## MORE MONEY IS NEEDED 5 OIE IN FIRE FORFOSIERDEVELOPMENI <br> 




Herman Nerlich＇s Auto Injures Three Children
Harold Baker，Aged 14，Had Both Legs Broken－－Chauffeur

Gasoline Tank Explodes and Pre－


Secretary Birrell Makes Pathetic Plea That Commons Pass Evicted Tenants


COMNIG TO Callian
ontréalerKnighted and Ontario＇s Lieut．－Gov．－ ernor Receiving Letters． （Canalian Assolated Press Cable）
LoNDO，June 27－The King sbirth－









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\text { Minister Will Lay. Facts Betore } \\
\text { Cabinet Council and Give - }
\end{array} \\
\text { Decision To-Day. }
\end{gathered}
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Chas．R．McKeown


as Secretary Eulogized in Illuminated Address.

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| Children's Trimmed Leghorn Hats 98c |  |
| :---: | :---: |
| Only 50 of them for each day, |  |
| horns, trimmed with wrea |  |
| ren from 3 to 8 years |  |
| pay noting for mater- |  |


| 75 Boxes Foliage to Go | A Snap in Lovely Veilings |
| :---: | :---: |
| at 2 for 25c |  | All Hat Shapes Reduced to Half and Quarter Prices Ladies' Ready-to-Wear Dept.

## SECOND FLOOR

| $59 \mathrm{c}$ | 90 only, Ladies' White Lawn and Linen Blouses. Also black and white, regular <br> \$1.50. Special . . . . . . . . . ......... 98c |
| :---: | :---: |
| n Blouses ................. 98c | 20 only, Ladies' Wash Shirt Waist Suits, |
| Wash Shirt Waist Suits......... 3.98 | white, cream, linen shades, and a few colors, regular $\$ 5$ to $\$ 8.50$. Special 3.98 |
| 75 only, Ladies' Muslin Kimonas, floral designs and white bañds, regular $\$ 1.25$. <br> Special $\qquad$ | Ladies Wash Skirts, a new lot just to hand, in Twills, Ducks, Linens and Piques, at prices to please all. |
| Take a look through Daintiest, Prettiest and S | Wash Blouse Stock-The t of the Season's Designs |

Ready for 2 Big Days' Selling in the Shoe Department=To=day and Saturday

SPECIALS IN GOO 5 STYLES OF SEASONABLE FOOTWEAR FOR EVERY MEMBER OF THE FAMILY
 We have purchased from the W. B. Hamilton
Shoe Co, here several thousand pairs of sample Shoe Co, here several thousand pairs of sample
Boots, Shoes and Slippers at a ridiculously low
$\qquad$ Shoes, mostly American Shoes. W. B.
Hamilton handle a good many Shoes
from the States. The
$\qquad$


 and Boots at. . . .
To clear the balanco of QUEEN
QUALITY and soroons ofxords
and Boots, in narrow width and

BARGAINS IN OUR BASEMENT STORE Maloney's make of Rochester, N.Y., Fine Slippers, Oxfords, Boots and Shoes, worth from $\$ 1.50$ to $98^{c}$ and Black Kid
And the big stock of Boys' and Girls' White Canvas Boots, Shoes and Slippers received from 98c
Many Oíher Bargains Too Numerous to Mention. Come.


## Trotiting ait patian at Listowel



## CRAWFORD'S

211 YONGE STREET
Specials For Saturday SUITS TO YOUR ORDER $\$ 14.50$ ws 16.50

Regular \$20 to $\$ 25$ Values
Two-Piece Summer Suits, Made to Order SIO.- 50 and worth $\$ 5$ more

CRAWFORD BROS. 21 YONGE ST. - TORONTO





Yale in Long, Swinging Stroke Beat Harvard Bu Boat Length


Moulded permanently into the cloth by
needlework the shape of a Semi-Ready coat is permanent.

If the style and fit of a Semi-Ready coat is right when you buy it from us it
will be right until you want one of the will be right
later styles.

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## TO <br> CAMPERS

spectal paces in
Cigars, Tobacces, Cligerettes, Pipes and Smokers' Suindries Cigars by the Box a Specialty.

## P. JAMIESON <br> Yonge and Queen Streets, Toronto



THE MAKING OF A BICYCLE
CIUTVEILANTD

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 DO NOT EXPERIMENT in Cushion F









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Modjeska and Macassa


 SINGLE FARE DOMINION DAY

PENNSYLVANIA RAILROAD VAGATION EXGURSION \$10 from Suspension Bridge
atlantic cito, cape may, WIEDWOOD, SEA ISLE CITY, OR OCEAN CITY, NEW JERSEY, FRIDAY, JULY 5, 1907


 SIMILAR EXCURSIONS AUGUST 2, 16 AND 26 , Buffa o.
R. WOOD,
GEO. W. Boyd. 53 THE TORONTO \& YORK RADIAL RAILWAY metropolitan divsion JACKSON'S POINT
 SPECIAL LIMITED CA

 DOMINION DAY


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& \text { Leave } \text { Toronto at } 7.30 \text { and } 11 \mathrm{a} . \mathrm{m}, \mathrm{a}
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RIDAY MORNING
THE TORONTO WORLD





ALLOWS OVER-GBOWDIMG
Chairman Kent Gets Thru Recom mendation to Reduce Number


GHEMISTAY IMBEELSES

## WEALTH OF THE WOHLD

Lecturers at American Association
Tell of Marvelous Changes Wrought by the Science.





STANDARD WORRLD

$\frac{\text { FRIDAY MORN }}{\frac{\text { EsTABLIssBD }}{\text { Sisat }} \text { SON }}$

## JUNE SPECIALS


 Musilin Dresses.
 White Shirt Waists.

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For Toursts.






 JOHN CATTO \& SON


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# Chancellor Boyd says: "The Law does not Permit a Trade Conspiracy." $=-=$ 

CMMENTING on the judgment given by Chancellor. Boyd against a shoe dealer who tried to make his customers believe he had the agency for the real Slater Shoe: "There are manufacturers of shoes," said President Charles E. Slater of the Slater Shoe Company, "who spend valuable time in trying to imitate the Slater Shoe. They would reap a larger measure of success did they but originate a few ideas, styles and designs of their own."
"We are more annoyed," said he, " by the imitations and carefully planned campaigns of deceptive substitution than by the so-called competition of cheap foreign or American shoes, which cannot last. People soon learn that they are buying second-grade foreign goods and paying the Customs duty in addition. Dealers soon reap the discredit of such sales. Every year the dealer is driven to a new foreign shoe ; there are thousands of makers. He cannot guarantee a single shoe, because of the tariff wall, and his own knowledge that they are 'seconds.' When a dealer imports a first grade shoe he has to get too high a price for it."

Mr. Slater's position was so forcefu'ly presented that the Government has informally allowed it to be gleaned that the Tariff Commission will adopt a "stand-pat" policy, making some careful revisions in specific instances.

The new tariff will not be a high tariff, in that prohibitive sense of which the advocacy brought about the downfall of the only journalist in the Laurier Cabinet.

The newspapers of Canada are to blame for much of the imita. tion and substitution in the shoe
business as well as in other lines of trade," said Mr Slater, and he said he had been often advised by his counsel to make the publishers parties to actions which were to be taken to put a stop to the wholesale deception.

One small firm in Quebec Province is being prosecuted for printing the name of a young man named Slater in big type on the sole of some tawdry shoes.

Another retsil man in Winnipeg was defendant in an action for damages. His offense was the printing of adver tisements calculated to deceive the buyer and to trade on the reputation of the Slater shoe.
"Every day our agents send in clippings from the newspapers, where some dealer is trying to lead the public to believe that he has the Slater Shoe Agency," said the Sales Manager of the Slater Shoe Company
F The publishers are equally liable with the dealers. Without their consent such offences as the Slater Company have to contend with would not occur.

There are some pubishers who will nip this deception in the bud. A few years ago one of the largest advertisers in Toronto sourght to evade the trade name by announcing "Slater's Shoes." Every paper in Toronto accepted the advertisement, with only one exception. The Telegram advised the advertiser that he was lable to pros cution, and the paper did not desire to risk being made a party to an action.
(How many newspaper publishers in. Canada are as careful and as fair to the owners of a trade mark ?

## - How many publishers will so care fully protect their readers against

 attempted deception ?Chancellor Boyd, some ime ago, gave judgment against an Owen Sound shoe deater who advertised "shoes made by Slater's," and then offered his customer a shoe which was not the Slater shoe.
4. Any device or action calculated to deceive the public or to lead them to believe that such shoes are Slater shoes or are made by Slater's, the learned judge held to be fraudulent and deceptive.

The Slater Shoe has a Trade Mark -the Slate frame and the Slater name -which has been adjudged worth half a million dollars. That is Good-will value, earned by the Company in Half a Century of good, careful shoemaking. Not every shoe they make can be infallibly perfect, and that is why they put their name and trade mark on the shoe.

Vigilance, careful selection of good leather and constant inspection of the shoe-making by the incomparable Goodyear process can produce a perfect shoe 999 times out of a thoussnd-the thousandth shoe may go wrong. "Bring it back and get a new pair," says the trade mark. That is Merit backed by Faith.

When a man is deceived, and brings an imitation Slater shoe to a Slater Shoe Store and tells how poor and unsatisfactory he has found it, he learns the value of that trade mark. It is the man who buys an imit:tion, swallows h's wrath, condemns the shoe unheard, who does the real Slater shoe harm. He talks. He does not take he shoe to a real Slater Store, and never learns that he was the
victim of some slick shoe salesman wh grinned when the customer went out of the store.

## There is only one Slater shoe.

There is only one Slater shce agent in a town, with the exception of the big cities. There are nine in Montreal, four in Toronto, two in Quebec and Vancouver, over 300 in Canada.

The Slater sign on the store is the fac-simile of the Slater trade mark on the shoe.

No man or woman seeking a genuine Slater shoe need be deceived if they but look to find the "Sign of the Slate."

There are 324 cities, towns, and villages in Canada where may be found the Slater shoe agency.

- This "Sign of the Slate" is affixed on every Slater Shoe Store, and is stamped on every Slater shoe.


The "Sign of the Slate."

Tn the libigh Court of Fustice.

Only at the Slater Shoe Agencies.

## SPECIAL FARMING \& LIVE STOCK EDITION



|  |  |  | Your Opportunity is Now |  |  |  |
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THE TORONTO WORLD

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Holididy Furnishings for Men
We have collected about 500 Mens: Coloied N



 The Sovereign

## Bank of Canada.

Current Accounts and Savings Deposits received at all Branches at best rates consistent with conservative banking.

Interest paid 4 times a year on Savings Deposits.

$\frac{\text { SPGOLALISTS }}{}$

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