

A WORD TO THE WISE:

"THEY ECONOMIZE!"

FLORSHEIM

Three-Season Shoes

Economy to Florsheim means *Quality*—shoes built better, to wear longer, and cost less by the month and by the mile! The Florsheim "Three-Season" Shoes are typical—lighter, softer, more flexible—but built to live a *triple* life—from Spring through Summer—and right into Fall!



Upper left: The BELFORD, 20612, plain toe blucher in smooth black calf.

Center: The ROYCE, 30013, center gore slip-on in Perfecto Brown smooth calf; in black, 20011.

Lower left: The LAUREL, 31673, mocc-front blucher in Perfecto Brown Walnut calf; in black, 21639.

Florsheim Shoes start at \$19⁹⁵