## Opportunity Sliping By

Every day the number of customers at St. John's Greatest Shoe Sale is increasing, but we want you to join the crowds and get some of the really remarkabie bargains.

What Do You Think of These
Men's $\$ 4.00$, $\$ 4.50$ and $\$ 5.00$ Shoes, including $\$ 5.00$ cushion sole shoes. Sale price, only - \$2.98
Children's Shoes At Less Than Half Price
69c 78c $\$ 1.28$
Shoe Your Children at Our Expense
50c Ice Creepers Only 18c Infants' Soft Soled Shoes at - 19C

- See our advertisement on the last page of this paper and think what it means to you.

DON'T MISTAKE THE PLACE
The Slater Shoe Shop, 81 KING STREET

Would you like to meet the man who owns a factory just like. the one you intend to build?

You'd ask him how it was designed, what it cost, what materials he used, why he used them, how satisfied he has been with his investment-you'd probably fire questions at him for an hour.

You might travel a thousand miles to meet that man and then find him too busy
But you can get all he knows without moving from the chair youire siting in Turn to your stenographer and dictate a note requesting a free copy of
"Factories and Warehouses of Concrete"
 the man who
are phaning.
Yese jue tike it because ove 235 factories and warchouest howinges 97 mppate indus





ADDRESS: PUBLICITY MANAGER,

## CANADA CEMENT COMPANY <br> mite <br> CANADA CEMENT

Herald Bullding, Montreal


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SIAS PREEIOCNT Rev. Dr. Borden Says Sackville Institutions are Attended by More than 700 StudentsEndowment Fund.

| Endowment Fund. <br> Rev. Dr. Borden, president Hount Allison University, is visiting |  |
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