SHOE SHOP THIEF

A man went into a shoe shop to buy a pair of shoes. He found a pair he liked for \$67.95. He handed the sales associate a \$100 bill. It was early in the day, and the associate did not have any change. So, she took the \$100.00 bill and went to the restaurant next door, where she exchanged it for smaller bills. The associate then gave the customer change, and the customer left with his change and his shoes. Later that morning, the owner of the restaurant came to the associate and said: "This is a counterfeit \$100.00 bill!" The mortified associate apologized profusely, took back the fake bill, and gave the restaurant owner \$100.00 out of her register to make it right. Neither the customer nor the shoes he took were found.

Not counting the company's cost to buy the shoes, how much money total did the shoe shop lose?