

# FELTMAN'S FOOTWEAR

## To March Proudly, Keeping Step With Good Looks The Match of Any Shoes in the Fall Festival Parades

Thus is issued into the Fall and Winter the greatest display of Fine Footwear ever seen in Richmond and vicinity. Shoes of character. Shoes that satisfy—that is our great cry—and the Fall has brought them forth in one grand array. Feltman's shoes are the UNUSUAL. Those unusual touches in the construction and finish of our high grade footwear that invariably please and are eagerly sought for by old and young alike. The effectiveness of smart new styles and lasts, the graceful fitting that characterizes every pair, from the dainty narrow toe, pat. tan, button and blucher cut, up to the mannish effects for women—the stylish, well constructed, modest styles and lasts to the most elaborate productions of the shoe making art for men—and then the style, comfort and fit which enhances their value to either the Man, Woman, Girl or Boy.

## THIS IS FELTMAN'S GREAT SHOE TREAT FOR FALL AND WINTER

### LADIES'

#### A Complete Showing Fall and Winter Footwear



TAN, WINE, AND CHOCOLATE  
COLOR SHOES FOR FALL

Fashion decrees that you wear Tan Color Shoes for early fall wear. Not only do we keep up to date in every change that comes in new styles of shoes, but we go the "limit" as to the number of the new styles that we carry in our stock as each change comes.

#### A BEAUTIFUL OOOZE TAN TOP RUSSIA BUTTON SHOE FOR \$4.

Wine Cf. Lace, Ooze, Top, \$3.50  
Wine Cf. Button, Ooze Top, \$3.00.  
Wine Cf. Button, Tramp Last, \$4.00.

#### FELTMAN'S HONEST VALUE \$2.00 SHOE FOR LADIES

A shoe out of the ordinary style. \$2.00 a pair, made in button, with new Mat Calf tops. In Blucher lace with extension soles.

And as to the wear, we guarantee them in every particular. We will give a new pair for every pair that don't give satisfaction.

This same shoe in low or half heels, suitable for the school girl, in button or lace.

#### FELTMAN'S SPECIAL

#### THE NEW \$2.50 SHOE FOR LADIES.

There never were more pleasing styles sold at this price. Why? We have them in dark tan kid with extension soles, Blucher cut, patent colt, lace or button, with extension soles. All the new patterns. They really look like \$3.50 shoes and wear as well as most shoes sold at this price. Try a pair. Only \$2.50. Made in Kid Blucher also.

#### FELTMAN'S \$3.00 LADIES' SHOES

##### QUALITY.

It is easy to get style in a shoe. What you want is QUALITY AND STYLE COMBINED.

Our line of \$3.00 shoes comprises both. The leaders of fashion are wearing our \$3.00 shoes.

There is a Reason—

#### FELTMAN'S WARM LINED AND OLD LADIES' SHOES

Warm lined shoes with felt top and patent tips.

Warm lined shoes with leather tops and plain tips.

Warm lined shoes in stylish, dressy shoes suitable for street wear. \$1.50, \$1.75, \$2.00 and \$2.50 a pair.

#### FELTMAN'S NEW HIGH CUTS FOR LADIES

Fashion decrees the high top shoe for Fall and Winter. It's one of the most practical fads ever brought in use.

This shoe is wine calf with Suede tops and tan, with all the new topings. Also patent colt, both button or lace, in black Mat Kid tops.

These are real-city styles, at the low price of \$3.50 and \$4.00 a pair. FELTMAN'S BUSY STORE.

### MEN'S

#### Fall Showing of the Season's Latest Out

#### FELTMAN'S \$3.50 SHOE FOR MEN

Is a shoe that actually justifies the claim, "better than others." Every lining, thread, welt and box in Feltman's \$3.50 shoes are the best obtainable and guaranteed to stand severest wear. Besides, for comfort, you find these Shoes Handsewed process, making them smooth and easy.

They are carried in all styles—IN WIDE TOES, in Narrow Toes, in Medium Shapes, in Button or Lace.

Made in Vici Kid, EXTRA HEAVY BOX CALF, Gun Metal Calf.

For the young man the new GINGER Last is the FAD. Also the Straight Last for the more conservative wearer.

Swell styles in Tan and Wine Calf Double Soles.

TRY OUR \$3.50 SHOES. YOU'LL GET YOUR MONEY'S WORTH.

#### FELTMAN'S BUSINESS AND COLLEGE SHOES

#### FOR MEN. THE JIM DUMPS

A medium wide toe last with a high box that takes all the pressure away

from the toes, yet a stylish shoe that can be worn on any occasion. \$4.00 a pair. In Gun Metal Calf, lace or button, tan or patent colt.

#### THE COLLEGE SHOE

IN HEAVY TAN GRAIN, WITH EXTRA HEAVY SOLES.

A shoe that stands lots of wear. New Ball Strap Pattern. When you send your boy away with this shoe you have the positive assurance he will return in six months with a good shoe. Tan, Gun Metal and Wine. \$4 a pair.

#### FELTMAN'S EXTRA HEAVY WORK SHOES

HAND-SEWED SOLES. WATER-PROOFED BOTTOMS.

Heavy Bluestone stock that always wears soft no matter how wet it gets. Shoe adapted for railroad or any outdoor's work. Only \$3.50 a pair.

#### STETSON'S SHOES FOR MEN

For style and comfort. The highest grade obtainable. \$5.00 and \$6.00 a pair.



HANAN & SON'S SHOES FOR  
LADIES AND MEN

The kind that fit and feel good. Hanan's Ladies' Shoes \$5.00 a pair. For Men, \$6.00 a pair.

#### FELTMAN'S SPECIAL \$2.50 SHOE FOR MEN.

STRICTLY HAND-SEWED PROCESS. Patent Colt, Tan and Gun Metal, Button or Lace.

2,500 PAIRS SOLD LAST YEAR.



#### Boys' Shoes For Fall and Winter FELTMAN'S SHOES FOR HEALTHY BOYS

We pride ourselves on our Boys' Shoes. We have these made special. We pay extra to get the best selections of sole leather and upper stock for our Boys' Shoes. We know they need it; boys are hard on them.

SOLID BOYS' SHOES.  
\$1.50, \$1.75, \$2.00.

FELTMAN'S RUGBY SHOES FOR BOYS.

Best made. \$2.50 and \$3. Made on men's last. High Art Shoes for boys.

#### FELTMAN'S FAMOUS TRAMP LAST

For the man who walks one mile or ten a day, it's all the same, your feet are ready for business in Feltman's Tramp Last Shoes.

Foot-freedom, comfort, ease, that's what this model is built for.

Feltman's Tramp Last are made in Vici Kid, with heavy Oak Soles, strictly Hand-sewed. No nails, tacks or rough threads. Same shoe carried in Velour Calf, Blucher, with two full soles to heel; wide, low heel. Soles water-proof.

For dress wear, we carry this shoe in Patent Colt Blucher or Tan Calf Blucher.

EVERY PAIR GUARANTEED.  
\$4.00 a Pair.



#### FELTMAN'S FAMOUS TRAMP LAST FOR LADIES

Our Tramp Last Shoe is made to remedy the ailments caused by badly fitted, poorly selected footwear.

1st. The sole is made "Foot-shape" and allows the twisted joints to get back in line as nature intended.

2d. The heel is low enough to take the weight off the toes and distribute it evenly to each part of the foot alike.

3d. The instep is high enough to give grace and beauty and low enough to insure comfort.

4th. The leather is soft and pliable, the bottom flexible, bends with foot, still protects from wet.

5th. It is made on stylish lines and is not ungainly or clumsy.

Try a pair. If you are not relieved from foot trouble we will buy them back from you. \$3.00 and \$3.50. Tan, Patent or Kid.



#### Girls' Fall and Winter Footwear FELTMAN'S MISSES' SHOES

Are selected with great care. A Misses' shoe, all solid good style, good wearing, button or lace, \$1.50, \$1.75, \$2.00.

#### SPECIAL LINE OF HIGH GRADE \$2.50 MISSES' SHOES.

BABY SHOES—Dainty styles, all colors, wide toes.

We carry Feltman's Famous Tramp Last in Boys', Misses' and Children's Shoes.

Baby Shoes, 50c to \$1.50.

Make  
This Store  
Your  
Visiting Place  
During  
The  
Three  
Great  
Days  
That  
Richmond  
Welcomes  
You

Fall Festival Visitors Are Requested to Look in Our Windows For Suggestions  
in This Season's Fall Footwear.

IT CAN ALWAYS BE FOUND AT THE GREAT  
**FELTMAN'S SHOE STORE**  
724 MAIN STREET