## Shoes At Cost, Plus 5\% The Regal Shoe Co. Announces a New Policy That Will Shake Up the Shoe Trade Regal Prices Are Now $\$ 335$ to $\$ 585$

Here is a letter from the Regal Shoe Company that will begin a new era in the shoe business. It will be an earthquake for the shoe trade, but, like other Regal innovations, a benefit to the public, in which purchasers of Regal Shoes will first share. No concern having a plant and organization less powerful than the Regal Company's could dare to so defy trade custom. But-

## It Means Greater Variety and Greater Value in Regal Shoes Than Ever.

## To Regal Agents and Regal Customers Everywhere:

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\text { Boaton, February 18t, } 1911 .
$$

The retail price of every shoe hereatter produced in our factories will be the manufacturing cost
Except that we shall not "split" nickels, every price will be fixed exactly as it thua figures, regardlees

whether it comes out in odd or even money. Thus, if the cost of any model, plus $5 \%$, is $\$ 3.85$, | of wher |
| :--- |
| the price of that model will be $\$ 3.85-n o t ~$ | .00 , or any other figure. And this prics will be wrified and certified by chartered public accowntants and stampled on the shee at the factory.

This smashes the immemorial shoe-trade policy of building all high-grade shoes to fit gertain arbitrary prices. The trade will, undoubtedly, rise in protest against our action, and call us "price-cutten,"
But like Regal innovations in the past, it will benefit Regal customers. In face of that fact we can dissegard this protest as we have others.
This is NOT a price cut, although the result will be to give Regal Shoe buyent better value for price than ever belore. Rigal
and selling. But, according to universal custom, the prices were fixed BEFOREHAND at $\$ 3.50$, $\$ 4.00, \$ 4.50$, etc. -and the shoes were built AFTERWARD to fit those prices.
Hereafter we shall regard the shoe as FIRST in importance and lee the price fall where it will.
Regal customers will therefore profit by numberless small savings represented in the new Regal plan. And in designing Regal Shoes we shall no longer be obliged to keep one eye on the ehoe and the other on a fiyed, arbitrary price at which it must be sol
to the improvement both of style and of value.

Very truly yours,
Ataneing Dirctor
Reger siov Compary.

## Do You Realize What This Bombshell Letter Means?

This means an ena of the arbitrary prices on shoes.
These arbitrary prices have for years been fixed on good shoes immovably at $\$ 3.50, \$ 4.00, \$ 4.50$, dollar jump away from the next.
If a designer praduced a new thoe which could properly be sold at, say, $\$ 4.30$, the manufacturer had either to take something out of it to bring the price to $\$ 4.00$ or to add extra and unnecessary expense merely to shove the price up to $\$ 4.50$.
Thus you can sec that under the fixed-price syotem the customer often had to buy and pay for more than was actually necessary. True, the difrerence too, that in Regal Shoes the full money's worth was always given. But, what the custoner wanted was TO GET A SATISFACTORY SHOE-not
to pay a certain price. Why should he be forced to pay in half-dollars if satisfaction could be given in dimes? Why must he pay $\$ 5.00$ if all that he ter cond
Hereaiter, as Mr. Blis' letter states, every Regal price will be made to fit the ghoe, not the shoe $t 0$ Ill har Nothing will be sdded men 3 . 0 wring its price to 4.00, nor will anything be taken out to make its price $\$ 3.50$. The customer gains both ways and the Regal style-makera now have a free hand, unfettered by tradition.
With this new freedom, and with the whole attention of the Regal organization fixed on standards of quality, regardless of the ups and downs of the leather market, Regal shoes

## In Regal Shoes You Get What You Want and Pay Only for What You Cet CANNON \& FETZER COMPANY

Exclusive Distributors of REGAL SHOES
FOR MEN


