

# COMPETITION



**T**HERE are two ways of meeting it: Underselling and bettering. "Bettering" is better: for you and for us.

We sell "good goods" as cheap as we can; we don't sell "cheap" goods at all.

There isn't any satisfaction of profit for either of us in anything BUT "good goods."

Yours for goodness.

## J. J. STACH

### The Shoe Man