



WHY torment yourself by buying a Boot or Shoe that does not fit your feet? Boots and Shoes must be made to fit the feet, not feet to fit boots.

Be not satisfied unless you can buy a Boot or Shoe that will fit like a Glove and at the same time will give you comfort and satisfaction.

Buy where you can get a variety of widths and half sizes, then know that your Boots are stylish and made of solid leather all through, and understand that a good boot costs money. Do not believe the story that is so OFTEN told, viz.: "Boots worth \$3.00 sold for \$2.00." This cannot be true. Good boots do not beg for patronage, they are much the cheapest in the end.

Our principle is to secure the acme of style and appearance, without sacrificing one point of comfort and ease.



TO BE PERFECTLY

SAFE

INQUIRE FOR



J. D. KING & COMPANY'S FINE FOOTWEAR.

The wearing of one pair will satisfy you that our goods are just what they represent them to be.

WE DON'T SAY THE DENSMORE

Is as good as any other machine.
We have never claimed that for it.



BUT WE DO SAY IT IS A GREAT DEAL BETTER THAN ANY OTHER TYPE WRITING MACHINE IN EXISTENCE.

We will send you a catalogue and talk to you about it if you will drop us a card with your address, and if you want anything else in office supplies we will do them at bed-rock.

YOURS FOR BUSINESS,

Sole Agents for
the Denmore for
Manitoba and N.
W.T.

The Ferguson Co., Ltd.
WINNIPEG.

Wholesale & Retail
**STATIONERS &
BOOKSELLERS.**