

¶ A man is known by the SHOES HE WEARS. LOOK AROUND YOU. There's the man who lives in the third floor hall room. He figures that everybody LOOKS UP and that nobody LOOKS DOWN. So he spends \$2.00 for his shoes and \$2.50 for his necktie. And when you look at him YOU DON'T SEE ANYTHING BUT NECKTIE. IT DESTROYS HIS INDIVIDUALITY; IT MATCHES HIS EGO. He is the kind of a man who NEVER GETS ANYWHERE. The VENEER OF ELEGANCE was put on badly. He is like the table that has a SHINY VENEER OF MAHOGANY ON THE TOP OF IT AND CHEAP PINE BOARDS UNDERNEATH IT. Let him meet a REAL MAN. And let the real man LOOK HIM OVER. He sees cheap store clothes that rains have shrunk and suns have bleached. He sees shoes on which a month's wear has PINNED THE TAG THAT TELLS THEIR COST. He sees nothing of quality about the man except his necktie. And a man has to be of quality ALL THROUGH to win out. This VENEERED MAN with a flashy necktie thinks he is saving money by buying \$2.00 shoes. He doesn't stop to figure that he wears out three or four pairs of them while the REAL MAN is wearing one pair of GOOD SHOES. He doesn't stop to think that the REAL MAN with his GOOD SHOES looks better EVERY DAY IN THE YEAR than he looked in the FOUR DAYS that he strutted along the street in his BRAND NEW SHOES. He doesn't know that people can tell the difference. He believes the shoe clerk who tells him that his \$2.00 shoes will wear "JUST AS WELL" and then sells him a shoe that looks shabby in a week. The MAN WHO GETS THERE is the man who buys REAL THINGS because he is the man WHO USES HIS BRAINS, the man who knows that QUALITY means ECONOMY. This is the man who buys the LECKIE BOOT. He won't take "no" for an answer. He knows how LECKIE STREET SHOES are made. He knows they will increase his ABILITY TO WORK by increasing his COMFORT. He knows that LECKIE BOOTS make him LOOK LIKE A MAN WITH A JINGLE IN HIS POCKET. He knows that full dress evening shoes, like all LECKIE SHOES, combine comfort and beauty. He knows that all LECKIE BOOTS are made to FIT THE FOOT. That the SEAMS are as SMOOTH as the LEATHER. That EVERY ONE of the FOURTEEN PARTS in that shoe are of the FINEST, CAREFULLY SELECTED MATERIAL. He knows that the WORKMANSHIP IS UNSURPASSED. He knows that the LECKIE BOOTS are just as good as LECKIE says they are, for he KNOWS the REPUTATION of the HOUSE OF LECKIE. He insists on getting LECKIE BOOTS because he doesn't want it said of him that he is not REAL from the GROUND UP.

BE A QUALITY MAN. BUY LECKIE BOOTS. THAT'S THE FIRST STEP.