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New Spring Street Dresses, $\$ 25$

## Sport <br> Coats

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Volume Production and Volume Selling, shipping direct from the Regal Factory to the Regal Stores, and charging one small profit when you select the style you want, makes it fun to do business the Regal Way.
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When a shoe store carries three different grades at three different prices the salesman has three guesses to figure out how much you've got in your pocketbook.

If he first condescends to show you the shoe You asked to see, and then enthusiastically shows you long to sell the shoe you came in to buy.

This unsuccessful effort to get you to spend more than you wanted to, wastes half of your time and consumes twice as much of his time, and doubles the Selling Cost of the store.
The Regal Way,-Every Style in the Store-One Price saves your money - saves your time-and saves you from embarrassment

Regal Salesmen don't have to "Size you up" when you come in the door,-they can devote their time studying the size of your foot instead of the size of your pocketbook.

You know when you go into a Regal Store just what you're going to pay when you go out, because tee planks in the Regal Platform tell the whole story,-One Profit-One Quality and One Price,$\$ 6.80$.


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