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The Foolish Fogey Way And The Other Way

Many people still cling to the grand mother idea that a perfeci
astom made boot cannot be produced except by hand in the good, old fashioned, fool lish, fogey way
Hand made is right. A shoe should be hand made throughout tediously sew a shoe with awl, wax and knife at snail speed when he can do it a hundred times quicker and a hundred times better with a
Goodyear Wedt machine? There's no reason, except prejucice and Every woman knows that for strength, evenness and durability, hand sewing cannot compare with the sewing machines product
Neither can hand shoe sewing compare with Goodyear machine sewing. If you'd like a sho without tacks, threads, sitches, lumps, hoilows or roughness under the foot; if you'd like a shoe with the lock stitch
which holds the sole on util worn to the thiness of paper, get a shoe
that's made by the Goodyear Welt Process. As all Slater's are made by that process-Get a Slater s. Anywhere in Canada at $\$ 3.50$ and $\$ 4.00$ for women and $\$ 4.00$
to $\$ 5.00$ for men $\$ 1.00$ less than the best American makes and


## SHREDDED WHEAT <br> 

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| Hard Coughs Have you forgoiten that family history of yours, with its ten- dency to weak lungs? Your doctor has not, if you have! He will tell you the specia/danger of hard coughs in your case. Then ask him what he thinks about your taking Ayer's Cherry Pectoral. If he says it is a good medicine, why nottake it? we hove no soorets we publish $\quad$ d. . A. Aoocoo., <br>  |  |
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THE TORONTO WORLD



MONDAY MORNING


Told in The Sunday World

Men's Clothing at Little Cost, Tuesday
RAINCOAT TIME NOW, SURELY. If you're not provided with a good coat here's a chance've known this year on a raincoat.

High-grade cravenette-brown or gray, striped-or a plain olive. Generous length ; fit splendidly, because care- 5.50

## TROUSERS? Don't say no because the price is only 95c. Unbeatable as "work" trousers: well made and Fine wearers. Of heavy, dark colored tweeds in neat pat- 95

THIS BIC, POPULAR TRAVELLER OVERCOAT must sell on its.own merits, for the price doesn't hint at its worth. To attemp to make these garments to sell right along at this figure would be a losing venture from the start. Every one of this lot means a matchless overcoat buying chance.

The stylish, new single-breasted shape, of splendid wearing material-black ground with gray thread and green 7.49
stripe; velvet collari sizes 36 to 44. The price........ MAIN FLOOR-QUHEN STREITT


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