

Accurate Watches for Men

\$5.95

When you buy a watch buy one that is guaranteed.

Examine the guarantee as carefully as you examine the watch.

Unless we knew the honest worth of these watches, we never could afford to put the inviolable guarantee of this store on them.

You've probably had as good a watch as this offered to you before—for ten dollars!

Have you had as good a guarantee?



Open face, gold-filled case, guaranteed by the American Watch Case Company for twenty years. Movement, an accurate reproduction of the latest American model, made by one of our most reliable watch-makers and guaranteed by us **\$5.95**

The
Famous

Victor Shoes for Men



\$4.00 a Pair

**FORMER PRICE \$3.50
REASONS FOLLOW—**

UP till May 27th, 1907, Victor Shoes sold at a standard price—\$3.50. Meanwhile leather has increased in cost throughout America. The cost of all the details about good shoes increased. Victor Shoes cost over \$3.00 a pair to produce. Add to this the cost of selling, advertising, delivery, etc., etc., and you will see where we stand. We have lately put in an entirely new set of styles. The best of the new American lasts are represented. We beg now to announce that the new price for the **Famous Victor Shoes is \$4.00 a pair**, and they are worth every cent of it.

H. H. FUDGER,
President.
J. WOOD,
Manager.

THE
ROBERT

SIMPSON

TORONTO - CANADA

COMPANY,
LIMITED

August 17th.

Dept. CC

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