

OUR NEW POLICY IS NOW IN FORCE

NO MORE
THAN

\$6
SOME
LESS

\$6

Includes
all
Mens and

Ladies
Shoes
and
Oxfords.

Values
up to
\$16

BUY
SHOE
NEEDS
AT \$6

Our Store
is now changing its
Policy to what is known as
a Specialty Store carrying no shoe
higher than \$6 a pair. This has been
the policy of our large stores except
Richmond and Indianapolis.

All the other
Stores have been specialty
stores, selling shoes for men and
women only at just two prices, \$5
and \$6—none higher. They carry no
charge accounts, eliminate all unnecc-
essary items of expense, operate on the
smallest percentage of expense and at
the smallest margin of profit of any shoe
merchandising establishment in the world.

All of this saving is put in the shoes, so
our prices are \$2.00 to \$3.00 per pair lower
than shoes of equal value can be bought
anywhere else. This accounts for the
rapid growth of The Feltman-Curme-
Shoe Stores Co.—a growth unparalleled in
the history of the shoe trade.

Don't confuse this announcement with an
ordinary Sale—we are merely giving you the
advantage of all our higher priced shoes in-
cluding J.W.H., Heywood and E.T. Wright
makes

\$13 TO \$16
Values
\$5 & \$6

NO MORE
THAN

\$6
SOME
LESS

\$16

Values
are
Included

in this
Specialty
Price

of
\$6

ALL
SHOES
PRICED
\$6 OR LESS

FELTMANS SHOE STORE

THE WORLDS LARGEST SHOE DEALERS.