


- THURSDAY MORNINE




## Riddance of the Unheard=of Shoe

I am going to tell you
of shoes you have
never heard of and
yet they are shoes
well known to every
shoe retailer in the
trade.
And I am going to
tell you how and why
they gained entrance
into the Slater Shee
Store, at 117, Yonge-
street.
A year ago, the Slat-
er Shoe Company
"dropped" the mak-
ing of a \$3.50 Shoe,
because they knew
that a really good
shoe could not be
made and sold at that
price. Notevenprison
labor could produce
a shoe of worthy ma-
terial, which could
possibly be retailed
at $\$ 3.50$.

Shoe honestly and straightforwardly met the iner Sreased cost of leather and materials, and refused
creas to "skimp" the shoe and "trick" the buyer, their
business grew rapidly-outgrew their then capacity.
We were in a quandary-couldn't get sufficient shoes to keep our stock up-and we thought we
saw a way out by buying some shoes from the best makers of ordinary shoes. We, thought, too, there would be a demand for shoes at the old For months $\$ 3.50$.
For months these shoes have been displayed on
our shelves. They are a frost. Our regular clientele look upon them with disdain, and ask us to show them the "Sign of the Slate." And there We are! We can't sell them. We can't afford to lose ALL we paid for them. We will lose what we do This is the "before", of this Riddance Sale, and we hope that these real bargain prices, will, soon
record an "after." But ©it's "never again" for us. In the future we hold fast by the Seal of
Certainty - the shoe of standard, inflexible price-the shoe which gives every man and woman a fair deal.

\[
$$
\begin{aligned}
& \text { man a fair deal. } \\
& \text { Can we interest you to-morrow with these Rid- } \\
& \text { dance Prices? }
\end{aligned}
$$

\] dance Prices? | 2000 pairs Men's Boots (made |  |
| ---: | ---: |
| by Packard of Brocton, Mc. | $\begin{array}{l}\text { Kid, extra good stock: and } \\ \text { color. Sold }\end{array}$ | | $\begin{array}{l}\text { by Packard of Brocton, Mc- } \\ \text { Pherson, King, Tetrault. } \\ \text { Kin } \\ \text { Hart Shoe Co., and others). }\end{array}$ | $\begin{array}{l}\text { color. Sold, none bette. in } \\ \text { all stores in in town at } \$ .00 .\end{array}$ |
| :--- | :--- |
| A clearing at ...... $\$ 2.95$ |  | in patent colt. box calf, ve-

lour calf, vici kid, and other
120 pairs White Canvas Boots
and Oxfords (made by Mc-




 by C. H. Alden of Boston.
Packard of Brocton, TePackard of Brocton, Te-
trault Shoe Co., and others).
tan and black, kid patent coit gains in Children's. Goods of
 price 300 pairs Men's. High-Grade $\$ 2.95$ have some special features, and Charles C. Cummings, President
Charles C. Cummings, Limited.

## The Slater Shoe Store

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## Baseball

## Toronosstm: $\cdot$. Trap Shooting Dominien crease lead $\cdot$ ? Trap Shooung tourney Doens


$\left\lvert\, \begin{aligned} & \text { HERPESHOF FEFULSES } \\ & \text { TO SHOW SENECA PLINS } \\ & \text { PR }\end{aligned}\right.$

SLU

Angus Pointer Wins Free-for-Afl
Paces Fastest Mile of the Year
James v. Fraser, Scheffiy v. Par- A
ker and Reid v. Ellis Remainker and Reid v. Ellis Remain
in Other Flights


 Company, Limited,


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MID-SUMMER CLEARING OF TWO Square pianos and nine upricht pianos.







$\$ 1.50$ per week, or $\$ 6.00$ per month. panies each int

YE OLDE FIRME OF HEINTZMAN \& COMPANY, LIMITED $\underbrace{115-117}_{\substack{\text { singess in tin } \\ \text { sous auton } \\ \text { oun authorit }}}$
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SWEET CAparal " clanatites

STANDARD OFORE

## Men's Bargains

 FOR A busy friday$\$ 10.00$ to $\$ 12.50$ Suits for $\$ 7.69$.
Light and dark grey all-wool tweed, with overplaid: also dark fancy
worsteds, single and double-breasted; sizes 36 to 44 .
$\$ 5.00$ to $\$ 6.50$ Outing Suits for $\$ 2.95$

| Medium and light homespup tweeds, single-breasted sacque, and Nor- <br> folk styles, sizes 34 to 40 . |
| :--- |

$\$ 1.50$ to $\$ 1.75$ Trousers for $\$ 1.19$.
17 c and 20 c Soft Collars for 7 c .
For men and boys, mostly plain white, a few with stripes.


MANSFIELD ON DEATHBED. | Money cannot buy better Coffee |
| :---: | :---: |
| than Michie's finest blend Java anj |

Money cannot buy better Coffe
than Mich he's finest blend Java an
Mocha, 45 c Ib.
Michie \& Co. Lirnited noxificile pank hallin It Gust OF 55,000,000 Panic of 1893 Oil King Has Rejuvenated.














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## COBALT---Mining Issues Not Affected by Break in Other Stocks---COBALT

COIRSE GRIMIS HID
BUT WHEAT IS WEXKER

## Drop in Wheat Options ContInued

 Drop in Wheat Options Coat Chicago-British G
Cables Steady. 5atis


## $=$ SIMPSON $=$

Men's Bargains To-Morrow
Men's \$3 Trousers for \$1.98. 100 pairs Men's Odd Worsted Trousers, fine
closely woven material in mid-grey shades, with neat closely woven matenal in mid-grey shades, with neat
single and double iight and black stripe patterns, made
up in first-class style with side and hip pockets and
French $\mathrm{H}_{\mathrm{t}}$, sizes $31-44$, regular 2.75 and 3.00 , Friday 10 up in first-class style with side and and pocke rid
French fly, sizes $31-44$, regular 2.75 and 3.00 , Frid Men's Odd Coats \$2.98,

$$
\begin{aligned}
& 100 \text { Men's Odd Coats, handsome shates, in } \\
& \text { light summer weight tweeds, neat grey plaid checks } \\
& \text { and mixtures, also darker colorings, single-breasted } \\
& \text { sack syte, ilined throughout and splendidy briated } \\
& \text { sizes } 35-42 \text {, odd from suits that sell at } 7.50,8.00 \text {, } \\
& 9.00 \text { and } 10.00 \text {, to clear Friday }
\end{aligned}
$$

Boys' Suits.

Boys Good Strong Canadian Tweed Two-
piece School Suits, in a dark Oxford grey shade, piece School Suits, in a dark Oxford grey shade,
wide twill weave, also a neat club check patterm
coat made with shoulder straps and bel and finished
with servicable linings, sizes $24-30$, regular 3.00 and ? 0 with serricable linings, siz
3.50, to clear Friday.

Boys Cotton Wash Suits to clear, assorted shades of light and dark blues and greys, also blue
and white, neat stripes, checks and mixtures sailor
blouse, Butser Brown and Russian styles, 4 to 10 years, regular up to 1.50 , to clear Friday

Men's Underwear and So Forth. Men's Balbriggan Underwear, pale blue and
pink shades, sizes 40 to 46 , regular value 65 c a garment, Friday
Boys' Navy Blue and Striped Bathing Suits,
one piece, sizes 20 to 30 , regular 25 c , Fri-
 sizes Men's Fine White Wash Neckwear, four-inhand style, 2
to 50 c, Friday
Men's Elastic Silk Web Suspenders, fancy
colors, white kid cast-off ends, regular 50 c and 75 c ,
Friday

in the follawine .







[^0]:    Nothing so Fine as O W IN,
    MA PITER D UME Thoy are an Excellent Confection.
    O O WV A IN, 5
     MILK CHOCOLATE, ETC.

    The Cowan Co., Limited

