



For More Than a Quarter of a Century the reputation of W. L. Douglas \$3.00 and \$3.50 shoes for style, comfort and wear has exceeded all other makes sold at these prices. This excellent reputation has been won by merit alone. W. L. Douglas shoes have to give better satisfaction than other \$3.00 and \$3.50 shoes because his reputation for the best \$3.00 and \$3.50 shoes must be maintained.

Sold by all Douglas Stores in American cities selling direct from factory to wearer at one profit; and best shoe dealers everywhere.

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W. L. DOUGLAS
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The standard has always been placed so high that the wearer receives more value for his money in the W. L. Douglas \$3.00 and \$3.50 shoes than he can get elsewhere. W. L. Douglas makes and sells more \$3.00 and \$3.50 shoes than any other two manufacturers in the world. Fast Color Eyelets Used.

W. L. Douglas \$3.00 and \$3.50 shoes are made of the same high-grade leathers used in \$5.00 and \$6.00 shoes and are just as good in every way.

Insist upon having W. L. Douglas shoes with name and price stamped on bottom. Shoes sent anywhere on receipt of price and 25 cents additional for carriage. Take measurements of foot as shown; state style desired; size and width usually worn; plain or cap toe; heavy, medium or light soles.

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