



Patrician Shoes Are More Universally Seen Than Any Other Footwear Along Richmond's Fashionable Boulevards and Avenues

The Patrician is the leader of foot fashions---the choice of the best gowned women who insist that no costume can look better than the shoes! They cause foot-happiness and dress-happiness to become a delicious reality to women who wish it.

Patrician thoroughbreds---that is the name of these shoes that conform so exactly to the ideals of the woman who just must have the best.

This spring's sumptuous styles strike the particular feminine note. The outside is luxuriously fashioned to lend charm to the most masterly constructed individual gown; while the inside of Patrician Shoes are as soft as a glove---free from wax, tacks and seams---and give the feet that natural ease that makes for a cheerful view of life

that keeps beauty unmarred by the wrinkles that play havoc with beauty. Patrician shoes are an investment. Besides, *knowing* that your feet are properly clad, and that you are assured easement---foot comfort---you get shoes that will last twice as long as any other shoes.

So the keynote of the Patrician is *service*---service in *dainty style*---in *absolute comfort*---in *longest wear!*

Maybe you are yet experimenting with your shoes---don't do it---simply choose the Patrician.

Ours is the only Patrician store in Richmond---the only place at which you can buy the Patrician.

The Patrician Price is \$3.50 and \$4 per Pair

When You Join the Fashionable Parade, do so Secure in the Patrician.

Seymour Sycle, 11 W. Broad Street

