

The London "Slater Shoe" Store Open To-day.

Orchestra Afternoon and Evening

For Men --- \$3.50, \$5.00 --- For Women

And to-day it is London!

Less than half a decade ago the "Slater Shoe" for men made its first bid for public favor.

In a year nearly two hundred live shoe men, one in each city and town were selling the "Slater Shoe".

Five years ago the first exclusive "Slater Shoe" stores were opened in Toronto and Montreal.

To-day Montreal has five stores where nothing but "Slater Shoes" for men and women are sold. Toronto has three; Ottawa, Winnipeg, Quebec, Hamilton, each have their own exclusive "Slater Shoe" stores. And to-day it is London. And these "Slater Shoe" stores are the brightest, handsomest, shoe stores in those cities.

All this growth has not just happened.

The "Slater Shoe" for men and women is made in the only factory in Canada where nothing but men's and women's Goodyear welt shoes are made. The "Slater Shoe" is the only specialized shoe in Canada.

The "Slater Shoe" stores are the only shoe stores in Canada where none but men's and women's Goodyear welt shoes are sold at prices branded by the makers.

But a big factory and handsome shoe stores alone will not make shoes that wear and fit feet.

Nor is external shoe finish any assurance that the leather underneath the polish will wear.

But a shoe made by the "Slater Shoe" Company, branded with their name, stamped with their prices, imposes upon them the responsibility of using the best leather that money can buy.

Of making their shoes by the best methods that experienced skill can devise.

Of using lasts modelled from actual foot shapes to get the best fit.

Of putting into the "Slater Shoe" the highest type of Canadian shoe making.

And those are reasons why the "Slater Shoe" for men and women stands without a rival for fit, wear and beauty in Canadian shoedom.

And this new London "Slater Shoe" store, open to-day for the first time, is the handsomest, best equipped shoe store in this city--scores of shapes, hundreds of styles, every size and width, an aggregation of foot-fitting opportunity that London never had before this day.

S. W. Caldwell, Manager.

The Slater Shoe Store

**171 Dundas Street,
Eacrett's Old Stand.
All Cars Stop Here.**

Montreal,
Toronto,
Ottawa,
Hamilton,
Winnipeg,
Quebec.

200
Agencies
in the
Principal
Canadian
Town.

General Sporting News.

THE RACING CALENDAR.

SEPTRE HELD AT \$125,000.
London, Oct. 31.—R. S. Slevier's famous filly Septre, which had been scratched for the Cambridgehire stakes, was offered for sale at auction previous to the race, but was withdrawn, owing to the reserve price, \$125,000, not being reached.

RING.

MIKE WARD GETS DECISION.
Grand Rapids, Mich., Oct. 31.—Mike Ward, champion light-weight of Canada, defeated Jimmy Duggan, of Detroit, in a 10-round go before the Olympic Athletic Club here last night. He was given the decision on points and had Duggan at the point of a knockout at the close of the fight. The two men weighed in at 1 o'clock in the afternoon, the articles calling for 138 pounds. Duggan weighed 137½, and Ward 139½. Ward was the favorite in the betting, at odds of 7 to 5. Both men were in the best of condition, and the fight was fast from the start. Duggan was very clever in ducking and guarding, and he landed as often as Ward did, but he seemed to lack the steam to make his blows tell on the Canadian. Duggan saved himself from a knockout in the last round by clinching on every head Ward made. The decision was received with loud cheers, and Duggan crossed the ring to congratulate Ward when it was announced.

McGOVERN TO BOX SMITH.
Philadelphia, Oct. 31.—Terry McGovern, ex-champion feather-weight, has been matched to meet Sammy Smith, of this city, to box six rounds at Industrial Hall, Nov. 7. This will be McGovern's last public appearance in a contest prior to his fight with Young Corbett for the championship.

McGOVERN WILL NOT FIGHT JORDAN.
New York, Oct. 31.—The proposed contest between Terry McGovern and Ben Jordan has been abandoned for good. Dr. Ordway, the American representative of the National Sporting Club, of London, made this announcement yesterday. Ordway reached this conclusion after a conference with McGovern's manager, who admits that McGovern cannot reduce to 122 pounds, the weight at which he suggested a fight. Tim Callahan, of Philadelphia, may get an opportunity of taking McGovern's place and fighting Jordan. Ordway has written to Bettinson suggesting Callahan.

FOOT BALL.

TORONTO TEAM AGAINST LONDON.
The Toronto team that plays at Rosedale, Toronto, to-morrow will be composed as follows:—Full back, Sterling; half-backs, Power, McKee, Little; quarter-back, McKee; scrum-half, G. Bice; Lucas, Taylor; right wing, Black, Kerrigan, Fields; left wing, A. Bice, Meredith, Taylor, Jr., Spill; spurs, Ingram and Rodgers. The team will leave at 8.10 in the morning, going by G. T. R.

HOCKEY.

WESTCOTT GOES TO MICHIGAN.
Ernie Westcott, formerly of the London hockey club, and last year with the Keystone, of Pittsburgh, has accepted a position with a large hardware establishment in Houghton, Mich., where he will play the coming season, along with Dr. Jack Gibson and several other well-known hockey players from Ontario.

YACHTING.

LIPTON'S REPLY TO CERTAIN REPORTS.
London, Oct. 31.—Sir Thomas Lipton read the press announcement of the steps taken to build a new defender for the America's cup with keen interest, and immediately telegraphed his reply to William Fife, the yacht designer. Regarding the reports that work on the new Shamrock was commenced before the challenge was sent, Sir Thomas said: "I wish to say most emphatically that not a stroke of work was done until the challenge was received in New York. The designs, of course, had previously been drawn up, but the builders only received the order for the yacht's construction the day the New York Yacht Club was notified of my intention to try again. Any other course would have been an attempt to take an unfair advantage. I am not in the habit of doing that." Messrs. Fife and Watson are both likely to go to New York with the challenger.

LAWN BOWLING.

BOWLERS HAD A FINE YEAR.
Beyond a few scrub games, there will be no more lawn bowling this year on the spacious lawns at the London Rowing Club. In a week or so the club will officially close for the season, so far as bowling and tennis is concerned. The season has been a splendid success for the bowlers, for besides having won many honors on the green, they are in fine shape financially, closing the season with several hundred dollars to the good. And this after paying for some rather extensive repairs and for next year's rent in advance.

WANT THEIR OLD SECRETARY.
Mr. James S. McDougall, who for six years has been the popular and efficient secretary of the London Rowing Club, is talking of resigning office at the next annual meeting. He feels the honor should be passed around, and that there are many in the club who could fill his shoes. This may be Mr. McDougall's luxury, but it is not that of his associates of the club, who are convinced that none but "Jimmie" can or shall be secretary. Mr. McDougall should remember that secretaries such as he are born, not made, and that he would scarcely do more to "knock" the club than by resigning from office.

CANCER CURED

WITH SOOTHING, BALMY OILS.
Cancer, Tumor, Catarrh, Piles, Fistula, Ulcers, Eczema and all Skin and Womb Diseases. Write for Illustrated Book, Sent Free. Address
DR. BYE, Broadway, Kansas City, Mo.

American Sheet Steel Company.
Battery Park Building
New York
Manufacturers of all varieties of
Iron and Steel Sheets
Black and Galvanized
Plain and Painted
Flat, Corrugated and
"V" Crimped

Apollo Best Bloom Galvanized Sheets
W. Dewees Wood Company's
Planished Iron
W. Dewees Wood Company's
Refined Iron
Wellsville Polished Steel Sheets

Representatives for Canada
B. & S. H. Thompson & Company
55 St. Sulpice Street
Montreal

Every bottle bearing the MAGI label is guaranteed to contain the natural Mineral Water of Caledonia Springs, Ont. Beware of substitutes. J. J. McLaughlin, Toronto, sole Agent.

MAGIC BAKING POWDER

PURE AND WHOLESOME.
ONE POUND CAN 25¢

E. W. GILLET COMPANY LIMITED
TORONTO, ONT.

Gem Points.

There are three points which make a "Ryrie" Diamond a most satisfactory investment:

- We have expert knowledge of Diamond Values—
- We select personally every stone entering our stock—
- We cheerfully refund the full price if a Diamond purchased of us is not perfectly satisfactory.

Write for our New Catalogue.

Ryrie Bros.,
Jewelers,
Yonge and Adelaide Streets,
Toronto.

"FLEUR DE LIS" GALVANIZED IRON

"Queen's Head" quality, with ordinary galvanizing. Every sheet guaranteed.

JOHN LYSAGHT, LTD., MAKERS,
A. C. Leslie & Co., Montreal,
Managers Canadian Branch.

OUR FIFTY DOLLAR

Diamond Ring is the best value in an Engagement Ring ever offered. Diamonds are personally selected by us from Amsterdam cutters, and are perfect gems. You will find this ring illustrated in our catalogue, copy of which will be sent you free.

AMBROSE KENT & SONS
JEWELERS
150 YONGE ST.
567 RICHMOND ST. WEST
TORONTO.

"CYKO" PHOTO PAPER.

Prints at night by any light.

Sample dozen, 1x5, with package of Developer and photo, mailed for 25c. Sold by
S. VISE, 513 Queen St. W., Toronto.
CANADIAN AGENT.

FREE GOLD CASED WATCH

15 watches of Chinese blue-black ink. Each package makes 2 watches and holding on to secure other agents. Each package makes 2 watches. It is so cheap that you can afford to give one away. This handsome watch is especially engraved in gold. Gold design, open face, stem wind and set with fine jewels. Jewels, jewels, jewels. Look at this watch. You can't get a better one for the money. Write for Ink Powder, today. Western Ink Co., Dept. 116, Toronto.

CITY BINDERY,
H. P. BOCK, 436½ Richmond Street.
Blank Books made to order. Magazines, Bibles, or any other kind of books bound any style. Mail orders promptly attended to.

CASEY & MORWOOD
Barriers, 28½ Dundas Street, London.
Money to loan, 5 per cent.

The best advertisement of CARLING'S ALE is inside that bottle

All Dealers sell... **Carling's**

Turkish Rug Sale

And Other Oriental Goods

Will be continued at my auction rooms
241 DUNDAS STREET,
On Friday and Saturday Afternoon and Evenings, at 2.30 and 7.30 p.m.

These Carpets and Rugs are selling at reasonable prices and parties wishing to purchase should attend these sales.

NEIL COOPER,
J311 Auctioneer

CHATTEL MORTGAGE SALE.

AT JONES' AUCTION ROOM, TUESDAY, Nov. 4th, at 10.30 a.m. By virtue of power of sale there will be sold 1 square piano, 1 organ, 1 parlor set, 1 tall stand, 1 sideboard, 1 dining table, 10 dining chairs, 2 centre tables, 2 high chairs, 5 beds, 1 bedroom set, 2 bed lounges, 1 child's cot, 3 mattresses, 5 springs, 3 rockers, 1 stool and blinds, 1 pair lace, 1 do. Chemise curtains, 2 carpets, etc.—Wm. Saddler, seller. Also sideboards, bedsteads, lamps, desks, baby carriages, hall lamp, cook stove, gasburners, box stove, stove pipes, etc.

J. W. JONES,
Auctioneer.

Auction Sale of Household Furniture, Etc.

J. W. JONES HAS BEEN INSTRUCTED by Mr. Corbin Weid to sell at his residence, Hedburn avenue, near corner St. James street, on Thursday, Nov. 4th, at 10.30 a.m., the following household effects:—Choice piece of statuary, neighboring pew; chandelier, black and grizzly bear skin rug, hall mirror, umbrella stand, drawing-room odd pieces, easy and other chairs, centre tables, oil painting, Mary Queen of Scots, by W. L. Hudson; lounge, box couch, silk curtains, blinds and poles, roll top desk, bookcase, 7½ yards Axminster, 13 yards Brussels carpets, Japanese matting, linoleum, sewing machine, case of beds, bedroom suite, cooking range, gas stove, kitchen companion, kitchen utensils, refrigerator, freezer, clothes, tools, mower, step ladder, etc. The above are nearly new. Terms cash.

J. W. JONES,
Auctioneer.
Kil-s.w

LADY'S WATCH

FREE each, only 1.00.
Packages of Lemoine, Vaudin, and Almond Flowering Powders and scented a few more bottles. One package equals 10¢ worth of Liquid Paraffin and 10¢ worth of Lemoine's hair oil. Every household has one or more packages. You can earn this cash by clearing dirt, gold, and silver and sell you the Flowering Powders. Write today and we will send you the Flowering Powders.

HOME SUPPLY CO., DEPT. 191, TORONTO.

LONG HAIR

Is admired by all—a gift lost by lack of care—failure to keep the scalp healthy makes scanty locks more than any other cause.

THE ROSE HAIR GROWER

should be used regularly by every woman, man and child; removes dandruff, keeps the hair follicles healthy, promotes luxuriant growth. If your druggist cannot supply you, we will do so (express prepaid), on receipt of 25c. (10c. for bottle, 15c. for "Hair-ology" mailed free on application.)

THE ROSE TOILET CO., Limited,
9 Toronto St., Toronto.

Miss McCall will be pleased to administer treatments. Room No. 7, Hacco Building.

PATENTS PROMPTLY SECURED

We solicit the business of Manufacturers, Engineers and others who realize the advisability of having their Patent business transacted by experts. Preliminary advice free. Charges moderate. Our Inventors' Help, 125 pages, sent upon request. Marion & Marion, New York Life Bldg. Montreal and Washington, D.C., U.S.A.

THE MOST NUTRITIOUS.

EPPE'S COCOA

An admirable food, with all its natural qualities intact, fitted to build up and maintain robust health, and to resist winter's extreme cold. Sold in ¼ lb. tins, labelled JAMES EPPE & CO., Ltd., Homeopathic Chemists, London, England.

EPPE'S COCOA

GIVING STRENGTH & VIGOR.

Common Sense

Kills Rats, Mice, Roaches, Bed-bugs, NO OFFENSIVE ODORS. BEWARE OF IMITATIONS. All druggists. 261 Queen West, Toronto.

ART GLASS

Quality not quantity. A specialty of memorials.

H. E. St. George,
280 Dundas. Phone 1464