

# THE SHOEMAKER AND THE ELVES OF PM

IT WAS A PERFECT SPRING DAY IN THE SMALL TOWN OF HEELSBORO. BUSINESS WAS BOOMING FOR ALL THE SHOPKEEPERS IN TOWN...  
SAVE ONE.



SAM'S HAND-MADE SHOES HADN'T SEEN A CUSTOMER IN A DOG'S AGE.

SHOEMAKER

SALE  
~~50%~~  
~~60%~~  
~~70%~~ **75%** OFF

THAT'S IT, MARTHA!

IF WE DON'T SELL SOME SHOES SOON... WE'LL BE OUT OF BUSINESS!









