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Dr. Bolton, of Temple, Presents Dxpert Study of Young Embeszler
Declares Him Victim o Kleptomania, Aggra
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## From the Shipping Platform to the Selling Platform

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UUTIING the Cost of Distribution is one of the most vital problems in this period of Economic Readjustment
Applied to this business it means shipping the shoes direct from the Regal Factory where the leather is cut, to the Regal Store where the price is cut to $\$ 6.80$.

In other words it means returning to the policy that I adopted when I opened the first Regal Store twenty-eight year ago, that is, Factory to Feet, All Styles, All Leathers, with On Profit and One Price, from the Shipping Platiorm to the Selling Platform.

I think the Public have been paying too much for'shoes. Yes, too much for Regal Shoes and all other good shoes and the High Cost of Distribution is a big factor in the High Cost of Living.

The first big cut in the cost of distribution of shoes was the elimination of the Three-Profit System-Manufacturer-JobberShoe Dealer-Route to the Consumer

The Regal Way, "Maker to Wearer," cuts out two Profits and is the shortest distance between two good reasons why you should wear Regal Shoes, i.e., Our Factory and Your Feet.

By producing our own shoes in our own factory-shipping direct and selling in our own stores-we make it impossible for any Middle-Man to meddle with the Price between the Shipping Platform at the Factory door, and the Selling Platform in the Regal Store.

Therefore, from now on we will sell the shoes we make in th stores we own. All Styles, All Leathers, All Sizes and Widths with One Fair Profit and One Fixed Price, $\$ 6.80$

## REGAL SHOES

REGAL SHOE STORES IN PHILADELPHIA

