

Bozma surtmares


## Cutting Out One Factor In The High Cost of Living

One of the chief causes of high prices is high profits. Any plan that reduces the size or the number of profits that stand between the factory and you is a plan in your benefit.

## Regal Shoes are Sold Direct from the Factory to Wearer at Cost Plus Five Per Cent. Commission and the Low Regal Selling Cost

Heretofore, all good shoes have been built to sell at fixed "even" prices- $\$ 3.50$ $\$ 4.00, \$ 4.50, \$ 5.00$ and so on. If a shoe could be sold at, say $\$ 4.35$, shoe traditions would not permit it. It had to be built up" by add

All this has been changed by the Regal Shoe Company's new plan of selling shoes just as many other necessities are sold-and just as all necessities should be-at a definite small commission over cost of manufacture-in our case only 5 per cent.-plus the cos of selling.


It makes no difference whether or not the price figures out in "even money." The new plan gives you Regal Shoes nearer to actual cost, and charged with smaller and fewer profits than any other make. The price is stamped on the shoes at the factory. This stamp is your guaranty that more of your money goes for quality and less for profit than in any other shoe you can buy.


Regal Prices are now $\$ \mathbf{3}^{35}$ to $\$ 5^{85}$
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