

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 mall 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

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.

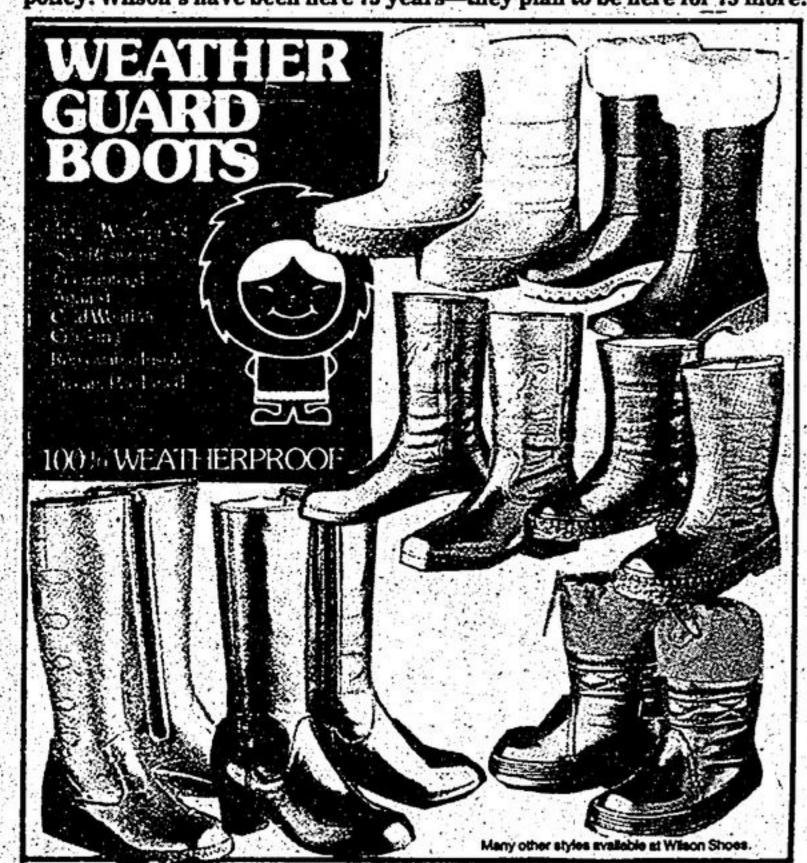
Sorry!

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

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.



Children's feet need care

It's all in the fit

with them - in other

too

If you can see wear

If your child com-

marks inside the shoe.

then they're too small.

plains about the shoes or

displays discomfort, pay

The Footwear

Council cautions against

"hand-me-down" shoes.

Each pair of feet is dif-

feet. There can be no

child's foot health.

putting

pressure on them.

are outgrown.

important aspect of a child's shoes? Fit, fit, fit, The Footwear Council has the following tips for ensuring that your child's can prevent a host of foot shoes fit properly.

Children don't really need shoes until they start to walk. "Prewalkers" 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 ferent, and used shoes hold baby's foot firmly in will have been shaped by the shoe if his or her heel their previous owner's is narrow, but it will not, as once thought, aid in the trade-off between "a development of strong penny saved" and a ankles.

Dr. McGregor recommends that measured every time you

AVAILABLE AT

WILSON

SHOES

\$2999

What is the most shoes as soon as they can. "assume" that his or her In this way, the ankles feet have grown or that they've grown to a will become firm and specific "next size." Let strong on their own. the salesperson-who is Properly fitting shoes trained in fitting children's footwearand leg problems. Soadvise you on what sort of make sure that your shoe will best serve your children's shoes grow

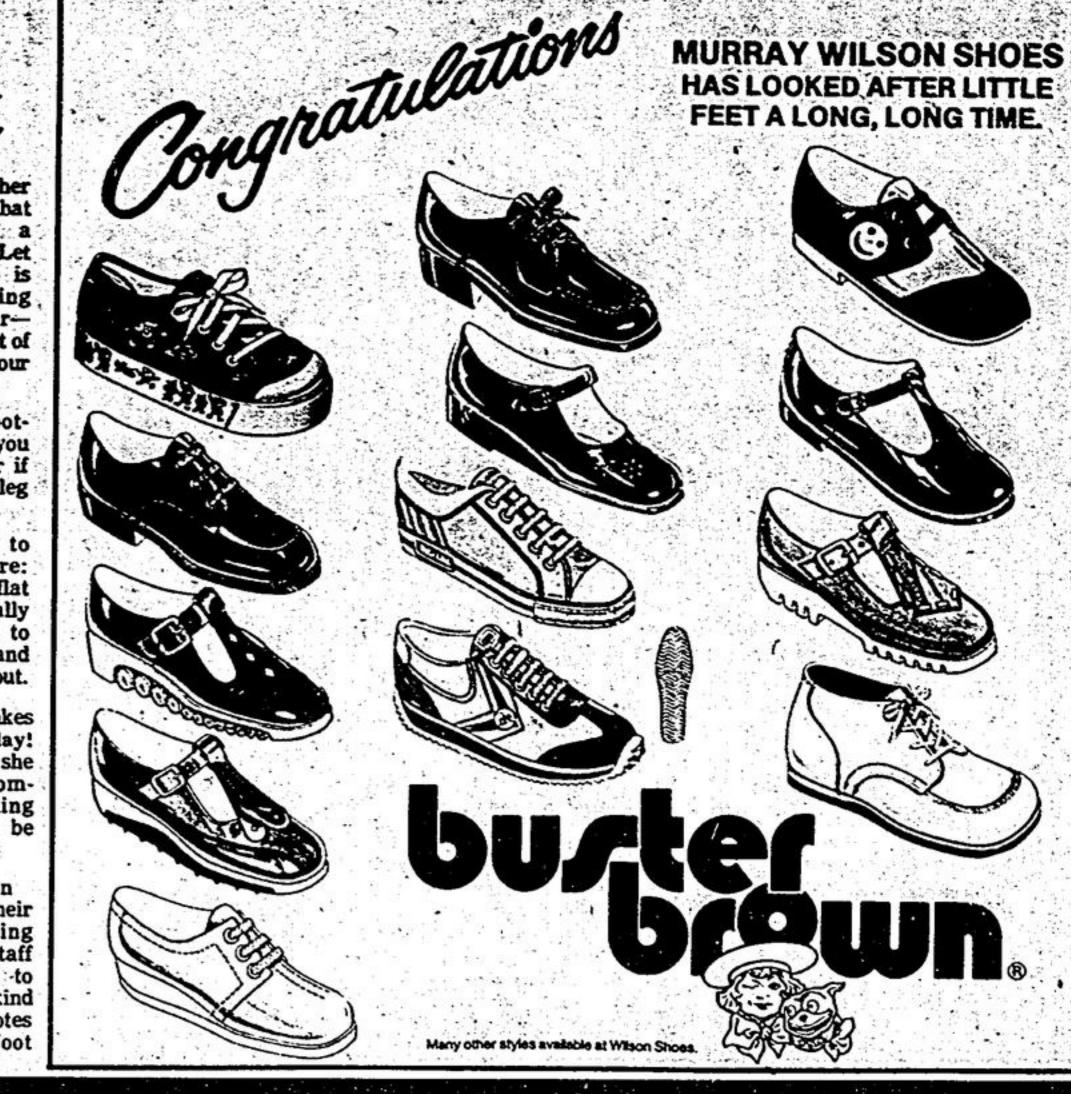
child's needs.

words, don't hesitate to Finally, The Footreplace shoes if any of the wear Council advises you following "ouch," signs to consult your doctor if any signs of foot and leg If the tips of the shoes trouble crop up.

are worn, then they're too clues to Some possible problems are: corns and calluses, flat If your child's toes arches (though generally are irritated, the shoe is harmless, it's wisest to much 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.

attention: this is an in-Murray Wilson dication that the shoes 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



Have your child's feet children wear lower-cut. shop for shoes. Don't just QUALITY SHOES



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

SHOE COMPANY REPRESENTATIVES TO MEET WILSON CUSTOMERS DAYS WITH 20% OFF

20% OFF TUES. OCT. 23

ALL WOMENS CAMBRIDGE SHOES & BOOTS

Cambridge makes our "Murray Wilson Collection" of womens dress and casual shoes as well as certain women's 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 Oressing" 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.

20% OFF

FRI. OCT. 26

ALL WOMENS

ARPEGGIO SHOES

& COUNTRY LANE BOOTS

On Fri. Oct. 26 all Arpeggio Womens

Shoes (dress and casual) and all country

tane womens dress boots will be 20% off.

MR. GEORGE SPENCE, sales represen-

tative 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 an-

swer any questions etc.

20% OFF THURS. OCT. 25

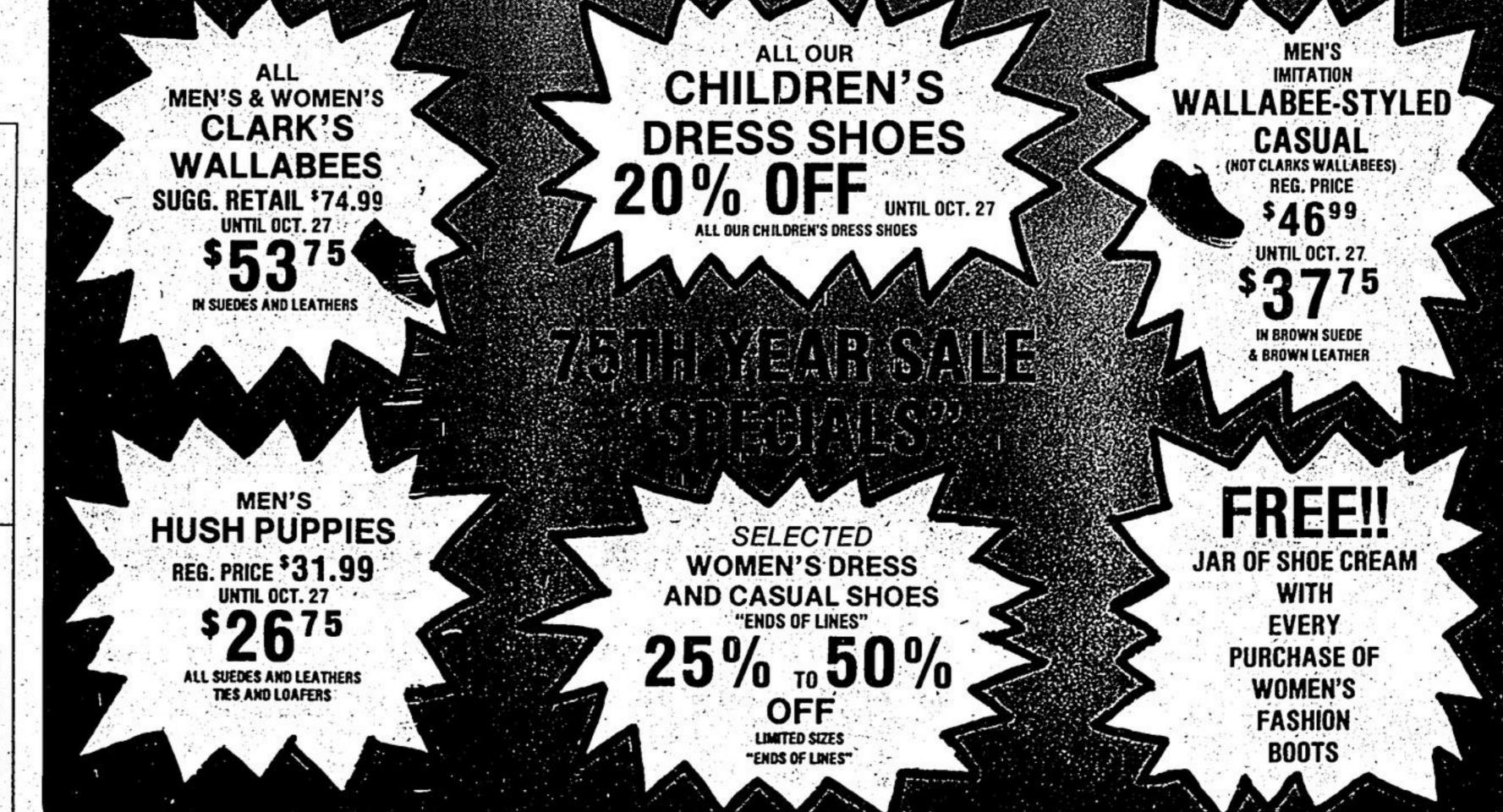
. ALL WOMENS **CELEBRITY SHOES**

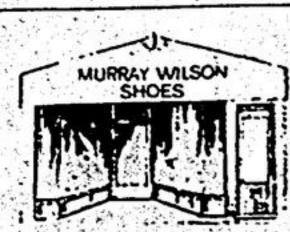
Celebrity make one of the finest quality womens dress shoe lines in Canada. All leather and leather lined they are fashionable yet comfortable. Mr. FRED McCLINTOCK, Associate Stylist with Celebrity Shoes will visit Markham Store from 10:00 to 12:00 and the Stouffville Store from 1:00 to 4:00 on Thurs. Oct. 25. He will answer any questions about Celebrity Shoes. All Celebrity Shoes will be 20% Off all day Oct. 25.

20% OFF WED. OCT. 31

ALL WOMENS

NAPOLI SHOES & BOOTS On Wed Oct 31 MR. LLOYD BROWN Sales Representative will be at the Markham Store from 10:00 to 12:00 and the Stoutfville Store from 1:00 to 4:00 answering any questions on Napoli fine quality women's dress shoes and dress boots. On the same day all Napoli Shoes and Boots will be 20% Off Lloyd locks forward to meeting you.





294-1189 Markham

murray wilson shoes

640-2429 7 Main St. Stouffville

