

NOTICE

About The Victor



UP to the present time Victor Shoes have sold for the standard price—**\$3.50.**

Meanwhile leather has increased in cost throughout America. All the details about good shoes have increased. Victor Shoes cost over \$3.00 a pair to produce. Add to this cost of selling, advertising, delivery, etc., etc., and you will see where we stand. We have lately put in an entirely new set of styles. The best of the new American lasts are represented. We beg now to make this announcement:

*On Monday, May 27th, the Victor
Price was placed at \$4.00 a Pair.
They are worth every cent of it!*

THE
ROBERT

SIMPSON
TORONTO

COMPANY
LIMITED