

## Advice to Shoe Buyers

PRESENT prices on shoes are unpopular with the public, although Philadelphia shoe prices are con other cities.

Reputable retailers exercise no control over these prices and are deeply interested in securing shoes to sel at prices their patrons would like to pay. But frankly there is no hope of this under present conditions; yet if the public will co-operate with shoe retailers, shoe bills can be materially reduced; your own bills may be cut in half this yea

Our advice to shoe buyers is FIRST:-Buy shoes with the thought in mind of the service for which you Turn soles, wafer-like shoes, wood heels, etc., are all right for their purpose-dress wear-but their place is not on the street, and when so worn are expensive and extrava gant; not only wasting good upper leather, but keep ex pert shoemakers busy without the proper return in serv SECOND:
SECOND:-Bring your shoes to us for repair promptly, that is, before the sole and heel are so worn
down as to impair the foundation of the shoe. Through the recent enlargement of our repair department of the Market St. store we have inaugurated the most modern system of repairing in the country. Shoes come through like new.

We will be glad to further instruct our customer about the care and conservation of their shoes, but by money now, but greatly help the market situation by assisting to create a surplus of leather-and the natural result of a surplus is lower prices.

Those who need shoes and will buy them because of necestity not demanding particuar stye
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Three Geuting Stores of Famous Shoes 1230 MARKET 1308 CHESTNUT 12 S. ELEVENTH

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