

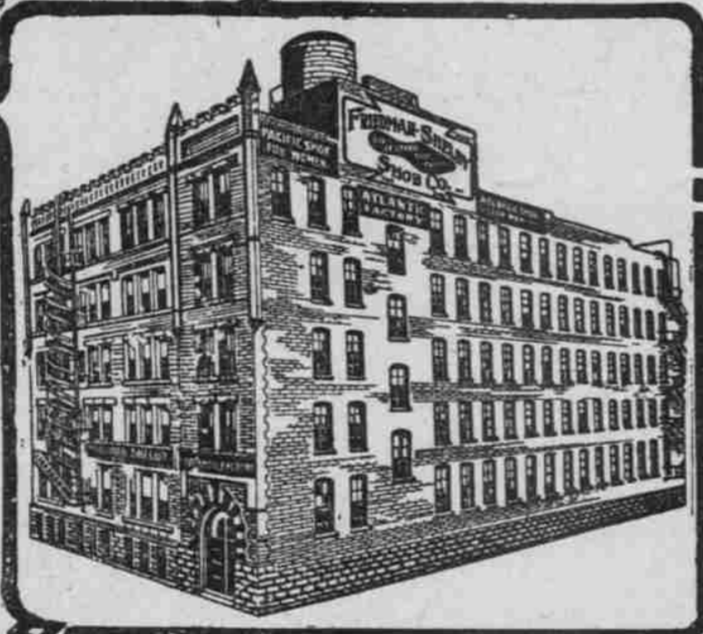


SIX BIG SPECIALTY SHOE FACTORIES

OUR NEW BUSINESS HOME SOON TO BE ERECTED AT WASHINGTON AVE AND ROBBINS LANE.



OUR PRESENT OFFICES AND SALESROOMS.



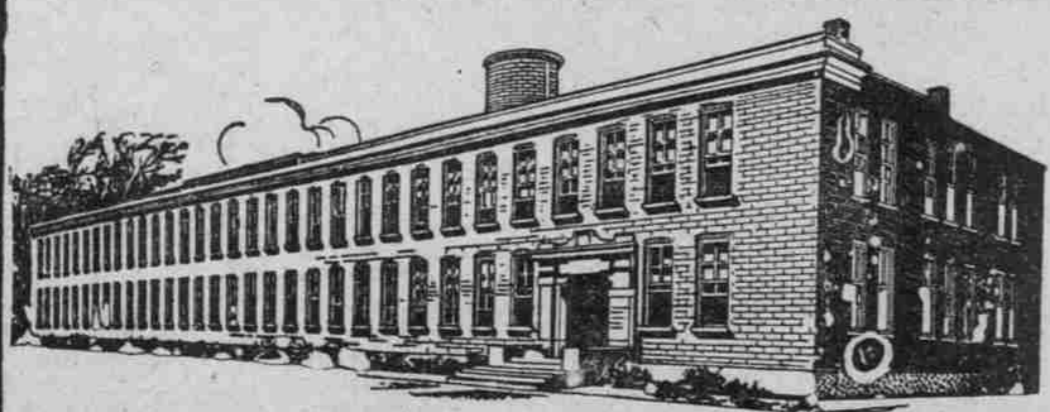
OUR ATLANTIC FACTORY, ST. LOUIS, WHERE WOMEN'S AND MISSES FINE WELTS AND TURNS ARE MADE.



OUR PACIFIC FACTORY, ST. LOUIS, WHERE WE MAKE MEN'S FINE WELT SHOES.

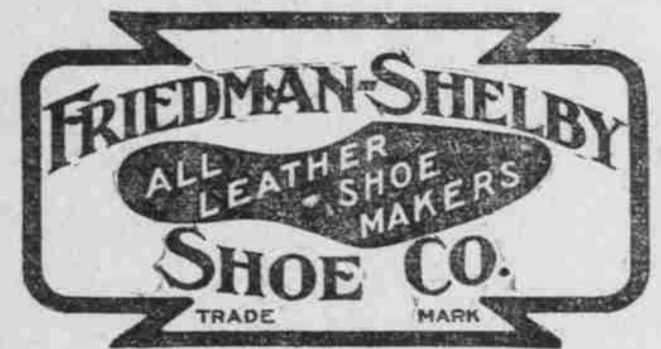


OUR KIRKSVILLE FACTORY, KIRKSVILLE, MO. WHERE WE MAKE MEN'S MEDIUM GRADE WELT SHOES



OUR MEXICO FACTORY, MEXICO, MO. WHERE WE MAKE WOMEN'S MISSES AND CHILDREN'S MEDIUM GRADE SHOES.

THE splendid success of the "ALL LEATHER" method of shoe-making originated and maintained by Friedman-Shelby Shoe Co., regardless of legislation, and the enormous demand for "ALL LEATHER" Shoes, made famous by our "ALL LEATHER" trade mark, has made necessary the immediate acquirement of larger manufacturing facilities. Hence our



Absorption of the Giesecke-D'Oench-Hays Shoe Co. whereby we take over their two factories, trade marks and good will. We now own and operate SIX BIG SPECIALTY SHOE FACTORIES.

In 1906 We Had Two Factories
 In 1907 We Had Three Factories
 In 1908 We Had Four Factories
 In 1910 We Have Six Factories

With the two additional factories this consolidation has given us—the old established "Giesecke" Factory at Jefferson City, one of the largest shoe factories in the West, and the celebrated "Red Goose" Factory in St. Louis—we can specialize in our "ALL LEATHER" Shoemaking to better advantage than ever before. Our output of "ALL LEATHER" Shoes will be vastly increased. Our stock of Shoes at all times on hand for immediate shipment will be increased in like proportion.

Never before in our business history have we been in a position to so promptly and satisfactorily serve our customers, old and new alike.

We shall continue to make our most popular brands of "ALL LEATHER" Shoes—the "ATLANTIC" for men and the "PACIFIC" and "U. S." for women. We shall also continue to make the well-known brands of the Giesecke-D'Oench-Hays Shoe Co., including the "Giesecke" Shoe and the "Giesecke" Boot, and the "RED GOOSE" SCHOOL SHOES.

We solicit the continued patronage of all the customers of the two consolidated firms and confidently expect, within the next year, to add many thousands of new names to our fast growing list of prosperous and satisfied "ALL LEATHER" Shoe customers.

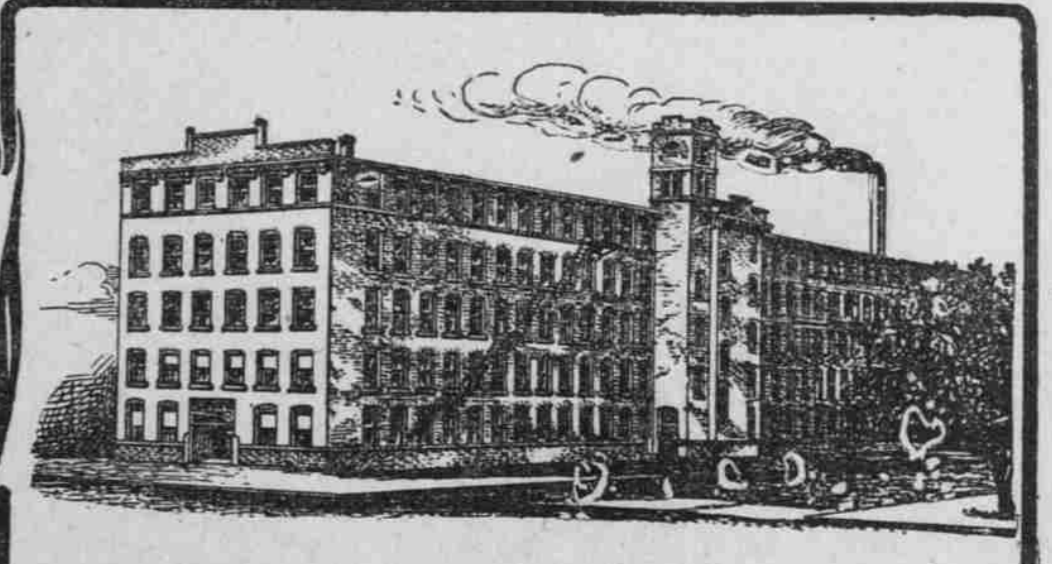
FRIEDMAN-SHELBY SHOE CO.

ST. LOUIS, U. S. A.

IMPORTANT NOTICE—Consolidation Sale at Tremendously Reduced Prices, beginning February 15th.



OUR RED GOOSE FACTORY, ST. LOUIS, WHERE THE FAMOUS RED GOOSE SCHOOL SHOES ARE MADE.



OUR GIESECKE PLANT, JEFFERSON CITY, MO. WHERE THE "GIESECKE" HEAVY BOOTS AND SHOES ARE MADE.