



foreign favorites...

AMERICAN STYLE

Many of the dishes that Americans
have imported have been adapted—like these
—to our tastes and available ingredients

Set the mood
of sunny, colorful Italy
by serving Veal Italiano.

FLORSHEIM

Quality

*This
—and only this—
is Florsheim*



For 69 Years
America's Standard of Fine Shoe Value!

Florsheim Shoes cost less in the long run, because they're made better to wear longer! That's the reason why more men wear Florsheim Shoes than all other quality makes combined! *This—and only this—is Florsheim!*



Florsheim Shoes start at \$19.95

Above: The LUCERNE, 20616, mocc-front blucher in black smooth calf; 30624, in brown.
Right: The ROYCE, 20021, Magic Top slip-on in black smooth calf; 30016, in brown; 84003, in Black Gold.

THE FLORSHEIM SHOE COMPANY • CHICAGO 6 • MAKERS OF FINE SHOES FOR MEN AND WOMEN
A DIVISION OF INTERNATIONAL SHOE COMPANY