

“EMPRESS”

INVITES YOU
TO SEE

SPECIAL FACTORY SHOE DISPLAY

FRIDAY and SATURDAY
OCTOBER 1ST TO 2ND
— INCLUSIVE —

AT

YALE SHOE STORE

EXCLUSIVE “EMPRESS” AGENT
575 BLOOR ST. WEST at Bathurst
MELROSE 7432

SEE WHAT ALMOST 50 YEARS
SCIENTIFIC SHOE CONSTRUCTION
HAS ACCOMPLISHED IN
HIGH STYLE CORRECTIVE
F O O T W E A R

Can You Recall?

If you can Remember!

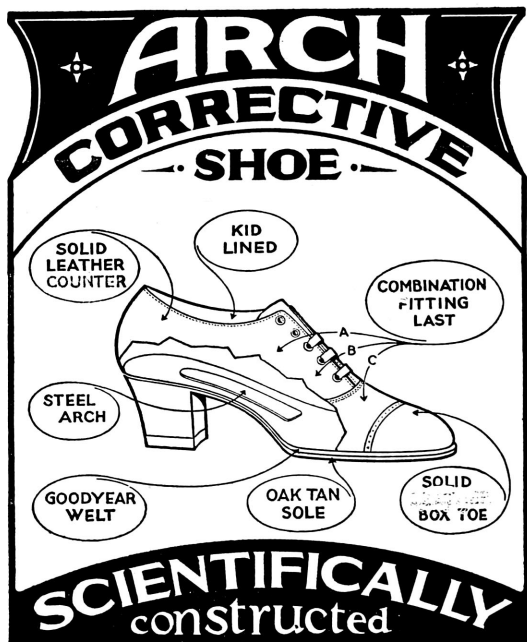
Back in the 19th century, fashion-wise ladies preferred Empress Shoes to satisfy their style consciousness.

In the early part of the 20th century, realization dawned on suffering humanity that more than just good construction was needed in shoes — fallen arches — corns and callouses were quite common — and shoes to give relief from these ailments were demanded.

Empress solved the problem by creating Empress Arch Correctives (without sacrificing style), a shoe embodying orthopaedic features that to this day is the standard in corrective footwear.

As the years progressed, so did Empress. With the demand for popular priced footwear with corrective features, our research department created Health Proof, a shoe styled for comfort and priced within the reach of all. Came 1933 and Footlight Shoes were developed to meet the ever increasing desire for higher styled shoes with corrective features, so that today EMPRESS Shoes offer a wide and varied range of footwear to meet the demands of ladies who wish their feet to look and feel young.

STUDY THE FEATURES
— IN —
“EMPRESS”

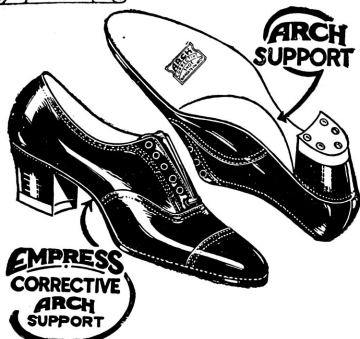


The choicest part of choice skins only, used in these shoes — the interlining assures the wearer of shoes keeping proper shape.

AN ABSOLUTE GUARANTEE OF
GENUINE FOOT COMFORT
WIDTHS AND SIZES FOR ALL

"EMPRESS" ARCH CORRECTIVE

COMBINATION
HEEL
FITTING



Widths
AA to EEE

7.50

Many other
Styles to
choose from

For many years this shoe has been and still is without substitute . . . it is truly the outstanding general purpose shoe . . . made of very choice kid in Black and Brown . . . with a practical low heel it spells comfort every inch of the way . . . the greatest compliment paid this shoe is the effort to imitate it.

FREE OFFER

You are invited to be fitted in "Empress" Shoes by an expert. Your requirements will be charted—so that you may always get your proper fitting by merely giving your name.

NO OBLIGATION WHATEVER

"EMPRESS" HEALTH PROOF

Health proof is the boon to sufferers from Caliosis and other foot ailments, for it offers real comfort.

The steel arch in the shank — the arched insole — both scientifically built into the shoe is truly a revelation, considering the moderate price of this line.

Space does not permit showing illustrations of all the styles in this range but we suggest you see them in this unusual Factory Showing.

CAROLE



6.50

This is a winner in the Health Proof range. Comes in Black and Brown Kid with practical heel—a practical shoe with expensive features yet very moderately priced.

“EMPRESS” FOOTLIGHT



The climax to almost 50 years of fine shoe building, Empress Footlight Shoes . . . Made to suit the demands of high style-minded women, who realize the importance of graceful serenity . . . Embodying all the corrective features our Research Department could muster into a shoe and still retain the feather weight quality and sparkling beauty.

Footlight has steel arch tested to withstand 350 pound pressure, built scientifically into shank. The arched solid leather insole firmly but gently grips the arch — the metatarsal support gives the required relief to longitudinal arch.

Everything from a practical walking shoe to the daintiest in informal footwear will be found in Footlight Range.

"EMPRESS" FOOTLIGHT

LINDA



Widths
AA to C

6.50

A gore pump with the new high front feature . . . in Black Kid with covered heel. No heel slipping or gaping at the sides in this perfect fitting pump. New Improved SHUGOR that does not deteriorate used exclusively.

MAYFAIR



Widths
AAA to C

6.50

A smartly designed Kid Oxford in Black and Brown — with covered heel. This corrective shoe will be very much appreciated by the wearer. Ask for Mayfair — try them on — you'll agree they are comfortable.

"EMPRESS" FOOTLIGHT

DOLLINE



Widths
AA to A

6.50

A concealed gore pump with a strap effect, a very popular type this season, comes in Black Brown and Blue Kid and the strap is of patent leather to match.

MANY STYLES TO CHOOSE FROM

7 out of 10

Suffer from some form of foot ailment.

They walked into it in wrong shoes.

They can walk out of that trouble in
EMPRESS

SCIENTIFICALLY CONSTRUCTED
SHOES

And there is no need to spend \$10.00 to
\$12.00 when you can buy
GENUINE EMPRESS SHOES
at \$6.50 to \$8.50

with an absolute guarantee of genuine
foot comfort.