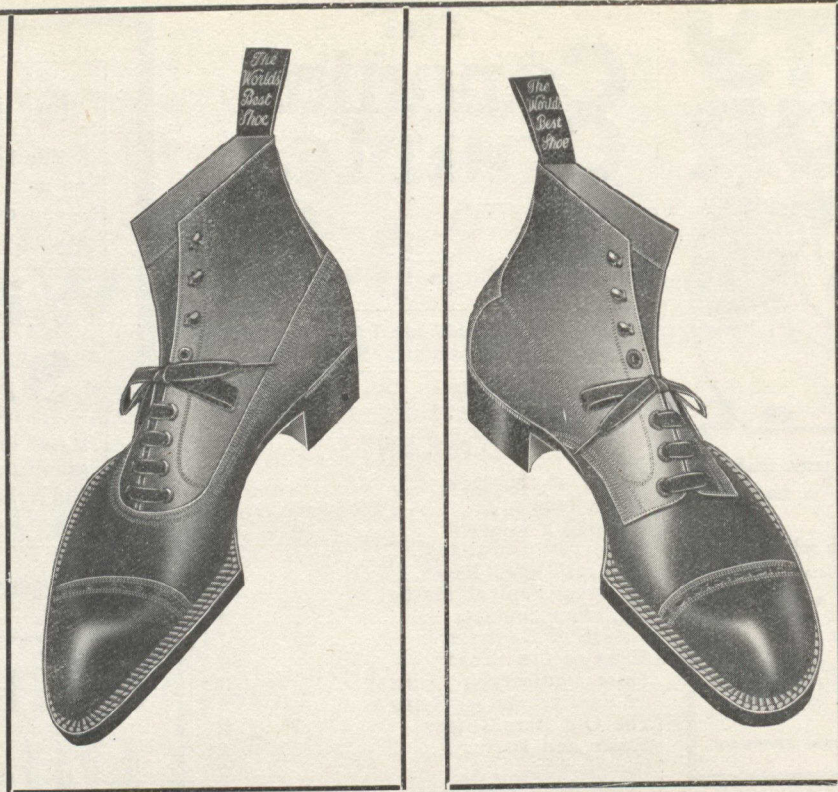




THE WORLD'S BEST SHOE FOR MEN

Leather and Workmanship—Nothing else (except trimmings) enters into the composition of the World's Best but leather. From sole to eyelet only superior quality is thought of by the manufacturer, or the shoemaker, or this store; only one purpose is kept in mind, other than to make this shoe worthy the name and maintain the high standard we have set up—without a peer.

The Leather—"It's all in the leather." Real leather that has been made from hides carefully examined to see they have no defect; of uniform maturity; leather that has been tanned in England by the oak-tanning process requiring months to perfect, by which the soft, pliable, life-like elasticity of the skin is preserved. That's what genuine English tanning means: preserving all the tough, untearable, water-shedding, elastic texture of the hide when it is on the calf. That's why the World's Best does not crowd, while they snugly and firmly clasp the foot, conforming to its every outline, giving a sense of dependability and stability. That's why they do not crack or get out of shape.

The grain always has a fine, soft, lustrous appearance. This process of tanning produces a smooth, fine grain that resists wet and leaves no open pores for the dust to gather in and destroy the wearing quality. That's why the sole has that desirable wearing toughness.

The Shoe is made from the latest American lasts, having all the style and design of expert last-makers—as near like the human foot as possible. English shoemakers, who are noted for the thoroughness and expertness in shaping, stitching and finishing shoes, cut the leather to exactly conform to the shape of the last; then by hand and by machine the cuts are carefully moulded into shape. This gives the World's Best the correct, easy, comfortable fit which produces the long, lasting service for which this shoe is famous.

They stand up well at the instep; the toe cap is stiff, giving plenty of room for the toes and keeping the vamp from wrinkling and spreading. The uniform surface and fine grain makes polishing easy and lustrous.

The Price—Buying direct from the manufacturer ourselves there are no profits between which enable us to quote a low price for a high-class shoe. Then if you are not satisfied with the value we give, return the shoes to us and get your money back, with all charges paid.

PRICE \$4.50 PER PAIR.

THE T. EATON CO. LIMITED

TORONTO - CANADA