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VOLUME XXXIX. PRICE ONE CENT. ST. JOHN'S, NEWFOUNDLAND, TUESDAY, AUGUST 28, 1917. $\$$
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THE EVENING TELEGRAM, ST. JOHN'S, NEWFOUNDLAND, AUGUST 28, 1917-2

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|  | Watch Out For Anonymous Shoes A $A= \pm$ Navemy <br>  ginning. It was built on a knowledge of shoe- leather-a study of shoe style and shoe service $\qquad$ $\begin{array}{ll}\text {-of human feet and how to fit them, not in study } & \text { stake it has in the good-will of its } t \text { oo million customers: } \\ \text { its forty REGAL stores in the Metropolitan centers. its } \\ \text { of price tags and eye effects-- not on a knowledge } \\ \text { thousand REGAL Special Agents in other towns and cities. }\end{array}$ Every REGAL Shoe is signed with the REGAL name, of wax and finish and leather substituteS. Note the above illustration. This shoe is photo- and the price stamped on the sole of the shoe. graphed with a foot in it-not stuffed with paper anonymous shoe is like an anonymous letter-it or filled out with a wooden form. It will look just like this on your foot, if you let the REGAL $\begin{gathered}\text { It is our aim to deliver the best shoe-value in America } \\ \text { for the money. } \\ \text { Gaodesman liether is scarce. The shoe situation is serious. }\end{gathered}$ saleserly. $\begin{array}{lll}\text { sturdy Oil Grain Russia Leather with full double } & \begin{array}{c}\text { wear for } \$ 4 \text { any more. } \\ \text { We advise you }\end{array} & \text { to get REGAL } \\ \text { soles of white-oak tanned leather. Made for all } \\ \text { whoes if you can. }\end{array}$ Find Your Regal Store wed tip over a medium city toe, invisible eyelets half way up, hooks for the upper lacing, broad backstay PRICES ARE ADVANCING IN REGAL SHOES. SECURE A COUPLE OF PAIRS TO-DAY <br> PARKER \& MONROE, LTD., Sole Agents. $\qquad$ |  |
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