



The London Shoe Co'y,

LIMITED.

CANADA'S GREAT STAPLE SHOE HOUSE.

The greatest efforts we have ever used towards getting out a complete model range of Shoe Samples have been directed towards making that of **Spring, 1901**, come up to our ideals of what the perfect set of Shoe Samples should be. We know our **Men's Pegged and Standard Screw Staples** are pre-eminently suitable for the class of trade that want *good* staples. They're Solid, Reliable and Correctly Priced. In **Box Calf and Dongola Footwear** ours are

BEST STOCK WE CAN GET.

UNFAILING FITTERS.

MODERN LASTS.

In the Men's Department we have plenty that the merchant wanting to do justice to his trade will be interested in. The interest that ensures him a buyer.

Women's Most Fashionable Oxfords. Women's Natty Balmorals. Women's Stylish Buttoned Boots. Latest and Best Fitting Lasts. Correct Tips. Prettiest Foxings.

The whole American market has been searched for desirable designs and we've secured them. Shoe dealers never find our goods shelf warmers. Why? Because when a shoe has outlived its usefulness as a seller we quit it. That's why only *wanted* lines are to be found with us.

We are satisfied to tell you that our variety for next season will surpass all past efforts and all goods will unquestionably be

HIGHEST GRADE.

From now till January 1st merchants will discover that they have overlooked things they should have bought, and as sizes get broken sorting will have to be done. We have everything you can want. Very little time between ordering and receiving.

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LONDON, ONT.