

SUMMER HOMES FOR THE FEET!

The Slater "Foot-Form" Shape.

This shape is an old favorite, the most comfortable and foot-fitting yet produced. It is on the English style of last, with a rounded curve on outer edge of sole, tapering inward to a narrow point at the toe, which is flat and comparatively soft, though boxed with a fairly stiff leather. A feature of the "Foot-Form" is that it will fit a large foot comfortably with a shoe which seems smaller than the foot, this effect being secured by the ingenious curve which follows the line of the foot, but ends in a deceptive point. It has all the fit and comfort of a broad-toed shoe, and the man who wears the right size should never have corns. Laced, Buttoned, Congress, Imitation Button Congress, and Oxford. All colors, 14 sizes, widths B to E, Goodyear Welted, Slater method.

The Slater "Commonsense" Shape.

Business men should wear this shoe for its sensible, high grade, made-to-order appearance. It is the most comfortable of all the American models, tapering very little in width from across ball of foot to toe, which is round and full, but not high, with a box pliant and roomy, without being clumsy or wide looking, as a square-toed shoe of equal size would be. The "Commonsense" is a man's shoe, which will be best appreciated by those who buy shoes for foot-wear and comfort first, style and fashion freaks last. Laced, Buttoned, Congress, Imitation Button Congress, all leathers, all colors, 14 sizes, 6 widths. Goodyear Welted.

The Slater "Natural" Shape.

A new comfort shoe without clumsy looking toe. Roomy but neat, fitting a broad foot easily while making it look stylish and narrow. A good shoe for a foot that has been "pinched" by narrow pointed shoes, Laced, Buttoned, Congress, Imitation Button Congress. In 14 sizes, 5 widths, all colors—Goodyear Welted.

Slater "Bulldog" Shape.

An English fashion freak—relief for corny toes cramped into a bunch by narrow shoes. The long and stiffly boxed tip gives ease. "Foot-form" shape only. Laced, Buttoned, Congress, Imitation Buttoned Congress, and Low Cut Laced. Light Medium and Dark Tan, Seal Brown, Wine and Black. All sizes and widths. Goodyear Welted.

The Slater "Aristocrat" Shape.

Narrower than the "Beau-Ideal" with same straight outside line of sole (American type) high, stiff, box toe without ridge, rounded and moderately full at point. The characteristic of this shoe is its stylish effect, which has made it a favorite with Parisian wearers, twice as many pairs of this shape as of any other being sold by the Slater Shoe Agency, Avenue de l'Opéra, Paris. It is particularly suited to young men who dress well, and realize that the finishing touch consists in wearing a shoe which has in its shape that peculiar atmosphere of style and slenderness which marks the "Aristocrat." Laced, Buttoned, Congress, Oxford, all leathers, all colors, 14 sizes, Goodyear Welted, Slater Method.

The Slater "Flat Tread" Shape.

The tread of certain feet is flatter than that of others, shorter from heel to ball of foot, longer from that to tips of toes. Feet like these are powerful and not easily wearied, but much of their strength is lost in the ordinary shoe, the sole of which curves sharply upwards, bringing all the strain of a flat foot on the toes, and bending it unnaturally at the ball. 14 sizes, 5 widths, all colors, Laced, Congress, and Oxford. Goodyear Welted—Slater method.

MAN has been wonderfully and curiously made, but his feet were never intended to be the curiosities which many of them are.

Modern footwear (read foot-prisons) has transformed his feet from sources of comfort and support to painful, distorted nerve centres.

They have been forced into shoes modelled on ideal lasts, the conceptions of workers in wood, who never studied the peculiarities of feet.

To complete the work of destruction these "ideal" shoes (save the mark) are varnished with waxy dressings which close up the pores of the leather, and in these dank, ill-fitting dungeons, man's feet have sweltered and absorbed poisons thrown off by perspiration, which should have escaped through the leather pores plugged with wax and varnish.

Then came the "Slater shoe" made to fit these distorted feet and to preserve the shapes of the few that remain normal.

Every kind of men's feet were studied—a general average of classified distortions was struck and after months of study special lasts were made modelled to fit real human feet not merely the ideal of a last designer's conception.

Allowances for style and changing fashions must be made but the interior—foot shape—of the "Slater Shoe" never varies—like a room that may look longer or narrower, larger or smaller according as it is furnished and decorated—but it is always the same sized and shaped room.

After the shapes had been selected, the dressing was studied. You could not live in a house with the doors and windows all sealed up.

Neither can your foot remain healthy in a shoe coated and air proof with the wax and varnish of common dressings.

"Slater Shoe Polish" is made to protect "Slater Shoes" and the feet they cover.

It is a thin oily fluid that sinks into the leather, feeds its fibres, slakes its thirst—the plague of fine leather—and leaves a fine powder (not a wax paste that cracks the leather as soon as it is thick enough) that burnishes the actual leather like emery does steel.

These then are the homes in which you are invited to comfortably install feet with corns, or bunions or bad nails or calloused soles or painful joints, and they fit the first time they are worn, and always after, because the shrink and stretch has been forever taken out of them by remaining six days on their lasts. (N. B.—Common Shoes are only on the lasts one day.)

Matchless, footfitting, Goodyear welted—tackless, lumpless soles.—

The Slater "Beau Ideal" Shape.

—A shoe that looks slender but fits a comparatively wide foot—comfortable for long spreading toes. The ridge toe, boxed with solid sole leather gives greater room and cannot break down. Made in Laced, Buttoned, Congress, Imitation Button Congress and Oxford. All leathers—all colors—14 sizes, 5 widths, Goodyear Welt—Slater Method.

The Slater "Dandy" Shape.

Won't fit as many feet as would like to wear it for its appearance, but for those who find comfort in this shape it is slender and modish in appearance, with sole curving upward towards toe, and long, narrow, but not sharp pointed box. Grace in its every curve—style in its every line—the most elegant conception amongst this season's designs. Laced, Buttoned, Congress, Imitation Buttoned Congress and Oxford. All leathers, all colors, 14 sizes, widths C to E, Goodyear Welted, Slater Method.

The Slater "Broadfoot" Shape.

Shaped for short thick feet, wide English model, broad and full throughout, wide tread, flat, thick sole, and stoutly stitched. A masculine shoe for portly men. Built solely for easy walking, foot comfort and hard wear though of fine materials. Laced and congress; colored and black. All sizes and widths. Goodyear Welted. Slater Method.

The Slater Rational Shape.

A gentleman's Shoe with rounding curves to protect corns and other tender foot points. Toe full and round with stiff box, wide across ball of foot, roomy for high instep. The latest mode for well-dressed men. In all "Slater Shoe" leathers, colors, sizes and widths. Goodyear welted, makers' name and price stamped on soles.

The "Juvenile" Slater Shoe.

The makers of Slater Shoes have designed and made a line of shoes to protect young developing feet. It is in youth that the greatest injury is done to feet and the worst ills contracted. A shoe too short for a tender foot will produce a bunion in a couple of days, and it stays for life. The Slater "Juvenile" shoe fits young feet perfectly, is as well made as its elders, Goodyear Welted, Slater method.

"THE SLATER SHOE."

... AT THE OPENING OF THE BRANCH ...

"Slater Shoe Store," 123 Yonge Street, To-day

a demonstration will be held, showing the different stages of manufacturing this famous shoe for men. Also a display of the different shapes, enabling you to compare them and find out which will fit your foot.

A BRILLIANT ELECTRIC DISPLAY.

THE QUEEN'S OWN ORCHESTRA.

TWO STORES IN FUTURE.

89 KING STREET WEST...

... 123 YONGE STREET.

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