## OPENING ANNOUNCEMENT!

$0^{N}$Thursday Morning we will be prepared to show our complete line of Slater Shoes for men and women-a clean, fresh, up-to-date stock. Every pair just received from the factory within thirty days.

Most of you know the merits of this fine Canadian Shoe that has steadily grown in popularity for 20 years. Our object in taking the Slater Agency was to benefit YOU as well as ourselves. We want to give you the best value in shoe leather that your money can buy.


## THE SLATER SHOE

Actually costs us 50 c a dollar a pair more than we could buy other shoes for to sell at the same price. But we will make up in Sales per year and in popularity what we lose in profits per pair. It is easier to sell an article that people know about than one they never heard of. And it is easier to sell a shoe of standard worth and recognized value than an unknown shoe.

Every pair of Slater Shoes has the price indelibly stamped in the sole for your protection. You don't have to guess about the value of the Slater Shoe. Nobody can overcharge you by mistake. The selling price is branded in the sole by the makers and is as sure a sign of Value Received as the face figures on a Bank Note

For over 20 years the Slater Shoe has been price-protected for the wearer sold under rigid regulations the same staple price and staple
 value, North, South, East and West.

> That's why we took the Slater Shoe agency for this territory-to give you shoes of known value at known price.

And that's why every man who reads this little shoe talk can feel safe in buying shoes here. You don't need to be on your guard when you buy the Slater Shoe with price branded on the sole by the makers-at the factory, as a guarantee of a Square Deal.

The Sign of the Slate over a shoe store is the best Guide Post you will ever find for honest shoe values and the best insurance you can ever get with shoes. ;

When it comes to Good Looks in shoes this store can please any man. Our range of styles is specially picked out for this locality.
We haven't any of the "faddy," "flashy," "finnicky"foolish styles that come to-day and go to morrow and are gotten up to sell instead of wear-Fashion at the expense of Comfort and common sense.

Come in Thursday or any day this week and let us show you the greatest shoe values made in Canada to-day. We have all sizes and all styles of the Slater line and our stock is fresh and new and up-to-date.

## THE ROBERTS \& VAN-LANE SHOE CO.

