



## \$3.50 the Standard

THE VICTOR SHOE was planned to demonstrate that The Robert Simpson Company was able, through the magnitude of its business, to control the entire manufacture and sale of a first-class boot for gentlemen, and in so doing bring the price down to a popular basis. That

we have succeeded is no longer in doubt.

We are proud to say that the quality of leather, the quality of workmanship and the quality of all the et ceteras which go to make up the Victor Shoe is as good and better to-day than ever it was.

The Victor Shoe is worn by an ever-increasing army of Canadian gentlemen every year.

**JOIN THE VICTORIOUS ARMY YOURSELF THIS SEASON.**

*It's the best shed army in the world.*

This store takes up any extra burden due to the increased cost of leather. Victor Shoes are sold at \$3.50 per pair and always have been. But they have always been worth more than any other \$3.50 shoes and are still more so now that other shoes are cheapened in quality and raised in price.

All popular sizes and widths.  
Every fashionable last and leather.

**\$5.00 value for \$3.50**



The **SIMPSON** Company  
Robert Limited

TORONTO