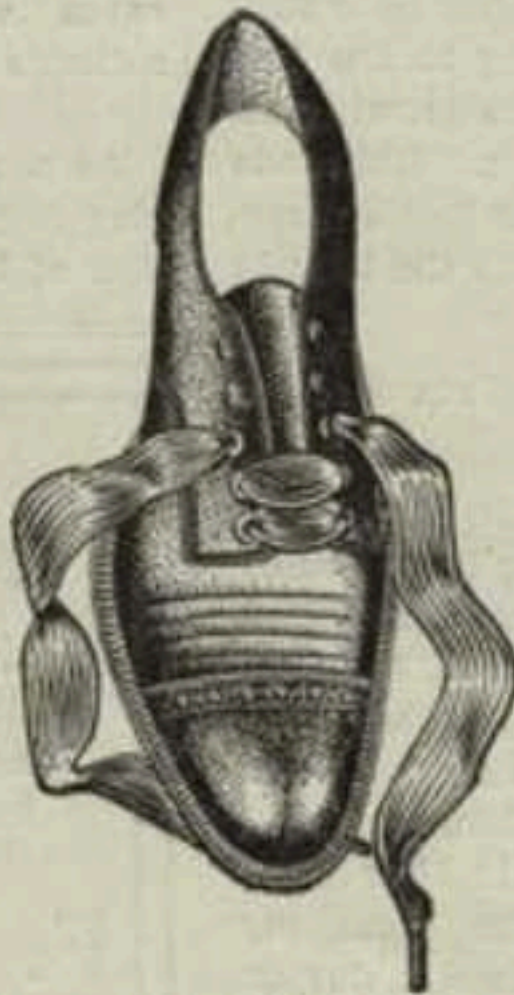
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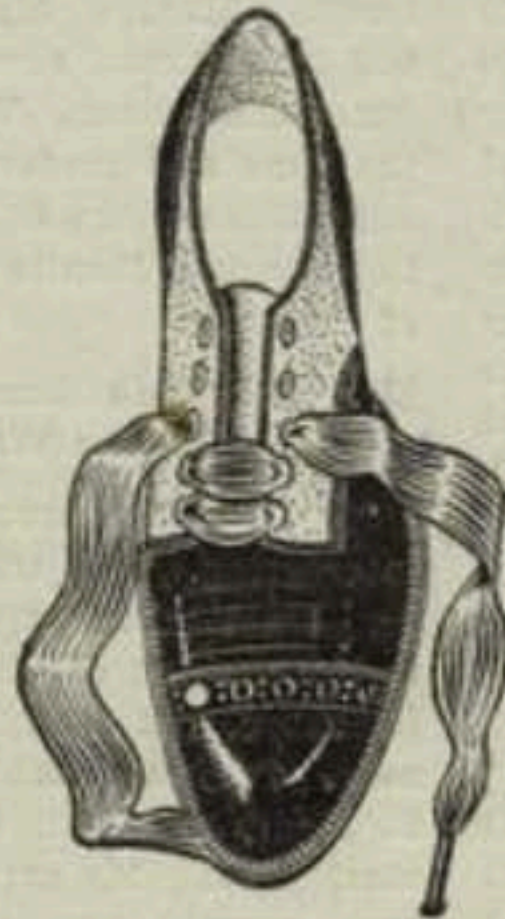
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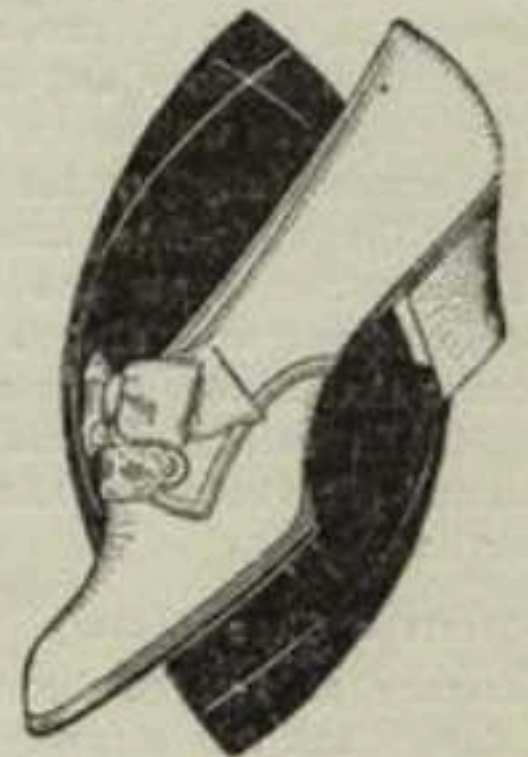
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Shoes-1907



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