



Not A Tack—Not A Nail

# Billiken Shoes



Are made without a tack or nail; of the softest, toughest leather known, on broad, sensible, improved foot-form lasts—the most perfect child's shoe ever made—The one shoe a child outgrows.

Buy "Billiken" Shoes and let the children romp and play to their heart's content without annoyance to you, injury to the home or discomfort to themselves.

The growing feet of children are easily irritated by stiff soles or narrow shoes. "Billiken" Shoes are made by specialists in the largest shoe factory in the world, devoted exclusively to the manufacture of Children's High Grade Shoes.

The soles on "Billiken" Shoes are Pure Oak Flexible Leather—the softest and most pliable leather known, being especially prepared to withstand hard service. The absence of nails, tacks, etc., prevents the children scarring the floors and furniture. The soft soles render the shoes noiseless. Flexible soles make them as comfortable as a moccasin. The durable leather makes them as lasting as a man's heavy shoes. And they are extremely stylish.

Get your dealer to show you "Billikens"

**McElroy-Sloan Shoe Co.**  
St. Louis, Mo.



### 25 SILK SAMPLES FOR 10c

We have thousands of New Clean Silk Samples (Drummers' samples) all approximately the same size, 2½ by 6 inches. Just the thing for crazy quilts or sofa pillows.

Send 10c in Silver or Stamps  
Money Back if not Satisfied

**BECKER MERCANTILE CO.**  
Silk Exchange Bldg. St. Louis, Mo.



## TRIM YOUR HATS AT HOME SAVE 1/2

OUR packages, sold through your own home millinery store, contain elegant materials and full instructions, for making beautiful latest style hats for all occasions.

Any woman or child who can sew can make a stylish "millinered" hat the first time. Satisfaction guaranteed.

Send us the name of your local dealer and we will mail you Catalog with pictures of the new Fall and Winter styles.

**FASHION MILLINERY CO.**  
3860 Olive Street St. Louis



# The Quality Trade-Mark

On March the 11th, 1872, was formed a partnership out of which has grown

One of the Greatest Shoe Houses in the World

that of the Hamilton, Brown Shoe Co., with an annual business of approximately

**\$13,000,000.00**

It has truly been said that Mr. A. D. Brown was the father of the shoe manufacturing business in St. Louis. He started with a capital of \$23,000.00, and in a little more than forty-three years this little business, without a single dollar from any other field, has become the present institution, which has approximately 5,000 employes and has paid them over \$43,000,000.00 in wages, an average of \$1,000,000.00 per year. Our employes and families, if located in one place, would make a city of almost 25,000 inhabitants.

## We Operate Seven Big Specialty Factories

With a Capacity of A Pair of Shoes Per Second,  
or 60,000 Pairs Per day

During the forty-three years of our business we have shipped a grand total of over

**\$237,000,000.00 Worth of Shoes**

## Why? Because

We are Quality shoemakers—We have studied Quality—worked on Quality—thought Quality—until we know nothing else but to make Quality shoes, and this trade-mark stands for Quality stronger to-day than ever before.

Go to the Hamilton-Brown dealer in your town and ask to see the Season's New Designs and Patterns.

# Hamilton, Brown Shoe Company

ST. LOUIS. U. S. A.