

Q FIRST impressions are LASTING impressions. When you meet strangers, they judge you by APPEARANCES. They don't know what you are MENTALLY, but they can SEE what you are OUTWARDLY. They judge by CLOTHES and BEARING. If you're WELL DRESSED, you're bearing will UNCONSCIOUSLY correspond. If you're not, you'll feel AWKWARD. Think of the well-dressed men you know. What kind of shoes do THEY wear? Are they cheap shoes which break down at the arch, lose their shape and SHOW THEIR COST? NOT MUCH. Your well-groomed man KNOWS BETTER than to SPOIL HIS APPEARANCE with shapeless shoes. He buys a shapely shoe. He gets one that is SMART, CHIC, SNAPPY. To do this he buys a LECKIE. He knows from his own and other people's experience that the LECKIE is SOLID MONEY VALUE. He KNOWS he isn't paying for a NAME ONLY. He knows that QUALITY backs the NAME. He has tried them and he KNOWS. When he wants a street boot, he says to the clerk "LECKIE"; when it's for evening wear, he says "LECKIE." It makes no difference what he wants footwear for. He KNOWS the LECKIE is THE SHOE THAT IS BOUND TO SATISFY. He knows the LECKIE is made of THE BEST, and THE BEST is THE CHEAPEST in the long run. These things he KNOWS. He uses his knowledge, saves money, and ELIMINATES one of his troubles—HIS SHOE BOTHER. When he walks down the street, his feet are COMFORTABLE. The LECKIE has no seams to chafe the flesh. The LECKIE workmanship is PERFECT and the LECKIE FIT is likewise.

Q The man who KNOWS wins his goal BECAUSE he KNOWS HOW. Know about the LECKIE and you'll FORGET FOOT TROUBLES.

ALWAYS ASK FOR LECKIE SHOES—ALL DEALERS