## CADLLLAC SHOWS "SEEING TORONTO" NEWEST MODEL

## wo Speed Direct Drive Ax 'Marks Another Epoch in Motor Car Development.

 INCREASED LUXURYGreater Efficiency Piomoted
by New Device Which Lesby New Device Which Le
sens Fuel Consurnption.

## Message to the Men of Toronto

## A Second Brockton Shoe Store Opens Today at 264 Yonge Street



## HAPPY JIM'S INTERESTING MESSAGE


Brooktion, Mess., JuIy 17, 1913.
Doan 81 ร̌".
given the Brookton Shoe store at 119 Youre generous patronage you hav
When it ceoided to opea a store in this city that once the men of Foronto osed to mow the superior quality of Brockton shoos a good trede

is not oig enough to properly take carery to enlarge. The present stor the wet side almost opposite Wilton Avenue. This store will be formally
opened today.
prevail $1 \bar{n}$ this the diame shoes; the same service, the same values will We ame. in fict, eofin store as in the pioneer store at 119 yonge stree sorviee, if that is posisible. forth fresh oifrort continue to crowd event cent of valve into every dollar's worth of goode that we sell. Wo are going to give jou store Bervice that is right. Only expert, experionced salosmen \#ill will be gled to do anything in their powir to suit and please business an of shoes will bo brought up to a standard, not down to a price. Every pair jeatiefled with a smailer profit than most stoses get; but we want a blg. turnover. Wo desire to keep our atock moveng and our store busy. We will suaranteo overy shoe wo seil. Ous stock is so olioson that we can suit and please the man of moderyete moans and the millionaipe. In short, we want 112 pay you to mace this your shoe store. The you shoes and service that all canade you will find hore.
important matter to soe that full value is giver for the it becomes a most foel our sesponisibility as good citizens of this growing, price oharged. We live up to our obilgations as marchants and as growing, prosperous oity tol generous share of your confldence we bespealk a continuance of it in the now
atore, assuring you of our deepest interest in your anarig you of our deepest interest in your shoe melfare

## Brockton $\$ 100$ Are the Best Shoe Shoes at Are the Best Shoe Value in Canada

 rorg oorataily pours Lenager.

Come today and see the new sty es whother you buy or not. You will find Brockton Shoes the best-made wear and comfort has been overlooked in the you will prefe; the a to evary other. No feature contributing to

## THE BROCKTON SHOE CO., Itd.

 264 Yonge Street

FREE OPEN AIR SHOW Italian Concert Band
Rice, Elinor and Tom Moving Pictures

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ALEXANDRA HASWivell intubiui THE DAWN TOMORROW

## SHEA'S THEATRE



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