WIL GRAFTERS SUFFER? THIS A PERTINENT QuEstion.



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 HEROLO FIGMT was MADE.



## TALLEST BUNLDING IN THE WORLD.

$\frac{T}{T}$HE shoe industry of St. Louis has grown so rapidly that thousands and thousands of good merchants now know that St. Louis to-day is the greatest shoe manufacturing center in the world; that more ptairs of shoes are made daily by St. Louis manufacturers than are made in any other city. Practically all St. Louis manufacturers are increasing their output, but the greatest and most remarkable growth has been made in "Star Brand" Shoes. Think of it! Ten years ago there was not a "Star Brand" Shoe made, and to-day Ten Big Specialty Factories are busy trying to supply the demand.

To illustrate the magnitude of these Ten Big "Star Brand"Factories and office building: If they were all combined in one great structure, you would see the tallest building in the world. It would front one hundred (100) feet on Washington avenue and one hundred and forty (140) feet on Tenth street, and tower fifty-sèven (57) stories high, and would be called the Commercial Success and Wonder of the World.

In this building would be the 5000 employes who make the ten high-class "Star Brand"specialty lines. These xpert shoe artists constantly working on one specific ine of shoes. For instance, a specialist on "R. J. \& R." $\$ 5.00$ and $\$ 6.00$ high-grade shoes for men never sees a cheap shoe. This specializing in the manufacture of "Star Brand" Shoes explains their high degree of perfection.

The star trade-mark on the heel of every "Star Brand" shoe is a guarantee of honest shoemaking. It is the trademark now looked for by people who demand good dependable footwear. A protection against all imitations. The star that can not be found on any but good shoes.

The daily manufacturing capacity of the ten "Star Brand" factories is 52,000 pairs. To make so many shoes necessitates the buying of immense quantities of shoe material; often train-loads of leather are bought. This quantity buying of leathers and findings for cash secures or us the very lowest prices, and explains why "Star Brand" Shoes aremade better and sold for less. To manufacture good shoes economically you must be properly equipped. That is why we have ten big factories.

Over one hundred "Star Brand" salesmen have just left St. Louis to call on over 15,000 "Star Brand" merchants in nearly every section of the United States. They are showing the strongest line of shoes that have ever been sent out of the World's Greatest Shoe Market. In their trunks they have Ten Big Specialty Lines that are made by one company, sold by one sales force, shipped and handled by one shipping and office force, and advertised by one advertising department. This means the most economical manufacturing, selling and distributing that is possible. The merchant who confines his purchases to the "Star Brand" line profits by these economies, because he gets better shoes for the prices paid. The wearer of "Star Brand" shoes also profits by these economies, because he gets a better shoe for the price paid.

The ninth year's shipments of "Star Brand" shoes were over Ten Millions of Dollars, which was a gain in shipments over the previous year of over Two Millions, this being the second Two Million Dollar gain in yearly shipments made in the past three years, and the two largest gains ever made in one year by any shoe house in the world. Such evidence, coupled with the fact that over three million people are wearing "Star Brand" over three milion people are "wearing
shoes, is conclusive proof that "Stan : Brand Shoes Are shoes, is
Better."

Those merchants who desire to handle the most sat isfying and strongest advertised line of shoes on earth should write at once for one of the "Star Brand" salesmen. The wearer who is looking for honest footwear should ask his dealer for "Star Brand" shoes,
ROBERTS, JOHNSON $\mathcal{K} R A N D S \overline{H O E} C$ manufacturers,
st. Louls.

