



We are rapidly climbing the hill to the 15 million goal. Every month brings us nearer "Our Ambition" and more firmly fixes our position as the "Largest Shoe House in the World."

Our recent purchase of the old-established firm of Batchelder & Lincoln of Boston unites the two largest shoe markets in the world. The enormous outlet this will give us for Hamilton, Brown Shoes in the East makes it certain that our St. Louis and Boston houses, hand in hand, will *immediately* pass the 15 million mark and start well on the road to our new goal: "Watch us—20 million."

That quality appeals to the American public is proven by the fact that a gain of over \$825,000.00 was made during the past year in the shipments of the

American Lady SHOE

American Gentleman SHOE

The following figures show the total shipments of the St. Louis house only, and do not include any shipments from our Boston house:

Shipments, 1907 - \$12,027,311.67
 Shipments, 1908 - 11,535,163.52
 Loss for Year - - 492,148.15



Write for our Security
 School Shoe Guaranteed
 Watch Proposition.
 Don't mark time, but keep
 up with the procession.

St. Louis
 Lycoming and
 Keystone Rubbers



Boston
 Boston and
 Bay State Rubbers

The Quality Keeps Us Up—Because "We Keep The Quality Up"