

The Super-Grade **MONARCH**



BEFORE the import restrictions were imposed, Super-Grade Monarchs had already become firmly established as the most popular men's high-grade Shoes in New Zealand.

There has been no increase in the price of Super-Grade Monarchs, which will continue to be sold by all retailers of high quality footwear at the very reasonable price of 29/6.



IN MULTIPLE FITTINGS AT ALL STORES DISPLAYING MONARCHS

*Everybody's
using it*



THE SHELL COMPANY OF NEW ZEALAND LIMITED (INCORPORATED IN ENGLAND)