

Annual Statement For The Year Ending December 31. 1905
 Statement of Operations During 1906
 $\cdots$ Total Payments to Policy-Holders Since Organization $\$ 6,655,868.76$ J. G. WALKER, President. WM. PEMBERTON W. L. T T. ROGERSON Secretary

JOSEPH ABRAHAM, Supt., 207 S . Tryon St., CHARLOTIE

## SMITH MFRS CO.

Y. M. C. A. Building

YEARS AGO

Success in Advertising was supposed to follow hiring the highest-priced liar you could find, and giving him full swing. To-day it takes our best to get people to believe the truthfor instance: The increase of our shipments for January over the same month of last year was Ninety Thousand, One Hundred and Ninety-Four Dollars ( $\$ 90,194.00$ )-so you see we start Nineteen Six at a pace that promises

## TO INCREASE OUR

## SALES A MILLION

## A YEAR

We don't believe this has ever been equalled by any house in the South, nor anywhere, in fact, by a shoe house with only sixteen salesmen.

In seeking some causes that have made possible this rather unique contribution to the industrial record of the year, we would say

The great prosperity of our section.
Folks have found it economy to buy only good shoes, and, speaking generally, people have come to know that in a RED SEAL LINE there are no others.

In July last we had faith in the surety of a higher level of values, and loaded our factories with leather.

We divided the result of this foresight liberally with our customers, keeping our Shoes at selling prices.

We own to-day in our warehouse at Atlanta the largest ready-to-ship stock of shoes in the South.

During February we will sell these at from 5 to 15 cents a pair below what will be the ruling prices for next season.

Forehanded merchants will make money by remembering this.

Salesmen with samples by appointment.
Last, but far from least, ninety-five per cent. of our orders go complete in one shipment.

Correspondence solicited.

## J. K. Orr Shoe Co., RED SEAL SHOES

## ATLANTA.

Mail orders shipped same day received. The sizes you want when you want them.

