



...had any occasion  
to note the steady rise in the  
price of leather since the opening of  
the great Russo-Japan war? Have  
you any business with leather at  
all? Whether you have or not,

the fact is that leather is "sky-high and still soaring."  
You need no further proof than is witnessed by the  
scramble of the generality of shoe manufacturers to  
cheapen the cost of their production and to raise  
their selling prices.

**VICTOR PRICE REMAINS THE SAME.**  
**VICTOR QUALITY IS STANDARD.**

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. For sale at this store only.  
Ask to see style H, the Winter Victor.

**\$3.50**



The **SIMPSON** Company  
Robert Limited  
TORONTO