



The Murray Wilson Guarantee

Ever since that day in 1905 when George Wilson opened Markham's first shoe store, we have tried to give you, our customer, just a little bit extra. Today, with heavy competition from mail shoe stores and department stores, that "little bit extra" means giving you competitive or lower prices as well as service that shows we care about keeping you as a customer. But we feel that better prices and service should also be accompanied by our standing behind the foot wear we sell. Providing all three is essential, we feel, to satisfying and keeping you as our customer.

This is our guarantee and accompanies every purchase from our store.

14 Day Credit

Changed your mind? Or they just don't feel right? Bring them back, if unworn, within 2 weeks along with the receipt and we'll replace them or give a full refund.

4 Week Defects

What happens if a heel falls off or the upper separates from the sole etc., etc.?

Bring them back within 4 weeks of the purchase and if the defect occurred under normal wear we will repair it absolutely free and if it is not repairable we will give a full credit or replacement.

After 4 Weeks

Things can certainly go wrong with footwear after a month but it may be due to normal aging or abnormal use rather than a defect in the shoe. Don't be afraid to show it to us because if it's a viable defect in the shoe, we'll repair it free of charge or credit according to length of wear.

Sorry!

Some things just can't be remedied such as little Jimmy stopping his tricycle with the toes of his shoes, or not protecting and caring for foot wear against salt and water.

We feel this guarantee will help provide satisfaction and maintain quality in both the foot wear we sell and the service we provide.

We would welcome your comments about the wear, etc. of foot wear you have purchased from us. This helps us to maintain or increase the quality of foot wear we buy in the future.

With every purchase from Wilson's Shoes, they try to enclose the above guarantee. New customers are able to quickly see the store's return policy. Wilson's have been here 75 years—they plan to be here for 75 more.

WEATHER GUARD BOOTS



100% WEATHERPROOF

Many other styles available at Wilson Shoes.

**Children's feet need care
It's all in the fit**

What is the most important aspect of a child's shoes? Fit, fit, fit. The Footwear Council has the following tips for ensuring that your child's shoes fit properly.

Children don't really need shoes until they start to walk. "Pre-walkers" can be nothing more than soft, lace-up booties.

It's a good idea to let babies kick and swing their feet freely for a few hours a day—this lets the muscles and ligaments develop and strengthen naturally.

When babies begin to take those first steps, then it's time for a good pair of shoes. Adequate toe-room is essential.

Dr. Rob Roy McGregor, medical consultant to The Footwear Council, says that room around the fifth toe is just as important as room around the largest toe. The fifth toe has a tendency to turn inward, and this will increase if the shoe is too tight.

A shoe that is built up around the ankle will help hold baby's foot firmly in the shoe if his or her heel is narrow, but it will not, as once thought, aid in the development of strong ankles.

Dr. McGregor recommends that children wear lower-cut shoes as soon as they can. In this way, the ankles will become firm and strong on their own.

Properly fitting shoes can prevent a host of foot and leg problems. So make sure that your children's shoes grow with them—in other words, don't hesitate to replace shoes if any of the following "ouch," signs occur:

If the tips of the shoes are worn, then they're too tight.

If your child's toes are irritated, the shoe is putting too much pressure on them.

If you can see wear marks inside the shoe, then they're too small.

If your child complains about the shoes or displays discomfort, pay attention: this is an indication that the shoes are outgrown.

The Footwear Council cautions against "hand-me-down" shoes. Each pair of feet is different, and used shoes will have been shaped by their previous owner's feet. There can be no trade-off between "a penny saved" and a child's foot health.

Finally, The Footwear Council advises you to consult your doctor if any signs of foot and leg trouble crop up.

Some clues to possible problems are: corns and calluses, flat arches (though generally harmless, it's wisest to check), skin lesions and severe toeing-in or out.

The active child takes about 30,000 steps a day! Make sure that he or she takes them in comfortable, well-fitting shoes—you'll both be happier.

Murray Wilson Shoes takes pride in their ability in fitting children's shoes. All staff is especially trained to give your child the kind of fit which promotes natural healthy foot growth.

Congratulations

MURRAY WILSON SHOES HAS LOOKED AFTER LITTLE FEET A LONG, LONG TIME.

buster brown

Many other styles available at Wilson Shoes.

Congratulations

From **savage**

we don't fit shoes. We fit feet.

When it comes to children's shoes, we take and effort to ensure the proper fit. Because we know how important the right combination of comfort and support is to the healthy development of little feet. Next time you're buying your children shoes, come to our store for Savage shoes. You'll see, it's the most fitting thing to do.

Many other styles available at Wilson Shoes.

Help Us Celebrate With These Events October 11 to 27, 1979

SHOE COMPANY REPRESENTATIVES TO MEET WILSON CUSTOMERS

DAYS WITH 20% OFF

<p>20% OFF TUES. OCT. 23</p> <p>ALL WOMENS CAMBRIDGE SHOES & BOOTS</p> <p>Cambridge makes our "Murray Wilson Collection" of womens dress and casual shoes as well as certain womens' casual boots. On Tues. Oct. 23, MAGGIE WOODBURN who is their "Fashion Coordinator" and DEL CREED, Sales Representative will be at the Markham store from 10:00 to 12:00 and at Stouffville from 1:00 to 4:00. Maggie will speak about "Inflation Dressing" and have a slide presentation on women's fashions. All Cambridge womens shoes and boots will be 20% Off for that day only at both stores.</p>	<p>20% OFF THURS. OCT. 25</p> <p>ALL WOMENS CELEBRITY SHOES</p> <p>Celebrity make one of the finest quality womens dress shoe lines in Canada. All leather and leather lined they are fashionable yet comfortable. Mr. FRED McCLINTOCK, Associate Stylist with Celebrity Shoes will visit Markham Store from 10:00 to 12:00 and the Stouffville Store from 1:00 to 4:00 on Thurs. Oct. 25. He will answer any questions about Celebrity Shoes. All Celebrity Shoes will be 20% Off all day Oct. 25.</p>
<p>20% OFF FRI. OCT. 26</p> <p>ALL WOMENS ARPEGGIO SHOES & COUNTRY LANE BOOTS</p> <p>On Fri. Oct. 26 all Arpeggio Womens Shoes (dress and casual) and all country lane womens dress boots will be 20% off. MR. GEORGE SPENCE, sales representative will be at the Markham Store from 10:00 to 12:00 and the Stouffville store from 1:00 to 4:00 on Fri. Oct. 26 to answer any questions etc.</p>	<p>20% OFF WED. OCT. 31</p> <p>ALL WOMENS NAPOLI SHOES & BOOTS</p> <p>On Wed Oct 31 MR. LLOYD BROWN Sales Representative will be at the Markham Store from 10:00 to 12:00 and the Stouffville Store from 1:00 to 4:00 answering any questions on Napoli fine quality womens' dress shoes and dress boots. On the same day all Napoli Shoes and Boots will be 20% Off Lloyd locks forward to meeting you.</p>

75TH YEAR SALE SPECIALS

<p>ALL MEN'S & WOMEN'S CLARK'S WALLABEES</p> <p>SUGG. RETAIL \$74.99 UNTIL OCT. 27</p> <p>\$53.75</p> <p>IN SUEDES AND LEATHERS</p>	<p>ALL OUR CHILDREN'S DRESS SHOES</p> <p>20% OFF UNTIL OCT. 27</p>	<p>MEN'S IMITATION WALLABEE-STYLED CASUAL (NOT CLARK'S WALLABEES)</p> <p>REG. PRICE \$46.99 UNTIL OCT. 27</p> <p>\$37.75</p> <p>IN BROWN SUEDE & BROWN LEATHER</p>
<p>MEN'S HUSH PUPPIES</p> <p>REG. PRICE \$31.99 UNTIL OCT. 27</p> <p>\$26.75</p> <p>ALL SUEDES AND LEATHERS TIES AND LOAFERS</p>	<p>SELECTED WOMEN'S DRESS AND CASUAL SHOES "ENDS OF LINES"</p> <p>25% TO 50% OFF</p> <p>LIMITED SIZES "ENDS OF LINES"</p>	<p>FREE!! JAR OF SHOE CREAM WITH EVERY PURCHASE OF WOMEN'S FASHION BOOTS</p>