

The Sherlock Holmes of The Slater Shoe

He was not disguised! And he modestly disclaimed being the great "Sherlock."

He protested that he was not even "the Doctor."

But he was a sure-enough S. H. Sleuth and knew how to interest an interested client.

Said he could do us some good if we would sit up and listen.

Said there were only 9 stores in Montreal that had genuine Slater Shoes to sell, but there were over 20 stores claiming to sell them.

Said he could give us names and dates, witnesses and full particulars.

Said he would need a month, may be, to properly cover the city and procure the evidence.

He got the job, did that Sleuth—and his Assistant.

And, we're mighty glad he did.

Because, we had no idea how widely "The Slater Shoe" was being substituted and fraudulently misrepresented.

His typewritten report and evidence make startling reading.

Shoe Retailers who would not steal a dollar to save their lives deliberately lying to steal a Market built up around "The Slater Shoe" brand through years of effort, square-deal, quality, fixed-price and continuous advertising.

Good Churchmen who did not hesitate to "equivocate" in order to steal a march on the intelligence of their customers by tricky quibbles on the word "Slater" to sell other Shoes than "The Slater Shoe."

Salesmen who thought it clever to deceive their Customers into thinking they were being shown

"The Slater Shoe" when the Shoes shown had never been within a mile of the Slater Shoe Factory.

Here and there were some honest men who frankly said, "No, we don't keep 'The Slater Shoe,' but we have Shoes which we consider just as good," etc.

Other fairly honest men who said, "No, we don't keep them, and wouldn't if we could," etc.

All honor to the "Square Heads," friends of feet, who came out candidly and said: "No, we don't keep 'The Slater Shoe,' even if they damned it in the next sentence."

But, what of the 28 Montreal Shoe Retailers, or their Salesmen, who, when asked by Sherlock for "The Slater Shoe" (they never had a pair of), said:

"Oh, yes, we have Slater's make of Shoes!"

"Oh, yes, we have Frank Slater's Shoes!"

"Oh, yes, we have George Slater's Shoes!"

"Oh, yes, we have Ben Slater's Shoes!"

"Oh, yes, we have Slater's Strider Shoes!"

"Oh, yes, we have Slater's Invictus Shoes!"

Now, Reader, we have no fault to find with any retailer who tries to sell his own Shoes against "The Slater Shoe" in fair, square, open competition.

We do not even lift an eye-brow at the man who finds it necessary to talk down "The Slater Shoe" in order to sell his own.

But, what we do object to is the dishonest attempt to deceive consumers into thinking they are

getting the genuine 1899 "Slater Shoe" when they are being offered something entirely different from it, staged perhaps for the very purpose of deception.

Any Retailer, or Salesman, who will countenance such tactics is not to be trusted.

He will "do" his Customers in other ways if he will "do" them in that way.

And, our "Sherlock Holmes Records" prove that many Shoe Dealers in Montreal are ready to "do" Customers in that way if the Customers will stand for it.

This is why we will, in future, play up the Slater feature of our trade-mark more prominently, although the Courts have ruled that we (The Slater Shoe Co., Limited) have exclusive right to the use of "The Slater Shoe" name as our brand.

Observe that no Shoe is a genuine "Slater Shoe" unless it bears the Slater mark on it with the Makers' price stamped on it to prevent possible overcharge.

Therefore, when you want the genuine 1899 Slater Shoe, you will forestall deception, make fraud more difficult, and help along the Square Deal, by asking for it as "The Slater Shoe," and observing that it is branded with a Slater.

Slater Shoes are made from the most carefully selected materials. Always have been. Always will be. Also, they are made by the wonderful machines of the Goodyear Welt system in their most improved form, insuring comfort and durability.

P.S.—Our "Sherlock Holmes" is now working up evidence in other cities. His book of experience, giving names, dates and particulars of interviews with Substituting Dealers will make interesting and amusing reading. Do you want a copy when published?

The only dealers in this City who can supply the genuine Slater Shoe are as follows:

THE SLATER SHOE STORE:

CHAS. C. CUMMINGS, Limited, 117 YONGE STREET

Sub-agents: J. H. Wood, 528 Queen Street West; J. Jupp & Son, 810 Queen Street East; Thomas Powell, West Toronto.

GRESSINA, 5 TO 1, EASILY WINS THE DAILY HANDICAP

W. T. Overton is Second and Tony Faust Third—Don Enrique Refuses to Break.

OAKLAND, Nov. 28.—In Don Enrique, the heavily played favorite, refused to break in the Daily Handicap at Emeryville today and was left at the post. It required much urging on the part of Butler to get him going even after the field was well on the way around the track. Crest was a winner of the race, and led all the way, winning easily from W. T. Overton and Tony Faust.

Don Enrique, another favorite, was also away rather poorly and Ellard beat him. Ellard, but Billy Pullman, the second choice, passed him the last quarter and proved to be the winner.

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THE WORLD'S SELECTIONS

BY CENTAUR.

—Oakland—
FIRST RACE—Emma G. Billy Watkins, Fanny.
SECOND RACE—Right Easy, Harriet, Aunt Kim.
THIRD RACE—Frank Luckbook, Mabel Hollander, Aftermath.
FOURTH RACE—Nadzu, L. C. Ackley, Belvedere.
FIFTH RACE—Byrondale, May L. N. Elapa.
SIXTH RACE—J. C. Core, F. Neugent, Collector Jessup.

—Los Angeles—
FIRST RACE—Purnace, Roy F. Rey.
SECOND RACE—Annus, Alma Boy, Canine.
THIRD RACE—Progress, Taylor George, May.
FOURTH RACE—King of Mist, Captain Burnett, Sidney F.
FIFTH RACE—Tom, Reid, Great Heavens, Hamless.
SIXTH RACE—Jack Witt, Ampelo, Homestead.

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CROWD LINES UP HOURS BEFORE GAME

9000 Present When Whistle Blows—First Arrivals at 9.30 a.m., and at Noon 500 Awaited Admission.

ESTIMATED GATE RECEIPTS

500 grand stand at \$1.50 \$750
1300 grand stand at 75c 975
300 canvas stand at 75c 225
400 standing front stand at 75c 300
1000 two bleachers at 50c 500
4000 standing around oval at 50c 2000

7500 Total attendance \$4500

Never has there been such interest in a football game as was displayed in the city Saturday. Everybody was taking of the contest.

As for the crowd at Rosedale, it beat all records.

When the whistle blew the crowd was about 7500, including 1000 students. The weather was ideal for Rugby, save for a strong, intermittent wind from the west.

The first applicant for admission to the grounds presented himself at 9.30, and from that time onward the stream steadily grew in volume. Towards noon there was a long line outside the eastern fence, and it was estimated that fully 500 people were at midday patiently waiting to receive general admission tickets.

By 1 p.m. the bleachers were full, and half an hour later a line of spectators encircled the field.

The grandstand was, however, almost empty, since fortunate holders of reserved seat coupons were under no necessity of being early on the field, having secured their seats at 2.50 a seat.

The 4th Highlanders' Band enlivened the wait with lively airs, most of them of the variety flavor, including such classics as "Dutch Companions" and "Lithia."

The collections joined lustily in stirring refrains, under the direction of class

leaders, who, equipped with huge megaphones, led each chorus.

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A through Pullman Buffet Sleeping Car TO NEW YORK

leaves Toronto at 7:15 P.M. daily, except Sunday, via the Canadian Pacific Ry., arriving at Grand Central Station (the only railway terminal in the city) 9:03 next morning.

A New Train From New York now leaves Grand Central Station at 5:20 P.M. daily, except Saturday, arriving at Toronto via the Canadian Pacific Ry. 8:35 next morning.

Other Good Trains for New York leave Toronto at 9:30 A.M., connecting with the Empire State Express, due New York 10:06 P.M. daily, except Sunday, at 3:45 P.M. daily, except Sunday, due New York 7:26 A.M. sleeper from Buffalo; and at 8:30 P.M. every day, the latter with two Pullmans and Dining Car, due New York 7:50 next morning.

For full particulars apply at C. P. R. ticket office or address Frank C. Fox, Canadian Passenger Agent, New York Central Lines, 40 Yonge St., Toronto, Ont. Telephone 481 Main.

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For Descriptive Matter and Reservations apply to THE CANADIAN STEAMSHIP CO., Ltd.

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and daily next Friday. Only \$16.90 return fare from Toronto. Good until Dec. 12 for return. Fast day and night trains.

\$1.45 GUELPH AND RETURN

For the Winter Fair Tickets good going Dec. 5 to 11 inclusive, returning until Dec. 14. Single fare from all Ontario stations. Call at any C.P.R. ticket office.

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