

## A Gravity Elevator

Works like a Georgia Election-all one way. It is the first quick-step from our stock to our customer.

The growth of our Mail Order business hes led us to install the most modern appliance for expediring sbipments. It is a steel tube six feet in diameter connecting every floor with our Shipping Room, handling almost automatically as much as three electric elevators.

The orders from our morning, mail are dis tributed to the proper floors by $9 \mathrm{a} . \mathrm{m}$.

The Express Orders are switched to a special balcony just built; the others go to the packing room and are on the way to the depots by noon. That's a modern shoe business run with RED SEAL dispatch

We tested our capacity on yesterday by shipping $\$ 12,030,00$.

As four of our salesmen are "on the ways" laid off for repairs, the dozen in the field averag ed a thousand a day. We don't believe even the biggestliars in the trade ever claimed to beat that record.

If you're a Shoe Seller, here's where you get in the game. Even as smooth a bunch as we've got couldn't get these'orders if there wasn't a Ge that goes with RED. SEAL SHOES. They sell--that's the difference, the weater's satisfied or they wouldn't sell.

No intelligent dealer ever made a howling success of the Shoe business unless he had an eye open for chances to Improve, and no real opportunity should get by without a hearing. Listen!
If you turn over your Shoe stock less than four times a year.

If you lose sales by being shy of Seasonable Shoes that are sometimes on the road for weeks,

If you pay a mill in excess of Atlanta's freight.
Then you'll be willin' to hear more about RED SEAL SHOES.

We carry a stock of $\$ 400,000.00$, so you get your orders filled without delay, and get the sizes you want when you want them.

If you hayen't any fixed place to buy your hext order, try us. If we don't help your business we'll resign.

Risk a copper to say you'te interested, and we will arrange an appointment with our salesman, in your territory.

When you visit Atlanta drop in and shoot-the-chute--that's free.

## J. K. ORR SHOE CO. <br> RED SEAL SHOES

Ask your agent about half rate tickets to Atlanta this week.

