

Letters to the President of the
Dolly Varden Shoe Co.

The Triple Testimony of A Good Business

Every
Store
in
Canada
reports
a
splendid
business.



The shoe
that sells
in Canada,
United States
and
Great Britain
at the
same price.

THE MONTREAL STORE

Montreal, Que., July 3rd, 1907

Messrs. The Dolly Varden Shoe Co.
Montreal, Que.

Gentlemen :—

Where a business shows an increase of \$1,200 in one month as compared with the same month a year ago, I am sure that there is some reason for congratulation. Should the present increase continue I shall soon capture the whole high-class shoe trade of Montreal.

I enclose you a report of the sales of June, with the analysis of the various prices, the number of each price sold, and the comparison with the sales during the month of June, 1906.

Had I placed a larger order for Tan Oxfords earlier in the season, I believe my sales would have been 20 per cent greater.

Yours truly,
THOMAS HICKEY,
440 St. Catherine Street West.

THE WINNIPEG STORE

The Dolly Varden Shoe Company
Montreal

Gentlemen :—

On closing up the first half year of our business on Portage Avenue, I desire to express to you my satisfaction with the results. Thus far the volume of business has exceeded my anticipations. I expect to do a business the first year of \$40,000.

The Dolly Varden Shoe is the best known ladies' shoe in Winnipeg, and every indication points to a large business, as the store becomes better known. As you know Portage Avenue is a new shopping thoroughfare, but it will eventually become the leading retail street.

My customers are all delighted with the shoe, with its dainty lines, and its permanency of shape, and I have been pleased this last few months with the return of many customers who bought from me during the opening months of the store, last fall.

Yours truly,
H. W. STARK,
273 Portage Avenue, Winnipeg.

THE TORONTO STORE

Toronto, July 25th, 1907

The Dolly Varden Shoe Co.
Montreal, Can.

Dear Sirs :—

In comparing the amount of business done during June 1907, with that of June 1906, I find that of last month double that of a year ago and I am confident that the sales for next year will exceed \$50,000.00. For a young business the success which the store has met with since I purchased it has far exceeded my expectations.

The increase during the past three months I attribute largely to the staunch friends which the character of the Dolly Varden Shoe makes for itself. I think there are not two other shoe stores in Toronto doing a larger business than mine, and should the present volume of business continue to show the same relative increase for another year, there will not be more than one other store doing as large a business.

I feel justified in writing you to express my satisfaction with the enclosed report.

Yours truly,
(Sgd.) FRANK MERCER

SEND to any one of these stores for a copy of the Dolly Varden Style Book, showing the latest fashions for Fall and Winter. You can order by mail. For particulars regarding exclusive agency, and how the public profit by the Dolly Varden selling system, write to the : : : : :

DOLLY VARDEN CO.'S

Canadian Branch

LATOUR STREET

MONTREAL