

BUCKHECHT SHOES

-on ARMY (Munson) and other Lasts

*You know just
what you're getting
when you buy Buckhecht Shoes*

Knowledge and confidence in shoe buying mean more to you today than ever. It never did pay to buy unknown quality. Now it is doubly wise and doubly important to buy established brands—shoes that you know—shoes of known value.

BUCKHECHT Shoes have always stood out as examples of honest, sturdy, value-first footwear. And this means much to the man who goes shoe buying these days. It is also a source of satisfaction to the merchant who sells you BUCKHECHT Shoes to know that you know you're getting every inch of value at a fair-square price.

The advanced cost of BUCKHECHT Shoes is not one cent more than is necessary to keep up the quality. We will protect the wearers of BUCKHECHT Shoes against paying more than is justified. Should manufacturing conditions become easier, our agencies and ourselves will see that the price of BUCKHECHT Shoes will meet conditions as they present themselves.

BUCKHECHT Shoes are produced under a rigorous standard that requires every workman to "stick to his last." Regardless of flurries in the leather market—regardless of outward conditions—every BUCKHECHT Shoe must adhere, stitch for stitch and seam for seam, to the same high-quality standard that has been ingrained and in-built into every BUCKHECHT Shoe for more than fifty years.

That's why your dollars see good service when they buy BUCKHECHT Shoes. That's why you should look for the name BUCKHECHT whenever and wherever you buy. You will find this trade name stamped on the sole of every BUCKHECHT Shoe. It is there for your protection—as well as ours!

There's a BUCKHECHT Shoe for every purpose
—for style, comfort, wear and 100% satisfaction

BUCKINGHAM & HECHT

Established in the early fifties
Manufacturers - San Francisco

BUCKHECHT Shoes are carried by principal dealers
in the West. If your dealer is not supplied, send us
his name and your order direct

The Maximo
A shoe of maximum wear and
solid comfort—at a sane, mod-
erate price!



The Biltwell
An English-last model with
lots of style to it. Trim, trig
and effective!



THE BUCKHECHT ARMY SHOE

IN BLACK OR TAN, ALL LEATHERS

MADE on the famous
Munson last. A practical,
everyday shoe that has
become increasingly
popular with profession-
al men, outdoor workers,
farmers, miners, mechan-
ics, sportsmen, and men
in all walks of life.



The Wearabout
If you're looking for a neat,
capable shoe for all-around
wear—here it is!

