



Take My Advice, Old Man:

"The Only Article That Can Be Guaranteed Is the Article That Does Not Need It."

"MY BOY, I didn't have to wait until I had finally worn out a pair of BURROJAPS to know that the shoes were worthy of the BURROJAPS guarantee. My business experience told me that the first time I read this guarantee. It is one of the very few guarantees these days that have absolutely no 'come-backs' to them. It states that the uppers (and this includes patent leathers as well as dull and tan effects) must outwear the soles, or the wearer is entitled to another pair ABSOLUTELY FREE—nothing more and nothing less."

"BURROJAPS" Guaranteed Shoes

Are as Stylish and Comfortable, as They Are Serviceable

That means stylish and comfortable in the extreme. It takes over 60 different models to display all the varying BURROJAPS styles created for this season—styles created by the country's foremost designers and imitated all over the civilized world.

The comfort of BURROJAPS shoes can be more forcefully demonstrated to your complete satisfaction than explained on paper.

Determine to inspect BURROJAPS GUARANTEED SHOES. We have got your style, no matter whether your ideas lean towards the conservative or what is known as the extreme. You will find the interiors as correctly constructed for comfort as the handsome exteriors are cleverly designed for style. There's no need to talk about service—the BURROJAPS guarantee covers that point fully.

The Burrojaps Guarantee

"In the event that the uppers in a pair of 'Burrojaps' Guaranteed Shoes should break through before the first soles wear through, we authorize Callahan-Dobson to replace them with a new pair FREE."

BURT & PACKARD, Inc., Brockton, Mass.

Regular Models \$4

Ultra Models \$5

Callahan-Dobson Shoe Co.

Greensboro's Largest and Most Progressive Shoe Store

ROBT. A. SILLS, Mgr.

GREENSBORO, N. C.