

BUCKHECHT SHOES

-on ARMY (Munson) and other Lasts

THIS model illustrates the BUCKHECHT policy to put into each shoe only top-grade materials, top-notch workmanship and top-most value. When you buy *The Maximo* you are buying a shoe of maximum wear and comfort at an extremely moderate price. You will like it, too, for its clean-cut styling—sane, sober and sensible.



The
MAXIMO

THE first thing that goes into a BUCKHECHT Shoe is the *last* thing you'd ever dream of going into a shoe. We call it an *ideal*. It's something you don't see when you buy—that's true! It's something tucked away underneath—but it's there, just the same.

And what is this BUCKHECHT ideal—what is this spirit that has animated this business ever since its establishment in the early fifties? Simply this:

To give you a shoe that looks well and feels every bit as good as it looks; a shoe that fits as a shoe ought to fit and that comes up to your every expectation in wear and service!

Take these BUCKHECHT Shoes for example. Stalwart specimens, every one! Notice their clean-cut, sensible styling; nothing extreme or foppish about them. Every one a man's shoe for a man's man. Sturdy, dependable and dressy withal. Just such a shoe as appeals to you!

No matter what your shoe requirements may be—remember this: from rugged outdoors to everyday indoors—there's a BUCKHECHT Shoe for every purse and purpose. Always look for the name BUCKHECHT when you buy. You'll find it stamped on every shoe—for your protection!

Buckhecht Shoes range in price from \$6.50 to \$10.00.

BUCKINGHAM & HECHT

Established in the Early Fifties
Manufacturers • San Francisco

BUCKHECHT Shoes are carried by principal dealers in the West. If your dealer is not supplied, send us his name and order direct.

HERE is good style for you—and everything else that belongs! Trim, trig and altogether effective—*The Biltwell* is a good example of good taste, good style and good workmanship combined. An English-last model with plenty of "swing" to it; and, in addition, that dependable service-quality you have come to expect in every BUCKHECHT Shoe.



The
BILTWELL

The
WEARABOUT



UTILITY sticks out all over this model. That's why we call it *The Wearabout*. Sturdy leather to start with—strong of body, fine in grain. Add to this characteristic BUCKHECHT workmanship—and you begin to appreciate its superior wearing qualities. A neat-looking, capable shoe for all-around wear—a shoe that will stand up under everyday usage without whine or whimper.

The
COMFORTER



WHILE it is true that every BUCKHECHT Shoe is designed with an eagle eye to comfort—the model here shown is especially notable in this respect. For foot-ease and foot-freedom—for sheer shoe satisfaction—permit us to commend *The Comforter*. A sturdy, sensible shoe that depends on sound materials and thorough workmanship for its unusual wearing qualities.

**The BUCKHECHT
Army Shoe**

