

FEBRUARY 91906

 Sulif lifil fopinkill

## Expenditure of Nearly $\$ 300,000$ a ticipated-Street Lighting

 licipated-Street Lig
## 




| East-Made Trunks $\qquad$ <br>  wha $\qquad$ anmacto nit Nome \%isio $\qquad$ |
| :---: |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

THE TORONTO GENERAL
FOR SALE DINIGGCAR CONDUCTORS City Engineer Rust Doesn't Think
Assailant in the Cells-Finance Com-
O.f.i. Application linficates
mittee Deal With the
$\frac{\text { TRUSTS CORPORATION }}{\text {-ATAS }}$
EXECUTOR
ADMINISTRATO

## Valentines.

## 


J. W. Lavamuir, Munaghas oreatr


## 




FRIDAY MORNING


GEARILCHERERWOVFFAURE BID RIDE BEAT PHIL. FIICH Heayy Track at Crescent City-Sum-
maries at City Park and CaliHeavy Track at Crescent City-Sum-
maries at City Park and Cali-
fornia--To-Day's Entries.


FRIDAY MORNING
THE TORONTO WORLD


ERIDAY MORNING



THE TORONTO WORLD
made in canada and proud of it.
"LORD IENNYSON"
Peer of 10c Cigars
MONTREAL
MONTREAL


## 

##  <br> mantobens big yerr.

Min

## 








DOAN'S KIDNEY PILLS

 IN TORONTO.

## Pursuant to the Winding-up orree Th the Matere of. THE YORK COUNTY LOA





OASTORTA

FEBRUARY 91906

|  | pagminezi manjo |
| :---: | :---: |
|  |  |
|  |  |
|  |  |
|  <br>  |  |
|  | S |
|  |  |
|  | "The Finest Trains In Canada" |
|  |  |
|  |  |
|  |  |
|  | WINTER |
|  |  |
|  | EXGURSIONS |
|  |  |
|  |  |
|  |  |
|  |  |
|  | \%omer |
|  |  |
|  |  |
|  |  |
| the mational trust compary <br> 22 King street East, Toronto. CHARIES DUFF SCOTT, ESQ.. Solicitor for the Liquidator, 34 Yonge Street, Toronto. Dated this 31st day of January, 1908 . NEIL MmeLEAN, $\qquad$ |  |
|  |  |
|  |  |
|  |  |
|  |  |
| JUDICIAL SALE |  |
| BUILDING MATERIAL, Etc. <br> Pursuant to the Winding. Up Or |  |
|  |  |
|  | T |
|  |  |
| THE YORK COUNTY LOAN AND SAVIINGS COMPANY$\qquad$ |  |
|  | PACIIIC MAIL STEAMSHIP CO. |
|  |  |
|  <br>  |  |
|  |  |
|  |  |
|  |  |
| Na AM Win wim | m |
|  | Mardi Gras, New Orleans |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  | about it to your nearest agent or |
|  | c. B. WYLLIE |
|  | Oannadian Pasaenger Adent, Gen |
|  | oral Dolive |
|  | Ham |
|  | Plymouth |
|  |  |
|  |  |
|  |  |
|  | come |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  | ${ }^{3}$ |
|  |  |
|  |  |
|  | rono |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
| NAL TRUST COMPAIIT |  |
|  | S. J. SHAllP, Westers Pastenger Agent, 80 Yonge Et. Toronto. Phone Main 29 |
|  |  |
|  |  |
|  | ONFEDERATION LIFE |
|  |  |
|  |  |
|  | OF FEERBUIRYY, 1906 , |
|  |  |
|  |  |
|  |  |
|  |  |



# THE GREAT CAMADIAN HORTH-WEST! 

The Farmer's Life in the Canadian West
Is not hampered and troubled with the difficulties and labor and worry that surrounds him in the older agricultural districts. Most of the drudgery is lacking, and this, together with modern methods and machinery, permits of extracting wealth from the soil more as a recreation and enjoyment than as a laborious occupation.

The wonderful resources of the CANADIAN WEST are as yet but little understood, though they are every day becoming more widely known, both on this Continent and in Europe.

# And Why Should It Not Be? THE LAND OFFEFRED BY THEE VERMILLON, ASSINBONE AND SASGAICHIEWAN LAND COMPANY,LIIIIED 

Is cheap, the climate healthful; the soil very productive; more, there is plenty of moisture; railroad facilities are provided; markets are good; churches and schools are plentiful and desirable neighbors await new comers. Contentment and prosperity will attend settlers on our lands. Many of our choicest selections are still open for purchase, but we cannot guarantee how long this will remain the case.
RENTER: The dollar you pay tor rent has said good-bye to you forveif, while the dollar you pay on rent a few years and a home safeguards the happiness of future years. We sell land on easy terms; pay us rent a few years and get a deed to your farm.

> Act at once if you would better your position in life and secure a holding in the estate of the

Vermilion, Assiniboine $\mathcal{E}$ Saskatchewan Land Co., Limited
Phone Main 6066
Head Office: Fifth Floor, Temple Building, Toronto
L. J. G. BULL, - $\quad$ Managing Director.



Would Also Abolish Senate-Dep tation Waits on the Premier.
落


 Tomans, Easociation, The Coles 2amitte to membershp.
PREACBER ATTEMPTS SUMCIDE
ARRESTED ON SERIOVS CHAR Chicago. Feb. 8.-Rev. Justin G. Wa

 Hr was struck by the engine and was whed many feet to one side of tho
tack.
hostile to e. s.


 Emplovers wont Tiel









THE



 citaniz

# A SHOE SALE 

 SLATER \$4.00 SHOETHE SALE THAT'S NOT A SALE-AND YET 'TIS A SALE


O GET a Slater man's shoe at 50c. less than its Just tum over a few of your memory pages, and try to recollect one case wherein the Slater shoe has
been the feature of a fire sale, water sale or any kind of a sale. You can't recall one lonely case. IT The Slater is now fifty years ond, and during th half century has stood as solid as the Rock Gibraltar, for Standard Quality and Standard Price, and at the end another half century, it will still be heard shouting, "Standard Quality and Standard Price.
9. We are offering you to-day a lot of Slater men's shoes, at 50 c , less than hoir present price, but we re not cutting the price. We're offering you an ver came out of a shoe factory, but we re not cutting the price. We'll explain I. The cost of every single solitary piece of material used in making shoes has advanced from 3 to 300 per cent during the past year.
Here are a few convincing examples
Shellac
Wax finis
Wax finishing
Blacking .
$\xrightarrow{\text { Dressings }}{ }^{\text {Uper leather }}$

| 300 per cent. | Sole leather : |
| :--- | :--- |
| 40 per cent. | Counter |
| 25 per cent | Heest and Toe piece leather |
| 25 per cent. | Inner Soles |

25 per cent
25 per cent
25
25 per cent
I What does this mean? It means that the present cost of making th $\$ 3.50$ shoe of one year ago quality is 50 c . per pair higher. We could, but wont, bore you with details. No shoe manufacturer to-day, whateve may be his experience and genius, can give the $\$ 3.50$ quality of one year ago and reap therefrom one red copper cent of profit. He can make a $\$ 3.50$ shoe, but at present he can't make the $\$ 3.50$ shoe of one year ago
quality : sell it at $\$ 3.50$, and make one cent of profit. What then must he quality sell it at $\$ 3.50$, and make one cent of profit.
do? He must do one or the other of the two things.
II he wishes to continue the popular $\$ 3.50$ price, and make a profit, got to lower the quality of his shoes 50 c 's s worth, and make the public; he's he's giving them the $\$ 3.50$ quality of one year ago. He can cut the quality easily. By using sheep skin and other inferior leathers in the uppers, he can save 25 c .; by using shoddy counters, cheap welts, canvass or shoddy toe stiffening, shoddy heels, cheap insolesp, worthless thread and patent filling for the soles and heels, he can save another 25 c .; and when skilled hands hav put this cheap stuff together and have cunningly bathed it in black paint and polish veneer, you IV never know, till old Doctor Wear shouts the truth. and confidence, if he wishes to be honest and sincere, if the public's faith and confidence, if he wishes to be honest and sincere, if he wishes to give price to cover the advanced cost of raw material.
years Slater Shoe Co. has been on the honest side of the shoe fence for fifty years, and it's not going to switch at this fork in the road. It's going to keep the
confidence of the hundreds of thousands of Slater patrons. It's not going to cut 50 c . from the vital strain points (the only points that can be cut), and thereby reduce wear strength 100 per cent. fit's going to add the 50 c . ; it's going to raise its $\$ 3.50$ shoe for men to $\$ 4.00$; it's going to keep the quality just where it has kept it for 50 years; it's going to continue giving is going to cost you $\$ 4.00$ henceforth, because no living shoe maker can make it for one paltry penny less.
II Now, Mr. Wearer, don't get deceived; don't allow the skillful adver-
tisements of crafty pe manufacturers to persuade you that they haven't
"Shanged quality or price; that this advance in Canada is a thing exclusively "Slater", and that the Slater Shoe Co. is merely striving to boost its price to rake in more profit. The necessity of an advance in shooe prices has been heralded throughout the length, breadth and thickness of the land.
Here are a few examples:Here are a few examples:-
regard to the advanced price of the leading. Bostor shoe organs, says in
the advanced price of raw materia
II The Montreal Gazette says
"Boots and shoes advance. Quebec manufacturers announce increases on all lines.

> Most shoe manufacturers are not tenderfeet - don't you think it. Many of them fear to come out frankly and flatootedly, and stand fearlessly on the firing-line for a $\$ 4.00$ shoe. They tear heavy loss in patronage should they now foxily advertising two prices- $\$ 3.50$ and $\$ 4.00$. The $\$ 3.50$ shoe is supposed to be the $\$ 3.50$ guality of a vear ago, but they don't say so; and the $\$ 4.00$ shoe is allurmoly paraded betore the public as a "Custom Grade", Bench-made", "Gilt Edge", etc. shoe. Now, Mr. Wearer, don't get taken in". That $\$ 3.50$ shoe is the $\$ 3.00$ quality of one year ago, and that $\begin{aligned} & \$ 4.00 \text { shoe, with the high-sounding appellation, is the } \$ 3.50 \text { quality of one } \\ & \text { year ago. If you don't think so, try a few pair, and old Doctor Wear will }\end{aligned}$ ear ago. If you
> II The Slater Shoe Co. has deferred its advance for more than a year, hoping materials would recede to the old normal prices, but instead theyve soared higher and higher, and profits have dropped lower and lower, until necessity has forced the tacking on of the fifty.
> II Now, Mr. Wearer, let's get down to the vital point of this advertisement The $\$ 3.50$ quality of a year ago is from now on to cost $\$ 4.00$. No matter how the shoes are branded-Slaters, or otherwise-no matter how nice the paint and polish veneer may look, no matter how much hot air the maker of retailer may deliver you, you ve got to pay $\$ 4.00$ for the $\$ 3.50$ qualius II We year ago, and don't you forget it.
> randed, on the linings and Soles, 53.50 bought under the old price conditions, and branded, on the linings and soles, $\$ 3.50$. These shoes are left over from our diately. If we continue them in stock with our new $\$ 4.00$ shoes, well be selling some Slaters at $\$ 3.50$, and some at $\$ 4.00$. This would imme diately excite distrust, and shake confidence. It would convey the imprea hat the Slater is not a standard-price shoef as claimed in its adverticements and that we re not a standard-price store. It would break down the standin and reputation of the Slater shoe, as the shoe of Standard Quality anc years, and hundreds of thousands of the Slater Shoe Co. has spent fifty years, and hundreds of thousands of dollars, to establish. You probably Quality and Standard Price if and value of a reputaion for Standard Quality and Standard Price. If not, just ask yourself why you buy Slater
> "Because they keep up their quality to the highest standard, and "there's no danger of a retailer sticking me on the price, as he "must sell at the price prescribed, advertised, and branded on the "sole by the Slater Shoe Co.
> Price we should shake confidence in the Slater Standard-Quality Standard Price policy, wed almost be unable to sell a single Slater Shoe within so short a period as thirty days, and you can rest assured we're not going to do Co. is irreulant if we wanted to, (I). We're going to clear out these
> advertising, but not by price-cutting. Far be it $\$ 3.50$ Slers immediately, by heary the unusual chance, and the last chance, to save 50 c . on a pair of to-dasy shoes. There'll never be another mach chance unless the price is raised again We dislike to shout the favourite expression of the cheap sale-stores' visible "Last Chance", "Positively Last Appearance", etc., but if you'll reflee just a moment, you'll realise that we're actually offering you an unusua chance, and in all probability a last chance, to save 50 c . on a pair of Slater II Neither a
> but we are are we fond of such phrases as "Come early and avoid the rush" popular shapes will be sold quickly. anticipate that the normal sizes and
> P.S.-Please understand that in every particular-style, fit and wear-these $\$ 3.50$ $\begin{aligned} & \text { shoes are precisely the same shoes we'll soon be selling at } \$ 4.00 \text {. They were made during } \\ & \text { the past year at practically no proft to the Slater Shoe }\end{aligned}$ $\begin{aligned} & \text { the past year at practically no profit to the Slater Shoe Co. They're not ancients, nor } \\ & \text { remnants, nor worthless stock, but what we have left of our last fall stock, and we can fis }\end{aligned}$ you in almost any style, shape and size.
> $\begin{aligned} & \text { P.S. again. - A man who wears one parr of shoes constantly will always have slouchyp } \\ & \text { looking shoes. Kep one pair on your feet, and a few pairs on shoe trees ;,switch from }\end{aligned}$

## THE SLATER SHOE <br> SOLD IN TORONTO BY THE FOLLOWING STORES. THEY POSITIVELY

 CANNOT BE PURCHASED IN ANY OTHER STORES IN TORONTO.
## SLATER SHOE STORES

528 QUEEN WEST.
810 QUEEN EAST (J. JUPP \& SON).

117 YONGE.
THOS. POWELL, TORONTO JUNCTION

THE 'IORONTO WORLD
FEBRUARY 91906


THE TORONTO WORLD
FEBRUARY 91906

## rurs DINEEN'S February Fur Sale



DINENM, Corner vonge, and temperance sts.

69 LOADS AI CITY YARNS MAIIY BUEFRS, LIGHI RUII As Result Prices Went Up a Notch -
MMore Milch Cows Are More Mich Cows A
Wanted.



2

