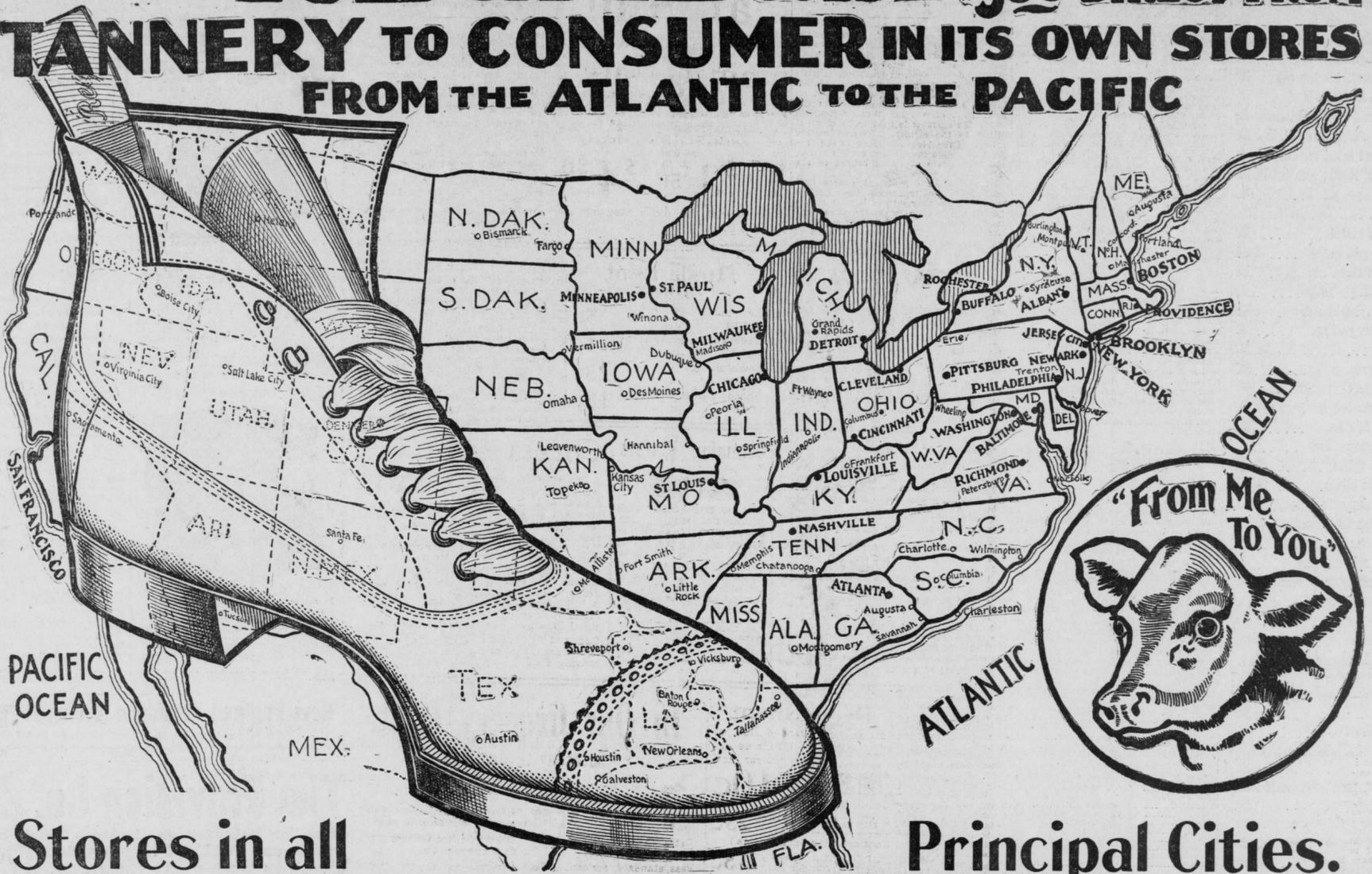


# THE REGAL IS THE ONLY SHOE SOLD AT \$3.50 DIRECT FROM TANNERY TO CONSUMER IN ITS OWN STORES FROM THE ATLANTIC TO THE PACIFIC



Stores in all

Principal Cities.

A Strong Guarantee of the Quality of Our Enameled Leather.

*D. Wallerstein*

P. O. BOX, 2737

32 Spruce Street

NEW YORK

New York August 9th, 1901.

Messrs. L. C. Bliss & Co.  
Whitman, Mass.

Gentlemen:-

I herewith acknowledge receipt of order for your season's supply as usual of our best imported Imperial Enameled Hides. We will make regular shipments, and guarantee that the quality will be up to our regular standard.

Yours truly,  
D. Wallerstein.

Dict. H. W.

*Per Hackett Packard Custom Mfg*

Proof of the Popularity and Quality of the Regal Patent.

**LEVEUR BROS. & CO.**

**LEATHER.**

157 South Street,  
Cor. Beach St.

Boston, Mass. Aug. 9, 1901.

Messrs. L. C. Bliss & Co.,  
Whitman, Mass.

Gentlemen:-

We are pleased to note that our shipments to you of Heyl's Imported Patent Leather, which you use exclusively, are the largest we ever made you since we have done business with you.

Thanking you for your patronage of the past and trusting we may merit a continuance of the same we remain,  
Yours very truly,  
*Erasmus Dow Jr.*

Twenty-five years ago we made shoes and sold them to the trade, which in turn passed them along to the wearer at \$5.00 to \$8.00 a pair.

Ten years ago we first began to sell direct from maker to wearer. Then it was "from factory to feet." In 1895 we got a tannery. Then we had 10 stores in 8 cities. Now we have 42 stores in 29 cities.

Do you think we could have got this increase if we had lied in our ads? Not a bit of it. You know as well as we do that we must tell the truth or quit. We say Regal Shoes are the best in style, fit, wear and comfort that money will produce. We've proven our claim to some millions of men who now wear and swear by Regal Shoes. We've had hard work to keep our factory facilities great enough to supply the demand. All this couldn't have been done simply with talk—had to be done with shoes. We've had to back every statement with leather and money. And we're perfectly willing and able to do it.

The man who will pay \$6.00 or \$7.00 for a thing which he can get for \$3.50 must have either more money or less sense than is good for him.

The only reason we can see for a man wearing any shoe but a Regal is that he really does not know, or does not believe the Regal story. The story of the best shoe money can produce, sold direct from tannery to consumer for \$3.50, is perhaps a hard story to believe, but it is true, and any one of the hundreds of thousands of Regal wearers will vouch for it. You can tell for yourself about the style and fit of a shoe, so you're safe on that. You must be something of a judge of leather and workmanship—we couldn't fool you much if we would.

So when we say Regal Shoes at \$3.50 are as good in all ways as any shoe sold anywhere at any price, we've got to be mighty near the truth. If what we say is true you are paying too much for your shoes—you are throwing away from \$2.50 to \$3.50 on every pair you buy at \$6.00 and \$7.00, and it will pay you to "get wise" on Regals.

**Come in to-day and see the new fall shapes.  
You will be sure to find in Regals what you want.  
All sizes—All widths—All the good shapes.  
You are sure of complete shoe satisfaction.**

SAME SOLE LEATHER AS USED BY CUSTOM BOOTMAKERS.

**The United States Leather Company.**

SELLING DEPARTMENT

204 ESSEX STREET.

ADDRESS: P. O. BOX 5348

Boston, August 20, 1901.

Messrs. L. C. Bliss & Co.,  
Manufacturing Dep't.,  
WHITMAN, MASS.

GENTLEMEN:-

We are making you to-day, your weekly shipment of the selected heavy Texas oak sole leather which you are using exclusively.

This has usually been sold only in a limited way, to makers of the highest cost shoes, and for custom work, and as you well know is in very small supply.

With our large capacity, and your usual orders ahead, we can however, assure you that we shall be able to fill them promptly.

Yours very truly,  
*United States Leather Co.  
Selling Dept.*

GILT-EDGE MACHINE TWIST USED EXCLUSIVELY.

B. A. ARMSTRONG, PRESIDENT  
L. O. SMITH, VICE-PRESIDENT  
D. L. ARMSTRONG, SECRETARY

ESTABLISHED 1867.



Messrs. L. C. Bliss & Co.,  
Whitman, Mass.

Gentlemen:-

We are pleased to receive your continued and very largely increased orders for our Gilt Edge Machine Twist Silk, which you are using exclusively in the Regal shoes. You are one of the largest consumers of this brand on our books.

Thanking you for your continued patronage, we are  
Yours very truly,  
The Brainerd & Armstrong Co.  
*L. O. Smith, Mgr.*

MINNEAPOLIS STORE:

526 Nicollet Avenue.



St. PAUL STORE:

Cor. Wabasha & 6th Sts