## Regal Shoes at Cost Plus 5 per Cent.

## An Earthquake for the Trade, but a Benefit to the Public

Regal Prices Are Now \$3 35 to $\$ 585$

## NOBODY OUTSIDE the shoe trade can realize what a jolt that trade re-

 ceived when the Regal Shoe Company announced its new pricing-policy. HENCEFORTH," said the Regal Shoe Co., "all the shoes we make will be priced at COST OF MANUFACTURE AND SELLING, PLUS figures out in odd or even money, and without regard to the 50 c jumps between prices, heretofore arbitrarily fixed in the shoe business."IT WAS NOT the five per cent. that gave the jolt. The Regal Shoe Co. hacturer knew it. It was the abandonment of the "even price" that caused the stir.
THAT "EVEN-PRICE" policy has been the darling superstition of the for so long at $\$ 3.50, \$ 4.00, \$ 4.50$, $\$ 5.00$ and so on, that dealers thought no other prices were possible.
BARGAIN" SHOES - nameless products shoveled out by shoe "departBut standard makes-oh, never
IT WAS ARGUED seriously by expert shoe-salesmen that men and women That is, they argued that a man would rather pay $\$ 5.00$ than $\$ 4.85$, whether or not he got anything worth having for that extra 15 c .
AND SO, WHEN a designer produced a new shoe that could be sold for profit and all at $\$ 4.85$, the manuacture were up aginst an embar rassing situation.
THEY COULD DO any one of three things-and some one of these three
things they all did:
THEY COULD LET that $\$ 4.85$ shoe stand as it was and ask $\$ 5.00$ for it, getting an extra 15c pront, if Regal competition would allow it,-or
THEY COULD ADD 15 c worth of unnecessary expense to the shoe,

OR, THEY COULD SKIN 35 c worth OUT of the shoe, bringing its price balance.
BUT AS FOR DOING the obvious and proper thing-selling that $\$ 4.85$
SEEMS RIDICULOUS, doesn't it? But all superstitions seem ridiculous HERCAFTER, Regal Shoes will be built just as the Regal style-builders plan them. They know their business, and they know their public.
THEY SAY "This shoe is right as it stands-the best shoe that can be is going to the public just as it is, unaltered by a foolish custom.
THE DESIGNERS will not be required to add anything unnecessary to
feure. we mylang out oft, 10 oring itsp price up oo o down to any
ANUPACTURING COST of that shoo will be figured carefuly; . will be added and a further allowance covering the actual everit pis
CEE WHL PE STAMPED ON THE SHOE AT THE

Mores than the dimes you save by yhe ootd prices. You gin Suy beter bodancel quality and by the fact that you pay only for



Regal Shoes Give You What You Want At The Lowest Price That Can Buy It

## REGAL SHOES



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