

H. E. FUDGE, President J. WOOD, Manager.

THE ROBERT

SIMPSON COMPANY, LIMITED

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FRIDAY, NOV. 20.



About Victor Shoes.

The great bulk of shoes worn nowadays are made in great factories. Some of the makers use good leather and do good work, but most of them cheapen their product in every possible way. By cheapening we mean that they put a good-looking finish on inferior leather so that the shoes can be sold for more than they're worth. Competition between nine-tenths of the makers is on this point—how much can be saved in the quality without showing. The idea of VICTOR Shoes came with the development of our shoe business. We wanted something better than the trade could supply—the best that could be made to sell at \$3.50. We found that six out of every ten pairs of shoes were shams, bits of useless leather pressed and made into shoes, disguised with the skill of a counterfeiter. They deceived even the merchant. Never was a time when shoes looked so well and wore so badly, until the shoeing of a whole family had come to be a serious task. There was a chance for someone and we took the chance. We commenced by ordering shoes made to our special order, selecting our own leather and watching every detail of the making. Coupled with this was the manufacturer's guarantee that if any shoe turned out wrong he paid for it, and not you nor we. That guarantee holds good to-day—your money back and our money back if the men who make VICTOR Shoes ever make a mistake. At first we didn't make a cent. It took every penny of the \$3.50 to get and sell such shoes as we wanted, but we made a good name with you and the country at large. Every shoe was numbered and every sale registered with full name and address so that we could keep track of every pair. We stood sponsor for their behavior and didn't hesitate to say so. Our very mercantile honor was at stake—a positive guarantee that VICTOR Shoes were the best without any exception ever sold in Canada. That was the beginning. Our trade has grown and grown until to-day we have thousands of regular customers and carry a range of 22 different styles. It didn't take long for people to find us out. Gentlemen tell us they've worn VICTOR Shoes for over a year without re-soles, and others insist they can't wear them out. We know the sort of value we're giving—the making is the very best that high-grade workmanship can produce. In this way we're producing a model shoe store. We have VICTOR Shoes for ladies as well as gentlemen, and although we keep higher-priced makes, we can't advise anyone to buy them unless they want to spend some of their money twice over. We have ordinary good shoes for those who must pay less, and expensive fine shoes for those who insist on the imported, but our own judgment favors the VICTOR every time because eminently good, absolutely reliable, and what is also important—because they are MADE IN CANADA.



EYE-GLASSES advertisement for F. E. LUKE, Refracting Optician, Toronto Optical Parlors, 11 King St. W., Toronto.

MONEY TO LOAN advertisement for The Toronto Security Co., Room 10, Lawlor Building, 6 King St. W.

CITY CATTLE MARKET report detailing receipts, prices, and market conditions for various types of cattle.

We Are Not Exaggerating advertisement for R. SCORE & SON, Tailors and Haberdashers, 77 King St. West.

LIVE STOCK NOTES section providing market news and prices for various livestock.

GRAIN PRICES ARE FIRM section reporting on the stability of grain prices.

MONETARY MARKET section discussing financial and monetary conditions.

JUNCTION CATTLE MARKET report detailing receipts, prices, and market conditions for cattle at the junction market.

STOCK MARKET section providing news and prices for various stocks.

Wool and Hides section reporting on the prices and market for wool and hides.

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Think of Xmas Furs advertisement for The W. & D. Dineen Co., Limited, featuring various fur garments and a catalog order form.

Vertical text on the far right edge of the page, including names and possibly a list of items or prices.