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Footwear

In Canada

Profit Paying Rubbers

Supply the big demand during
this and next month with

Miner & Shefford Brands of Rubber Footwear

They will make your sales of Rubbers more profitable.
Let us put you in a complete stock right now.

Orders Shipped Same Day as Received

The Miner Rubber Co., Limited

GRANBY - MONTREAL - TORONTO - QUEBEC

Selling Agents

Jackson & Savage
MONTREAL
R. B. Griffith & Co.
HAMILTON

J. M. Humphrey & Co.
ST. JOHN, N. B.
Coates, Burns & Wanless
LONDON

Blackford Davies & Co., Ltd
TORONTO
Dowling & Greelman
BRANDON, MAN.

The William A. Marsh Company Western Limited
WINNIPEG CALGARY EDMONTON

See other advertisement page 23

Footwear Manufactured by
The Great West Felt Co., Ltd.
is Cold Proof

- ☐ Has superior wearing qualities made on modern, neat and perfect fitting lasts.
- ☐ Made of Felt manufactured by skilled workmen with machinery invented and designed by our own experts. This felt is superior to felt made by any other known method.
- ☐ These features have merited and created a demand for "The Great West Felt Co., Ltd." Cold Proof Footwear which has necessitated practically doubling our capacity.



☐ In placing your order for Felts insist on being supplied with "The Great West Felt Co., Ltd." Felts. Every shoe is branded with our name "The Great West Felt Co. Ltd."—the stamp of quality.

☐ Sold by Independent Jobbers. If your Jobber cannot supply you, write us.

IF YOU HAVE NOT RECEIVED A COPY OF OUR ILLUSTRATED
CATALOGUE WE WILL GLADLY FORWARD ONE ON REQUEST

The Great West Felt Co., Ltd.
Elmira, Ontario

Ralston

SHOES FOR MEN

*If you want
NEW STYLES
or
STAPLE
SELLERS
and want them
QUICK
and
RIGHT
send your order
to the
RALSTON
STOCK
DEPT.*

*Send for a Catalog,
it is yours for
the asking.*

Churchill & Alden Co.
(Ralston Health Shoemakers)
Campello, Mass.
U.S.A.

Stock No. 614

**Barnet Leather
Co.'s Tan Blizzard
Calf Button, New Toledo
Last, Double Sole, Military
Heel, Sizes 5 to 11, Widths
B to E - Price \$3.15**

Here's a shoe that makes friends—and holds them.

The Toledo last is a conservative, refined model with just enough suggestion of swagger to make a wide appeal.

This last is one of our big leaders. In this style—Tan Button with double sole—it is especially popular as there is a big demand for Buttons. It's made of the Barnet Leather Co.'s famous Tan "Blizzard," a splendid serviceable calfskin of medium Winter weight. It will take and retain a good polish.

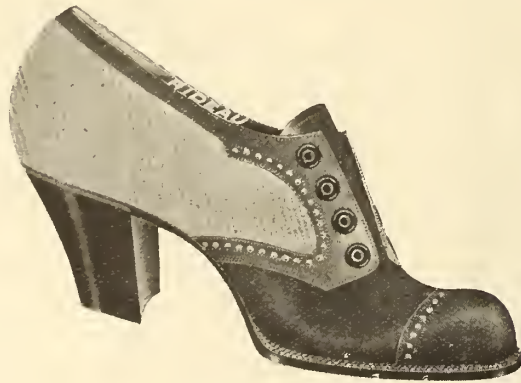
You will find that Stock No. 614 will sell far into the Spring. When you are sizing in, it will pay you to order this quick seller.

**Branded Ralston
but without price
stamp.**





"City Last"
Men's Tan Russian Calf Blucher Bal.



"Doris Last"
Ladies' Gun Metal Calf Blucher Oxford



"Fashion Last"
Ladies' Patent Button Shoe

Three "Rideau" Winners

Customers who are difficult to satisfy

Do you know them? Do you ever come in close contact with them? Do they ever come into your store? Don't you have continually to handle customers who are difficult to satisfy?

You know that 50% of such "prospects" leave your store without doing business, and you know that if you can only find a way of pleasing them you will not only do a bigger trade but you will increase your circle of regular customers.

Are you not therefore often considering ways and means of meeting the stipulations of such customers and overcoming their objections?

Read the following letter which is from one of the most prominent retailers in the country and consider the valuable suggestion it contains for your benefit.

MESSRS. RIDEAU SHOE CO., LIMITED

Montreal, Que.

Dear Sirs,—

In giving you the enclosed additional repeat order we wish to impress on you the necessity of the prompt delivery of these goods. We have come to rely entirely on Rideau Shoes to secure for us the "difficult" customers and to save that "would-be" loss and turn it into profitable trade. We find that the wide range of the Rideau fittings gives us the greatest help in this respect and many a "hard case" has been well pleased and converted into a satisfied purchaser by the excellent fit we have been able to give him in Rideau Shoes.

The creative style of Rideau Shoes will make, in itself, a great attraction for any retail store and the feature that will clinch the most difficult sales is the perfect grading of the special Rideau range of fittings.

Three Widths to Each Size and a Narrow,
Medium and Wide Toe to Each Width

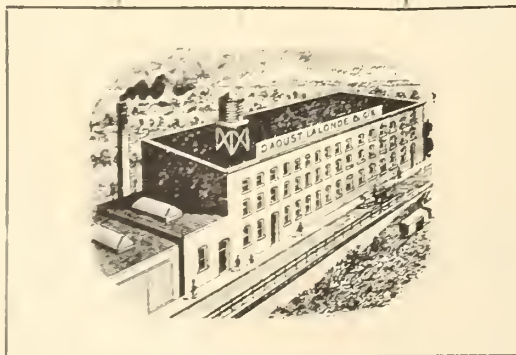
Be a Rideau Dealer. We will help you to make good business out of the customers who are difficult to satisfy.

Rideau Shoe Company, Limited
Montreal, Quebec



Rockbottom
Pegged and
Standard Screw
Manufactured in
No. 1 Factory

Paris Brand in
Goodyear Welts
and High-class
McKays Manufac-
tured in No. 2
Factory



A Good Start for the New Year

After the Christmas sales you will be clearing up your stocks and will want to fill up gaps made by the holiday business.

You cannot possibly do better than look over our "In-Stock" line and give us

SORTING ORDERS
for

"Paris" and "Rockbottom" Shoes

These are the shoes to brighten your stock and to make good sales for the New Year. We have the latest winter styles in stock for immediate delivery. We will send you a catalogue and your order will be shipped 24 hours after its receipt.

Let us hear from you

Daoust Lalonde & Co.

Shoe and Leather Manufacturers

MONTREAL

QUEBEC

Perfection in ^{COLD WEATHER} Foot Protection and the Retailer's Best Guarantee

The Tested
Trade Mark

Ames Holden McCready
Limited

The Most Modern
Felt Shoe Plant in
America

The mark of
Felt Shoe
superiority
stamped on
every pair



of
Canada's
Highest Grade
Felt
Footwear

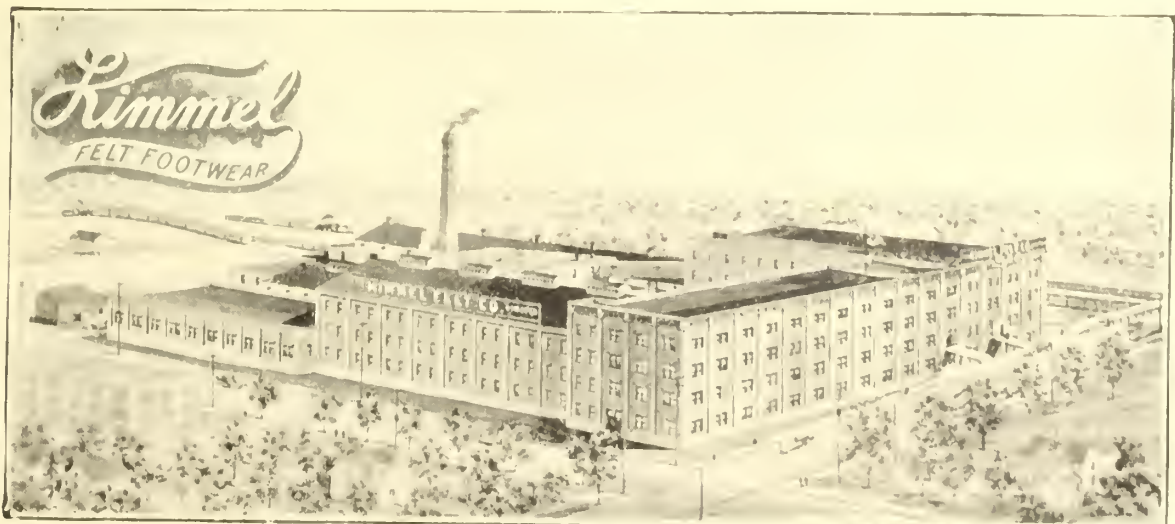
Ames Holden McCready

Limited

The Oldest, Largest and Most Reliable Manufacturers of and Wholesale
Dealers in Fine and Staple Footwear of all kinds in the Dominion

Exclusive Selling Agents KIMMEL FELT SHOES AND SLIPPERS

THE PLANT BEHIND THE PRODUCT





JAMES ROBINSON

A Record of Trade Expansion

The New Trade I have secured since the first of 1912 is notable not only for the number of new customers but for the extent and completeness of each individual order I have received. I am gratified to note that my customers are relying more and more on my service for the almost complete supply of their regular lines as well as for rubbers and large sorting orders and it is on this account that I can record a phenomenal expansion of trade which is a recognition of good business principle and general reliability.

New Year

In giving my many customers and business friends a New Year wish I must thank my new friends of less than a year's acquaintance, whose extensive patronage has contributed so largely towards making my past year one of exceptional progress and profit.



Sell Good Rubbers



JAMES R

MONTRE

Greetings

It is a gratification to me as well as a recognition of my satisfactory service that I have made so many new customers in a short twelve months. To these and to my old friends I extend every good wish for success in new ventures, and continued prosperity in old, throughout the New Year of 1913.



Sell Good Rubbers



My New Lines for 1913

I am at present preparing a line of shoes for Fall 1913 which bids fair to eclipse anything that I have yet produced, and to customers who place their order for Fall goods from my selection I can guarantee real live trade pulling shoes that will be a credit to the store and reputation of any retailer.

My slogan "sell good rubbers" is the best advice a retailer can take. There is no merit and no profit in selling poor rubbers when you can increase your prestige and returns with the sale of Kant Krack, Dainty Mode, Royal and Bull Dog Brands of Rubbers.

ROBINSON
L., P.Q.

Mr. Retailer

:

:

|

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:

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☞ Here's to you and yours!
May 1913 be a banner
year in your business.

☞ Thank you for the confidence displayed in your generous patronage for Spring.

☞ We hope for a continuance of your favor and assure you of our desire to serve you well and faithfully always.

☞ Wire, phone or write—
always at your service.

Makers of
Astoria and Liberty
Shoes for Men

Prices at retail \$4.50 to \$7.00
and higher.

The
Cook-Fitzgerald
Co., Limited
London, Ontario



Get Your Town on the Map

of localities in which are sold the SHOES that "allow room for five toes" Only one dealer in each town will be allowed to sell these EDUCATOR SHOES, so either you or one of your competitors will occupy the unique position of giving the people the "comfort that Nature intended." In this SHOE proper scientific consideration is given every foot-bone and muscle with the result that the wearer will almost forget that he has feet.

Thousands of dealers are carrying this SHOE for its comfort-giving properties and for the long profits they are enabled to make upon it. Isn't the verdict of thousands worthy of your earnest consideration?

As for the solidity of the manufacturers, just listen to this: forty-six years ago a small wooden factory was sufficient to turn out the product. Today our plant comprises eight factories and two tanneries! That is pretty conclusive proof that we are founded upon Honesty.

We shall be very glad to send a sample order for your inspection, and to give you whatever information you may desire. May we be favored with your correspondence?

Rice & Hutchins, Inc.

Boston, Mass., U. S. A.

and eight other Cities

These three of our nine distributing houses are nearest you:

The Rice & Hutchins
Chicago Co.

The Rice & Hutchins
Cleveland Co.

The Atlas Shoe Co., Boston



Safe Shoes for Sure Sales in the Boys' Trade

Made on seven different lasts in sizes ranging from little Gents and Childs 7 to 10½ to Mens 5 to 11 and Womens 1 to 7.

Are you among the retailers who recognise the good business that is to be made from the boys' trade? Then you will realize the importance of looking closely into your stock of boy's shoes and seeing if you are able to offer a boy's shoe that is suitable in every way to a boy's wear.

Boy Scout Shoes are the really genuine boy's shoe—Built solid from top to bottom. The best in leather and workmanship combined with a manish style which appeals to every boy customer.

Boy Scout, Girl Guide, Scout Master Shoes will



*Write for
Catalogue*

*Samples Sent
on Request*



Stand all the Hard Wear
that comes their way.

Hyman's Metallic Chrome Sole

—the sole that outwears the upper. This sole will last three times as long as any ordinary oak-tanned sole. It is easy and pliable and will keep out the wet and cold throughout its life. It is made to stand hard treatment and rough wear and is the most satisfactory completion for a boy's shoe and puts the finishing touch of serviceability to the Boy Scout Shoe.

This is the shoe for your boys' trade—get to know it. Sort up now for Winter and Spring trade and give us your order for Fall.

All lines carried in stock for immediate delivery and can be ordered from our new fall catalogue for prompt shipment.

Jackson & Savage

Agents for Miner Rubbers

Montreal, Canada

Guptill

Turned
Footwear
Only

Mr. F. P. Beemer, our
Canadian Representative is showing a
most complete line of
Guptill Slippers and
if you have not had
the pleasure of seeing
them, write us and we
will have him call.



A New Year of Happiness and Prosperity is Yours if you Sell Guptill Turned Footwear

Guptill Slippers have for years been considered the daintiest line of turned footwear on the market—and to-day are the standard of quality, style and workmanship.

Start the New Year right with a stock of Guptill Slippers. A window display of this snappy line will bring in to your store many women buyers that have never traded with you.

Let our Mr. Beemer be of service to you in the establishment of the finest slipper department in your town.

Hervey E. Guptill
HAVERHILL, MASS.

THE BEST
Everyday SHOE

A Solid Shoe That Is Popular

Sells better than any staple line of unknown make—and once you have sold the well known and popular line of Everyday Shoes you will realize the advantage to be gained by offering this line to your customers.

The Popularity of The Everyday Shoe

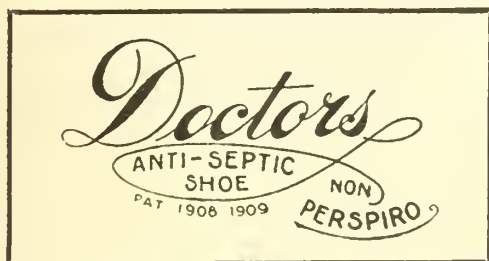
is a guarantee of its saleability and an insurance of staple shoe sales for your store. At the price we offer these shoes to you they leave a wide margin of profit when sold at a price that will suit your customers.

Send for samples and prices

T. Sisman Shoe Company, Limited

Aurora - - Ontario

Winnipeg Representative; Geo. G. Lennox



A Good Bid for New Year's Trade

can be made with

The "Doctors" Waterproof Shoe

You want to start the New Year well.
You would like to commence with a
real good sale—something slightly
sensational—a little out of the ordinary.

A New Year's Suggestion To Tebbut Dealers

Why don't you offer the Doctor's
Waterproof Shoe for Winter and
Spring Trade? Offer it from your store
window, displaying it as the most per-
fect shoe for Winter and Spring wear.
You will attract a good trade and you
will make good sales. In every sale of
Tebbut Footwear you are supported by
a shoe that is guaranteed by its makers
to back up all your claims with the
best possible service to the wearer.

Test the merits of this shoe—try it
out. We will help you.



Tebbut Shoe & Leather Co., Limited

Three Rivers

-

Que.

Reed's Creed! "The Shoes you need—delivered when you need them"

GREAT GUNS!

Get Them From Our Stock



F538. Gun Metal, $\frac{3}{4}$ fox, cloth top, 15-8 heel. In stock Rochester only. Price \$2.35.



F549. Gun Metal, $\frac{3}{4}$ fox, mat top, 11-8 heel. Welt. Price \$2.35.



F548. Gun Metal, $\frac{3}{4}$ fox, mat top, 11-8 heel 16 buttons, Welt. Price \$2.50.



F521. Gun Metal, $\frac{3}{4}$ fox, mat top, 14-8 heel. Welt. Price \$2.35.



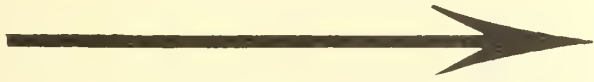
F508. Gun Metal. $\frac{3}{4}$ fox, button, mat top, 14-8 heel, McKay. Price \$2.15



F503. Gun Metal, $\frac{3}{4}$ fox, mat top, 13-8 heel, Welt. Price, \$2.35.

STOCK DEPARTMENTS

E. P. REED & CO., Rochester, N. Y. and Chicago, Ill.



The announcement
on the right side of
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portant to allow any
other message here



“10-iss”

A
Big
Business
Winner
for
1913

MAWHINNEY  LAST COMPANY
MONTELLO STATION BROCKTON, MASS.

Best
ENGLISH
Slippers

Best
GERMAN
Slippers



Agents for Ontario for the famous Witch-Elk Sporting and Hunting Boots

Moose Mocassins — Oil Tans — Lumbermen's Knit Socks — Wool
Lined Sheepskin Socks and Wanigans

Buy When The Buying's Good

and you gather in the greater profits when the Selling Season comes.

- ☐ And the buying in Felt Shoes and warm Winter Footwear is particularly good just now.
- ☐ Because the steady growth in cost can only mean an increase in prices, sooner or later and this increase is liable to take place at any time.
- ☐ In buying early you buy at the best prices and also protect yourself against any increase.
- ☐ One of our travelers will call on you shortly with our big range of only-reliable makes of winter Footwear containing the best there is in this class of goods. Your own good judgement will tell you what is best to do.
- ☐ We will also have some **Strictly Advance Styles In Spring Shoes** to show you, an assortment of which will go a long way towards increasing your spring sales.
- ☐ Look them over thoroughly. You'll find you will like them—and so will your customers when they see them,

THE IMPERIAL SHOE

Made in all fine leathers
Goodyear Welts and
McKay Sewn.

LITTLE CANADIAN

An extra fine line of
men's Goodyear Welts

BEAU BRUMMEL

Superior quality Good-
year Welts — All with
last minute touch.

MAPLE LEAF BRAND

Solid Leather working shoes
every pair guaranteed.

BEAVER BRAND

Misses' and Children's
fine shoes.

RUBBERS

"KANT KRACK"

"DAINTY MODE"

"ROYAL"

"BULLDOG"

Full lines of these trade builders always on hand

McLAREN & DALLAS

Wholesale Distributors

BOOTS

— SHOES —

RUBBERS

30 Front Street West

- Toronto, Canada

Popular in all seasons



Vassar



Minister Myles Shoe
Company Limited
Toronto - Canada

Quick Deliveries for New Year's Trade

The success of the line we have put out for Winter and Spring Trade has already proved the popularity of O.B. Shoes. We are now prepared to make prompt and complete shipments of sorting orders of



See our *Heavy Welt*
Special
To Retail at \$4.00

Correct Style Shoes for

*Prompt Shipment of orders for
Immediate Delivery*

Present Season's Demand



The styles we have stocked for immediate sale will hold the trade through the winter months right to Easter.

We can give immediate delivery from stock of the right kind of shoes with the highest values to retail at \$4.00.

*Write us your requirements.
Let us have your sorting order.*

O. B. Shoe Co.
Drummondville, Que.

Ames-Holden**McCready**

The Two Best Known and Most Popular Brands of Footwear

Now that the holiday season is over, once more **get down to business**, check over your stocks carefully, as we are now ready at this end of the line to meet your requirements in



Fine and Staple Footwear

Granby, Maple Leaf
and Anchor Rubbers

Kimmel Felt
Footwear

Oil Tans, Lumberman's
Wool and Sheep
Skin Socks



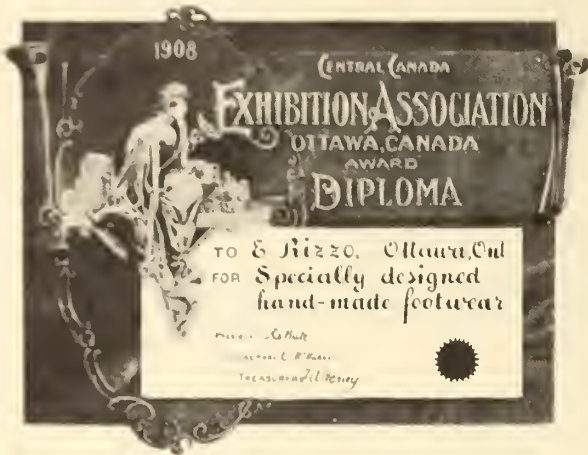
Particular attention given to all letter orders, so that there will not be any delay in shipment.

If by any chance you did not receive one of our shoe catalogues, drop us a line and we will see that one is mailed on receipt of letter, or write us to have one of our representatives call.

The BIG IN STOCK SHOE HOUSE

Ames Holden McCready, Limited

Montreal Toronto Calgary Vancouver St. John Winnipeg Edmonton

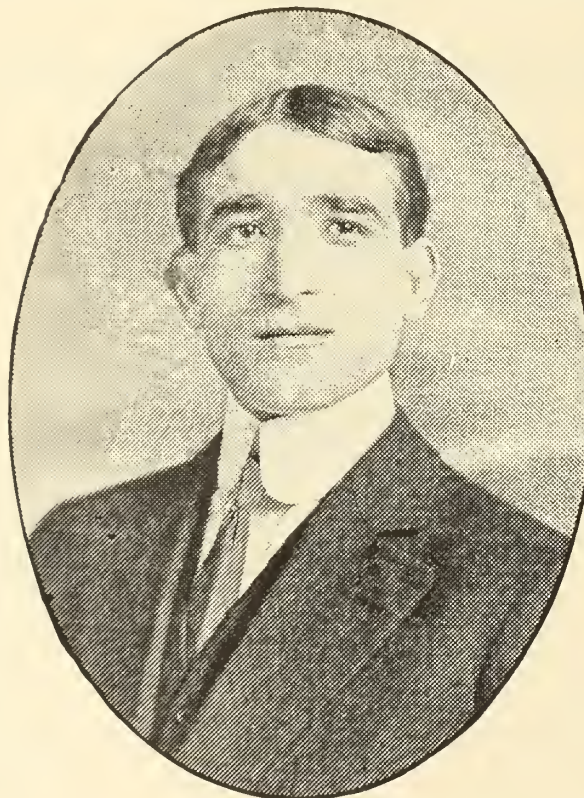


The four diplomas reproduced on this page were awarded to Mr. Rizzo for artistic design and faultless creation of distinctive footwear.

Being associated from his earliest boyhood with the manufacture of boots and shoes, he has acquired by practical experience a thorough knowledge of the art, from the creation of the style and the cutting of the pattern to the completion of the finished product.

He has the patronage of the most distinguished people of Canada as well as patrons in the fashionable society of other countries.

His success he attributes not only to that comfortable feeling in the feet, but also to the pleasing effect on the eye that is enjoyed by the wearer who

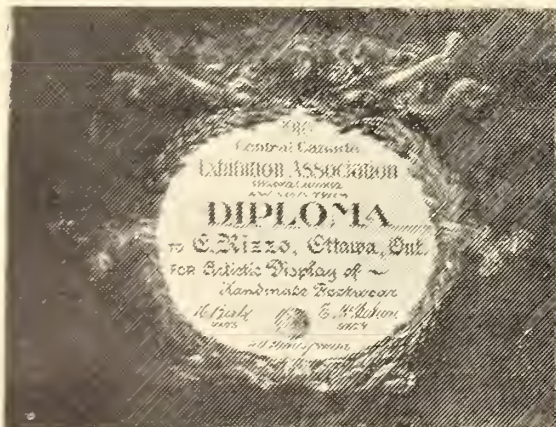


Eugenio Rizzo, Ottawa

knows that he is shod with the finest of material executed in flawless fashion by a practical man.

He arrived in Canada some five years ago, and not knowing the English language or our methods of doing business, his success has been a wonderful achievement, and Mr. Rizzo to-day ranks among the prominent business men of our Capital of Canada.

While Mr. Rizzo is not a promoter or director of any large shoe concern, he is the man with the ability and practical methods, and can fill any position in his line in the world to-day.





Make your Sale of
Rubbers a credit
to your business

Miner & Shefford
brands of
Rubber Footwear
will help you do
it — Let us show
you

MINER
EANS
MERIT

What is Your Profit on RUBBERS?

Is the profit on your sale of rubbers worth while?—if not there are two courses of remedy open to you—

One—Make it worth while, or

Two—Give up selling rubbers.

You can't do the latter.

Then Stock and Sell

Miner and Shefford
Brands of
Rubber Footwear

They make it worth while.

*Right Fit—Right Style—Right Price—and
the best quality it is possible to produce.*

Send for catalogue and samples — be a
Miner Rubber dealer.

The Miner Rubber Co.
LIMITED

Head Office and Factory, GRANBY, QUE.

Ontario Branch Montreal Quebec
93-98 Spadina Ave. 72 St. Peter St. 21 Notre Dame St.
Toronto

For list of Selling Agents see front cover

The Just Wright
MADE IN CANADA SHOES

THE Just Wright SHOE

The Just Wright
MADE IN CANADA SHOES

MADE IN CANADA



“BLAZER”

“BLAZER”

A New High Toe that in the last three months has made a New Just Wright record.

Have you *The Just Wright* Agency?
SHOE

E. T. Wright & Co., Inc.

St. Thomas,
Ont.

Rockland,
Mass.



Made in Canada

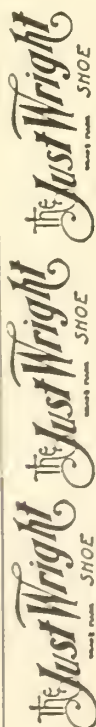


Made in Canada

Made in Canada



Made in Canada



Five New Lasts

IN

Solid Leather Shoes

For Fall 1913



Not merely Solid Leather Shoes but **NEW STYLES** in Solid Leather Shoes—styles which besides being neat and attractive give exceptional comfort. We have this line in five New Lasts, also we manufacture a special line of

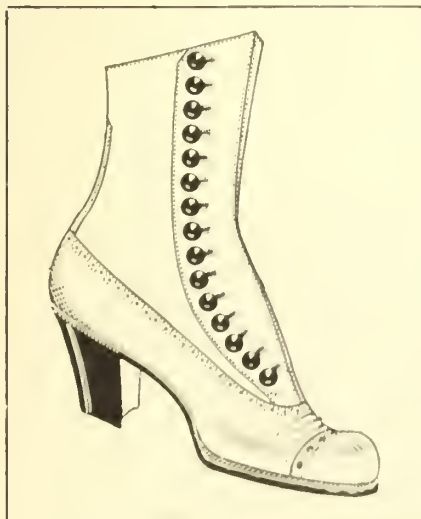
Men's Hard Wear Shoes

Boys' — Women's — Big Girls'

in Blucher and Button

Neat styles — comfortable shapes. We are ready to show you our

LINES FOR FALL 1913



It is for you to say when.

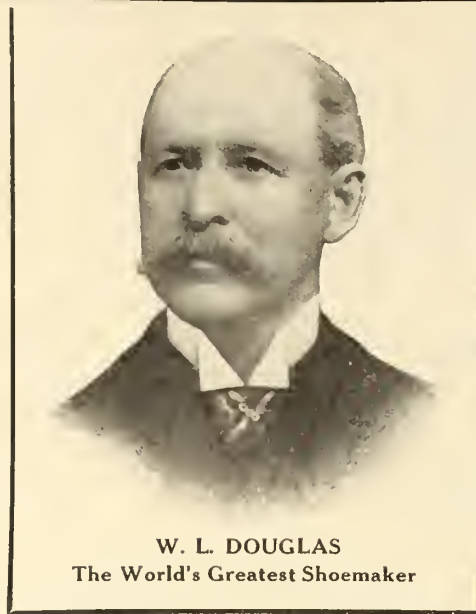
The Solid Leather Shoe Company, Limited

Preston - Ont.

F. P. BAKER, Representative in Ontario, West and North.

J. M. REDMOND, Representative in Ontario, East and North.

MARTINEAU BROS. Representatives in Montreal, Montreal and Quebec.



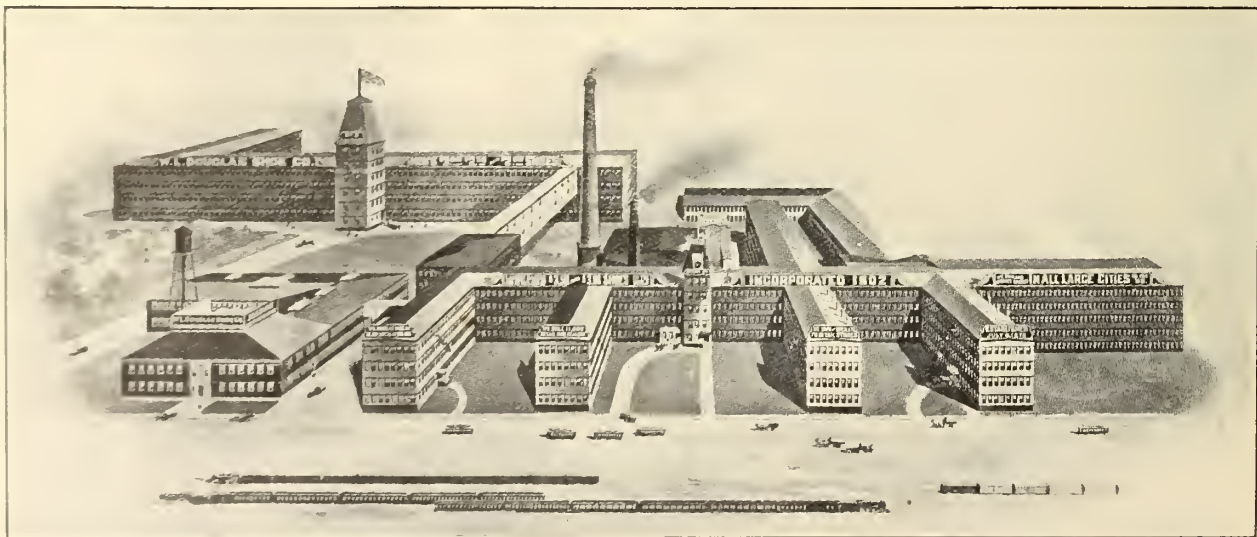
W. L. DOUGLAS
The World's Greatest Shoemaker

Do You Want the Exclusive Agency for W. L. Douglas Shoes in Your Town ?

W. L. DOUGLAS SHOES need no introduction. For over a quarter of a century they have been the most extensively advertised, easiest-selling shoes in the world, and to-day they are the standard of quality everywhere. They are sold by over 11,000 shoe dealers, as well as through a chain of 78 Exclusive W. L. Douglas Retail Stores, situated in 45 of the principal cities of the United States.

If interested, write us and we will give you full particulars relative to the Exclusive Agency for W. L. Douglas Shoes and also make arrangements to have a salesman call at your store with our complete line of samples for the coming Fall and Winter trade.

W. L. DOUGLAS SHOE CO., 201 Spark St., Brockton, Massachusetts



FACTORIES OF W. L. DOUGLAS SHOE CO., BROCKTON, MASS., U. S. A., CAPACITY 17,000 PAIR A DAY

OUR NEW PLANT



Our slogan "*Where quality counts we win*" has forced us to enlarge our factory, which will have a capacity of a thousand (1,000) pairs daily of men's fine goodyear welts. We are living in a specialist age, and by adhering strictly to that rule and producing goods with merit, that have satisfied the merchant and consumer has forced us to increase our factory. The clerk in the retail store finds that our shoes are splendid fitters, with lots of style and snap to them, which enables them to sell more shoes per day than offering the poorer fitting quality. Wishing the clerk and our many customers a Happy and Prosperous New Year.

Yours truly

The Brandon Shoe Co., Limited
Brantford, - Ontario



Our Old Plant

An Announcement

We have arranged for the Exclusive Sale in Canada of

Genuine "Palmer" Shoe Packs



Illustrating our No. 36 Men's 10 in. Shoe Pack



Illustrating our Draw String Line of Shoe Pack

Only the **very select** leather is used in the manufacture of "Palmer" Shoe Packs.

Our travellers will immediately call on the trade with a full range of samples and a set of prices that will surely add to your 1913 Profit Prospects.

Hold your order until you have seen these samples.

Canadian Consolidated Rubber Co., Limited

SALES BRANCHES:

ST. JOHN, Halifax, Sydney, Yarmouth, Pictou, Moncton, Charlottetown, MONTREAL, Quebec, Granby, Ottawa, Kingston, TORONTO, Belleville, Hamilton, Brantford, London, Port Dalhousie, Berlin, WINNIPEG, Regina, Saskatoon, Calgary, Edmonton, VANCOUVER, Victoria.

Footwear in Canada

A Journal of its Findings, Making and Sale.
Published for the Good of the
Trade by

HUGH C. MACLEAN, LIMITED

HUGH C. MacLEAN, Winnipeg, President.
THOMAS S. YOUNG, General Manager.

HEAD OFFICE - - 220 King Street West, TORONTO
Telephone Main 2362

MONTREAL - Tel. Main 2299 - Room 119, Board of Trade
WINNIPEG - Telephone Garry 856 - 404 Travellers' Bldg.
VANCOUVER - Tel. Seymour 2013 - Hutchison Block
NEW YORK - Telephone 3108 Beekman - 931 Tribune Bldg.
BOSTON - - - Main 1024 - - - 643 Old South Building
CHICAGO - Graceland 3748 - 4059 Perry Street
LONDON, ENG. - - - - - 3 Regent St., S.W.

SUBSCRIPTION RATES

Canada and Great Britain, \$1.00. U. S. and Foreign, \$1.50.
Single copies 15 cents

Vol. 3 January, 1913 No. 1

Attracting Trade

Now is the dull season, just after the holidays, and special efforts have to be made to stimulate trade. Have you ever planned a strong campaign to bring trade to your store? Have you worked this out in a painstaking manner? Have you realized that your windows are the most important feature in attracting the fickle public and that they either draw the trade to your store, or turn it away? If you have not, think it over carefully, and study how you might be induced to look at shoes in a store you had never patronized. What would you do if the windows were uninviting, and the goods poorly and slovenly shown?

The window is the merchant's "business appearance," and how frequently we see a man otherwise scrupulously neat in every way, neglect his "business appearance," the one thing that gives his hustling competitor's regular trade an index to his own good, well selected and very often superior stock.

To make the most of the show window, care must be taken in selecting the goods to be displayed. It is impossible to make a miscellaneous jumble of every thing in the store attractive to anybody. Marshall Field & Company, of New York, have probably the finest show windows in the world and spend thousands of dollars to provide attractive backgrounds and settings. They follow the principle of "one thing in a window" very closely. If the most expensive show

windows on the continent can be used to the best advantage in this way, it is a pretty good lead for others to follow.

Nearly every possible customer will have passed the merchant's store in the course of a week. Therefore a window display is worked out at the end of that period. It should be the practice to change window displays every week, on whatever day there is the most idle help. A new window display at regular intervals is a good trade magnet. Even a small stock may be utilized to procure radically different displays by choosing a new centrepiece every week, or in large centres, every day. The value of the window display is almost purely that of the idea.

A man who is well versed in the art of window dressing remarked to us the other day, that when called upon to give a demonstration he had to spend no small amount of time in cleaning the glass of the window, and dusting out the foundation. There is surely something wrong here, when unnecessary preliminary work of this sort has to be performed before a display can be arranged to good advantage. All live retailers should know that dirty windows detract from the value of their display. Cleanliness is a virtue par excellence in the matter of window dressing.

* * *

Get rid of the Stickers

There is really no special time of the year when poor sellers should be brought out and disposed of, for this should be done at all times of the year. But the prevailing idea that there must be a sort of semi-annual going over of stock and a bunching together of goods into a general spread for the sake of a sale, is an axiom with the management of most stores.

There is always a lot of goods that appear to the store people as though they should sell because they show up so well and, despite the fact that they have been in stock a long time already, they are given another chance to be sold in the regular way. The result is that by the time there is another clean up the goods in question have become stale enough to demand a serious and deep cut in their prices. An old gardener once made the remark that a woman was no good to prime plants because she was always afraid she would take off too much. The idea applies to the cutting down of stock. It doesn't matter how good a shoe looks or what it cost, if it is not selling, and if it is not proving up to expectations, it is time to put it out at a price that will rid the store of it.

The time to sell reasonable stuff is as near as possible to the time of the actual demand for it; to keep it far past its season is to lose not only the chances of a good sale, but also places it in the class of stale goods, which even the bargain hunter passes over with little interest. To clean up the season's goods at the end of that period is to get the most possible money out of them, and put the store in its best possible

merchandise condition. Goods that have not proved up to expectations should be got rid of as soon as possible.

* * *

Laces Coming Back

The past year has marked the return to the common-sense in footwear styles. Freaks and extremes are much more rarely met with than formerly, to the satisfaction and benefit of manufacturer, retailer and customer. 1913 promises to be productive of even more good along this line. The latest decree of fashion is, for a while, common sense and practical. It has ordered that the laced shoe must come back.

There are epochs in everything, and laces, buckles and buttons have had their turn of popularity as shoe fasteners. The laced shoe, however, is the only one that will properly and scientifically fit the foot. The buttoned boot was a source of trouble and expense to the retailer who was always having his customers bring back these shoes to have the buttons adjusted, as leather or feet expanded or shrunk. With the laced shoe these difficulties are overcome merely by tightening or slackening the laces.

Neither of these styles has ever possessed a monopoly of the public favor, but at times, there has been a sharp competition between button and lace fastenings for the supremacy. The recent craze for white footwear has largely had to do with the popularity of the buttoned shoe. The reasons for the return of the laced variety are many and are dealt with more fully in an article in this issue.

* * *

Advertising

The past ten years has shown a great increase in the number of shoe retailers who advertise, but there are still many who think that advertising is not essential, and still others whose advertising amounts to throwing money away. It is through the fault of the latter that more do not advertise.

First. Some dealers give no thought as to whether an article is seasonable. Second. They spend very little time or study in preparing the copy, the only object being to get it to the printer, after which they are likely to allow it to be published without seeing a proof. Third. They often allow an advertisement to run for months without changing the copy. This is perhaps the greatest fault of all. There are merchants all over the country who are guilty of this offense. It is not an uncommon thing to find an advertisement which has been running for three months in a weekly paper without a change of copy.

We believe that if every shoe merchant would take the proper amount of time and care when preparing his advertising copy and put interest into it, greater results would be obtained from the money expended.

Thousands of dollars are spent every year from which no real returns are obtained, just because of

the lack of interest taken in preparing copy. The shoeman who expects to get results and increased sales should take advantage of every opportunity offered.

* * *

Competition

The old saying that "Competition is the life of trade," is erroneous. Clean stores, good methods, polite attention, are the kind of competition that is good for the entire trade as well as the public. Dishonest schemes and profit cutting are ruinous.

The pace at which the race for business moves in these days is surely a frenzied one. It does not seem to satisfy the mind of the dealer to see that he has an attractive store, well stocked with quality goods displayed in a tasteful style, a corps of clerks who are engaging in their manners and winning in their salesmanship, together with a store service that means satisfaction. He begins to lose confidence in these elements of business building, and falls into the habit of taking "dope" to stimulate trade.

When once the start is made, the line of expedients he is obliged to resort to is bewildering. When he cuts the price on a certain article to get a customer from his competitor he adds to the list of the profitless articles he sells, those which he forces his competitors to name in order to protect themselves. Then the door to schemes of various kinds opens, each one met by new ones from his competitor.

At all times of the year, and particularly at the holiday season, make it a point to make deliveries of goods at the exact time promised.

Be exact.

The business world is filled with men who guess or assume or are led to understand that a certain figure is nearly or approximately or to all intents true.

But they are bossed by the man who knows.

Round numbers are the cloak of ignorance; definite figures form the basis of action.

Two and two make four—authorities do not differ. Mathematics do not compromise.

A few cents in a cost figure, in a job estimate, in a profit percentage, mark the line between solvency and bankruptcy—success and failure.

Build your system and your facts to give you not the approximate, the probable, the perhaps—but the precise, the actual, the definite.

Be exact.

The Return of the Lace Shoe

Fashion and Common Sense Agree

Laced shoes are coming back. Nothing but the inexorable demands of style could turn the shoe wearing public from them. This same demand is now turning toward them again, and laced shoes soon will be not only what the shoe retailers want, but the style as well. Fashion dictates, correct fitting demands and profits compel the return of this popular and common sense style of footwear.

The sale of laced shoes has never been supplanted



The shoe that buttons with difficulty, gives little comfort and entirely fails to support the ankle

for very long by the demand for button shoes and there is sound reason for the success of the former. We have all experienced, at some time, a difficulty in putting on our shoes, caused by the instep and ankle becoming enlarged owing to over exertion on the previous day. After an hour or two of exercise, however, the feet resume their normal size. This is where the adjustable features of the laced shoe appear to advantage. In the case of button shoes it will be impossible to fasten it over a foot that is thus swollen, but not so with the laced variety. The shoe can be placed so that the foot will feel as comfortable as ever, and some time later, when the swelling has disappeared, the laces can be drawn tight and the shoe thus adjusted to comfortably fit the foot. The button shoe, under these conditions is far too tight or too loose. In the laced boot there are no ragged button holes to contend with, nor frequent trips to the shoe dealer required to have the buttons adjusted; an operation which not only causes loss of time to the wearer, but creates new expenses for the shoeman.

In regard to appearance, everything is in favor of laced shoes. If ordinary care is exercised, the laced shoe will be neat and smart looking. This fact is recognized by the most fastidious, especially among the

men, who have practically ceased to buy buttoned shoes; even in the cheaper grades the demand for button styles being on the decline. With women, the laced boot has not become so popular as with the men, but there is a constantly growing demand in high grade laced shoes, which make a very smart appearance and meet with much favor among women of taste.

The laced shoe is the most sensible style of footwear, scientifically. It supports the arch and keeps the bones of the instep in place, if the lacing is done properly. This is a well known fact among all foot specialists, who prescribe laced boots for most foot troubles. They say that the lacing braces the weakened arch, which is very important to the proper spring of the foot in walking. Lacing holds the ankle firm and gives a resistant power no other style of fastening could give. For these reasons all athletic footwear is laced.

The laced shoe is bound to become more popular with women on account of the extra support it gives to the ankle, preventing it from turning over. This danger is especially prevalent among women on account of the height of the heel, for although there has been a strong tendency lately towards lower heels in women's footwear as well as men's, there are many



The adjustable feature of the laced shoe is important, especially so to women who suffer greatly from weakened ankles and broken down arches.

women and men also who find it impossible to wear low shoes, and these all need the extra brace about the ankle.

Two thirds of modern foot troubles are due to the fact that almost every man, woman and child wears shoes too loose. The shoe may be the correct size and shape, but it is not fastened tightly at the only point of control, viz., the instep.

When you set your foot upon the floor or pave-

ment in the act of walking, the shoe adheres, and if it be loosely fastened over the instep, the foot pushes down into the toe of the shoe. At certain spots on the sole this slipping causes friction. These spots are the sides of the foot, the tops, ends, and inner sides of the toes, the great and little toe joints and occasionally the back of the heel. When the friction thus caused is continued hour after hour, day after day, one or more of these spots are sure to become inflamed and sore. A slight thickening called a callous is formed and if the friction and pressure go on the resulting callous thickens up unevenly and becomes a corn. This is only one of the many evils caused by improperly fitting footwear and which can be obviated by wearing shoes that fit the feet, and seeing that they are laced properly.

There is a tendency towards better ankle and instep support in all modern footwear and every shoe retailer should help this movement along to the best of his ability. It is good, not only for the customer, but for the retailer as well, as it will help to eliminate many of the styles which have been a source of loss to him.

The following extract from a letter sent to retailers throughout the United States and Canada by the National Shoe Retailers' Association of the United States, is of interest:

"A considerable number of the members of this Association and retail shoe dealers in general feel very strongly that the constantly increasing cost of fitting button boots and maintaining them after fitting presents a phase of the shoe industry which can be properly discussed by members of this Association. While having no desire to fly in the face of a public demand, these members feel very strongly that the public interest in button shoes, which has been so strong in the past few years, is on the wane, and that concerted action among retailers will do much to hasten the production of a great number of styles fitted with laces. It is contended:

"That button boots are invariably more difficult to fit, requiring an inordinate expenditure of time, with results in many instances which the retailer feels to be far from satisfactory.

"That the cost of refitting buttons, both before and after the shoe has been worn, has become a burden for which the retailer has a right to expect compensation.

"That if this evil is as widely felt as they represent, the members of the Association should arrive at some agreement regarding a suitable compensation for the time and expenditure in refitting button shoes, or that some concerted action should be taken looking toward the substitution of styles more readily and satisfactorily fitted."

System in Handling Petty Accounts

Petty accounts are now treated as memorandum accounts, precisely the same as cash sales, only the payments are held in abeyance for a limited time as an accommodation to the customer. In collecting these accounts they are handled exactly as cash sales.

The best way to do this is to make out a duplicate bill for these small items. A memorandum bill composed of two members separated by a perforated line at the right hand edge and arranged so that both copies are made out at one writing by inserting a carbon sheet is the form which is best adapted for this purpose. The original or upper part of the form is in the nature of a memorandum invoice to the cus-

tomers. It bears a printed notice to the effect that the account is billed merely for the accommodation of the customer and as a memorandum account, and requires prompt settlement, as it is not desired to take it on the books. The second member of the form is identically the same as the original, except that it extends sufficiently far at the left hand side to afford space for loose-leaf binding.

As these invoices are made out the original is detached and forwarded with the goods to the customer. The duplicate is carried in folders alphabetically arranged and sub-indexed under the customer's name.

Collections that are made are treated exactly as cash sales, except that the entry is made in a cash book bearing the name of the customer. The date of payment is entered or stamped on the duplicate bill, and it is then filed in a "dead" or holdover file for reference in case of any dispute which might come up.

In closing the books at the end of the month, outstanding memorandum accounts are listed as accounts receivable. Inventory is made of outstanding accounts, and by journal entry, charge is made of the accounts inventoried to the accounts receivable account on the ledger carried for this purpose. This account remains so charged until the end of the succeeding month, when it is adjusted by taking another inventory of these memorandum bills that are outstanding.—System.

Stop the Leaks

Business leaks are a menace to the dealer. In spite of ordinary precautions they exist and it is only by exercising unusual care that they can be located. In many cases they have been largely responsible for failure. Herewith are given a few that should not be overlooked.

First—Ignorance of the cost of doing business; therefore, ignorance of what to charge for goods in order to be certain of selling them at sufficient profit.

Second—Not knowing the selling price of goods. Some advocate the marking of the selling price plainly on all articles, thus rendering it practically impossible for anybody in the store mistakenly to sell at too low a price.

Third—Not knowing the goods that do and the goods that do not return the cost of handling, and what percentage of the total sales consist of non-profit-paying items; not knowing how to change the non-profitable into profitable items.

Fourth—Being short-handed, running along without sufficient store help; not allowing yourself time to study market conditions, business methods and plans for increasing your business.

Fifth.—Over-buying and not having ready cash as a result. Therefore, you are left without the opportunity of taking advantage of any cash discounts that may be extended.

The man who lacks patience with his clerks has forgotten that he was once a clerk himself.

Get the idea into your head that you are being wronged and that everything is against you, and you cut your earning capacity in half.

Many a man can tell you more about your business in ten minutes than you have learned in ten years. Listen to him; he may give you a quiet tip without knowing it. Only fools never listen to advice.

Conditions in the Footwear Market

Business Satisfactory and Prospects Good—No Drop in Prices — Cost Based on Market Value of Stock

Conditions in the shoe market remain practically unaltered. Buyers are few, as is always the case at this season of the year. A fair reserve order list is reported by all of the factories and some admit a large amount of business booked for future shipment.

The absence of spot buying and the fact that the travelling men are the most prominent correspondents lead the manufacturers to claim that the trade is inactive.

Perhaps the business of no other industry is viewed from a future standpoint quite as universally as is that of boots and shoes. This feature was noticeable in the inquiries with shoe manufacturers of recent date, for they gauged their conclusions upon the daily receipt of orders, taking little account of the output,

even though their works would be forced to capacity for several weeks to come. Therefore, as the present month has not been as satisfactory regarding contracts for the spring as might be wished for, reports from the manufacturers would indicate that the tide of trade was ebbing. But notwithstanding these statements the fact remains that the shoe plants have not been so active for many seasons as they are today and the business in hand is said to be sufficient to run them for three months to come, even though the receipts of new business should practically cease during that time.

Salesmen returning from their trips report the road business as eminently satisfactory, with prospects extremely good. Furthermore, the acceptance of the



The window illustrated above is that of the Baxter & Eyller Shoe Store, Vancouver, B.C. It was awarded second prize in a window dressing competition held at Vancouver during the Annual Horse Show week. The design followed was extremely appropriate to the occasion. Three wooden pedestals of varying heights were placed in line on each side of the window. These were draped in white, with the horse show color—purple and yellow—on top. The pedestals at the back supported an arch tastefully trimmed with purple and yellow cloth, on which the words "Vancouver Horse Show" were prominently displayed in purple and gold letters. A real Mexican saddle and bridle were displayed on the centre pedestals, while on each of the front pedestals were two little wax models dressed as jockeys. The fashionably attired lay figure in the background held purple and yellow streamers, which were attached to the various shoe models shown in front. Real horseshoes were placed round the sides and front of the window, and a large model of a horseshoe was erected in the centre.

The goods shown were all high class lines. The shoes displayed on the line stand were placed on glass-ovals and showed to good advantage.

new price lists assisted and expedited the trading to a gratifying extent. It is from this department of the business that a fair conception of the present and future conditions may be obtained, as their information is widespread and varied.

Although shoe stock appears to have struck high note there is no drop in prices or inducements equivalent to it. As a matter of fact, shoe manufacturers claim that their prices have been based on the cost of stock, and not on market values. Therefore shoes have been and are now being offered at figures which are not on an equality with maximum prices of leather. It is the consensus of opinion that shoe prices are a fixture for the coming season and no apprehension of a break in the market is entertained.

Men's high-grade shoes are enjoying a heavy demand. A reserve business has accumulated which will give the factories all that they can do for weeks to come. The present receipts of orders is below normal, but manufacturers appear unconcerned about that, as the volume of business already booked will engross their attention well into 1913.

The condition of the factories making the medium grades is as fully congested. Salesmen carrying these goods report the trip as the best for many seasons. The prices occasioned little or no annoyance, as samples were made to meet expected demands, but in most instances quality was chosen when the price was not beyond a selling possibility.

Manufacturers of men's heavy side leather shoes report all the business they can attend to, with prospects of prompt deliveries extremely doubtful. The receipt of orders, also sales, have been good, the advance having become an old story; it no longer hinders quick trading, and although contracts are not large, they are frequently duplicated.

Some improvement is noted in the boys' and youths' shoe line, most of it coming from the salesmen now on the road. Buyers are less inclined to large deals in these shoes than they appear to be in men's goods of similar character, claiming that the advance is not proportionate.

Makers of ladies' and misses' footwear have a good volume of business to begin the new year with. A few large contracts have been accepted, but those of ordinary size compose the major part of the trading. The reduction of the number of styles has simplified the work in the factories, which is gratifying to the manufacturers and results in better work, less friction and a substantial increase of production.

The children's shoe business has recovered from that apathy which has been so prominent during the past season. Lines having a reputation are ordered ahead for two months or more. Most of these salesmen have returned from the road and they report a record trip, particularly pleasing on account of the ease orders secured. A good season for these shoe factories is beyond question.

Gold Heeled Footwear

Will there ever be any end to women's extravagance? Regardless of so much talk pertaining to the high cost of living, extravagant fashions and fads will creep in which women will grasp for and hold to and if they cannot have them at first they are bound to get them sooner or later.

One of the newest fads in the line of shoes and direct from Paris, is an all gold heel on the shoe. While it is new to New York women it is old to the fashionable society women of Paris, for they have

been worn for some time at the races. Now they are showing these shoes in the high-class shoe stores in New York City. Many of them have not the entire heel of gold, but have a wide gold band very near the bottom of the heel which will show equally as well to advantage by the ladies lifting their skirts just a little and not having to raise them quite so high as if the entire heel of gold were worn. However, of course, they are worn to be shown and do not think for a minute that any lady would walk through the streets having gold heels on her shoes and her skirts entirely covering them. Oh, no; far be it from such.

The manager of a large New York retail shoe store states that he has seen but very few of the gold band shoes worn as yet, but that the heels covered with rhinestones have been worn extensively, but in time he thinks the gold heel fad will be taken up.

A "Pure Shoe" Bill

A new bill has been introduced into the United States Congress and if passed, will have very far-reaching effects regarding the shoe and leather trade, and some believe it will work a great hardship. It makes it unlawful for any person to use in the manufacture for sale, of any boot or shoe, a counter, heel, insole, outsole, middlesole, or slipsole made in whole or in part of leatherboard, strawboard, leatheroid, or any other substitute for leather whatsoever, without legibly and in the English language stamping with a metal die in plain view upon the outside of the shoe, what substitutes for leather have been used, and designating each part where such substitutes have been used.

The National Shoe Retailers' Association of the United States oppose this bill, and claim that in a low priced shoe, a good composition heel with three pieces on the top is decidedly better than an upper leather heel; and in regard to box toes, some prefer a fibre to a leather. They also claim that a counter made up of good composition is better than one of poor leather. They claim that the retail shoe trade is being made the centre of attacks from many quarters in Congress and that the shoemen must band together to resist these attacks.

A New Substitute for Leather

A new composite material has been placed on the market, to take the place of sole leather. The inventors say "it is the best substitute for real leather chemistry ever produced. These soles can be worked like leather, and being absolutely waterproof, they fulfill all requirements of rubber and will endure hard service and will not slip. They have been tested every way and in no way have they failed to give the results sought for.

"You can handle these soles on Goodyear and McKay machines. They can also be nailed, edges can be set, blackened if necessary, and burnished to a high gloss. For sporting shoes and walking boots the soles are made in black and colors for men's, women's and children's shoes of every grade."

Half a dozen glass jars containing salicylic acid placed in the show window is said to be a perfect remedy against window frosting.

Advertising may not show profitable results for each advertisement, but if it is good advertising it will show results in the way of a gain in business for the year.

Makers of Canadian Footwear

JOSEPH DAoust—BUSINESS MAN

Mr. Joseph Daoust, President of Daoust, Lalonde & Company, Limited, Montreal, is a tanner as well as a boot and shoe manufacturer. He has a family association with leather, for his father was a tanner at St. Eustache, P.Q., where Mr. Daoust was born in 1865. When he was nine years of age the family removed to Montreal, where he received his early education, finishing off at University College, Ottawa. Between fifteen and sixteen years old, Mr. Daoust began his business life, starting as an invoice clerk with the wholesale dry goods firm of P. P. Martin & Company, Limited, Montreal; with them he stayed seventeen years, eventually becoming general manager. But the leather and shoe trades evidently had a fascination for Mr. Daoust, for while still employed in the dry goods, he, in conjunction with Mr. Lalonde, started a shoe business, which was done at home at nights. Mr. Lalonde travelling for orders. This was in 1891, and in six years trade grew to such an extent that Mr. Daoust decided to give up dry goods and go entirely into shoes. A store was accordingly taken in St. Paul street, and in 1899 the manufacture of coarse lines was commenced, in partnership with a tanner and shoe manufacturer, at Acton Vale, P.Q.

Further expansion took place in 1903, when the factory was removed from Acton Vale to Montreal, in order to be more in touch with other manufacturers and to be in a better position to secure labor. Two years later Mr. Daoust bought out the other partners, with whom he still is on very friendly terms. Yet another move was made in 1908, and this time the premises hitherto occupied by the Ames-Holden Company, in Victoria Square, were secured. During the next year, a tannery in Montreal was established, the one at Acton Vale being closed.

The entire business was, during the past year, turned into a limited liability company, a few of the employees taking shares in the concern. Mr. Daoust is of the opinion that, in this way, they will take a wider interest in the company, and that the arrangement will prove mutually profitable. The capital of the company is \$750,000. When the firm was started, workmen's boots were manufactured, then McKays,

and during the past year Goodyear welts were added. A total of between 9,000 and 10,000 pairs are turned out per week, while most of the leather from the tannery is used in the factory.

Mr. Daoust has two sons in the business—one learning the shoe end, working through the various departments so as to get a practical knowledge; the other is at the tannery, where he looks after the chemical side.



Mr. Joseph Daoust

There is nothing like seeing the world to broaden one's mind, and Mr. Daoust has been a fairly wide traveller. He has visited Europe on two occasions, has been to many of the principal cities of the United States, and last year visited the West. While not overlooking the great progress in the West, he is inclined to the view that, so far as the shoe business is concerned, this part of the Dominion is being boomed a little too freely, and that as much money can be made in the East as in the West. He is a French Canadian by birth, but appreciates the good qualities of those of British birth, and many of his best friends are among the English-speaking men of this country.

For many years he has taken a wide interest in trade questions; he is also a politician, on the Liberal side, but his views are by no means extreme. He was president of the Wholesale Rubber Boot and Shoe Association of Canada and is now treasurer. He was also the first president of the boot and shoe section of the

Montreal branch of the Canadian Manufacturers' Association, which in a quiet way is doing good work for the trade. Outside of this, he is a director of the Chambre de Commerce, member of the Board of Trade and governor of the Montreal General and the Notre Dame Hospitals. Mr. Daoust is also a director of the New Ontario Oil and Gas Company. By religion, he is a member of the Roman Catholic Church, and takes a great interest in parish work, being churchwarden of the Outremont Church.

From this sketch it will be seen that Mr. Daoust has attained his position in the business world by his own efforts—that he owes nothing to inherited wealth, but that his place in the trade is due to enterprise and making the most of his opportunities.

Hide Market Has Moved to High Levels

Tanners Advised to Increase Price of Leather—A Review of the Hide Market for 1912 Showing Steady Advance

At a recent meeting of the Tanners' Section of the Toronto Board of Trade, it was advised that immediate action be taken to further increase the price of leather, on the ground that tanners were forced to pay more for hides and skins of all varieties, the prevailing prices being the highest known in the history of the trade and fully twenty five per cent. more than at the commencement of the year.

The chairman, Mr. F. G. Clarke, in his speech said, "Taking everything into consideration, it would appear as though we were likely to see hides and skins remain for a length of time, at least, at the same level as at present." The speaker claimed that the cause for the advance was to be found in the change of the relative number of cattle bred in the last few years, compared with the increase in the population. Another reason was the more varied use of leather. The high cost of beef, he said was well known, and hides and skins are a by-product of the meat industry. So long as there is a scarcity of beef, the tanners will also be affected.

In the race to higher price levels few articles have moved more rapidly than leather goods. In the following resume of the hide and leather market for 1912, Mr. W. D. Beardmore, Toronto, has shown the trend of prices of hides in Chicago, Texas and South America, and their effect on leather rates and the prices of shoes in consuming countries:

Chicago Packer Market

The market has shown a gradual advance in price ever since the beginning of the year, both in natives and branded hides.

In the autumn, while the hides themselves do not actually depreciate in quality, yet the hair, being so long, absorbs and holds a great deal of moisture, and, the cattle being stall-fed, more or less dung adheres to the hides, and, although allowance is supposed to be given for this, yet it does not nearly cover the extra weight caused thereby, and, owing to the condition of the hides, our experience shows that November and December hides are not worth within 10 per cent. of July and September hides, on which the hair is very short. Notwithstanding this, as you will see by the quotations following, the advance has continued until this month, and, although the demand has now slackened, and the market exhibits a good deal of weakness, yet the conditions which have caused the extreme high prices this year will exist, and, barring any financial stringency or panic, there does not seem to be much prospect of lower prices. With December hides ruling at about the top price of the whole year, when they are actually not worth within 10 to 15 per cent. of the summer hides, it is not to be wondered at that tanners hesitate to buy, as they are doing at present, and prefer even to stop working rather than pay such exorbitant prices for hides in such poor condition. While, therefore, we naturally look for lower prices, as the quality of the hides declines in January, February and March, we do not think it is likely that the prices at which these hides may sell will be, considering quality and condition, relatively lower than prices

at which hides ruled last July and August, and leather made from these spring hides at prices which hides will probably bring will cost quite as much as that made from July and September hides.

Native Steers

The Chicago market opened in January, 1912, at 15¾c for heavies, and during February about the same prices prevailed. In March the prices declined slightly, but that was in the very worst season of the year, and it was remarkable that hides should have brought such prices as they did. In April, in spite of hides still being poor and grubby, the price advanced, first of all, to 15¾c, and afterwards sales were made as high as 16½c. In May hides sold at 17c, in June at 17½c, in



Mr. W. D. Beardmore

July at 18c, in August at 19¼c, in September at 19½c, in October and November at 20c. As already stated, December hides have declined, and to-day would not bring more than 19c.

South American Hides

The South American market opened this year with Buenos Aires ruling at about 22½c, and in November Buenos Aires sold C. & F. Boston and New York, as high as 32c., which is the record for many years. Dry hides are now getting in the poorest season, and, the demand having slackened, Buenos Aires are now offered at 29c. It must be remembered, however, that when Buenos Aires were selling at 32c to 32½c they were relatively dearer than other kinds of South American dry hides. They were selling at about the same price as Cordobas, although the latter usually sell at from 1c to 2c per pound more than the price of Buenos Aires, and, with the very high prices now ruling, are easily worth 2c per lb. more.

The season for Cordoba hides is now about over. These sold as high as 33c, but none are offering to-

day, the fact being that the market has been pretty well sold out.

Leather

In the United States, and in Great Britain also, leather, although prices have advanced very considerably, has not sold at a parity with the price of hides on the same date. While the trade in Canada, and also in Great Britain, has been very good, and indeed phenomenal in Canada, yet in the United States the same active conditions have not existed, although during the last few months the demand has very greatly improved, and advances have taken place which were long overdue. On the whole, tanners' books must have shown very handsome profits during 1912, or at

least for the last six months, but, notwithstanding this, prices realized have in many cases not sufficed to provide out of the profits sufficient to pay for the advanced cost of hides to replace those which were sold. This applies especially to the United States, as conditions in Canada have been a good deal better.

Shoe Manufacturing

Shoe manufacturing has been phenomenally active the whole year, and at the close finds every factory running up to its fullest capacity. Prices of shoes generally have been advanced to meet the additional cost of leather, and manufacturers report that they have had no difficulty in getting increased prices.

Everything points to a very good business in 1913.

Treat Travelling Salesmen Fairly

"It's a picnic to sell shoes to a country merchant compared with city trade," said an ex-salesman to the writer recently. "The country dealer has probably two or three dozen knights of the grip call on him the entire season; the city retailer frequently has that many every day, and can not be blamed so very much if he dismisses some of them with scant courtesy.

"At one time I represented a certain well-known house and was sent to New York City to try and convince the shoe men of that village that the success of their business depended on having my shoes in stock, but I didn't find very easy picking. Although my line was well known, it was a difficult matter to get an audience with the shoe buyer. When I would finally succeed in getting to the door of his private sanctum I would find from eight to twelve fellow travellers waiting to see him also. When he would beckon one of us in he let us know in a few words whether he wanted to see our samples or not. If he decided to do so he made an appointment for a certain hour which he rarely ever failed to keep.

Opened Up a Good Account

I called on one certain house regularly once a week for eight months without getting a smell. Finally he told me to make him up one pair a certain way. I did so and sent it to him. Next time I called he had me make up three pair. He was doing a little experimenting. On my next trip he went with me to the sample room and placed a small order amounting to about two hundred dollars. They evidently came in to suit him for the next time I came around he gave me an order for \$1,600, and bought about that much every week from then on. But it took time and patience to work the business up."

A Man of Intelligence

We are friendly to the retailer and salesman alike; they both occupy very important positions in the commercial world. We believe, however, that the travelling man is not accorded as courteous treatment on some occasions as he deserves. He is frequently rebuffed and sometimes openly insulted. This is wrong, and the retailer is doing himself an injustice when he does it.

Generally speaking, the salesman is a man above the ordinary intelligence; he is not only informed on the goods he has to sell, but he can many times give the merchant pointers on how to arrange his stock,

how to advertise, how to wait on trade, etc., all of which information he is anxious to hand out gratis. He is also a man of pleasant address and good disposition, and the merchant will not be the loser by giving him a few minutes of his time. All the salesman asks of him is that he go to the sample room and look over his samples, which he can do in a half hour. If he buys, well and good; if he doesn't, there is no harm done.

Buyer Was a "Swell-head"

Recently a large department store in a certain city placed a young man in charge of their shoe department. He had made a record in the small town he came from and was well recommended. As soon, however, as he was given a department in a large city store it turned his head and he was a changed man. While the boys on the road all thought a great deal of him in his home town they changed their opinion after he came to the city. He became what is commonly known as a "swell-head," and to use an expression of one of the salesmen who called on him, "he knew it all, and the firm engaging him should congratulate themselves for securing such a brilliant buyer."

One salesman who had been doing business with the firm for years, called on the young buyer with a line of shoes that had made a hit with his house and which he was practically out of. Striking a dignified attitude, the buyer informed Mr. Salesman that he was considering whether or not he would use his make of shoes the coming season.

Had To Send After Them

"Haven't they been giving satisfaction?" the salesman asked. "Yes, as far as I know," was the reply; "but as buyer for this department I will exercise my own judgment what to buy and what not to buy, regardless of what the house has been selling."

It was the same way with several men selling goods to that firm, and in time they all kept away and left the important buyer alone. It was a pretty effective way of bringing him to his senses and it wasn't long before he was sending after them.

This One Was a Prince

"There is a shoe man in my territory who is the pleasantest fellow one will meet in a long day's ride," said a salesman recently, "but I never sold him a dollar's worth of shoes and never expect to, yet I never fail to call on him. A few minutes' conversation with

him will drive away the worst of blues. He is always in good humor and gives everybody the glad hand. He meets the boys at the door, makes them come in, pulls out cigars before they have time to think about it, and makes them feel right at home. When they get up to leave he shakes hands again and insists on them making his store their headquarters every time they come to town.

"Why don't I ever expect to sell him? For the simple reason that he confines his stock to one line exclusively and 'all the king's horses and all the king's men' couldn't get him to change. Besides he is so infernally pleasant a fellow hasn't got the nerve to argue the question with him. All the same I wish the account was mine instead of the other fellow's."

A Fortunate Happening

"I happened in on a merchant at what proved to be the psychological time on my last trip," said another salesman. "I had been calling on him for the past three seasons, and while he had always treated me courteously I could never get him to the sample room. I even carried a tray of specialties in the store and made some very close prices, but he refused to be interested. It was one of the biggest accounts in my territory, and I was very anxious to get a look-in.

"As I started to tell, I went to see him on my last trip and found him at his desk writing. He passed the time of day pleasantly enough, but when I asked him to look at my samples he said he was too busy and couldn't get away.

"I've got to get up an ad for the paper and I must have it by noon. I'd rather take a licking than to write an advertisement, but I haven't got a clerk in the house who can do it.

Was On To The Game

"It happened that I was pretty handy at that kind of business myself, having done considerable of it when I was a clerk in a retail store a few years before, and I hastened to offer my services.

"Well, I said, 'I'm glad I came in when I did; I'm somewhat of an ad writer myself, and if you will give me the data we'll have it fixed up in no time.' He looked both surprised and pleased.

"Can you, sure enough?" he asked. "If you can I'll take you down to dinner with me and introduce you to the folks."

"I sat down at the desk, ruled off a space the size he used in his paper, diagrammed it into sections, put in attractive headings and catchy phrases, and in about half an hour it was ready for the printer. To say that the old man was delighted is putting it mildly. He took me down to the house, and after dinner gave me a nice order.

"I really don't need any shoes now," he said, "but I'll buy a few staples anyway. Next time you come I'll wait for you and give you a respectable order."

"Of course that might not happen again in a thousand years, but it sure enough happened that time."

A Travelling Man's Experience

If a merchant would stop and consider the expense a house is put to to send a salesman to see him they would at least show him the courtesy of looking at his samples. It costs a shoe salesman with two or three trunks from \$30 to \$40 per week to travel, to say nothing of his salary. He frequently goes several days without taking an order; yet he goes into every store with a smile on his face and acts as though business

is booming. Many merchants could well profit by following his example in this respect.

When a retailer is handling a certain line of shoes and expects to continue selling them, there is very little excuse for him putting the house's representative off when he comes in the first of the season. Right now, for instance, orders are being taken for spring. A retailer who is handling Blank's line strong and expects to continue selling it, is called upon to-day by Blank's salesman.

"It's too early to buy," said he. "I want to wait and see how cotton turns out."

Whether cotton turns out good or bad, the people in his vicinity will wear shoes, and to our way of thinking the order had as well be placed now as later. It saves the house the expense of sending the salesman back and gives them more time to make up the goods.

He Had a Bad Week

A salesman has many unpleasant things to contend with, but he bears them patiently.

The writer was in company with one on a trip last season and saw some of the things he had to go up against.

We arrived in one town at 9 o'clock in the morning and could get no train out of there till after night. The salesman had no account in this town, had never been there before, and was anxious to do business. He looked up the different merchants who handled shoes—there were only four of them—and proceeded to call on the best-rated ones first, which was perfectly right and proper.

The first one was out of town; the next one owned a farm close by and was threshing; the next one was at home with a sick child, and this left only one to be seen. He was not in much of a buying mood but was finally induced to go to the sample room—a vacant store.

A \$75.00 Order

The salesman had his trunks hauled up from the depot, spread out his samples and began to expatiate on the merits of his shoes.

After about two hours' work the fellow bought a bill amounting to the princely sum of \$75.00—provided he could get spring dating! The salesman refused the order, packed up, sat around the hotel all day and got out of town that night. That was Friday, and he hadn't made a scratch in his order book all the week.

When the shoe salesman will call on you with samples, do not buy a dollar's worth of shoes if you don't need them, but treat him courteously and look at the samples if you can possibly find the time.—Shoe & Leather Gazette.

What do You do with Your Catalogs?

Catalogs should be well taken care of and filed so as to be always quickly found. Sales of goods, not kept in stock, can be made by the merchant who is familiar with the catalogs of the different lines and who knows where to put his hand on the right book at the right time. Have a rack constructed especially for catalogs, divided into several compartments, in each of which a half-dozen or so of average catalogs could be stood upon end. Whenever you receive a catalog assign it a number and attach to the front cover a gummed sticker bearing this number, and also the number of the compartment in which filed. In a little memo book keep a record of the numbers assigned all catalogs and the compartment in which they could be found.

Show Cards for January Clearing

Some Suggestions to Brighten Up Trade After the Christmas Holiday Buying—Treatment of Cards

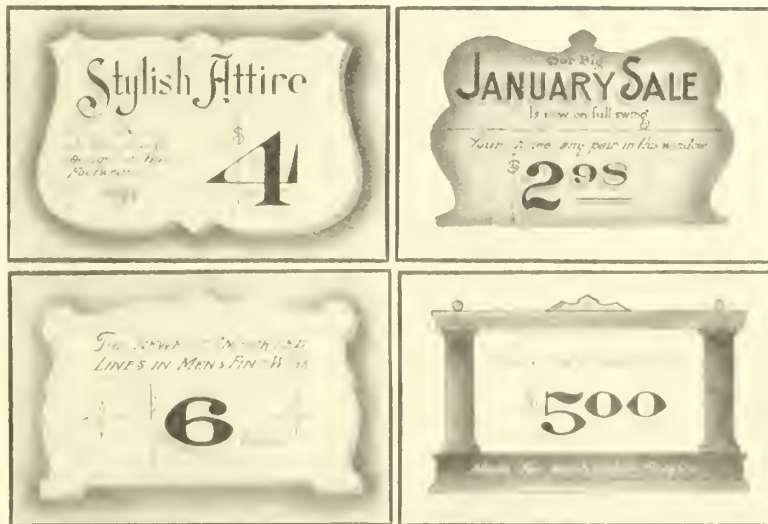
"After the Storm the Calm." After the extraordinary hustle and bustle, hurry and flurry of the Christmas business rush, trade will seem a little dull. After a violent storm at sea, a rather stiff breeze will seem like a calm. And so trade, after the unusual busy holiday season will seem very quiet. In reality trade is dull in January, for nearly every one likes to do as much buying as possible before Christmas. It seems nicer. A Christmas present bought late is robbed of half its pleasure. And one enjoys buying other things than Christmas gifts before Christmas. Needful and necessary articles are purchased for the home or one's person even though they may not be classed in with the gifts. All of this tends to make business extra brisk before the twenty-fifth and extra dull immediately after.

We must brighten things up and attract trade. This can be done by offering extra inducements. The special reduction is one of the strongest and most potential trade bringers that can be used. This can be made in connection with an annual or semi-annual sale. It is a good idea to make a sale of this nature a regular feature of your business every January. There are many broken lines and off sizes that you can offer at greatly reduced prices. And when we say greatly reduced prices we mean GREATLY reduced prices. Make the reductions such that they will be real trade winners. The first loss is cheaper than the second. Hurry the stock out quickly to make room for more. It is only a short time now till the spring trade will be on you. Don't have any winter lines hanging around to interfere with either room or profits. Unload as fast as you can. Take extra space in your paper. Quote plenty of prices. Describe the goods well. Tell what they are worth, or the regular price. Then quote the reduced price. Have some system in the conduct of the sale. Arrange it to begin on a certain day. Dress your windows with some of the lines for two or three days before.

We suggest Monday as the day to start the sale. If your store is in a small town where you depend a great deal on the country trade, that will give you an opportunity to use the Thursday or Friday edition of your weekly paper to reach this class of people. Those who may be in on Saturday to trade can see the goods

in the window. You may feel that the sale should start on Saturday to catch the country trade, but we are opposed to this, for you should have all you can well attend to on Saturday in a regular way without having to increase it with extra inducements. You should attract trade on Monday, which is usually a quiet day. Many country people will come in for your sale on Monday if it is attractive enough in values.

In connection with your window display we offer a few card suggestions. The card with the figure of the man can be made very effective by cutting out the figure and the scroll. With this card you will need to use price tickets on all the lines to show the reduction, as there is no price on the card. The figure can be done in any colors you may prefer. The words "Winter Lines" are in red and shaded with pale grey or green. The "January Sale" card may have the back ground in grey and the large lettering in red and the figures also in red. The shading can be in pale green. The small letters are in black.



The \$4.00 and \$5.00 cards may do for either sale or regular stock. Should the goods be of lines you had reduced to these figures you can use them for the sale displays; or you may add the words "reduced to." If the goods are regular lines, of which you must do some pushing, they can be used just as they are. The designs are made with the hair brush. The large lettering and figures are in red with subdued shading, and the small letters are in black.

The \$6 card is more particularly for regular lines. The small letters are in black and the figure in red. From these designs you may be able to make other cards, or you may use these and change the text matter.

Don't try to straddle the fence on questions of public interest. Be a man and take a stand. It is not necessary to obtrude your opinions upon others, but it is desirable to have them.

Don't be afraid to hand out a few cigars at Christmas time, or a few boxes of candy if by so doing you can keep some of the public service people on your side.

Making a Shoe Lace

As every retailer in Canada is selling shoe laces, we have no doubt that our readers will find a description of a model shoe lace manufacturing plant interesting reading. The illustrations shown on this page are interior views from the plant of the Narrow Fabric Company, Reading, Pa.

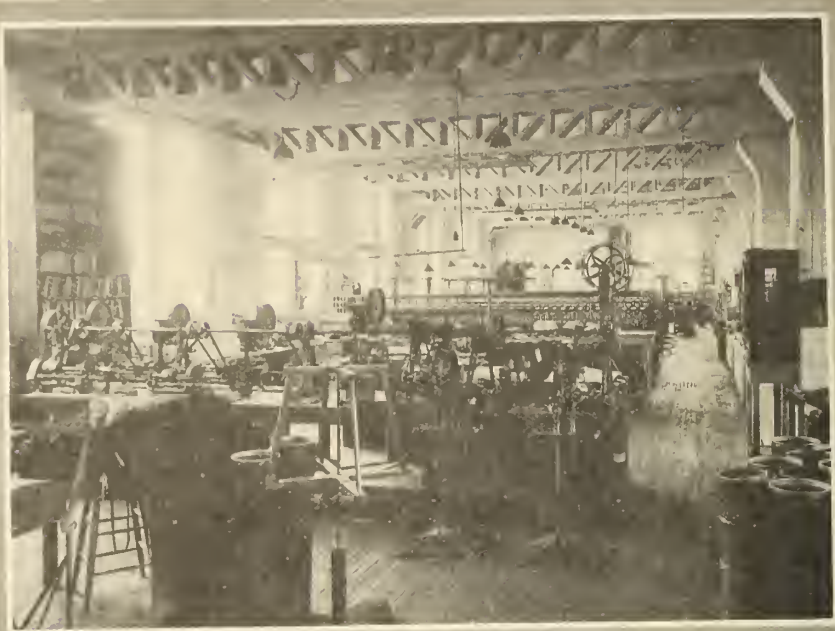
The natural silk after being tested for its size, tensile strength, elasticity, ball-over (natural oil), and moisture, is taken to the mill to be "thrown," i.e. to have the required number of ends twisted together in order to produce the size or thickness of thread desired. After being tested for size it is dyed, usually black, tan or white. It is then ready for the winding department.

The illustration at the top of the page is that of a portion of the measuring and winding department. In this department the skeins of silk are carefully opened up and placed upon rolls known as "swifts." These are placed on the winding machines, where expert hands deftly pick up the proper end, give it a few turns on the spool, which is then replaced in the machine. The silk is then wound on the spools, this being the first operation in the winding department. The silk is next sent to the doubling department where the required number of ends are run from silk spools onto bobbins ready to be placed in the braiding machine.

The second illustration is one of the braiding department, where hundreds of machines are shown. The operators mount the bobbins on braider carriers, threading up the silk ends and starting the ends in the braid former, beginning the braiding operation. The braid is run from the machines into cans, which are sent to the measuring department where accurate record is made of the various qualities of braid and quantity of each.

After passing through the inspection department where a very thorough test of each braid is made, the material reaches the finishing department, a portion of which is shown in our third illustration. Here it is cut into required lengths for shoes and corset laces. They are then hand-tipped and afterwards inspected to see that every tip is perfect. Next, girls put them in single pairs, band them together, after which they are packed, inspected and passed on to the shipping department, where they are given a final inspection before being shipped out to the customers.

The Narrow Fabric Company manufacture the "Nufashond" lace, and are known to the retail trade as the Nufashond Shoelace Company.

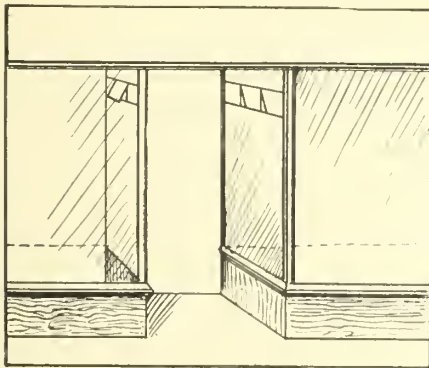


The Prevention of Window Frosting

A New Method of Window Ventilation—Other Remedies Given — Air in Windows Must Circulate Freely

Although the weather in most parts of Canada has been unusually mild up to the present time, it will not be long before the rigors of winter are felt in full force. A question which faces every merchant therefore, is the providing of some adequate means to prevent the frosting of his store windows.

The difficulty is a serious one and was dealt with to some length in our December issue. When the windows become frosted up, their usefulness for display purposes ceases for the time being. Business



Front of Mills Company's Store, Hamilton, Showing Novel Ventilation Method.

slackens appreciably, for a store with windows covered with frost does not present a very inviting appearance.

The reason for the frosting of windows is that the temperature varies inside and out. When the air inside the window is warmer than the air without, moisture forms and is turned into frost. If the temperature suddenly moderates, it is not uncommon to find store windows with frost on the outside, due to the fact that the air without has become warmer than the air on the other side of the plate glass.

Equalizing Temperature

The correct theory to work upon in preventing frosting is to keep the temperature equal on both sides of the glass. This has been done in many cases by placing ventilators at top and bottom of the window. This results in a current of air circulating throughout the window and keeps the temperature sufficiently equalized to have the desired result. There are certain disadvantages connected with this plan, however, dust and snow is allowed to blow in and the goods in the window suffer accordingly.

The most essential feature of any scheme to prevent frosting is to have a cased-in background. This keeps the warmth of the store from reaching the glass. It is much easier to keep the temperature equalized when the windows are cased right in.

The Original Idea

A splendid and original idea for window ventilation has been embodied in the new store of the Mills Co., Hamilton. Small openings have been provided above the plate glass in the sides of the windows. The openings are about 6 x 16 inches and are hinged at

the top. They swing inward and are operated from the interior of the windows. They can be kept open long enough to keep the temperature within the windows on a par with conditions outdoors. At the same time, being on the sides, they are not exposed to the street and do not admit dust or snow in quantities. A further advantage is the fact that they are not seen from the outside and do not detract from the appearance of the store front.

In view of the loss which frosting windows entail on the merchant, the question of the proper construction of store fronts becomes one of much importance. Theoretically, what is needed is to reduce the humidity and thus prevent moisture from condensing on the glass surface by means of the circulation of cool, dry air. In a general sense, this sums up the situation, but several conditions must be taken account of.

First, the windows must be enclosed from the store proper and the enclosure must be quite air tight. Second, air from the outside must enter the windows near the edges and at the surface of the glass, in order to make the circulation greatest at the glass surface. Third, a sufficient amount of dry air must be admitted, in order to absorb the moisture.

These conditions have been borne in mind in the construction of modern store fronts, where vent holes are provided in the metal sash.

Other Remedies

Numerous other remedies have been attempted with varying results. Rubbing the glass with glycerine has been tried but this method always leaves the glass smeared. A solution of alcohol or methylated spirits is sometimes used, but the disadvantage here is in the expense involved, as the cost is too great to make this method feasible for general use.

Other merchants have adopted the plan of keeping "foot lights" along the window base, gas jets being kept lighted to melt the frost off. This method is an expensive one and it does not always produce the desired results.

Still another method is found in the use of double windows. By placing a second plate of glass with narrow sash either inside or outside the window, it is possible to keep the surfaces of both clear from frost. Mr. M. J. Green, of Bloomfield, Ont., shoe retailer, whose complaints called forth the article on this subject in our December issue, has since solved the problem to his satisfaction by this method. There is the disadvantage, however, that the view into window is somewhat obstructed by the double glass.

Summing it up, the best method is to have the background closely cased in and the store front provided with air vents to allow the free circulation of cold air on both sides of the glass.

A negro, being asked what he was in jail for, said it was for borrowing money. "But," said the questioner, "they don't put people in jail for borrowing money." "Yes," said the darkey, "but I knock de man down free or fo' times before he would lend it to me."

Footwear's Advertisement Competition

Good Letters of Criticism Sent in — The Report of the Judges—Unanimous Decision—The Three Prize Winners

Considerable interest was shown in Footwear's Advertisement Competition, despite the fact that it was held at the busy Christmas season, as was evidenced by the number of replies received from shoe retailers and clerks. Most of the criticisms were very good and showed that the writers are careful students of that most important essential of modern business, **the advertising.**

The judges of the contest were Messrs. C. W. McDiarmid, Advertising Manager of Ryrie Bros. Limited, Toronto, and president of the Toronto Ad. Club; A. G. Donaldson, Advertising Manager of the Toronto Daily Star, and R. J. Hart, Advertising Manager of Goodwin's Ltd., Montreal, three of the foremost advertising men in Canada. They selected what they considered to be the best letters sent in, according to the conditions published in the announcement of the competition in our December issue. They do not, however, necessarily consider the advertisements chosen to be the best in that issue. They have sent in to us the following letter:

Editor "Footwear in Canada,"

Dear Sir:—After most careful consideration of all the replies received from the contestants in the Advertising Competition as outlined in the December issue of "Footwear in Canada," we have decided to award the prizes as follows:—

- 1st—W. C. Forman, Ingersoll, Ont.
- 2nd—E. O. Scratch, Kingsville, Ont.
- 3rd—Fred W. Love, Aylmer, Ont.

Yours very truly,
C. W. McDIARMID,
A. G. DONALDSON,
R. J. HART,

Judges.

The First Prize Winner

The following is the letter of Mr. W. C. Forman, shoe retailer, of Ingersoll, Ont., who has been awarded the first prize of \$15 by the judges. Mr. Forman writes as follows:

In response to your advertisement of "Christmas Competition," page 69, December issue of "Footwear in Canada," I have pleasure in stating that I have selected the advertisement of Worcester Slipper Company, on page 27, as the best advertisement in the December issue, and will now give my reason for considering it such.

1st. **In its power to arrest attention.** If an advertisement does not catch and hold the attention, and cause the prospective purchaser to read it, then it has failed in its purpose. This advertisement does arrest and hold the attention by its leader "Firfelts," a new and catchy name in bold, easily read type, by its illustrated trade mark and by its **illustrations of the goods advertised** which are good, clean-cut pictures of the actual footwear it proposes to sell, and a better idea of a line of goods can be conveyed to the mind, through the eye, at a glance, than by a long descriptive paragraph.

2nd. **By the matter of advertisement.** Notice the prominent position given to a good trade mark. If I were a manufacturer I would produce the best goods possible, and I would trade mark them. I would have my trade mark on the goods, on the box or wrapper, on the tickets, and I would use it in my advertising. I would make it worth money to the consumer and to me by keeping the quality up to the standard **always.**

The splendid illustrations, with their power to attract.

The reading matter is most excellent, giving the number of each line illustrated, with a full description of style, material, sole, heel, etc., with numbers for each color, and price for each line, making it as easy to order as if the actual goods were before you. Notice further the prominence given the the statement "In stock for immediate shipment," which is always of major importance to know, and also the suggestion "Order **Now** for holiday trade," which brings to mind the great volume of trade for these goods in the near future and that **Now** is the best time to order.

The central prominence given to the statement "Large assortment of styles not listed. in stock, ready for shipment," would surely induce the buyer to add any other required lines to the order, or to send for catalogue.

The prominence given to name of firm, the fullness of address, so that the buyer can go direct to the warehouse, or letters cannot go astray, and also the name of the proprietor, that he may be addressed personally if so desired.

3rd. **The splendid balance of lay-out of advertisement,** the best of the issue, the leader, trade mark and statement in centre, and each illustration and paragraph on each side balanced by a similar one on the opposite side; the excellent disposal of white space, making printed matter stand out.

4th. **A most appropriate and seasonable advertisement.** Remember this is the December issue and Christmas is near at hand and buyers are looking for goods suitable for Christmas presents. What could be more appropriate than "Firfelts"?

The many good points of this advertisement grow on one as they study it, and yet I have a few suggestions to offer which I think might add to its value, viz.:—

1st. The word "Firfelts" would be better set in a slightly larger type of the same style.

2nd. The illustration of the trade mark should have more prominence, about 1¾ inches by 2¼ inches, I would say.

3rd. Change style of following, viz.:

ORDER NOW and IN STOCK
For Holiday Trade For Prompt Shipment

4th. On account of enlarging the trade mark the paragraph "Large assortment, etc.," ought to be lowered in position.

5th. Having at top of the advertisement, "Order

Now," leave out "Send orders at once," and substitute with "Send for catalogue,"

Wins the Second Prize

The following is the letter of Mr. E. O. Scratch, shoe retailer, of Kingsville, Ont., which has been awarded the second prize of \$10. Mr. Scratch says:

In my opinion the best advertisement in the December issue of "Footwear in Canada" is that of E. T. Wright & Company, which appears on pages 22 and 23. The following are my reasons:

1. Prominence and importance are given to the advertisement by the usually large space which it occupies.

2. At a glance the casual observer can readily see that the advertising matter on both pages is part and parcel of the same advertisement. This cannot be said of the advertisement on pages 8 and 9.

3. The quantity of printed matter in the advertisement is small compared with the space, consequently the advertisement is very conspicuous and commands the attention.

4. The outlined oblong spaces on either side are attractive and add to the neatness and uniformity of the advertisement as a whole.

5. The use of the trademark at the ends of the oblong spaces is very suggestive, as the trademark appears near to each of the four illustrations.

6. The illustrations used are in themselves an ornament to the pages suggestive of the quality of the article, and the use of the illustrations is judicious and not at all overdone.

7. The type used is very clear, with just enough variety in size and style to prevent sameness or monotony so far as the eye is concerned.

8. The heading "The Just Wright Shoe," and the name of the firm at the bottom, being printed in the large type, stand out prominently, and these are what the prospective buyer must remember in order to know where he may purchase such articles as are illustrated.

9. The expression "Made in Canada," occupies a conspicuous place. The fact of being Canadian-made should have some influence on those who may read, or even glance at, the advertisement.

10. The name "Just Wright" is very suggestive of quality and all that means satisfaction to those who are careful or particular about their shoes, and corresponding as it does with the name of the firm, seems appropriate, and not only appropriate, but also striking and suggestive, on account of its appropriateness.

By way of criticism I might say that the printed matter in the middle of each page has rather too much sameness in it, and might be improved by a slight change in the arrangement without altering the subject matter, which is quite important. The central portion on page 22, while occupying the same relative position, might be arranged thus:

New Canadian Factory
Its Purpose
To Better Serve Canadian Trade

The material in the central portion of page 23 might be arranged thus:

Advantages
Popularity,
Domestic manufacture,
Retail Price \$5.00, \$6.00, \$7.00.

We believe this would be an improvement, as at a single glance the eye could thus catch the salient points

of the matter in the central portion of each page, whereas, at present, a person must give attention and read the printed matter in the centre of each page. The arrangement suggested would **compel attention** and the observer would have a mental picture of the advertisement when the magazine is closed and laid aside.

Awarded Third Prize

The third prize, \$5.00, has been awarded to Mr. Fred W. Love, shoe retailer, Aylmer, Ont., who writes as follows:

Referring to your advertisement competition I might say the best advertisement in the December issue of your interesting journal, "Footwear in Canada," is, in my opinion, that of E. P. Reed & Company, of Rochester, appearing on page 16.

The following are some of my reasons:

At this season of the year there is always extra business done in fine shoes.

The live merchant who looks ahead has at this season he had broken sizes to some extent.

He needs a few nice seasonable goods to tone up his stock; the question arises, where will he get them? He must act quickly for the Christmas trade is rapidly drawing to a close.

He picks up "Footwear in Canada," and scans the pages until his eyes fall upon "Reed's Creed," "The shoes you need—delivered when you need them," and the problem is solved.

The cuts in the advertisement, which are particularly clear, show both the receding and high toes; both medium and high cuts, low, medium and high heels, and both cloth and mat tops.

The price and full description of each shoe appears under the cut which is very beneficial to the dealer ordering goods in a hurry. It saves him the time of writing for prices.

The price on a shoe cut in a magazine or catalogue is as necessary, if not more so, than price tickets and show cards are in a show window.

Reed's advertisement is of particular interest to the Canadian dealer on account of the amount of high grade shoes carried in stock in Canada being very limited. The advertisement is well set up, and every bit of it is full of information.

A Wise Non-Advertiser

There was a man in our town,
And he was wondrous wise;
He opened many places, yet,
He wouldn't advertise.

He thought it foolish to announce
His business as some think
They ought to do, and said he had
No need of printer's ink.

Promotion of publicity
He said was something which
The more he had of, that much less
His chance of getting rich

He said he'd studied it and knew
That advertising would
Beyond the shadow of a doubt
Do more harm than good.

Indeed, this man in our town,
Was truly wondrous wise;
He was a burglar, which is why
He didn't advertise.

A Progressive Newfoundland Shoe Firm

**Products Won Favorable Mention at London, England, Exhibition
— Make Welts, McKays and Pegged Shoes—Contented Employees**

A partially explored land, of undeveloped resources, enshrouded with fog banks and guarded by icebergs, is the idea held by many Canadians of the Empire's oldest colony in North America, Newfoundland. We have all heard of its wonderful fisheries, and reports reach us from time to time of the mineral possibilities of the interior, but few of our readers have ever pictured it as a manufacturing country. It will therefore come as a surprise to some of them to learn that from an industrial and manufacturing standpoint Newfoundland is going ahead at a rapid pace, and that she already possesses several high class shoe factories, among the foremost of which is that of the Harbor Grace Boot & Shoe Manufacturing Company, of Harbor Grace, which forms the subject of this article. This company put up their present factor building in 1906 and operate a tannery in connection with it, which turns out boot grain leather for fishermen's boots in black and russet oil grain; the entire output of the tannery being consumed in this shoe factory. All the finer leathers are purchased in Canada and the United States.

The shoe factory has a capacity of five hundred pairs a day, and turns out principally fine McKay shoes. In other words, their output is sixty per cent. McKays, twenty per cent. welts and the balance in pegged goods. The products of this firm are handled by the very best shoe stores in St. John's and the other larger trade centres of the island. In order to compare the products of this company with those of leading shoe manufacturing firms in other parts of the world, it might be of interest to state that they sent an exhibit to the last Festival of Empire, held at London, England, in which were entered competitors not only from the British Isles, but all over the Empire,



The Brass Band of the Factory

and the style and workmanship of the goods shown were highly commented upon by the directors of the Festival, as well as by the public. At the Industrial Exhibition held in St. John's, Newfoundland, in 1910, the Harbor Grace Boot & Shoe Manufacturing Company, Limited, were credited with making the best footwear in the colony.

Considerable credit is due to Mr. W. J. Janes, the manager, for the excellence of the products and the success of the enterprise. He comes from Brockton, Mass., and is a thorough shoeman, having been for fifteen years in the employ of Geo. E. Keith & Company, makers of the "Walk-Over Shoe."

The factory, tannery and salesrooms are located at



Mr. W. J. Janes, Manager

Harbor Grace, with a branch office at St. John's. The factory hands are all Newfoundlanders, and have been trained by the manager, who claims that no better class of general shoemakers can be found. The firm has never had any labor troubles, which speaks well for their policy of dealing with the men, and also for the common sense shown by the employees. The wages paid are good, and everything is done for the comfort and health of the help, and a more contented lot of shoe factory employees cannot be found anywhere in the world.

This firm manufacture the famous "Storm King" boot for men, which is attractive, well made, with the best material and workmanship, on a modern last, and compares favorably with anything shown by high grade shoe manufacturers elsewhere.

Study at all times how to make your store a convenient and a pleasant place to trade. Service in the store counts for almost more than price.

When you advertise a bargain see that you give a bargain. You cannot fool your trade on what is a good value.

Snap decisions are very likely to be wrong decisions. Take time enough in considering a matter so that the decision will be right.



Section of Cutting Room, Harbor Grace Boot & Shoe Manufacturing Company



Section of Stock Fitting Room, Harbor Grace Boot & Shoe Manufacturing Company



Factory of the Harbor Grace Boot & Shoe Manufacturing Company, Limited, Harbor Grace, Newfoundland



Edge Trimming and Setting, Section of "Making Room," Harbor Grace Boot & Shoe Manufacturing Company



Section of Stitching Room, Harbor Grace Boot & Shoe Manufacturing Company

Shoe Trade Advertising

Discussion of Principles Involved in Effective Publicity—Examples of Good Display—Retail Shoe Stores Invited to Submit Advertisements for Criticism

During 1912 this page has been devoted month by month to suggestive criticism of advertisements submitted for that purpose by readers of "Footwear." At the outset of another year—a New Year that each will strive to make a year of better business and better advertising than any that has gone before—let us set down in few words, just as they come to mind, two or three simple rules that the man who does the advertising, whether proprietor or clerk, may well bear in mind and refer to once in a while during the months to come.

1. That advertising space is valuable, to be bought wisely and used with care and judgment.

2. That good advertising is just plain, common-sense salesmanship printed in simple business English.

3. To think well what can be said for the goods and the store. To concentrate attention usually upon a single

idea, rather than to disperse it. To stick closely to the point.

4. To say what he has to say as simply, concisely and directly as possible, using short sentences and simple, well known words.

5. That appropriate pictures attract attention and tell a story more quickly than words. Suitable illustrations—usually well drawn illus-

trations of the goods themselves—add, therefore, to the effectiveness of an advertisement. Illustrations that are poorly chosen or poorly reproduced, however, are better dispensed with altogether.

6. To avoid misrepresentation and reckless exaggeration in his advertising, as carefully as he would avoid lying and dishonesty over his counters.

Attention to these rules alone will not make a good advertiser, or a good advertisement. No set of rules will do either the one or the other. Based upon much experience in practical advertising, however, they may serve as so many simple pointers on the road to better advertising.

A Noticeable Advertisement

The advertisement of the Hub Shoe Store, Sydney, C.B., reproduced as our first illustration this month, is above the average in arrangement and lay-out. It is a noticeable advertisement, and it offers timely goods, and does not fail to quote prices. The illustrations, however, set at such an angle, call to mind a pair of feet that the writer used to gaze upon in wonderment as a youngster years ago—they were so extensive, and painful, and slow. These shoes are quick-moving

shoes for quick-moving feet—but in their arrangement someone has blundered. Turning now to the display of the line, "Hub—The Shop of Good Shoes," used in the nature of a store slogan, is given undue prominence. It would have been more effective for this purpose if set in a comparatively small type and centered, and it would not then detract from the one central idea. The unnecessary cross rules all might be well dispensed with, and the idea of Skating and Hockey Shoes as the Ideal Xmas Present be emphasized by running the one phrase in direct connection with the other, and making these lines the outstanding display lines of the whole advertisement.

At present, the two suggestions—which together form the central idea of the advertisement—are separated by the illustrations, and the effect is therefore weakened; this idea is also overshadowed by the disproportionate display of the store slogan. More care should also have been given to the wording of the first descriptive sentence. Good shoes are not made from "ideas" but from good shoe leather. They may be made according to the ideas of expert skaters, and that may be a good point in their favor; but be careful—you cannot be too careful—that the words you use in an advertisement say what you really wish them to say.

Say More About Footwear

To attract attention to winter footwear the Nash & Lott announcement, from Brandon, Man., relies altogether upon an illustration that has not the remotest connection with either winter or shoes. Nearly five inches of good space is used, but the business message of the whole advertisement is crowded into three lines and a half at the bottom. The last three words—"Winter Foot Protection"—would have made a tolerably good heading, and with four inches of space in which to say something about a subject so timely and of such general interest, a few words of bright description, a few prices and even a good cut of those winter Arctics all might have found a place. Why not say more about footwear, and ship the perspiring old gentleman in the alpine hat away off to the Balkans?

Gives Good Impression

Our third illustration is the reproduction of a Christmas announcement of C. B. Pratt, Ottawa. The cut in the original did not print as well as might have been wished, but it is suggestive of the goods. The heading, also, is direct and business-like; indeed, the advertisement is fairly well worked out



"Fortune favors the brave," says the Judge. "In time of war keep your powder dry; in time of peace keep your feet dry."

Nash & Lott


Is the man to see about your footwear?

We've a large line of winter Arctics for men and women and children, the greatest winter foot protection.

NASH & LOTT

HUB" ... THE SHOP OF GOOD SHOES

Skating and Hockey Shoes



THE IDEAL XMAS PRESENT

Our Skating and Hockey Shoes are the finest in Canada, made from ideas of expert skaters combined with many years of experience in shoe-making. Light to weight, perfect fitting and durable. As a variety of sizes that cannot be fitted elsewhere.

\$2.00, \$2.50, \$3.00, \$3.50 and \$4.00

Buy 4 Hockey Shoes with single strap

\$1.75 and \$2.00

Lightweight Hockey Shoes Skates and Ties

\$2.50 and \$3.50

HUB SHOE STORE 295 Charlotte St.



Baby Shoes

Fortunately for us, Babies are all born bare-footed.

This helps the Shoe business. There's not a Baby on earth but that would like to have a pair of our Pretty Little Baby Shoes for Christmas.

Boots, Moccasins, Slippers, Shoes in Colored Leathers, Rainy creations, etc., etc. 75c to \$1.00.

Mothers are delighted and always say "Aren't they sweet?"

C. B. Pratt

137 Sparks St.,
277 Wellington St., and
1150 Bank St.

and displayed. The illustration and the heading unite to make a first definite business impression, while the body of the announcement gives some details in which every prospective buyer would be interested. These are the lines upon which profitable advertising is planned.

A Progressive Establishment

Mr. Louis McNulty is a very progressive retailer of St. Johns, P.Q. He also does a general jobbing trade in the Province of Quebec, and has two travellers on the road. Mr. McNulty has been seven years



Front of McNulty's Shoe Store

in his present store, and succeeded his father, who was twenty-four years in the shoe business. He handles some excellent lines, including the goods of J. & T. Bell, Limited; the Slater Shoe, and the Invictus Shoe. A repair department is attached to the business.

In the large show windows are displayed not only the excellent brands of footwear carried, but leather goods as well. A strong feature is made of leather goods and trunks, for which a ready sale is found, which adds considerable to the income of the store. These are shown in the aisle and at the rear and also outside the store, as shown in the illustration.

The interior of the store is spacious and differs



Interior of McNulty's Shoe Store

from the ordinary run of shoe store by having counters running down either side. Some of the reserve stock is kept on the counter at the back, as well as rolls of paper for wrapping. Part of the counter is also utilized as an office and cashier's desk.

The shelving of the store is on the two-carton system and benches placed back to back run down the

centre aisle for convenience in fitting. Cards are placed in various parts of the store, asking the customer not to ask for credit.

The store is steam heated, well lighted by electricity, has a metal ceiling, and in fact, is as modern and up-to-date an establishment as could be looked for in connection with the smaller towns.

A Thorough Shoeman

Mr. Jas. W. Houlihan, who is in charge of Factory B. of Getty & Scott, Limited, Galt, Ont., is a native of the United States and has held responsible positions in some of the largest factories where high grade goods are produced. Formerly he was employed by a large Rochester factory and more recently with the D. Armstrong Company and afterwards with E. P. Reed & Company, from whom he resigned to take up his present position. In Factory B., which is in his charge, women's Goodyear welts are produced, and the progress that has been made since he took charge of this department has created considerable comment in shoe circles, owing to the fact that these women's shoes were the first indication of real live snappy American footwear in Canada.



Mr. Jas. W. Houlihan

Getty & Scott's travellers, who are now through their trips, inform us that it has been the largest season the firm has ever experienced. During the past season the firm received one order to the value of \$50,000, and another of \$17,000, which they believe to be the largest ever received by any Canadian manufacturer from a retail firm. The factory is running to day at a higher speed than ever before.

No matter how much money a business man has, if he is careless about paying his bills he will not long be considered "good."

If you are not going to be able to pay a bill when it is due, take the matter up with the payee before it comes due and not after.

If you can sell any one article better than any other store sells it, with greater intelligence and better service, you will in time get all the business on that article.



Leisure Laughs

The Sub's Snub

There is an amusing story told of an Army officer who is noted for his ready wit. In the very early days of his career he was ordered out to Bombay as A.D.C. Shortly after his arrival he had to make a visit to Government House, where a new and very supercilious military secretary was installed.

The room was crowded with people when the young subaltern entered and proceeded to explain his business. The military secretary who, in the conscious pride of his new position, had a hearty contempt for subalterns of all degrees, with a glassy stare through his monocle offered him two fingers to shake.

The A.D.C. quite unabashed, looked at him for a second or two, and then said genially: Hang it all, major, the governor gives me three.

Connubial Bliss

Mrs. Quackenboss — Am yo' daughtah happily mar'd, Sistah Sagg?

Mrs. Sagg—She sho' is! Bless goodness, she's done got a husband dat's skeered to death of her!

A Cure

Judge—"Why did you steal the gentleman's purse?"

Prisoner—"I thought the change would do me good."

Serves the Turks right. Think it was Lord Palmerston who said: "What can you expect of a people who wear no heels on their shoes?"

Tchatldjz, the Turkish fort near Constantinople, would be a good name for a freak shoe.

When the old lady was training her son for the trapeze, the boy made three or four ineffectual efforts to get over the bar. Then she was heard to suggest: "John Henry Hobbs, if you will just throw your heart over that bar, your body will follow."

An old lady entered a Toronto shoe store the other day and asked for a pair of ossified boots. To the puzzled clerk she explained that she had been sent in by the doctor to be fitted with this kind of boot on account of foot trouble. At length it dawned upon the clerk that she meant orthopedic.

Dangerous Reasoning

Miss Antique (school teacher) — What does w-h-i-t-e spell?

Class—No answer.

Miss Antique—What is the color of my face?

Class (in chorus)—Yellow!

Purely Ornamental

A small applicant for assistance was being interviewed by the charity worker.

"What is your father?" asked the latter.

"'E's me father."

"Yes, but what is he."

"Oh, 'e's me stepfather."

"Yes, yes, but what does he do? Does he sweep chimneys or drive busses or what?"

"O-o-ow!" exclaimed the small applicant, with dawning light of comprehension. "No, 'e ain't done nothin' since we've 'ad 'im."

A North Carolina negro was brought out on the gallows to be hanged for murder.

"Henry," said the sheriff, "have you anything to say?"

"Yas, sah," said the condemned man. "I'se got a few words to say. I merely wishes to state dat dis suttin' is goin' to be a lesson to me!"

Mr. Jones keeps a shop where he sells fishing tackle, and for an advertisement he has a large rod hanging outside with an artificial fish hanging on the end of it. The other night a man, rather the worse for his night's enjoyment, caught sight of the fish, and he went quietly to the door and knocked. Jones, being in bed, looked out of the window, and said, "Who's there?" "Don't make a noise," was the reply, "but come down as quickly as you can." Thinking something serious must be the matter, Jones dressed like lightning, and came down as quietly as possible. "What is the matter?" he asked breathlessly, "Hush," was the reply, "pull your line in quick, you've got a bite!"

"Look here," said a facetious gentleman to his neighbor, "here is half a dollar. If you add another on top of it I will show you a splendid trick. Thank you! Now I am going to put a very simple question to you. If you reply to it in the affirmative you will have the two coins. If, on the contrary you answer in the negative, it is I who will take them. Do you know the trick in question?" "No," replied the victim.

"Thanks; I pocket the dollar!"

An Irish school inspector was examining a class in geography. He had propounded a question regarding longitude, and received a correct answer from the lad undergoing the ordeal. "And now," he said, "what is latitude?" After a brief silence a bright youngster, with a merry twinkle in his eye, said: "Please, sir, we have no latitude in Ireland. Father says the British Government won't allow us any!"

A Secret

Ella—Bella told me that you told her that secret I told you not to tell her.

Stella—She's a mean thing! I told her not to tell you I told her.

Ella—Well, I told her I wouldn't tell you she told me, so don't tell her I did.



With the Genial Knights of the Grip

What the Shoe Travellers are Doing and Saying—Footwear Solicits Photographs and other Material for this Department

A Proof of Popularity

Mr. Chas. J. Silver, one of the popular travellers of the W. B. Hamilton Shoe Company, Toronto, was re-elected to the board of directors of the Commercial



Mr. Chas. J. Silver

Travellers' Association of Canada, at their annual meeting, December 27th. Mr. Silver is the only Toronto shoeman who enjoyed this distinction, in fact there is only one other shoe traveller in Ontario on the board, viz., Mr. W. Berscht, of Guelph, who travels for McLaren & Dallas. Mr. Silver is one of the most popular and widely known shoe travellers in Canada, and Footwear in Canada congratulates him upon his re-appointment, which is a proof of the esteem in which he is held by his fellow-travellers.

Visiting Canadian Jobbers

Mr. F. J. Minges, the Canadian traveller for the Narrow Fabric Company of Reading, Pa., has started on a trip through Eastern Canada, covering the principal cities from Hamilton to Halifax, calling on the jobbing trade. The firm is doing a very extensive business in Canada in the N.F. 10 guaranteed 10c lace, which is guaranteed for six months' wear. The "No-fashion" silk lace, which is guaranteed for three months, is also a strong seller. Last fall Mr. Minges called upon the leading retailers in Canada, and dem-

onstrated the merits of these two laces, and as a result, jobbers have had a great demand for them. The Canadian consumer has been educated up to the point where he demands "quality goods," and these laces therefore meet with a ready sale, the customer accepting the guarantee as sufficient proof that he is getting value for his money.

Represents U. S. Shoe Company

Mr. Kent Whipple, Canadian representative of the W. L. Douglas Shoe Co., Brockton, Mass., was born at Hamilton, Ontario, some 40 odd years ago. He attended the public schools of that city and later Albert University of Belleville, Ontario.

His first experience in the shoe business was gained while employed by the firm of Reed, Jones & Co., of Columbus, O., at their western agency in Omaha, Nebr. After spending three years in the western states, he returned to Canada, and joined the staff of



Mr. Kent Whipple

J. D. King & Co., of Toronto, where he remained several years, representing them in the Maritime Provinces. He severed his connection with the above firm to represent Ross, Lewis & Peter of Rochester, N. Y., in the western states and was with them until he was called off the road on account of the death of his father. Later he entered the manufacturing business in Hamilton, Ontario, and for several years conducted

a successful business in his home city. He took an active part in city affairs at that time, and was a member of the Council Board of '96 and '97. Mr. Whipple has successfully represented the W. L. Douglas Shoe Company in Canada for the past three years.

Ironing Turns

As a general rule the "turn" shoe gets a great deal more ironing on the upper than shoes of any other make. This is due to the fact that the "turn" shoe requires much more ironing immediately after it is second lasted, in order to shrink the upper down to the last, thus taking up the slack caused by the

in its proper position, the less strain and stretch there will be upon the upper. Some second lasters have a tendency to force the last too far ahead, while others leave it too far back, each of which is faulty and promotes excessive bagginess at some portion of the shoe upper. Also the leveling of the "turn" shoe tends to loosen the upper. If this operation is done by hand, excessive pounding and rubbing will loosen the upper, and if performed by machine, the leveling roll will do the same thing unless used very lightly and skilfully.

After all these conditions have received the best possible attention, the "turn" shoe will then require a great deal of ironing to shrink the upper down to the last, and all of this is injurious to the upper. If this work is done by the piece, the operator will desire to use a hot iron to shrink the upper down quickly, possibly using vaseline or some other kind of grease along with it to avoid burning the upper. But whether the upper is actually burned or not, the use of an iron with sufficient heat to shrink the upper quickly to the last is detrimental to the upper, which can never afterwards have as soft a feel, nor as durable a fibre as it possessed before. The removal of the fine wrinkles around the toe or around the heel seat by the hot iron is not as detrimental to the shoe, although sometimes the wrinkles have to be practically burned out.

It is obvious that where such severe ironing conditions must be met as in the ironing of the "turns" after second lasting, the item of heat becomes of supreme importance, and, especially in the case of piece workmen, the incentive for quickness must lead to the damage to a greater or less extent of many shoe uppers. This is why the use of electric heat in ironing "turns" is a matter of commercial value, aside from convenience, neatness, and a more uniform and skillful performance of the work.

With the electrically heated ironing tools, the operator need not be afraid that he is going to burn the upper because the heat of the tool is always uniform.

A FRENCH FREAK



One of the latest Paris styles.

sole being on the inside of the shoe when it is sewn.

In making a turn shoe, it is desirable to reduce this slackness of the upper as far as possible, so as to reduce the amount of ironing after the second lasting operation. Some factories accomplish this result in part by having special lasts on which to last the shoes—these special lasts being smaller than the regular lasts—that are used in the second lasting operation. These are usually the high grade factories that employ this process.

Other factories seek to accomplish the same result by using a half size smaller last in first lasting and then substituting the regular size last after the shoes are turned. Neither of these methods, however, are employed in the factories that produce the great volume of medium priced "turn" goods. In the latter the shoes are second lasted on the same lasts on which they are first lasted. This is not done because this method is recognized as superior, but it is done to save the investment in special or extra lasts, and also, to save trouble and the expense involving an additional labor cost and slowing up of the work, as is the case if the lasts are changed at the second lasting operation.

It is this desire to save the investment, in special lasts or in extra labor, on popular priced goods that results in the shoes coming from the second laster in a more or less baggy condition. The extent to which the uppers will be loose under these conditions will depend somewhat upon the laster, as to whether he pulls the upper reasonably tight to the last; and somewhat upon the sole, as, for instance, a heavy sole with thick edge will leave more slackness of upper than a light sole with thin edge.

Another feature having to do with slackness of the upper after second lasting is the second lasting itself, as the easier the second last is forced into the shoe

AN ENGLISH NOVELTY



A boot with a purse in its side.

This enables the operator to give his whole attention to the rubbing out of the wrinkles and slackness, which he can accomplish a great deal quicker and better because he does not have to be afraid of the heat of his iron.

Talks on Trade Topics

Interviews of Interest to Retailer, Jobber and Manufacturer. The Opinions of Experts on Bettering Business Conditions

Get Your Orders on the Books

A country merchant at a Montreal hotel said recently: "For a long time I've been wondering in an idle sort of way what was the real reason for 'pay as you enter' cars. It never struck me till now that the 'pay as you enter' is to the street car company what the duplicate carbon slip is to the merchants. In the first case, the conductors let lots of customers slip through without paying under the old system, and in our case the clerks used to let all kinds of purchases go out of the store without being entered in the day book.

"According to my figures, I used to lose about eight per cent. of my goods by having somebody walk off with them without any record being made. I had average clerks, and they tried. But there it was—a store full of people. Mrs. Brown would take out a pair of shoes, charged, and Mrs. Smith and half a dozen others would be clamouring to be waited on, and before my clerk got through, Mrs. Brown had gone away with the shoes and he had forgotten to make an entry in the book.

"So I just 'canned' the old system, and went in for duplicate carbon, and now that the system is thoroughly established, it's a money saver. When the clerk has to make out a memorandum of every purchase at the time, there isn't much chance for goods to 'walk out' and leave no trace of their existence."

* * *

What Shoe Manufacturers Face

Speaking of the recent advance in the price of shoes, leather and factory operations, a well-known Montreal manufacturer said: "It is almost impossible to obtain competent help to turn out shoes in Canada. The cost of wages, consequently, has increased in even greater proportion than the cost of raw material. In our shoe factory we are now paying, on an average, sixteen per cent. more wages per individual employed than we paid five years ago. We are also paying about twelve per cent. more for leather than we paid at that time, and the prices are increasing by leaps and bounds almost daily. Out of these two items, of course, we make no profit whatever. Nevertheless, these increased costs go to make up the general prosperity of Canadian factories, not only in the shoe line, but also in other lines.

"According to the latest government statistics, the total production of boots and shoes in Canada for 1911, was about \$30,000,000. This figures out at less than \$5 per capita, in regard to population. In the United States, the per capita purchase of shoes is much larger, averaging almost \$9 per capita of population. Canadian shoes on the whole, however, are much more serviceable than American shoes. They are made from a higher cost leather, and the cost of production, under present circumstances, averages more per capita than in the United States. I see no remedy for this situation, except the establishment of more shoe factories in Canada. I would, of course, welcome this outcome."

Finer Shoes in Demand

Are heavy, cheap shoes giving way to finer grades? A manufacturer expresses his view of conditions as follows:

"The last few years have brought a great change in styles and in the demand for footwear. For over twenty years I made heavy shoes for the working class. Manufacturers formerly confined themselves to making heavy shoes.

"Many manufacturers, who for years have been making this class of shoes, have largely dropped the cheaper grades and are now putting out desirable lines of McKays and welts. This change is attributed to the fact that the working people throughout the country are earning better wages and are in a position to pay more for their shoes.

"Notwithstanding the high price of breadstuffs, we find the operatives in different industries well dressed and evidently not in need. Although prices of shoes are considered to be strongly advanced the coming season, manufacturers do not seem to fear that the amount of business from now on will be lessened, and prosperity in all parts of the country indicates in the minds of most merchants that from now on the outlook for business is most promising."

Death of Shoe Manufacturer

By the sudden death of Mr. Richard Smardon, Montreal, at the age of 82, one of the oldest shoe manufacturers in Canada has passed away. A Devonian by birth, Mr. Smardon, at the age of 11, came to this country in 1831, and lived practically all his life in Montreal. He was at one period among the chief manufacturers of boots and shoes in the Dominion, and his goods commanded a very big sale right through the country. He also did an extensive trade in exporting shoes to Ireland. Prior to 1874 he was in the retail trade, and also carried on the business of fitting uppers, principally for W. McLaren & Company, on St. Maurice street. After this he started in the wholesale shoe manufacturing on Craig street under the style of Smardon & Young, later, on the dissolution of the partnership, removing to Wilham street. Subsequently he left Montreal and erected a factory at Three Rivers, P.Q., which is now occupied by the Tebbutt Shoe and Leather Company, the president of which, Mr. John T. Tebbutt, was formerly manager for Mr. Smardon. Of late years, Mr. Smardon has been in business as a dealer in shoe findings in Montreal. He came from a shoe-making family; his nephew, Mr. Walter Smardon, is the head of the Smardon Shoe Company, Montreal. Mr. Smardon is survived by his daughters, Mrs. James A. Elliott, of Port Hope, Ont.; Mrs. Allan Dods, of Saranac Lake, N.Y., and the Misses Smardon, one of whom is at present in Europe.

The clerk who makes a customer feel as if he were taking up too much time will not be bothered by the same customer many times.

British versus Yankee Shoe Clerks

Writer Says Old Country Retail Salesmen are Superior—Has Had Shoe Experience in Both Countries—An Interesting Comparison

The following criticism of shoe clerks in the United States appeared in a recent issue of the *Coast Shoe Reporter*. It is written by a British shoe clerk of some years' residence in that country and should be of interest to the Canadian retail shoe trade. We are ever eager to adopt United States methods and ideas, particularly in the shoe trade. We have gained much that is beneficial from them, but a little criticism from the standpoint of an experienced and unprejudiced outsider may be instructive and cannot be harmful. The letter referred to is as follows:

Sir, May I trespass on your space to "air a grievance," and, if possible, awake an interest in the all-important subject of "Better Retail Salesmen?"

Now, Sir, I have no wish to "cast a slur on" or "imply a stigma" to the American clerk; but I do think—as a keen observer—that the average Yankee shoe clerk is not up to the standard of the Britisher in his particular vocation.

And, to define my meaning more clearly, let me give "my" result of close study of both "species."

The average—note that I use the word "average" advisedly—Yankee clerk lacks the fine points of courtesy which the Britisher shows.

"The Yankee" lacks the inspiration for "cohesion" or "team work" which, to the Britisher, is quite his natural trait.

"The Yankee" has not, or does not display it, that ambition to learn, which the Britisher has.

"The Yankee" has not got that "gift of address" which is, after all, the soul of salesmanship.

The Yankee shows no "initiative," and is less ambitious than the Britisher.

Seathing criticism, you'll say; but as I see things in this country, only too true. And here let me say that I do not blame the employee for his faults. A comparison of the "methods of training" in the two countries will illustrate my reason for casting the blame upon the employers.

In Great Britain there are firms—many of them—who own and operate hundreds of exclusive shoe stores. I'll take a concrete case, the firm of Freeman, Hardy & Willess, owning at least 500 exclusive shoe stores. The boy of 15 years of age will enter their employ as errand boy, and from the moment he enters upon his duties, he is, through the manager, trained to expect a speedy promotion if he shows an interest and ambition to learn. At the expiration of one year he is examined by the superintendent of his district, as to his knowledge of things in general, appertaining to the store, and if he knows the right stuff, is drafted to another store as junior assistant. As time goes on he reaches the better positions, and eventually reaches by merit, the position of manager and divisional inspector.

But what is the "impetus" that aids him? It is simply this: Each district or division of stores, say fifty, has an inspector, who periodically calls the managers together, and in keen and friendly debate, they criticize the past season's work, bare the weak spots, draw out the ideas of each other, and by suggestion and argument, formulate a plan of campaign for the

coming season. When the manager returns to his store, he calls his help together, and discusses with them the "various points" which are the result of his recent convention, and from the errand boy to the chief clerk, each one is fully acquainted with new ideas, to be put into operation for the coming business campaign. And "woe betide" the manager who "neglects to keep his help posted" with "new knowledge," or who does not co-operate with his help, in imparting that instructive idea which is expected of and from him. Mr. Inspector is keen on training the "young blood" in salesmanship, window-dressing and stock keeping, and above all, in the value of turnover of stock, and team work. Hence, the opportunity is provided for the youth to become proficient, and the business of his future becomes a serious thing with him. So much for the British side of the story.

Now for the Yankee side, and I allude more particularly to the system of the "department store."

The Yankee boy enters as a probationer, stock-boy, etc., etc. He becomes a junior; he is given a position in a special department—one section of stock to keep clean and filled; he regularly fills the bill, and automatically becomes a salesman of men's or women's shoes, or maybe children's. If he shows ability, and the buyer or manager has an interest in him, he may become something more important. But it's a long and disheartening climb to even approach the "chief boss" with the request for promotion. And the "department boss" oftentimes has only his own interests to study. And the young ambitions of the junior find their goal in the amount of "P. M.'s" he can make in the month. No chance to trim windows, no chance to get inside knowledge of profits, and never an opportunity to use the fertility of his initiative ideas. Simply left to copy the "next man," and that "copy" more often than not a "mixture of P. M. ambition," and "baseball."

Severe am I! Well, yes; I must confess that I am pretty hard on the system. But hard criticism is useful at times, and I am open to correction if I am wrong; and I welcome your readers to hit me as hard as my criticism deserves.

Did someone say I had had no experience "this side of the water," or that I was biased by the fact that I am a Britisher? Don't think it for a moment. I have had many years experience in both hemispheres, and I am bold enough to assert that "the employer in this country," be he a corporation or private individual, does not give the "opportunity" to the young man as thoroughly as it's customary in Great Britain.

What's the remedy? Well, sir, watch the imprecation on my head now. First, I suggest and commend to both employer and help the following ideas:

Cut out the P. M. system, and adopt a bonus or profit-sharing system, according to rank and authority. Have monthly meetings of all employees, and by debate and argument, get co-operation and team work. Provide opportunity for suggestion, and invite criticism from even the lowest member of your store. Have your "successful men" give monthly lectures

to the really interested employee, on all subjects of vital interest to him; and don't treat him as an automaton. Have "suggestion boxes" handy, and foster the idea that we can always learn from the "junior" as well as the boss.

In conclusion, let me repeat the "cry" of the boss, as I can see it in all of the trade papers:

"How can I, and where can I, get better salesmen? Why cannot I turn my stock oftener? Why does my help not co-operate with me as I expect them to?"

Week after week we note articles on the need of "higher efficiency," and if my letter will do something toward awakening an interest in both employer and

employee to that end, then my transgression on your space, and courtesy, will not have been in vain. After all, sir, it is the "combination of the best" which attains "the ideal," and while no man has a monopoly of ideas, we can all of us arrive at a better understanding of our needs by interchange of opinion and friendly debate.

Hoping that my readers will accept my criticism in the spirit in which I write, "Better Conditions All Round," and "Higher Efficiency" for the trade, with thanks in anticipation, I am, sir,

Faithfully yours,

HUSTLER.

Human Nature in Selling

By Richard J. Stanley

Human nature is the greatest of all studies, the study which you can never say you have thoroughly mastered, because there are not two beings whose personalities are exactly the same; there is always a difference, no matter how small, which requires a corresponding attitude from the person coming in contact with them, and therein lies the study, most interesting as well as being exceedingly valuable, especially to those who, to use a business expression, are daily "handling the public."

To the man who makes a study of human nature it is indeed interesting, even when travelling in a street car, or standing on a busy street corner, to study his fellowmen as they come and go, in an endeavor to arrive at some estimate as to their character, which is generally shown in a person's carriage and facial expression. Human nature study and salesmanship are very closely related, so closely in fact that invariably the most successful salesmen are the greatest students of their fellowmen.

This applies to all salesmen, no matter what position they occupy, but we will confine ourselves to considering the retail salesman, and it is in this respect that many men behind the counter, so to speak, fail to make a success, as they have the mistaken idea that because in their business the customer comes to the salesman, so the one attitude is sufficient towards all customers irrespective.

Now this is most detrimental to a salesman's success, as well as that of his house, and means less sales for the house and less salary for the salesman.

When a man enters your shop, whether it is imminent that you will have to attend to him or not, "size him up" anyway, to use another expression. You might have to attend to him some other time, and a glance will give you an impression and some idea as to how you should "handle" him.

You must judge him from his features, carriage, actions, and quite frequently his dress, and the ensemble of these several impressions gives you the key to the attitude you should adopt in attending to his requirements.

The salesman who correctly gauges his man will find his sales larger and more easily made than the one who approaches every customer in the same self-satisfied attitude, which is so often noticed, and is repellent to the self-respecting customer.

As I have mentioned before, the aim in whatever attitude you adopt is to gain the confidence of your customer and you must not overlook the fact that in the majority of cases he studies his fellowmen just as

you are doing, and has "sized up" you and your ability just as soon as you approached.

To create a good impression and confidence in your customer it is necessary to have, firstly, a pleasing personality; secondly, a thorough knowledge of your business; thirdly, the same of your stock, and fourthly, an interesting and intelligent way of presenting the goods you are trying to sell.

To possess such a combination develops in a salesman a self-confidence which is infectious and breeds in your customer a reliance upon what you are doing and saying.

A pleasing personality I place first, because it is that which appeals first and always to the customer, and is the one detail in your attitude which should be the same to all men, for a cheerful smile and a "glad to see you" expression appeals to every type of customer— from the gruff to the most pleasant.

The various types you meet in coming in contact with the buying public may be divided into three classes: the unassuming and dependent customer, who relies on the salesman to get the right article; the frank, businesslike customer, who appreciates good salesmanship; and the over-bearing man, who imagines he knows your business better than you do, and has exception to take to everything just to show his superiority.

The first type appreciates good treatment and attention, but if he discovers that because of his reliance upon your suggestions, you have been taking advantage of him, he will quietly go somewhere else; so because he seems easy do not take too much advantage of him.

The second type is the most satisfactory to handle—he can take care of himself, can tell at once whether the salesman knows his business, and if so will listen to your argument and govern himself accordingly.

The last type of customer must be given respect fully, but firmly, to understand that you are thoroughly acquainted with your business, and in the majority of cases he is only bluffing and testing you, becoming a valuable customer when he finds you can be relied upon.

This is just an outline. It is impossible to make a set rule to govern every man; instinct must teach the salesman his attitude toward the prospective purchaser and there is more truth in the statement that "salesmen are born, not made," than imagined. There are many alleged salesmen, who will never be salesmen, as they have not the proper instinct necessary, and hurt the art of selling by looking down upon their

position and, with many outsiders, think that it merely consists in "hauling out goods and taking in money," when in reality to become a successful salesman requires much study as well as natural ability, and one of the most important studies is human nature.

The most successful business men in the world are they who have made a study of their fellowmen, and by so doing were able to assume an attitude toward each individual necessary to getting the best out of him.

Every person has something to sell, so to speak, and if the highest in the land finds it worth while to study human nature, much more so should the man behind the counter, and by so doing make your work more interesting as well as elevating the art of selling.—The Commercial Review.

Brick Building at St. John for Footwear Interests

When the Ames Holden and McCready footwear interests were amalgamated in the spring of 1911, under the name of Ames-Holden-McCready, Limited, it became necessary to secure larger premises both east and west, for the proper conduct of the amalgamated business. The company therefore built a large warehouse of their own in Edmonton, of which they have lately taken possession. Having faith in the forward movement in the Maritime Provinces, and believing that they would be justified in building there also, the company selected a site in St. John for a building to be their headquarters for these provinces. This building has just been completed and is now occupied by the company, Mr. A. R. Angus, the assistant general sales manager, Montreal, having visited St. John for the purpose of co-operating in the removal from the old premises. It is located at the corner of Canterbury and Duke streets, in the business section, close to the



Headquarters for Maritime Provinces of Ames-Holden-McCready, at St. John, N. B.

customs house and post-office. The structure is 100 x 50 feet, five storeys and basement, and is described by one of the underwriters as the best sample of a fire-proof warehouse in the city of St. John. The foundation is of concrete, and the structure of brick. In order to get a basement it was necessary to drill and

blast out the solid rock. There is a tradition that a spring once existed just across the street, and to ensure an absolutely dry basement the outside of the concrete foundation was covered with a waterproof substance, and a waterproof cement was laid over the concrete floor. The building is of mill construction throughout and built right up to the requirements of the fire underwriters. The elevator and stairway are in a brick tower which is carried up through the roof. The offices and sample rooms are finished in cypress, being panelled in fine grained wood; the offices are particularly well finished, and have been described as among the finest in the Maritime Provinces. The whole building is laid out for the most convenient storing and handling of goods.

Mr. W. M. Angus, the local manager, has expressed himself as greatly pleased with the new quarters, and is looking forward to largely increased business on account of the improved facilities.

Leather Measurer Wanted

There have been many complaints and much more notice taken recently of the short measure in leather that is being given the manufacturers. Many of the complaints have been brought about by the shoe cutters. On being given a piece of leather they are supposed to cut just so much from this piece and any shortage from the required amount will be noticed and questioned by the foreman. The foreman, on handling the leather, knows it contains just so many feet, or, at least, was supposed to have contained that number of feet when purchased, but, when the cutters state that they are unable to cut any more from the piece than they have cut it has caused the foreman and manufacturers to "sit up and take notice," for they knew something must have been wrong. It was largely through this that the measuring of leather in the factories was started and it was then found that there was a shortage on nearly every piece.

A law should be enacted similar to that enforced among the coal dealers, which gives the city and town the right to appoint sworn measurers of leather by which all leather invoices should be measured. After the leather is measured by these men they should give a certificate to the purchaser giving the exact number of feet in the invoice. This is a matter that should be taken up very seriously by all the manufacturers and they should contrive to do something for the betterment of this matter.

In many cases it has been made very uncomfortable for the cutters in the departments, for when they could not produce the required number that was supposed to have been cut from a given piece of leather they were accused by the foreman of wrongdoing of some kind. This has very nearly led to the discharge of many of the cutters, and, in a few factories, the cutters were so upset from the accusations made against them that they had decided to go on a strike. It is hoped that something will be done along the line of official measuring before long.—Shoe Topics.

You should and probably you do realize the value of cheerfulness in the store, but do you also realize its value at home?

Don't worry over the idea that you may not be clever. Cleverness has nothing on good, business common sense.

Some Extracts from Our Exchanges

Trade Topics of Interest to the Shoeman—Some of the Brightest and Best from the Other Trade Journals

Allowances on Returned Shoes

"Manufacturers should pay dealers' loss sustained by goods on which dealers make an allowance—when the manufacturer is at fault, and in proportion to his fault," says the Shoeman. A dealer sells a pair of shoes. Two weeks later the customer returns complaining. The dealer knows that the customer has no real cause of complaint with the goods, but the customer is a valuable one and the dealer desires to hold his trade and goodwill, so the dealer voluntarily makes an allowance of, say, \$1.00. This allowance is made through no real fault of the shoes, and therefore the manufacturer is not to blame. The dealer makes the allowance as a form of his store's advertising, and he cannot reasonably expect the manufacturer to pay for his store's advertising; in fact, it is dishonest to ask him to do so. Manufacturers should be willing to pay for their own faults, but not for the store's advertising and creation of local goodwill.

* * *

Hosiery in Shoe Stores

Nearly all the larger and higher class shoe stores in this country and the United States carry hosiery and consider it an essential part of the stock, and we notice in a recent issue of the Boot and Shoe Trades Journal that even the conservative British shoe retailer has adopted its sale. The Journal says:

Hosiery in the shoe store is practically a modern innovation, but there can be no possible doubt that it is one which has come to stay. Especially does this apply during the present season, when colored dress shoes are so much in request. It is hardly necessary to emphasize how much a customer would appreciate the saving of time and trouble in being able to buy colored shoes and hose to match at the same time instead of having to purchase the shoes first and then be compelled to overhaul the drapers' stock in a frequently vain endeavor to obtain the necessary article. The advantage is so obvious that the wonder is shoe retailers are not developing this branch of the business more than they are doing. Probably the reason may be that it is not generally known that it is not at all necessary to stock a huge quantity of hosiery to supply the required shade. Manufacturers of dress shoes offer exceptional facilities in this direction, and the necessary articles can be obtained at very short notice, which reduces to a minimum the risk of making bad stock. Naturally, such goods should carry the maximum of profit—a point which cannot be too strongly emphasized, for it will be generally found that the customer is not inclined to quibble on the question of price, so long as it is within reasonable bounds, if the right goods are quickly obtainable. There are exceptions, of course, but, as these things are in the nature of luxuries, price is invariably a secondary consideration. For the ordinary kinds of hosiery the risk is not nearly so great, and a well-selected range can be stocked with confidence. It will not be assumed that the goods will sell themselves; they require pushing, like most other saleable commodities; but there is a wide field waiting to be exploited in

the sale of hosiery if sufficient attention is devoted to it. The demand for colored outdoor footwear, coupled with the popularity of the low-cut shoe, has given a big fillip to the hosiery trade. As there is no evidence to show that this type of footwear is losing favor, the shoe retailer ought not to hesitate to indulge in a profitable trade.

* * *

Special Sales

"Cut Price Sales" is the subject of an editorial in a recent issue of "The Shoe Retailer." Nothing, it claims, is more demoralizing to the retail shoe trade than the early semi-annual cut price sales. These are usually the outcome of a misdirected effort to compete with a neighboring shoe store, or the result of one dealer putting on an early sale, thinking to "put one over" his competitors. In any event, the early cut price sale starting in the midst of the selling season chops off the profits and shortens the selling season to the very danger point. Several retail dealers' associations in the United States have taken up this question and the propriety is suggested of putting off clearance sales until about February 15th. This will add six or seven weeks of shoe selling at a profit to the business calendar and thousands of dollars in profits which otherwise would go into the pockets of an unappreciative public—a public that is being educated to paying more for footwear and which will laugh in its sleeve if you permit it to buy your merchandise at manufacturers' prices.

* * *

English Shoe Trade Prosperous

The following is the concluding paragraph of an article in the "Shoe and Leather Records," London, Eng., under the heading, "Boots and Prosperity."

Making the best use I can of the statistics available, and in the light of my own information, I estimate that the production of boots, shoes, and slippers in the United Kingdom has increased during the past year by about 10,000,000 pairs, that about 6,000 more operatives have found employment in the industry, and that at least £500,000 more has been spent in wages during the season which is just closing than during the corresponding season of last year. And these figures take no account of the small makers, the whole sale and retail dealers, and the repairing trade. All these must have done a correspondingly increased turnover. And the profits of capital and labor in connection with the distribution and repair of boots and shoes are, at least, as great as in the wholesale manufacture thereof.

We hear people talk about waiting for their ship to come in. If you are a good advertiser you will not have to wait for your ship.

If you are discourteous to customers, or if you make remarks about them after they go out you increase the chances of their never coming back.

Dainty Calendar

One of the daintiest and most appropriate of the new calendars for 1913 yet brought to our notice is that of the Hurlbut Company, of Preston, Ont. The color scheme is white and mauve in two shades, the background being in a deep mauve, while the ribbon bows and the tones of the picture are in mauve shading into pink. This shows a tiny wearer of "So Cosy" soft soles "telephoning to father." The Hurlbut trade mark is shown at the upper right hand of the calendar, and the calendar pad is tied through with mauve ribbon, at the lower right hand corner.



Gun Metal Button on the new Houn' Dawg last—
The Ralston Health Shoemakers

A Perpetual Calendar

Every shoe manufacturer that has not received one of the perpetual calendars that the Boston Last Co. of Richmond, P.Q., are distributing should write at once for one. Last year their wooden calendars were considered the best out, so instead of issuing new ones a set of perpetual cards put up in a very neat metal frame are now ready for delivery.

Useful Catalogue

We have received a very well-planned catalogue from the Bradley & Metcalf Company, Milwaukee, Wis. It shows all styles and grades of men's, boys, youths, little gents, ladies, misses, children's and infants' footwear, also findings and store fixtures. It gives prices and terms and general information showing the advantage of opening an account with the company.

The Menihan Company, of Rochester, N.Y., have sent out an attractive New Year's card to the trade.

The Cook-Fitzgerald Company, Limited, sent out a neat little Christmas card to the trade.

The employee who finds fault with the rules he is asked to follow might better go to the boss with his own ideas since he knows better how the business should be run.

Treatment For Flat Foot

Dr. P. B. Roth describes in the Lancet of London, England, a treatment which he says is suitable for all cases of flat foot. It has much to do with proper footwear and exercise. This summary of his article appears in the Journal of the American Medical Association:—

"A treatment suitable, with but slight modification, for all cases of static foot trouble (flat foot), from the early cases which are often described as 'weak ankles' to the most severe cases, where there is old standing structural change, is what Roth claims for his method. The treatment consists of (1) attention to footwear; (2) attention to position in standing and walking; (3) regular daily exercises. Whether boots or shoes are worn, whether they button or lace, they must be the shape of the feet. The inner side of the boot, where the big toe lies, is kept straight, so that the end of the boot is opposite the big toe, and not opposite the second or third toe. This is to insure that the big toe is not pushed out against the other toes and has plenty of room in which to act. The soles should be a sixth to a fourth of an inch thick, the heels broad, an inch or less in height.

Don't address a customer as "lady." Say "madam," unless you know her name.

Remember that politeness pays the biggest dividends. It is nature's free capital. Cultivate it.

The individual who is too lazy to do a thing will find plenty of excuses for not doing it.

When we laugh at our troubles we lessen them. Troubles and smiles can never walk together.



Gun Metal Blucher on Thermos last—The Ralston
Health Shoemakers

Always imbibe and retain all the practical new ideas and adopt all the latest improved systems that you can find or discover.

A real salesman is one part talk and nine parts judgment, and he uses the nine parts of judgment to tell when to use the one part of talk.

Keep working! Forget the time and you will find that closing time will come too soon.

General News and Personals

Happenings in the Shoe and Leather Trade

The tannery of Beal Bros., Limited, tanners and wholesale leather and findings, at Uxbridge, Ont., together with contents, was recently destroyed by fire. The loss is partially covered by insurance.

The Ideal Shoe Stock Company, Montreal, Que., has been registered to carry on business as manufacturers of soles.

J. D. Reaman & Son, grocery and boot and shoe dealers, Rockwood, Ont., have sold out to W. H. Wells.

W. J. Mitchell, Toronto, Ont., leather goods manufacturers, suffered a fire loss recently. This was partly covered by insurance.

The factory of the Harris Manufacturing Company, sheep skin shoe manufacturers, Deloraine, Man., has closed down until after the New Year. Mr. Harris is as yet undecided whether he will re-open there or in the east.

James Smith, Harriston, Ont., is advertising his boot and shoe business for sale.

The F. S. Carr Rubber Company, of Canada, Limited, Tilbury, Ont., has obtained a charter.

Miss E. L. Grobe, superintendent of the fitting room at Getty & Scott's shoe factory, Galt, was presented with a pearl necklace and sunburst brooch as a Christmas present from the girls in the fitting room.

H. & C. Blachford, the popular firm of shoe retailers, on Yonge street, Toronto, have changed their style to H. & C. Blachford, Limited. The capital stock of the company is \$100,000.

Parrott Bros., shoe retailers, of Chatham, Ont., are moving to Regina and Saskatoon, where they are opening up two new shoe stores, which will be in the best location in each city.

The Amherst Boot and Shoe Company, of Amherst, N.S., are having a very busy time in their factory and shipping department. Though they have increased their output tremendously, they are still finding it difficult to keep up with the orders which have been pouring in. The reserve stock is lower now than it has ever been in the last twenty years, which is due to the splendid condition of the country's industries and also to the great popularity of the Amherst brand.

Travellers who returned home for the Christmas holidays report that business has been only fair considering the good conditions of the industries of the country. This, they say, is due to the very mild weather, which has hindered the sale of rubbers, over-shoes, heavy leather boots and moccasins. The travelling man will be glad to see both cold and snow, as these would make for an active assorting business.

An agreement was entered into yesterday at a special meeting of the city council and Mr. Victor E. Donaldson, of "The First Prairie Shoe Company," by which the company promises to build and equip a shoe factory in Brandon, Man., to be 150 feet by 45 feet, three storeys high, with a full basement, to be ready for operation by November 1, 1913, and to employ from 50 to 100 hands the first year. Brandon welcomes this first industry of its kind in all Western Canada.

The Williams-Harlock Company, Brampton, Ont., has been purchased by the Elkman Shoe Company, of Brampton. These two firms previously occupied the same building. The Elkman Company will continue operations and add new machinery.

The Suedicor & Hatloway Company, of Detroit, are opening a branch at St. Thomas, Ont.

Fisk, Limited, Montreal, report a revival in the demand for glazed kid and patent leather. Factories are being operated to fullest capacity. They report a good demand for white and colored buck, and from present indications they expect to be very busy on these lines in addition to their lines of glazed kid and patent leather. They also report a good demand for splits.

The annual meeting of the shareholders of the A. A. Durlee Company, Limited, was held at Truro, N.S., on December 16th. The following retiring board of directors were re-

lected: A. A. Durkee, Geo. W. Stuart, John Stannfield, Geo. E. M. Lewis, R. J. Turner, A. K. Van Horne, and F. A. Doane. Mr. Durkee, the general manager, read an interesting and well prepared report giving comparisons showing the increase in the number of employees on the pay roll, the output for periods in 1911 and 1912, as well as the volume of orders ahead at the present time, as compared with a year ago. He also gave a comparison of the relation of the manufacturing expenses to the total sales at different stages of the company's history, which to use his own words, "is the truest barometer of financial success." At the close of the general meeting the directors met and re-elected the following officers for the coming year: Geo. W. Stuart, president; A. A. Durkee, vice-president and general manager, and F. A. Doane, secretary-treasurer.

Mr. H. E. Thompson, of the Thompson Shoe Company, Montreal, and his family, spent a few days during Christmas week in London, Ontario.

Shoemen were well represented at the annual dinner of the Commercial Travellers' Association, held at the Windsor Hotel, Montreal, on December 23. The staff of Ames-Holden-McCready, Limited, were in strong force, and had the largest table of any firm. Mr. Clarence Smith, the general manager, was at the head of the table, and members of the firm included Mr. W. S. Louson, general sales manager, and Mr. A. R. Angus, assistant general sales manager, together with the heads of departments and local travellers. Among other shoemen were Mr. Charles Slater and representatives of Messrs. Jackson & Savage.

Mr. H. A. Beatty, of the Slater Shoe Company, has returned from a six weeks' visit to the West, going as far as Victoria. It is some eight years since Mr. Beatty's previous visit to the West, and he reports marvellous development in that period. Business, he states, is exceedingly brisk, and the Slater Shoe Company have received a large amount of trade from that quarter. The volume of general orders represent, for the season, by far the greatest amount ever done by the company.

The Gutta Percha & Rubber Manufacturing Company, of Toronto, Limited, whose factories are located in Toronto (Parkdale) has been re-organized. The company has carried on an extensive business throughout Canada and by export to various parts of the world for over a quarter of a century. It was incorporated as a purely Canadian industry under the Ontario Joint Stock Company Act, in 1887. As the business of the company grew, it became necessary to open branches in many places. At some points these branches were operated under the name of the "Gutta Percha & Rubber Manufacturing Company of Toronto, Limited," but in the Prairie Provinces the business has been conducted at Winnipeg and Calgary through a subsidiary company, the Winnipeg Rubber Company, Limited, and in British Columbia through another subsidiary company, the Vancouver Rubber Company, Limited. The directors and shareholders of the company decided that its interests and convenience and that of its customers as well, would be better served by a reorganization which would enable it to operate in all its branches under one name and at the same time adequately care for and develop its very large and constantly increasing business. To this end they applied for a Dominion charter under the name of "Gutta Percha & Rubber, Limited," with an authorized capital of \$6,000,000. The new company is controlled by the same interests and is under the same management as the old. It has acquired all the trade marks, patents, properties and good will of the old company, and, as heretofore, is an entirely independent concern without connection or affiliation with any other company in or out of Canada.

Mr. McDermott, of the McDermott Shoe Co., Maisonneuve, P.Q., has been on a visit to the United States.

The new factory of the Kingsbury Footwear Co., Ltd., Maisonneuve, P.Q., is now finished. Mr. W. F. Martin, the sales manager, recently spent a few days in Toronto.

The manager of a firm connected with the boot and shoe business, who is in a position to speak with authority, remarked to a representative of Footwear that the tendency

during the past year had been for firms to enlarge their premises rather than for new men to start factories. This, he said, was a healthy sign, for it indicated that men who knew the conditions were willing to put further capital into the business. As a matter of fact, speaking from an experience of twenty years, he believed that the boot and shoe trade was never in a better state, and that prospects were exceedingly bright.

Several Montreal boot and shoe firms are severely hit by the failure of the Boston Shoe Company, Montreal, which owns a large store on St. Catherine street west, and which was a persistent advertiser of bargains. The winding up order was made on the demand of Dame Harriett E. Schwartz the amount figuring in the demand of assignment being \$7,000, made up of two loans. The liabilities are stated to be about \$150,000, and the stock in the neighborhood of \$100,000. Mr. A. Desmarreau has been named provisional liquidator, and he is carrying on the business by order of the court. A meeting of the creditors was held on Dec. 27.

Like practically every boot and shoe manufacturer in Canada, J. A. & M. Cote, of St. Hyacinthe, P.Q., are exceedingly busy, the factory being run to its fullest capacity; in fact, work has had to be carried on at night in order to cope with the orders. The firm are one of the oldest established in the Dominion, and their "Yamaska" brand is favorably known.

Geo. D. Wallace, boot and shoe dealer, Halifax, has admitted his brother, H. D. Wallace to partnership, and the firm name will hereafter be Wallace Bros.

"Jake" Prince, of the Turner Tanning Machinery Company, of Boston, is at present calling on the trade in Canada.

W. D. Harris, formerly with the Hudson's Bay Company at Calgary, has joined the staff of W. G. Downing & Co., wholesale boot and shoe merchants, Brandon, Man., as sales manager, and has removed to the latter city.

The Manitoba Trunk & Bag Company, manufacturers, Winnipeg, have dissolved.

The Laurentide Shoe Leather Company has been registered in Grand Merc, Que.

Parrott Bros., shoe dealers, Chatham, Ont., have sold out to Turrell & Dell.

The Edward Stark Shoe Company, Limited, Vancouver, B.C., has been taken over by the United Boot Shops, Limited.

Mr. Alfred Baines, for some time past connected with Aylmer Shoe Company, Aylmer, Ont., as factory manager, has severed his connection. He will take a much needed rest and later join another Canadian concern. Mr. W. Carroll, formerly of the Relindo Shoe Company of Toronto, has succeeded Mr. Baines.

Williams & Son, Milton, Ont., have lately re-organized and Mr. Robertson of the Milton Lime Works will be connected with them. Operations will continue as usual.

It is rumored that Mr. Grayson, controlling a number of shoe repair shops in Hamilton, will at once organize a \$100,000 company with a Dominion charter to take over and operate shoe repair shops in the principal cities of the Dominion.

The Hamburg Felt Boot Company, New Hamburg, Ont., will close down their factory for a short period, for inventory, and will also renovate their felt-making department.

The Dunford Elk Shoes, Limited, Stratford, Ont., are having a large demand for their products, and Mr. Dunford and Mr. Boells find it necessary to operate the factory three evenings a week.

A recent fire did about \$30,000 worth of damage to the harness factory of Geo. A. Rudd & Company, Toronto. The loss is covered by insurance.

The Retail Merchants' Association, which was organized a few weeks ago in Saskatoon, held another meeting recently. Everything bids fair for a powerful organization of mutual benefit to all merchants who connect themselves with it; in fact, there was a suggestion thrown out at the meeting that the association be made into a stock company. The suggestion was considered seriously as a possibility in the near future. It is expected that all details in connection with the formation of the association will be completed very shortly. With the appointment of a permanent secretary and the acquisition of office quarters, the real work of the association will be commenced. Its advantages to merchants cannot be over-estimated, especially in the credit end of the

business. It is proposed to open a black list which will prevent a bad credit at another store. Another important department which the association intends working is debt collecting.

The Smart Bag Company of Montreal, has declared a dividend on its preferred shares for the month of December, at the usual rate, 7 per cent. This brings the dividend payments up to the last of the year, altering the date, and future dividends will be paid henceforth on the new quarterly dates.

The New England Shoe Wholesalers' Association recently passed an unanimous resolution in favor of adopting standard size cartons.

Mr. Clayton E. Hurlbut, Hurlbut Shoe Company, Preston, Ontario, Commissioner of Industries for the town of Preston, has returned from a business trip to New York and Boston, in the interests of the manufacture of the soft sole shoes.

Hurlbut Shoe Company, Preston, Ont., intend to build an extension to their factory, in the near future.

Superintendent Fred. A. Lovell, of the Cook-FitzGerald Co., Ltd., of London, who has returned from a two weeks' business trip to Boston and the surrounding shoe territory in the interests of his firm was laid up for a few days in Brockton with an attack of rheumatism. His many friends will be glad to learn that he is once more in his usual good health. The Cook-FitzGerald line of samples for the next year's trade are already under way and they will reflect skill of Mr. Lovell, who is a shoemaker to the manner born.

President C. J. FitzGerald and Vice-President John V. Flanagan of the Cook-FitzGerald Co., spent Thursday and Friday, prior to Christmas week, in Boston, visiting the trade. Mr. Flanagan was a resident of Boston for more than twenty years before purchasing the interests of the late J. P. Cook in the Cook-FitzGerald Co.

Edward C. Dewyer and Ernest J. Wright, who are foremen of the stitching and making rooms respectively of the Cook-FitzGerald Co., Ltd., spent the Christmas holidays in Massachusetts. Mr. Dewyer formerly lived in Brockton where he ran the stitching room for the Thompson Bros. for many years. Mr. Wright had charge of the making room of the Rice-Hutchins factory at Rockland.

The Solid Leather Shoe Co., Limited, Preston, Ont., had an output of 80,000 pairs for 1912 and, judging from the number of orders now on hand for spring delivery, the firm expect to show a large increase for this year.

P. E. Frank & Company, wholesale shoe merchants of Toronto, and Philadelphia, have assigned. On going over the books of the Canadian end of the firm's business it has been found that the liabilities at this end are \$138,000, and the assets \$53,000. Up to the time of going to press, we have no definite information as to the state of affairs at the Philadelphia branch, but we are given to understand that the liabilities of both the Toronto and Philadelphia concerns combined, will be in the neighborhood of \$250,000. Injunctions have been issued to restrain certain banks from paying out moneys held in the names of certain members of the Frank family. Mr. Isidore Frank who has been connected with the Toronto end of the business is held on bail of \$10,000, charged with conspiracy to defraud the creditors. He claims he was only an employee and not a member of the firm. Mr. Henry Frank, the head of the Canadian end of the business, is supposed to be at present in the United States. There are no Canadian firms that suffered from the failure of this firm, the creditors being all foreign, mostly from the United States, though English and Austrian firms figure in the list.

The Boston Shoe Company (retail), of Montreal, has also failed. Mr. L. E. Frank, the manager of this company, is a brother of Henry Frank and P. E. Frank of P. E. Frank & Company. Though, we understand, this firm had no connection with P. E. Frank & Company, the members of the latter concern, it is understood, held stock in it, and the failure of the company is attributed to the collapse of P. E. Frank & Company. We understand that a number of Canadian firms are on the list of creditors of the latter company.

As an evidence of the popularity and esteem in which the head of the Grosch Felt Shoe Company of Milverton, Ont., is held by them, the employees to the number of about fifty, gathered and presented Mr. J. G. Grosch with an appreciative address and a handsome gold-headed umbrella, suitably engraved, also a set of military brushes. The address was read by Mr. John Sims, while Miss Beatrice D.

Massie, on behalf of the employees, made the presentation. Although taken completely by surprise, Mr. Grosch made a neat reply.

Mr. Morley Wickett, of Wickett & Craig, tanners, Toronto, Ont., has been elected as Alderman representing Ward 2 of that city. Mr. Wickett headed the poll.

The leather market continues very strong, and appears to be tending higher; and wholesalers say there is still the prospect of higher prices for manufactured goods. Trade has been active. The weather has not been of a sort to stimulate trade in rubber footwear, but there has been a considerable movement without any change in prices.

Mr. Geo. Cain, general sales manager of the Miner Rubber Company, was recently looking over the Western Ontario field with a view to next season's business.

The Reliance Shoe Company, Limited, Toronto, have removed to new and larger premises at 350 Spadina avenue. The change was necessary in order to cope with the firm's rapidly growing trade.

The price of tennis shoes has increased from two to four cents a pair, from January 1st. It is possible that there will be an advance in the price of all rubber goods by March 1st.

At the recent annual meeting of the Tanners' Section of the Toronto Board of Trade the following officers were elected for the ensuing year:—Chairman, J. Sinclair, Barrie;

Vice-Chairman, Dr. S. Morley Wickett, Toronto; Secretary-Treasurer, F. G. Morley; Executive Committee—J. C. Breithaupt, S. R. Wickett, W. D. Beardmore, J. J. Lambe, C. G. Harlatt, G. P. Beal, G. C. H. Lang, George McQuay, A. O. Beardmore, Charles King, A. R. Clarke, Hon. E. J. Davis, F. G. Clarke; Legislation Committee—Charles King, S. R. Wickett, A. R. Clarke, W. D. Beardmore, R. M. Beal, H. B. Johnston, George P. Beal, A. O. Beardmore, Hon. E. J. Davis, C. E. Clarke; Transportation Committee—L. J. Breithaupt, C. G. Harlatt, S. R. Wickett, S. Morley Wickett, A. R. Clarke, John Sinclair, G. C. H. Lang, W. D. Beardmore, H. B. Johnston, J. J. Lambe, A. O. Beardmore, R. M. Beal, Charles King, Hon. E. J. Davis; and representative to the Council, A. O. Beardmore.

A. R. Clarke & Co., Limited, Toronto, will shortly build a three-storey addition to their factory, costing \$7,000.

Harold T. Heath has accepted the position as foreman of the stitching department of the Brandon Shoe Co. of Brantford, Ont. Mr. Heath was formerly employed by the Ashby-Crawford Co. of Marlboro, Mass.

George Pratt has accepted a position as foreman of the lasting department for the Minister-Myles Shoe Co., Toronto. He was formerly employed in the same capacity with the Hamilton-Brown Shoe Co., of St. Louis, Mo.

Mr. J. Sinclair, of the Barrie Tanning Company, has been elected chairman of the Tanners' Section of the Toronto Board of Trade.

General Store News of Western Canada

Where the Shoe Manufacturer May Find a Customer

Alberta

Matchett & Campbell, Veteran, have opened a general store.

British Columbia

E. J. Fowler has opened a general store in Port Alberni.

William Letcher of Kaslo will shortly open a general store at Lardo.

F. H. French has purchased the general store of Shatford's, Limited, at Hedley.

Yep Hoyt, general storekeeper, Enderby, B.C., has sold to Sam Bow.

Manitoba

James Grey, general storekeeper, Badger, has been succeeded by L. Panczel.

W. A. Bertram & Co., have purchased the general store and furniture business of Dyck & Krocker, at Winkler.

E. J. Moore, Homewood, has sold his general store to E. B. Wilkinson & Co.

H. W. Grenon has purchased the local branch of the Hudson Bay Company's general store at Winnipegosis.

J. G. Hindson, general storekeeper, Rapid City, has been succeeded by R. S. Rudd.

Scarce & Wark, general storekeepers, Swan River, have been succeeded by Jamieson & Wark.

Saskatchewan

J. Boziuk has opened a general store at Kamario.

The Edgley General Supply Company has opened a store at Edgley, and also at Qu'Appelle.

Martin & Fryer have opened a new general store at Rosetown.

Grant Bros. have opened a new departmental store at Prince Albert.

A. C. Wilson has taken over the general store business of C. H. Palmer, at Craik.

S. Tomson has succeeded to the general store business of the Anderson Supply Company, at Holdfast.

A. A. & J. E. Johnson have opened a general store under the name of The Hughton Mercantile Company, at Hughton.

E. Bowman has purchased the general store of C. H. Greene, Saskatoon, and will take possession in February, 1913.

McGee & McLeod, general storekeepers, Lockwood, Sask., have sold to Sweeney & McRitchie.

J. F. Browncomb & Co., general storekeepers, Melville, has sold to R. Watson.

F. H. Willis, general storekeeper, Springside, has been succeeded by Fred. Cummings.

McLean & Pollock have opened a general store at Clay-site.

J. W. H. Holtby, general storekeeper, has opened a branch at Sovereign.

A. Lobb, general storekeeper, has been succeeded by K. Roth at Lake Frances.

W. A. Bertram, general storekeeper, has been succeeded by McLelland, at Winnipeg.

C. H. Greene, general storekeeper, Saskatoon, is selling to E. Bowman, who will take possession February 1913.

J. F. Browncombe has leased the store recently constructed by W. D. Dnulop, in Yorkton, and about February 1st will open it as a departmental store. He has also secured the premises now occupied by the Yorkton Supply Company's store, and these will be connected with the new building.

Gregory & Co., general storekeepers at Frobisher, have been succeeded by Mr. McNichol.

MacLean & Hutchins, Battleford, have taken over the general store of Burlingham & Spiers.

Lyons Bros. have opened a general store at Duck Lake.

The Eby Stewart Company, Limited, has opened a general store at Ceylon.

Buhr Bros., Vanguard, have sold their general store to Murray Hall.

A general store business has been commenced at Aisack, by the Globe Store.

R. E. Stewart has sold his general store to F. A. Ferris.

The C. N. W. Shoe Company, Limited, London, Ont., are now ready to manufacture shoes in their own factory. This firm has received a large number of orders for spring delivery from all parts of the Dominion, which has given them encouragement to increase their efforts to secure a greater trade for fall lines.

E. T. Wright & Co., Inc., St. Thomas, Ont., have found it necessary to enlarge their temporary factory, order for spring delivery having been much larger than they anticipated.

Wanted and For Sale Department

Publishers Notice: Positions Wanted, 2 cents a word per insertion; minimum charge 50 cents. Advertisements under all other headings 3 cents a word per insertion; minimum charge 75 cents. For advertisements to be answered care of a box number in this office, six words should be allowed for address. All "Want" advertisements are payable in advance except from our regular advertisers.

Positions Wanted

POSITION DESIRED — AN ACCOUNTANT being at present General Manager of a shoe factory making Mens Goodyear and McKays, wants some partners with small capital to start shoe manufacturing on a small scale. Other details given on application to Box 650, Footwear in Canada, Toronto, Ont. 12-2

YOUNG MAN WITH RETAIL EXPERIENCE of fifteen years in boots and shoes, desiring a change, wishes position as travelling salesman, or in charge of boot and shoe department. Can furnish best of references. Age 30. Address Box 656, Footwear in Canada, Toronto, Ont. 12

HENRY J. WELCH & COMPANY Chartered Accountants

Audits, Investigations 43 King St. W.
Cost and general systems Toronto
Assignments and liquidations Canada
Office and financial superintendence

FIRST-CLASS RETAIL SHOE salesman wishes position. Twelve years experience. Moderate salary to start. At present employed. Apply Box 665, Footwear in Canada, Toronto, Ont. 1

Agencies Wanted

SALESMAN WANTED—TO CARRY as a side line a legitimate and good selling article. Good commission. See advertisement, page 21 this issue. The Oscar Onken Co., Cincinnati, Ohio. 12

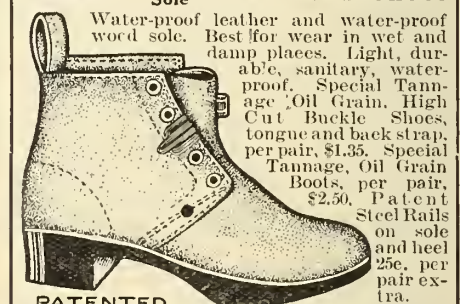
We want to BUY for CASH all the PIECED HEEL STOCK you make

BROCKTON HEEL COMPANY
BROCKTON, MASS.

For Sale

FOR SALE—ONE LOT OF GENT'S wooden shanks. One lot of Gent's raw hide counters. One lot of youth's raw hide counters. One lot of boy's raw hide counters. One lot of women's heels, complete. One lot of women's top lifts. One lot of women's lifts. Everything to be sold inside of thirty days. The O. B. Shoe Company, Limited, Drummondville, Que. 11-3

Riemer's Wood Sole Boots and Shoes



Water-proof leather and water-proof wood sole. Best for wear in wet and damp places. Light, durable, sanitary, water-proof. Special Tannage, Oil Grain. High Cut Buckle Shoes, tongue and back strap, per pair, \$1.35. Special Tannage, Oil Grain Boots, per pair, \$2.50. Patent Steel Rails on sole and heel 25c. per pair extra.

PATENTED
ALBERT H. RIEMER SHOE CO.
Manufacturers and Patentees, Milwaukee, Wis.

A Cushion Shoe for Every Customer

Boost your sales of findings with a stock of

The E-Z Walk Ventilating Spring Cushion Innersole

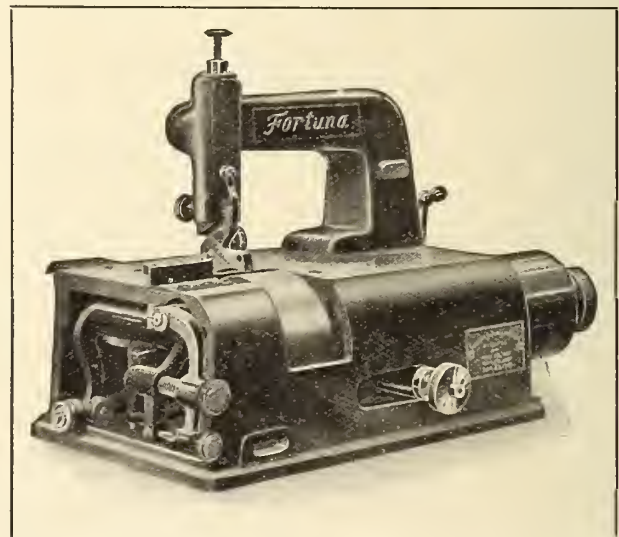
Makes every shoe a cushion shoe but better than any cushion shoe on the market

An absolute cure for callouses and makes walking and standing a real pleasure

Sold to Retailers at a price that affords a wide range of profit

The E-Z Walk Mfg. Company
33-39 Sixth Ave. - New York City
L. H. Packard & Co., Limited
Canadian Agents

Fortuna Skiving Machine



For Manufacturers who Skive Leather, Felt, Cork, Rubber or Paper

Used extensively by Manufacturers of
SHOES, BOX TOES, TRIMMINGS, INSOLES, ANKLE
SUPPORTERS, WELTING, ARCH SUPPORTERS

Sole Agents for Canada

Fortuna Machine Co.
127 Duane Street - NEW YORK

Benjamin Fixtures

Unequaled for Lighting

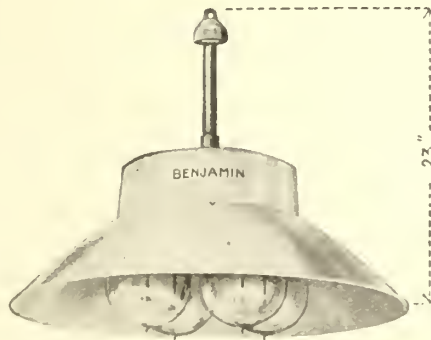
Shoe Stores, Warehouses and Shoe Factories

FIXTURES REFLECTORS - FITTINGS

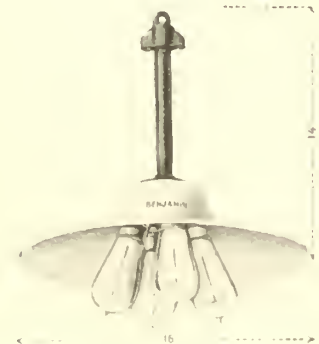
for all indoor and outdoor requirements



Cat. No. T 74



Cat. No. 0664



Cat. No. 6034

Send us a sketch of your rink and our engineering department will lay out a lighting system of

**High Efficiency
Low First Cost
Low Maintenance**



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Cat. No. 5402

All Jobbers Sell "BENJAMIN"

Benjamin Electric Mfg. Co., of Canada

11-17 Charlotte Street, TORONTO, ONT.

Limited

To Make a Few Leathers and to Make Them Well

*This is Our Aim. Our
Volume of Business
Proves that We
Are Succeeding*

For medium cost shoes.
Looks well and wears
well. A-1 substitute
for high - priced
Chrome leather.
Topping Nechro
can be used to replace
Mat Calf.

Nechro

(Near Chrome)

for high - priced
Chrome leather.
Topping Nechro

can be used to replace
Mat Calf.

Flexible Splits

for either Welts or McKays. This
is a grade of leather that we are proud
of. You will not be dissatisfied in it.

May we send Samples?

C. MOENCH SONS CO.

117 Beach St. BOSTON, MASS.

Gowanda, N.Y.
Salamanca, N.Y.
Alpena, Mich.

Boston, Mass.
Chicago, Ill.
St. Louis, Mo.

ESTABLISHED 1865

Brass Shoe Fixtures For Your Windows Make an Artistic Showing

Manufactured by experienced work-
men, who have a thorough know-
ledge of how a display fixture
should be made.



Make Your Windows Sell
Your Shoes

Use Our Fixtures



WRITE TO-DAY FOR OUR
CATALOGUE

Toronto Brass Mfg. Co.

17-21 Temperance St. - Toronto

Shoe Fixtures

For Your Window Display

Metal Shoe Fixtures will always be
popular, they have so many points
in their favor. There is Strength,
Durability, Multiplicity of adjust-
ment, and beauty of finish all
combined.

We make wood fixtures for those
who will have them but very strong-
ly recommend the metal.

Reasonable Prices Superior Workmanship

*Write now for our new
Supplement*

Clatworthy & Son, Limited

161 King Street West, TORONTO, ONT.

FELT FOOTWEAR FOR 1913

There is no Brand of Footwear better known than

“Berlin” Brand

Warm Felt Footwear



Our New Range of Samples which our travellers will show to the Trade in January, February and March will be the finest ever produced by any manufacturer.

You will make greater profits and obtain more business by placing this line into your stock.

You will be convinced when you see the Samples. In the meantime hold your order.

Canadian Consolidated Rubber Co.

SALES BRANCHES

Limited

ST. JOHN, Halifax, Sydney, Yarmouth, Pictou, Moncton, Charlottetown, MONTREAL, Quebec, Granby, Ottawa, Kingston, TORONTO, Belleville, Hamilton, Brantford, London, Port Dalhousie, Berlin, WINNIPEG, Regina, Saskatoon, Calgary, Edmonton, VANCOUVER, Victoria.

Note the New Address

Owing to the increasing demand for our goods we have been compelled to move into larger and more up-to-premises, we are now comfortably settled in our new quarters at

350 Sorauren Avenue

and we extend to old and new customers alike a hearty invitation to visit the home of the "Canadian Boy Shoe," and see how, and what they are made of.

The Reliance Shoe Company, Limited

350 Sorauren Avenue, Toronto



The Value of Solid Shoe Sales

Every wide awake and progressive shoe retailer sets a high value on his solid shoe sales, and although you may have a larger sale for your lighter and fancier lines, your solid shoe sales will give you just as good returns if handled with the same care.

A Careful Scrutiny of the

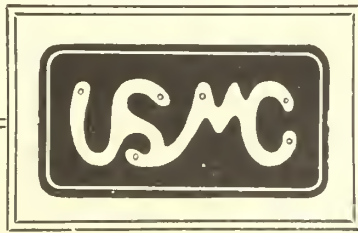
Williams Line

will convince you that these are the shoes to help build up a business. Their high quality and reliability will form a perpetual asset for your store. We will send you samples for New Year Trade.

Send us your name and address.

The Williams Shoe Company, Brampton, Ont.

Western Selling Agents: W. G. Downing & Co., Brandon, Man.



**We Can
Supply Anything
From a Tack
To a Full Factory
Equipment**

**If there is anything
you want, write us.**

United Shoe Machinery Company of Canada

Lagauchetiere and St. Monique Sts., MONTREAL, QUE.

122 Adelaide St. West, TORONTO

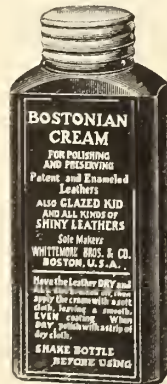
492 St. Valier St., QUEBEC

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WHITTEMORE'S POLISHES

**FINEST IN QUALITY
LARGEST IN VARIETY**



Oldest and Largest Manufacturers of Shoe Polishes in the World.

"GILT EDGE." The only Ladies' Shoe Dressing that positively contains OIL. Softens and preserves. Imparts beautiful Black Lustre. Always ready to use. Largest quantity. Finest quality. Polishes without rubbing. Retail 25c.

"BOSTONIAN" CREAM. Cleans and polishes. Put up in five colors: Black, Russet, Brown, White and Red. Contains no acids. Packed in cartons. Retail 25c.

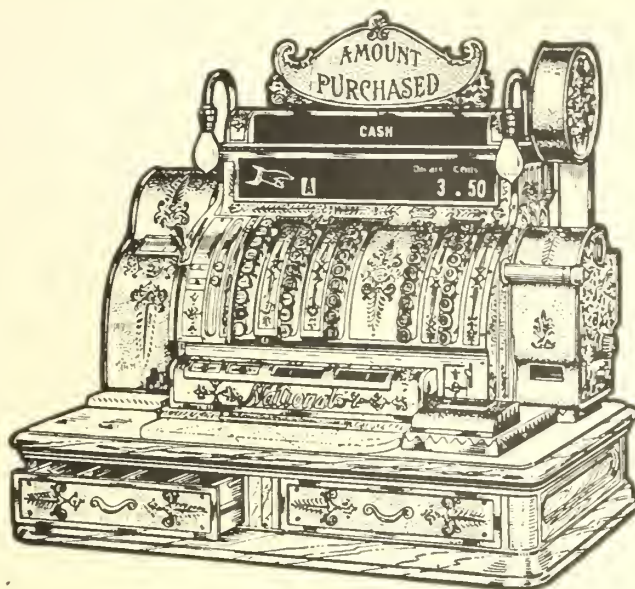
"SUPERB" (a paste) for polishing Patent and Shiny Leather Boots and all Shiny Leather Articles. Boxes open with a coin. Retail 10c.

"DANDY" COMBINATION. For cleansing and polishing all kinds of russet, brown or yellow boots, shoes, saddles, bridles, etc. Retail 25c. "Star" russet combination (10c size). Russet, Brown and Ox Blood Pastes (15 sizes of each color).

"ELITE" COMBINATION. For those who take pride in having their shoes look A1. Restores color and lustre to all black shoes. Retail 25c. "BABY ELITE" COMBINATION (10c size). "ELITE" PASTE in 5 sizes.

"BOSTON" WATERPROOF POLISH. A black liquid for men's and boys' shoes. Produces a patent leather shine without brushing. Retail 25c.

Send for circulars giving full particulars of our other Polishes to **WHITTEMORE BROS. & CO., Boston, Mass., U.S.A.** For sale by the Shoe Findings and Shoe Jobbing Trades of all Canada.



Was Your Store System Efficient in Handling The Heavy Holiday Trade?

If it wasn't, now is the time to improve it. You know now where it is weak, where it failed to handle the crowds and give adequate service.

Here is a suggestion.

Take your watch and time individual transactions. Not how long it takes for a cash sale to be completed: how long for charge sale to be completed. Consider the time your customers waste while waiting for change to come, when anything but an up-to-date system is used.

Remember, also, that while these customers are waiting for their transactions to be completed, they are keeping others from buying.

Consider the loss you sustain because customers in your store aren't waited upon promptly.

Then remember that with National Cash Registers, change is made on the spot, giving maximum protection with the sales slip record and the money.

A National Cash Register tells you:—

The amount and kind of every sale, and who made it.

That the customer got the right amount of change and that your share of the sale was protected.

That you have a record of every transaction in the store and can get your daily balance quickly and accurately.

That your clerks will be better salesmen, more careful and more accurate, because they get credit for good work and know that the blame for mistakes is fixed beyond dispute.

Naturally as the "National" cuts out so much lost motion your business is handled more efficiently.

You place yourself under no obligation by writing for free booklet, explaining the use of the National Cash Register in your business.

Write for this booklet NOW to

The National Cash Register Company

285 Yonge Street, Toronto

Canadian Factory, Toronto

Middle and Western Canada Demands the Best in Footwear

To successfully introduce your lines and maintain a satisfactory business you must interest the

General Merchants in the Prairie Provinces and British Columbia.

The General Merchants are Departmental Stores—in miniature—found in every hamlet, village, town, and city in the Great Western Provinces of Canada. Every General Merchant sells boots and shoes—there are no exceptions. No exclusive shoe paper can interest this trade, because the General Merchant is not an exclusive shoe dealer.

THE COMMERCIAL
A WEEKLY FINANCIAL, COMMERCIAL &
GENERAL TRADE NEWSPAPER OF THE GREAT WEST.

Over 20 years in its field

"CANADA'S GREATEST TRADE PAPER."

Issued every Saturday Morning at WINNIPEG, Canada.

Is the ONLY PAPER reaching the General Merchants in all points, Port Arthur and West to the Pacific Ocean

Get a sample, and advertising rates, of "That Western Paper" that brings results—"THE COMMERCIAL"

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VANCOUVER, TORONTO, MONTREAL, CHICAGO, NEW YORK, LONDON, ENG.

Hanover Heel & Innersole Co.

Hanover, Pa., U.S.A.

Quick Deliveries

Carefully Selected Stock

FLEXIBLE for men's and women's
INNERSOLES shoes

OUTERSOLES Close fibre, strong,
bark-tanned

BOX TOES Cut from **BENDS**—
something new and
specially desirable for
accurate work

HEELS From Oak, Flexible
Harness of all kinds
and combinations.
Leatherboard heels a
specialty

LOW FREIGHT RATES TO CANADA

Hanover Heel & Innersole Co.

Hanover, Pa., U.S.A.

Branches throughout Canada and United States

The Shoeman



This Trade Mark represents the cleanest, handsomest, most - useful - to - the - dealer - and - clerk shoe journal in the United States.

Any Canadian shoe dealer, department buyer or retail shoe salesman who asks us for a specimen copy will find at least *two big useful features* they won't find elsewhere—send in for a copy and find out what these two things are.

A copy sent free on your postal request.

Published by

The Arthur L. Evans Co.

183 Essex St., Boston, Mass., U. S. A.

The Largest Assortment of

FELT

of every description for
Shoe Manufacturers

—We make a specialty of Felt for—

**Hard Insole Shoe Rack Cushion Insole
Shoe Roll Heel Pads Slippers
Lining Fillers
Piecing Vamps**

also

Felt Heel Pads

Cut from several qualities of Felt with a large assortment of patterns.

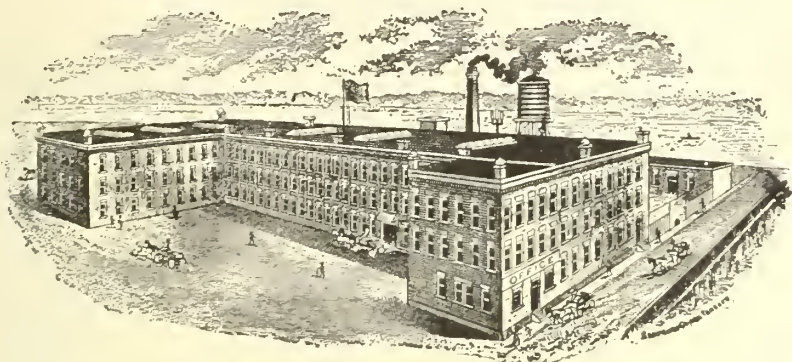
We manufacture Felt for all purposes and can complete special orders at a moment's notice. Only one quality—The Best. Our price will interest you.

Is there anything you require in Felt? We have it.

Write for samples and prices

Kenworthy Bros. Company

110-112 Summer St., BOSTON, MASS.



**“Yamaska Brand”
and Big Profits.**

“Yamaska Brand” are well made, solid leather shoes, no extreme styles. Back of all your fancy shoes you want a good old reliable line, something to form the backbone of your business—let it be “Yamaska Brand.”

J. A. & M. COTE, St. Hyacinthe, Quebec

Dominion Die Co.

MANUFACTURERS OF

Cutting Dies

of Every Description

For Cutting
Leather, Rubber, Paper,
Cloth, Etc.

ALL WORK WARRANTED

321 Aird Ave., Montreal

Cutting Dies

Being without question the largest manufacturers of **Cutting Dies** and consequently employing the largest force of skilled workmen, enable us to make prompt deliveries of high grade **dies** on terms that will save you money.

Brockton Die Co., Inc.

Main Office: Brockton, Mass.

Factories: Brockton, Mass. Chicago, Ill.

MOHLENE “A” adds the Quality that makes your leather a little better than the rest. Ask us about it.

Marden, Orth & Hastings

ESTABLISHED 1842

All Oils, Greases, Tannins and Tanning Extracts for Leather Manufacturers

NEW YORK OFFICE:
82 Wall Street.
SAN FRANCISCO
OFFICE AND WAREHOUSE
340 Clay Street

BRANCH STORES
CHICAGO
1030 North Branch Street

201-225 Purchase Street,
73 High Street,
BOSTON, U.S.A.



Cat's Paw Rubber Heels Will Never Slip

From the day they are first put on until completely worn out.

The Patent Canvas Friction Plug prevents all that, even on the slipperiest surface.



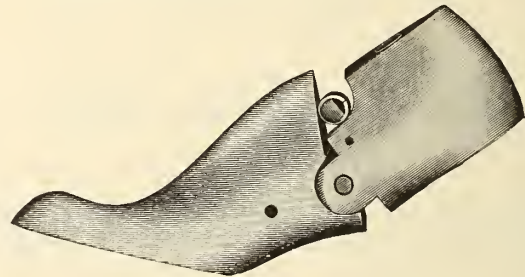
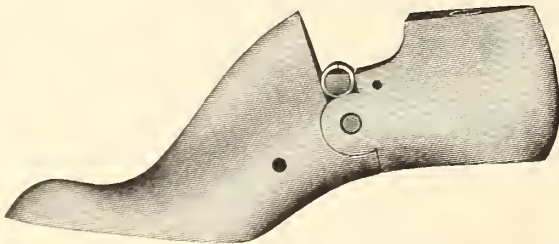
It is vulcanized right into the rubber near the back of the heel and extends clear through, so that no matter how much the heel is worn the canvas plug is still there to tightly grip the icy pavement.

Without in the slightest affecting the buoyancy or resiliency of the rubber, the friction plug adds miles of walking to the life of the heel.

WALPOLE RUBBER COMPANY, LIMITED

Eastern Townships Bank Building, MONTREAL

"Kantbrak" The Perfect Last



New Tube Construction eliminates all dropping of the heel or side motion on the Pulling-over or Leveling Machine.

We are the only Licensees in Canada

Boston Last Company

MANUFACTURERS OF

Fine Last, Followers, Fillers, Trees, etc., also Maple Last Blocks

Makers of Electric Heating and Ironing Outfits for Shoe Factories
(Simplex System)

Canadian Factory - RICHMOND, QUE.

Charles Campbell, Manager



Factories: Boston, Mass., 44 Binford St., Phone Main 107

Richmond, Que., Phone 82



When You Sell Union Made Goods You Make a Direct Appeal to One of the Largest Classes of Buyers in Your Community

☐ Throughout the country Union Labor represents a large proportion of the population and the retailer who wants to get the greatest possible profit out of his business must secure this class of trade.

☐ The present membership is enormous and constantly growing, thus is the purchasing power continually increasing and giving retailers greater opportunities every day.

☐ With a thorough knowledge of what the Union Stamp means to them, members insist upon its appearance on all shoes which they purchase and impress upon the members of their family the importance of buying nothing that does not bear the Union Stamp.

☐ The best shoes produced to-day are made by Union Labor and the manufacturer who employs these skilled workmen is supplying his customers with an honest product at the fairest prices and giving the most efficient service.

☐ The Union Stamp is the protection that is demanded by many people right in YOUR town. Are you catering to these prospective buyers? If not you cannot afford to delay longer in offering that which they insist upon having. With shoes bearing the Union Stamp you need make no excuses, it is proof sufficient that the goods are honestly made and will render the maximum of service.

Remember, no matter what any manufacturer may say, no shoes can be considered Union-Made unless they have the Union-Stamp

INTERNATIONAL HEADQUARTERS

Boot and Shoe Workers' Union

Affiliated with American Federation of Labor

246 Summer Street

BOSTON, MASSACHUSETTS

JOHN F. TOBIN
General President

CHAS. L. BAINE
General Sec.-Treas.

When you come to Rochester you'll be made welcome at

Hotel Eggleston

ROCHESTER, N. Y.

EUROPEAN PLAN

Excellence without extravagance. Splendid rooms \$1.00 and upward. Rooms with private bath and toilet \$1.50 and \$2.00 per day.

Moderate price in restaurant.

A. H. MCGREAL, W. G. GILBERT, Proprietors



Our newest shoe for children

The
"FAIR
PLAY"

May be had in all
leathers at popular
prices.



Jorolemon-Oliver Co.
ROCHESTER, N. Y.

Black Chrome Sides

Blue Black Waterproof Stock

Tan Chrome Sides

Dark Brown Waterproof Stock

Pearl Chrome Sides

For Moccasins

"Elk Sides"

Light Tan, Dark Tan and Black

Chrome Sole

Heavy and Medium Weights

Gusset Splits

Black, Tan, Olive, Drab

Leathers for High Cuts and Unlined Shoes, Tanned so as to Wear Well and Stand Hard Usage

FRASER RIVER TANNERY, Limited

New Westminster, British Columbia

Exclusive Selling Agents: **CHICAGO TANNING CO.**
MONTREAL, QUE, 59 St. Peter Street

CHICAGO	NEW YORK
130 W. Michigan St.	31 Spruce St.
BOSTON, MASS.	GLOVERSVILLE, N. Y.
128 Summer St.	11 Cayadutta St.
	ST. LOUIS, MO.
	619 E. Eighth St.

Shoe Dealers Sold

Fischer Bunion Protectors

at the rate of over 15000
pairs daily during 1912.

There must have been a
mighty good reason for that.
The answer lies in the merit
of the device, not only from
the view-point of the one
who needs it but from the
position of the shoe man. It
has helped him to sell shoes.

One of the many reasons why

the Fischer Bunion Protect-
or is such a wonderful seller
is that it keeps the shoe in
shape, preventing it from
bulging and getting misshap-
en and thereby concealing
the deformity.

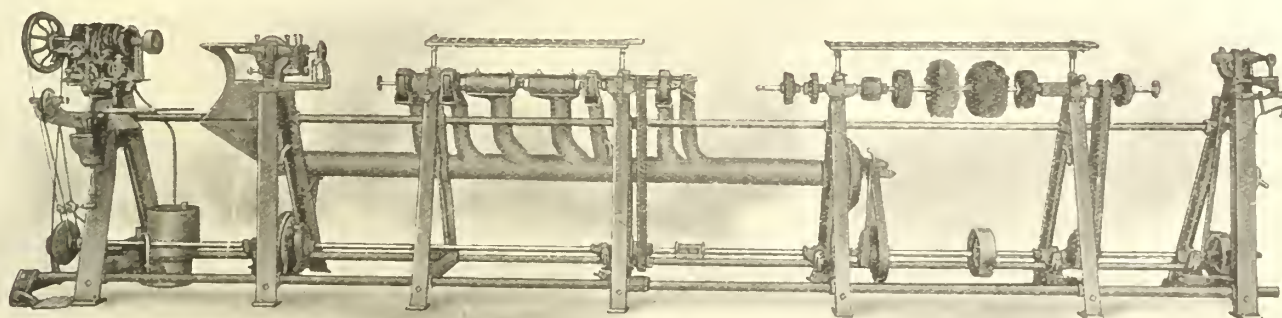


Fischer Manufacturing Co.

Milwaukee, Wisconsin

Sole Owners, Manufacturers and Patentees.

22-Foot Goodyear Shoe Repairing Outfit



MODEL N.

THIS Outfit represents the highest development in shoe repairing machinery, and meets every demand of modern shoe repairing. It embraces all the essential processes for making new shoes from old ones, giving the maximum of equipment and efficiency in the minimum space. The Outfit has the Goodyear Stitching Machine with all its improvements, including a new style steam generator which uses gas or gasoline for generating the steam, and operates automatically, thereby insuring a uniform heat for keeping the wax in proper condition and requiring little attention from the operator. The Edge Trimming Machine has the new feature of the two shafts being operated by a single belt, and the cutter grinder is attached directly to the main shaft. This arrangement gives better results with less power.

The Buffing and Scouring Machine has a shaft 57 inches long and carries the following equipment:—

- | | |
|--|------------------------------|
| 2 Split Bottom Buffing Rolls | 1 Heel Breast Scouring Wheel |
| 2 Flat X-Ray Heel Scouring Wheels | 1 Pin Wheel Pad complete |
| 2 "C" Shape X-Ray Heel Scouring Wheels | |

A powerful Blower System removes the dust resulting from the trimming, buffing and scouring operations, and is designed to overcome certain objectionable features of other blowers.

The Finishing Machine has a 78 inch shaft which has all the necessary equipment for black or russet work:—

- | | |
|--|-------------------------|
| 2 Corrugated Rubber Shank Finishing Wheels | 2 Heel Brushes |
| 1 Corrugated Rubber Heel Finishing Wheel | 1 Stitch Cleaning Brush |
| 1 Corrugated Rubber Bottom Finishing Roll | 1 Levelling Roll |
| 2 Shank and Bottom Brushes | 1 Bead and Wheel |

At the end of the Outfit is the Oscillating Edge Setting Machine which is fitted with union irons and in its motions duplicates hand workmen with quicker and better results.

Each of the machines is operated independently by a friction drive pulley, so that it is necessary to use only those machines which the operator may require. This feature means a saving of power.

All the machines are firmly mounted on legs and driven by a countershaft with carefully adjusted bearings, so that the Outfit runs with very little vibration, and is in every way most efficient.

Full information furnished promptly on request.

United Shoe Machinery Company of Canada

Lagauchetiere and St. Monique Streets

122 Adelaide Street West, TORONTO

MONTREAL, QUE.

492 St. Valier Street, QUEBEC



What
Glazed
Kid
Leather
Do You
Use?

H. & C. Kid is becoming more popular every day, because:

It has a fine, flat grain
It has mellow, full feel, yet tight
It is uniform in weight and selection
It makes a high quality shoe
You can get the same selection to-day,
to-morrow or next year

May We Send You a Few Sample Dozens?

Hitchings & Coulthurst Co.

122 South Street, BOSTON

Factory: PHILADELPHIA, PA.

(Address all correspondence to Boston Office)

Solid Shoes For Winter Wear

A complete range of the most reliable solid shoes on the market.

You are needing them **now**. We can ship them to you **now**.

Ahrens' Solid Shoes

will bear the closest inspection because they are **honestly made** of solid leather—and the price is right.

Let us send you samples.

Charles A.
AHRENS
and Company
BERLIN, ONT.

IF

You are short or sold out of certain sizes and styles do not fail to stock up with whatever you want from

THE AULT LINE

We can offer the most appropriate shapes for Winter trade and can give immediate shipments of any size and style in our entire range.

Send us your sorting order.

A. W. AULT COMPANY

LIMITED

Ottawa :: Ontario

TWO SPECIAL BRANDS

New York
Style
for Men

OF
HIGH
GRADE
SHOES

The Albani
Shoe
for Women

always in stock ready to ship on receipt of order.

We also carry a large stock of

Men's, Women's and Children's Shoes

in every line including shoes for **Late Winter Wear** and **The Newest Styles For Spring**

We can save you money on **Shoe Packs**.

See Our Prices

Samples of all Shoes will be expressed free of charge on request.

Our up-to-date Mail Order Department is at your disposal. Write us.

Fraserville Shoe Co.

LIMITED

Manufacturers and Wholesalers

FRASERVILLE - - QUEBEC

BOX TOES

HEELS

That Come Alike

Made in leather, cork, waterproof, felt, combination leather and canvass.

Men's and Women's Goodyear and McKay Shoes —any kind.

A Full Line

All grades, denominations and Heights.

Send patterns for quotations.

WE BUY ALL OFFAL FOR CASH

Independent Box Toe Co.,

102 Christophe Colomb Street,
MONTREAL

Acme Backing Cloth

for re-inforcing and strengthening thin Leathers and Fabrics, is **absolutely** the **best** the world has yet produced. The third generation of us, helped by Professors in the University Laboratory, has been unable to improve upon the invention of the first generation. Boys or girls apply it, easily with a moderately hot iron.

Sample $\frac{1}{2}$ yards Free on Request

Peters Mfg. Company

43-53 Lincoln St. 304-310 E. 22d. St.
Boston, Mass. New York City

Backing Specialists Three Generations

Pla-Mate Shoes

TRADE MARK REG. U. S. AND CANADA

17 Styles in Stock

Regular

- 1440 Patent
- 1441 Dull Calf
- 1443 Tan Button
- 1444 Kid Button
- Button and Lace



1-8 — \$1.25
8 $\frac{1}{2}$ -12 — \$1.45
"D" width only

Hi-Cut

- 1440 Patent
- 1441 Dull Calf
- 1443 Tan Russia
- Button only



1-8 — \$1.10
8 $\frac{1}{2}$ -12 — \$1.60
"D" width only
Goodyear Welts

Note—Other widths, etc., to order only also Extra Hi-Cut.

Send for our new stock folder

WILLIAMS, HOYT & CO.

No. 6 Commercial St. - - - ROCHESTER, N. Y.

Chrome Velvet Splits

in Colors and Weights

Fine Stock for Shoes, Slippers, Quarter Linings, Toppings, Button, Fly, etc.

WRITE FOR SAMPLES

Wright & Wright

109 Lincoln Street - BOSTON, MASS.

Tannery: LYNN, MASS.

Also General Agents for

A. B. HOFFMAN & SON, Inc., Lynn, Mass.
COLORED KID and MATT TOPPING

Are you Looking for Help?

The surest and quickest way to secure

SHOE FACTORY HELP RETAIL SALESMEN
TRAVELLING SALESMEN OFFICE ASSISTANTS

is to insert a small advertisement in the "Wanted and For Sale Department" of FOOTWEAR IN CANADA.

Great results come from little want ads.

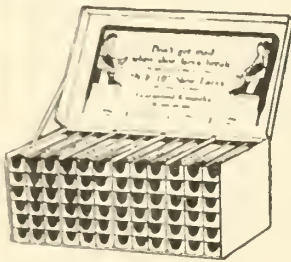
Try one next issue.

Footwear in Canada 220 King St. West
TORONTO

A pair of
"N.F.10" Laces
will outwear
any pair of
shoes



"N. F. 10" the Boot Lace
de Luxe guaranteed to give six
months wear. Inspires confidence and
gives satisfaction. That's the kind of laces
to handle, and the liberal profit and easy selling
make it worth while.



Assortment Display Package

\$4.50 per gross

contains 18 each, 4/4, 40 in.
5/4, 6/4 Black or Tan
No. 2 contains 36 pairs each
4/4, 40 in. Black or Tan

Each Pair

In Individual Sealed Cartons

Black or Tan

4/4.....	\$4.00 per gross
40 in.....	4.50 " "
5/4.....	4.00 " "
6/4.....	4.50 " "

Terms 2%

For Sale by all Canadian Jobbers

Manufactured by

The Nufashond Shoe Lace Company
Reading, Pa., U. S. A.



To get results, YOU must have the
best material.

That is why the Wise Foremen in-
sist on getting

C. B. C.

**Inks, Dressings, Waxes, Toe Gum
and Cements**

Each Product Guaranteed to be A 1 Quality

Made in Canada by

Canadian Blacking & Cement Company
Hamilton, Ontario

**IF IT BEARS
THIS MARK**

USMC

**YOU CAN RELY
UPON THE QUALITY**

United Shoe Machinery Company of Canada

Lagauchetiere and St. Monique Sts., Montreal, Que.

122 Adelaide St. West, Toronto

492 St. Valier St., Quebec

1908



THE GREAT INCREASE

IN SALES OF

1909



We thank you for your assistance. With your co-operation we are going to beat this record in 1913.

1910



We will do our part by creating an increased demand with advertising and exhibition work, and will continue our policy of upholding prices. "Nugget" is the most popular polish on the market. Its superior quality always makes a satisfied customer. A satisfied customer means much to you. Give "Nugget" an extra push this year.

1911



"NUGGET"

WATERPROOF

SHOE

POLISH

IS SHOWN HERE

1912



The Nugget Polish Co. Limited

9, 11 and 13 Davenport Road

TORONTO, ONT.

INSEPARABLE !!

GENUINE
DIAMOND  BRAND

Fast Color Eyelets

AND THE

Trade



Mark

It will be found on the surface of all Eyelets that are absolutely "Fast Color." A small mark but of great significance.

Diamond Brand Eyelets do not wear brassy because they cannot. We have a booklet that tells *why*. Send for it.

United Shoe Machinery Company of Canada

Lagauchetiere and St. Monique Sts.

122 Adelaide Street West, TORONTO

MONTREAL, QUE.

492 St. Valer Street, QUEBEC

Greatest Patent Leather Factory in the British Empire



Front view of factory of A. R. Clarke & Co., Limited, to which an addition 126 ft. long, 3 stories in height is being added.

A. R. Clarke & Co., Limited, Toronto, Ontario

Footwear

In Canada



Miner Brand
Rubber Footwear
 Season 1913-14

MINER
 EANS
 ERIT

Our new range for Season 1913-14 contains all the advanced ideas in complete compliance with Fall style demands.

CATALOGUES AND PRICE LISTS

with full particulars will be mailed on request from any of our selling agents as below or direct from

The Miner Rubber Co., Limited

GRANBY - MONTREAL - TORONTO - QUEBEC

Selling Agents

Jackson & Savage
 MONTREAL

R. B. Griffith & Co.
 HAMILTON

J. M. Humphrey & Co.
 ST. JOHN, N. B.

Coates, Burns & Wanless
 LONDON

Blaithford Davies & Co., Ltd.
 TORONTO

Dowling & Creelma
 BRANDON, MAN.

The William A. Marsh Company Western Limited
 WINNIPEG CALGARY EDMONTON

See other advertisement page 30



The "Doctors" Waterproof Shoe

is a neat, high-class, plain design shoe—strongly made of the best grade leather only—stylish enough for city streets—strong for country roads. A patented waterproof non-perspiro shoe made on hygienic lines to keep the feet healthy—always dry and comfortable.



The Doctors

Your Customers will be Better Satisfied in the End

They will be agreeably surprised at getting a better value than they expected for the money.

You are asking them to pay a higher price when you offer them

The Doctor's Special Shoe

and at that they will hesitate—but tell them it is a specially prepared "Dry-Foot" shoe and that it

Is Guaranteed Waterproof

—the purchaser will realize the value of this quality and will come across with the slightly higher price

—you will make a larger profit and your customer will be better satisfied in the end.

Tebbutt Shoe and Leather Company, Limited

THREE RIVERS, QUE.

Ralston

SHOES FOR MEN

*Send a card and
have our Canadian
representative call.*

SOME REASONS WHY

**Ralstons are the best
line for you to carry.**

A large and efficient
Stock Department.

Maximum **Sales Co-
operation** — we are
“Salesmakers” as well
as “Shoemakers.”

**Liberalty in Adjust-
ment of Claims.**

Maximum **value** in the
shoes.

**Long Profits.
Style.**



No. 613

is one of our best sell-
ing styles. It is made
of Tan Spartan — a
splendid medium
weight Winter Leather
— on the Thermos last.

This model is a
prime favorite with our
customers because its
sensible, graceful,
clean-cut lines make
a shoe of extremely
stylish appearance yet
perfectly easy and
comfortable in fit.
This shoe is a real
trade coaxer. Let us
send you a catalog of
our ready-to-ship
styles.

Stock No. 613

Crease & Cook Co's Tan Spartan Button,
Thermos Last, Double Sole, Military Heel,
sizes 5 to 11, widths B to E

Price \$3.15

Ralstons are at the Apex

in Style

in Quality

in Fit

CHURCHILL & ALDEN CO.

(Ralston Health Shoemakers)

CAMPELLO, (Brockton) MASS., U. S. A.



RIDEAU SHOES

will enable you to
give every cus-
tomer a

**GOOD
FIT**



Do You Specialize

Is your store known as the reliable good quality store? Have you the reputation for selling a good shoe and giving a good fit? Have you tried to secure such a reputation? No matter what class or grade your store is it is always possible for you to get the name for good value and good fit.

You want a line to help you to get such a reputation? — Then read the next page.

Try it out it will mean success in the end.

Rideau Shoe

MONTREAL



On Good Shoes?

We have anticipated the growing demand for comfort and fit, in the production of an entirely new range of shoes—of which we shall shortly be showing samples—all built on the comfort plan.

Included in this range is a complete line of cushion shoes. These are made up with the famous **“Wonder Cushion Sole”** invented and patented by Dr. A. Reed and D.A. Reed of St. Louis, Mo. We wish to emphasize the fact that the name Rideau is in itself a guarantee of quality and the retailer who stocks Rideau Shoes is certain of giving his customers a good shoe with a good fit.

Co., Limited

CANADA.



RIDEAU SHOES

are recognized as
the footwear
of

GOOD QUALITY



KIMMEL Felts are Repeaters

Kimmel
FELT FOOTWEAR

THE TRADE MARK OF RELIABILITY
IN FELT FOOTWEAR

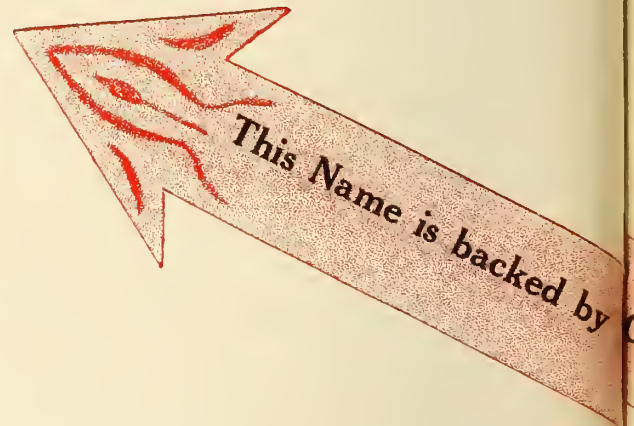


No. 335.—Women's Felt Juliet,
Plush Bound, Silk Embroidered
Vamp, Flexible Leather Sole
and Heel. Colors, Red, Green,
Gray and Brown.



No. 76.—Men's All Box Calf Blucher,
Red Felt Lines, Goodyear Welt,
Felt Sole and Rubber Heel.

Clever Creations in Felt
Footwear for the Dealer
who wants to give his
Customers the highest
value for the money.



Our new range is given in
our new catalogue which
shows over 150 styles in
colors. All the latest pat-
ents and new ideas are shown
to the best advantage in this
range.

Exclusive Selling Agents for

AMES HOLDEN Mc

The Oldest, Largest and Most Reliable
in Fine and Staple Footwear

because they are Honestly Made

KIMMEL FELTS comprise a most complete range of neat and perfect fitting shoes for Men and Women in the highest grade felt it is possible to manufacture. Natural fur and finest plush trimmings are used to bind the slippers and the best quality flexible leather for the soles of the shoes. All the latest designs are carried out in tasteful and popular colors in slippers. The shoes are made on up-to-date lasts in all-felt and felt and leather.

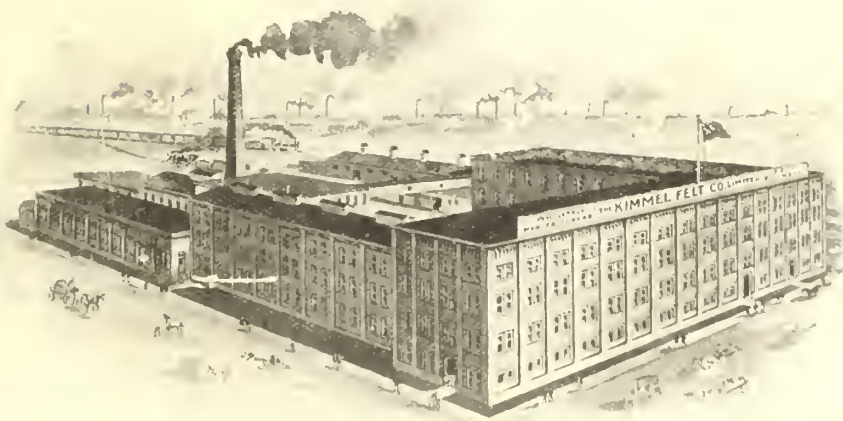


No. 73.—Men's Willow Calf Blucher, c Red Felt Lines, Felt Sole and Rubber Heel.



No. 1353.—Women's Felt Juliet, Felt Braid Bound, Ribbon Drawn in Front, Flexible Leather Sole and Heel. Colors, Red, Green and Blue.

Canada's Best Felt Factory



Factory of the Kimmel Felt Company, Limited

The Most Modern Felt Shoe Plant in America

Kimmel Felt Shoes and Slippers

CREADY LIMITED

Manufacturers and Wholesale Dealers
All Kinds in the Dominion

K
A
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T

K
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C
K

Sell Good Rubbers



JAMES ROBINSON

D
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M
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D
E



Sell Good Rubbers

Your Customers will Insist

The appearance of a shoe will always count for much in a sale, but it is **fit** and **comfort** that weigh most and that brings the **return business**.

So many disappointments have been caused with shoes that apparently fit alright at the "try-on" but when worn some little time cause discomfort.



A New

Here is a line you can be sure will satisfy all your customers who demand fit, comfort and style. The essential features of

The Bostonian Shoe

are good quality and perfect comfort. On those two points you have my assurance and guarantee. The styles I want you to see for yourself. Just say the word and I will have them shown to you immediately.

SAMPLES WILL BE SENT



My Sale of Rubbers

In spite of the rush on rubbers I can still supply any quantity in any selection immediately on demand.

JAMES ROBINSON

MONTREAL

Fit, Comfort and Style

uch shoes were designed more for appearance than comfort and will not so easily conform to the true form of the foot.

he trend of public demand is in the direction of the comfort-shape. Your customers will insist on fit and comfort—why sell them a whole stock of disappointments?

Line

his new line is in every way complete and gives the retailer an excellent selection in high grade popular priced footwear.

The Bostonian Shoe

made on six different lasts and this range includes both Men's and Women's Footwear. The whole range is Goodyear Welting and is shown in Tan, Black, and Patent Leather.

IMMEDIATELY ON REQUEST

My Letter Order Department

doing better work than ever for special orders and is more than ever at your service for any of your hurry wants.

ROBINSON

, P. Q.



Sell Good Rubbers



ROYAL BRAND



Sell Good Rubbers

BULL DOG

Character and Quality in Derby Shoes

Derby shoes of quality possess originality of design and perfection of detail. There is strength of character in every pair.

Built up to
QUALITY
Not
Down to Price

Murray Shoe Co.

London,
Ont.

Derby



Quality Shoes for Men



The New Factory of the John Strootman Shoe Co., Buffalo, N. Y.

John Strootman Shoe Co.

Buffalo, N. Y.

beg to announce that they have made arrangements for their representation in Canada for the sale of Women's Fine Shoes to the Canadian Trade.

Strootman Shoes have been made for over 100 years

We are well and favorably known to the trade in the United States and are **recognized for reliability** in the **high quality** of all our footwear.

Our shoes have an **established reputation for fit and dependability**; our styles are snappy and up-to-date. Our grades are in the popular prices, and range from \$1.75 to \$3.00.

We have recently built a new factory, replete with up-to-date equipment, on a strictly economical plan, and on account of our unusual facilities for cheap power and labor, are able to put the **highest possible values** into our shoes.

Samples will be shown and prices gladly quoted by our Canadian Agents:

Hardie & Moore, 189 Church St., Toronto, Ont.

Girl Guide
Shoes
Boy Scout



We point you the way to increase your sales of Boys and Girls Shoes—Be sure and write for our Catalogue.

Jackson

Agents Miner

MONTREAL,

One Sole with the Wear of Three



The true value of a boy's shoe is found in the sole—it is the sole that has to stand the hard wear a boy gives his shoes. It depends on the sole whether the boy's shoe is of a high value or low.

Hyman's Metallic Chrome Sole

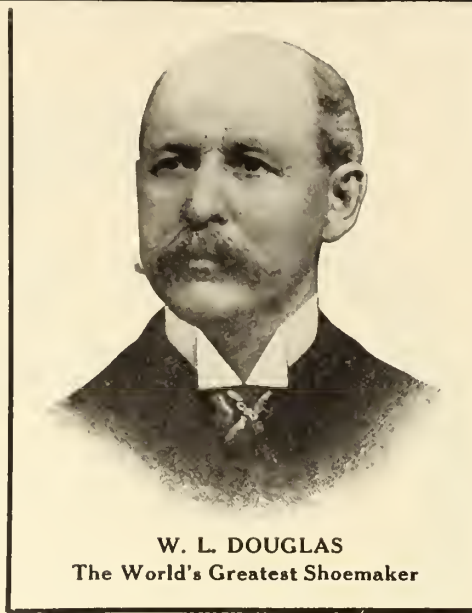
gives Boy Scout Shoes a high value. It will last three times as long as any oak-tanned sole—it is easy and pliable and will keep out the wet throughout its life. This sole is made up in all Boy Scout Shoes.



& Savage

ibber Co.

QUEBEC



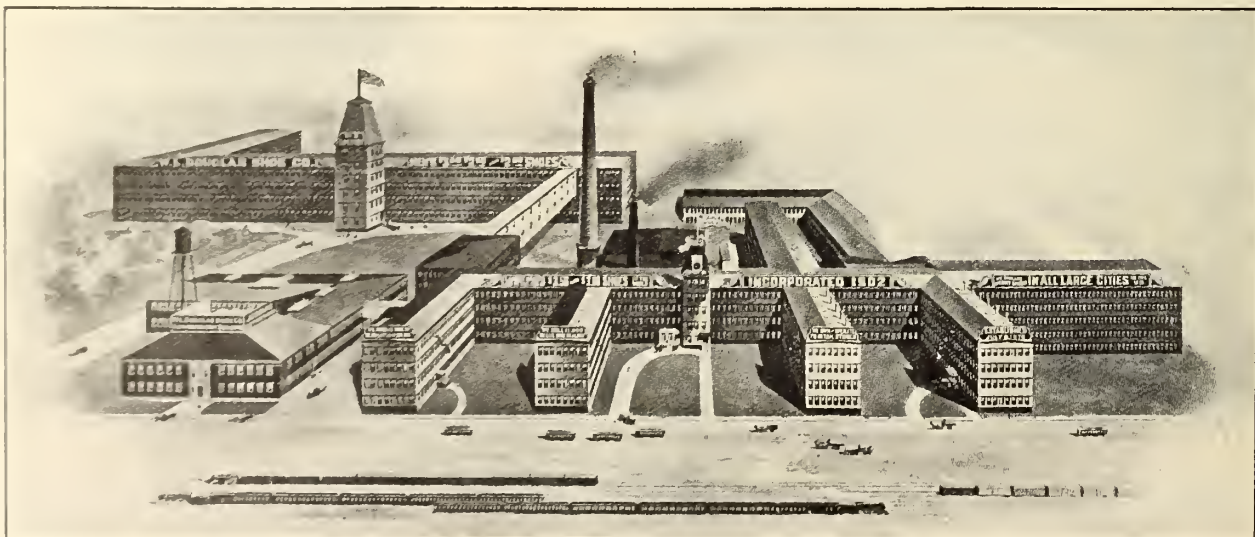
W. L. DOUGLAS
The World's Greatest Shoemaker

Do You Want the Exclusive Agency for W. L. Douglas Shoes in Your Town ?

W. L. DOUGLAS SHOES need no introduction. For over a quarter of a century they have been the most extensively advertised, easiest-selling shoes in the world, and to-day they are the standard of quality everywhere. They are sold by over 11,000 shoe dealers, as well as through a chain of 78 Exclusive W. L. Douglas Retail Stores, situated in 45 of the principal cities of the United States.

If interested, write us and we will give you full particulars relative to the Exclusive Agency for W. L. Douglas Shoes and also make arrangements to have a salesman call at your store with our complete line of samples for the coming Fall and Winter trade.

W. L. DOUGLAS SHOE CO., 201 Spark St., Brockton, Massachusetts



FACTORIES OF W. L. DOUGLAS SHOE CO., BROCKTON, MASS., U. S. A., CAPACITY 17,000 PAIR A DAY

A Leader
in
Advanced Style



Bersford



Minister Myles Shoe
Company Limited
Toronto - Canada

Tuxedo



A model
designed
to please
the young
chaps in
the cities

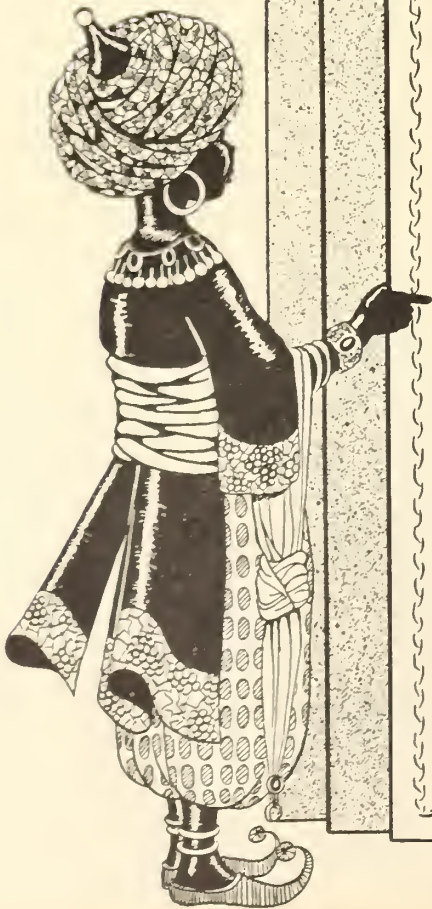


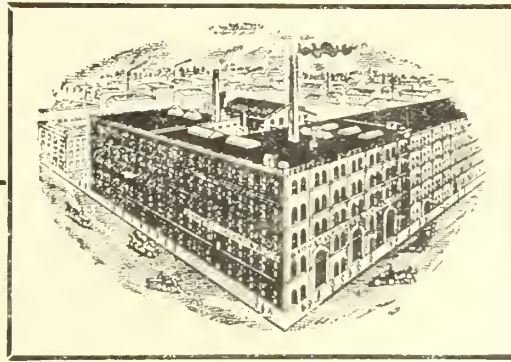
Order Sample Pair Today

MAWHINNEY  **LAST COMPANY**

MONTELLO STATION

BROCKTON, MASS.





PARIS

ROCKBOTTOM

Quick Deliveries For Immediate Trade

are being made by us of

Paris and Rockbottom Shoes

for present season's demand.

Rockbottom
Pegged and
Standard Screw
Manufactured in
No. 1 Factory

The success of the styles we have put out in these lines for winter trade has already proved their popularity with the public.

These same styles will hold the trade right up to Easter, and dealers need not hesitate a moment in filling up their stocks with the "same again."

We have the latest Winter Styles in stock, and can give immediate delivery of sorting orders for present season's trade.

Let us send you our catalogue—you can order from that, or we will send you samples of any lines you select.—Send now.

Paris Brand in
Goodyear Welts
and High-class
McKays Manufactured in No. 2
Factory

Daoust Lalonde & Co.

Shoe and Leather Manufacturers

MONTREAL

CANADA

ROCKBOTTOM



PARIS



*Makers of
Astoria and Liberty
Shoes for Men*

*Prices at retail \$4.50 to \$7.00
and higher.*

Mr. Retailer

¶ Confidence is the foundation and the bulwark of business—without it there is no stability.

¶ The shoe merchant must believe in the manufacturer and the patron must have faith in both.

¶ The product is back of it all—if they are Astorias or Libertys you can recommend them.

The Cook-Fitzgerald Co., Limited

LONDON, ONTARIO

Practical Selling Merit in Corbeil Shoes

The practical selling merit in our shoes makes a special appeal to every retailer as a good, sensible, trade proposition. There is no chance to be taken with Corbeil shoes. A more honestly solid, neat and snappy line of footwear was never marketed.

Corbeil Styles have already shown a good lead in swift



selling and the Corbeil quality is established and accepted wherever Corbeil shoes are known.

You yourself will see the value in quality and workmanship in all our shoes, while your customers will judge them as "the best for all weathers and all wear."

Let us send you samples

A. CORBEIL, Manufacturer

Maker of Good Shoes to Retail at from \$3.00 to \$5.00.

Leader and Landoover Brands.

Warehouse and Office, 71 St. Paul Street, Montreal Telephone, 63 to 71 St. Paul Street

The Just Wright SHOES *The Just Wright* SHOES *The Just Wright* SHOES

The Just Wright SHOES

"Made in Canada"

THE Just



"BANG" Its the "where did you buy them" sort of last. A narrow high toe with a slight wall on the outside. 12.8 Mil heel. A snappy up to the minute last for each day in the week.

NOW IS
THE TIME
TO BE A
"JUST WRIGHT"
DEALER

The Just Wright SHOES



"GINK" A last that makes every days receipts look like Saturday's. A high toe, three quarters full with full outside swing. 12.8 heel.

OUR NEW
CANADIAN
FACTORY
WILL HELP
US TO BETTER
SERVE
CANADIAN
TRADE

The Just Wright SHOES

"Made in Canada"

The Just Wright SHOES *The Just Wright* SHOES *The Just Wright* SHOES

E. T. Wright

St. Thomas,
Ont.

Wright SHOE

The Just Wright *The Just Wright* *The Just Wright*
MADE FROM SHOE MADE FROM SHOE MADE FROM SHOE

"Made in Canada"

The Just Wright
MADE FROM SHOE



"BEVERLY" A conservative, dressy idea. A toe with just a slight lift that shades off at the tip. 1" Reg. Heel. Its a custom last to sell at Just Wright Prices

THE MOST
POPULAR LINE
IN CANADA
TO RETAIL AT
\$5.00, \$6.00 AND
\$7.00

The Just Wright
MADE FROM SHOE



"BLAZER" The Blazer is just as hot as it sounds. Its a medium high toe last. Swings full on the outside, with just a slight point at the toe and carries 12-8 Mil. heel

THE
LINE
THAT IS
WORTHY OF
ITS NAME
"JUST
WRIGHT"

The Just Wright
MADE FROM SHOE

"Made in Canada"

The Just Wright *The Just Wright* *The Just Wright*
MADE FROM SHOE MADE FROM SHOE MADE FROM SHOE

& Co., Inc.

Rockland,
Mass.



The Postal Card Test

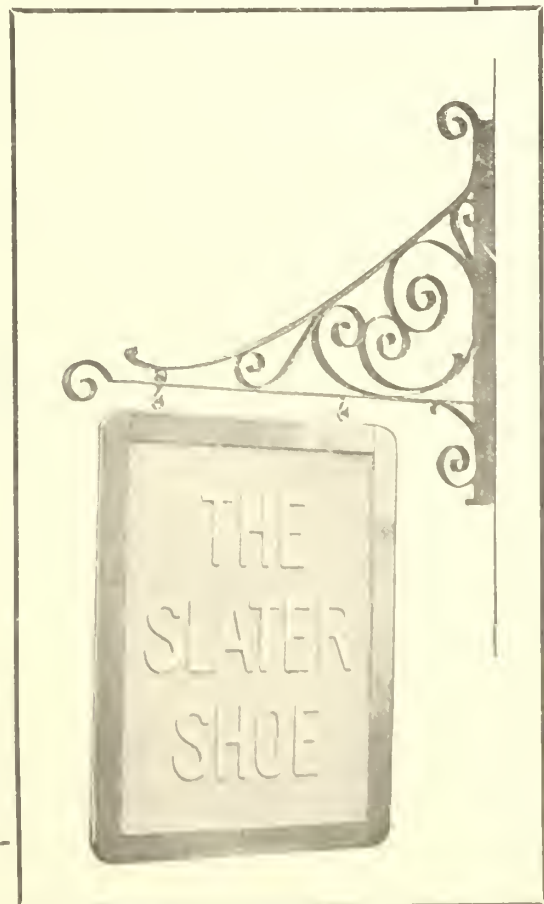
Here's Something to Think About!

- ☞ You want to sell more shoes.
- ☞ You want to sell them **quickly** and as easily as you can.
- ☞ The quickest and easiest way to sell more shoes is to give people the kind of shoes they want.
- ☞ If this is true—your business sense will tell you whether it is or not—all you have to do is to **find out** just what **kind** of shoes the people in your town want, and **let them know** that you are prepared to sell them that particular kind.
- ☞ In other words to meet, and supply, and cater to a ready-at-hand demand is quicker and easier and more **profitable** than to waste time and effort **creating** a demand.
 - ☞ The **one** shoe that has a ready-at-hand demand and the easiest-to-sell shoe in Canada to-day is the genuine Slater Shoe.
No question about that.
You can prove it in twenty-four hours.
- ☞ If you were to take a vote of your town as to what kind of shoes the people liked best, knew most about and had most **confidence** in you would find beyond question, that the great big majority of the votes would be for the **Slater Shoe**.

- ☞ You would also find beyond question, that outside of the Slater Shoe 90% of the voters would not be able to name a "next best" brand.
- ☞ Just try this plan.
- ☞ Find out for your **own** information and **profit** how many people out of a hundred in your town are favorably inclined towards the Slater Shoe.
- ☞ **Put it to a test.** It may throw an entirely new light on your shoe buying for next year.
- ☞ Mail out one hundred postal cards to one hundred men, asking them to name the brand of shoe they know most about and have most confidence in.
- ☞ If the great majority of your answers don't name the Slater Shoe we **will pay for the postage and all expenses attached.** We mean just that.
- ☞ We would like nothing better than to have you make this crucial test. It will **prove** to you that there are a **lot** of Slater Shoes to be sold in your town.
- ☞ And if we are right, if most of the people in your town know about and prefer the Slater Shoe to any other, wouldn't it be **easier** for you to sell the Slater Shoe than any other?
- ☞ And doesn't it look as if the Slater Shoe would be the best **asset** you could have on which to build up a **permanent** shoe trade in your town?
 - ☞ Think it over.
Make the test.
See how it comes out.

*If you want the genuine Slater agency
for your town apply to-day*

Slater Shoe Co., Ltd.
Montreal





Guptill



Guptill Turned Footwear

is the easiest sold by the retailer because it appeals to women, on appearance when shown, on daintiness when on the feet, and in qualities of comfort and durability.

Guptill Slippers will help to make the New Year a Prosperous one for you. If you have not already stocked this line—now is the time.

Our Mr. Beemer is at your service and can be of great assistance to you in the establishment of the finest SLIPPER DEPARTMENT in your town.

A Request from You will Bring Him to Your Store.

Hervey E. Guptill
HAVERHILL, MASS.

Mr. F. P. Beemer, our Canadian Representative is showing a most complete line of Guptill Slippers and if you have not had the pleasure of seeing them, write us and we will have him call.

Improved Service

THE BEST
Everyday SHOE

Increased Profits

The "**Everyday**" Shoe will give you much valuable help in the making of your store efficiency. It is a shoe made for hard service and the same time is smart and neat for office wear. The "**Everyday**" Shoe will, many and many a time, fill a sale where every other shoe has been rejected. Each pair is a modern, perfected specialty "**Everyday**" Shoe—absolutely solid—honest in materials—honest in workmanship—honest in wear.

Please your customers and increase your profits by dealing with the "**Everyday**" Shoe.

T. Sisman Shoe Company, Limited

Aurora - - Ontario

Winnipeg Representative; Geo. G. Lennox

**GOODYEAR
WELTS ONLY**

NABOB \$3.50

Special Offer For February Only

During February we are making a special
offer of

100 CASES ONLY

of the regular O. B. Line of Men's \$2.60 Goodyear Welt
Shoes to retail at \$3.50

At the Reduced Price of
\$2.50 per pair

☐ As this notice comes before the trade we shall have just 100 cases ready for shipment March 1st. This special offer holds good for **February only** and has been made solely for purposes of advertising. Any retailer who sends his order for any portion of the 100 cases is getting

A Genuine Bargain in Goodyear Welt Shoes

that will be exceptionally high value at \$2.50 and will prove quick sellers in his store at the regular retail price of \$3.50.

- ☐ Let us know how many cases you will take.
- ☐ Only the limited number for disposal at the special advertising price.
- ☐ The early arrival orders only will secure the advantage of this special offer.

SEND YOUR ORDER RIGHT NOW—TEAR THIS ADVERTISEMENT OUT AND ENCLOSE IT IN THE ENVELOPE.

The O. B. Shoe

Company, Limited

Drummondville, Que.

Maker of Men's Goodyear Welt Shoes



**GOODYEAR
WELTS ONLY**

\$50.⁰⁰ Reward

A S a reward for services—Fifty Dollars (\$50.00)—will be paid to the person submitting the best name for a new men's shoe—to be put on the market and extensively advertised during the coming season. This contest is open only to retail merchants handling shoes, their clerks, and subscribers to Footwear in Canada. This name must be registerable as a trade mark—see below.

The Name

A good name is better to be preferred than great riches. A good shoe deserves a good name. This shoe is worthy of the best name that can be created. Give it your best thought—and send us the result. It may be worth \$50.00 to you. Remember—that a short named word is preferred. It should be suggestive of merit, health advantage, one price or comfort.

Points to Remember in Coining a Trade-mark

A Trade-mark has been defined as follows:—
A Trade-mark is any sign, mark, symbol, word or words, which indicate the origin or ownership of the article as distinguished from its quality, and which others have not the equal right to employ for the same purpose. In its strictest sense it is applicable only to a vendable article of merchandise to which it is affixed.

The Nine Tests of a Good Trade Mark

- Is it easy to speak?
- Is it easy to remember?
- Is it easy to spell
- Is it simple to design?
- Is it attractive in sound and appearance?
- Is it suggestive of the good qualities of the merchandise?
- Is it different from other trade-marks of the same class?
- Can it be affixed to the goods with which it is used?
- Is it registerable and protectable?

To Contestants

In entering this competition, fill in the coupon herewith, with the name you suggest, your full name and address, and mail it to Box 697, Footwear in Canada, 220 King Street West, Toronto, Canada. All replies must be mailed not later than March 1st, 1913. If any further information is required, write to address above, enclosing coupon.

The Shoe

Will give the best value to the consumer of any advertised shoe on the market. It will be a one-price men's shoe everywhere in Canada. It will have distinctive selling features that will attract the consumer. It will give the largest profit to the dealer. It will be marketed by a unique selling plan—by one who knows how.

Special Features that will Benefit the Dealer

No charge for cases. Exclusive agencies. Price protection. Free advertising. Liberal profits. Guaranteed quality. Freight equalized so that all dealers will make the same profit. There being only one price dealers can carry a smaller stock than would be necessary otherwise.

The shoe will be sold at the same price in Canada, United States and Great Britain.

Exclusive agencies—with a strong local advertising campaign—can be arranged.

Coupon for \$50 Trade-mark Name Contest

FOOTWEAR IN CANADA,

Box 697-220 King St. W., Toronto

Date _____

I submit the following as a trade mark name for your new Men's shoe:

NAME (in full)
of Contestant _____

Address of Store _____

Town or City _____

Province _____

If competitor desires to send in more than one name, each succeeding name must be written on a separate sheet of paper and attached to a separate coupon. Write plainly and in ink.

Ames-Holden

McCready

**Prompt Deliveries
and
The Real Goods**

Are what you get when placing your orders with us. We are now perfectly equipped to assort your Stock in the following lines.



**Fine and
Staple
Footwear**

**KIMMELL FELT
FOOTWEAR**

(exclusive)

**Oil Tans, Lumbermen's
Wool and Sheep-Skin
Socks**



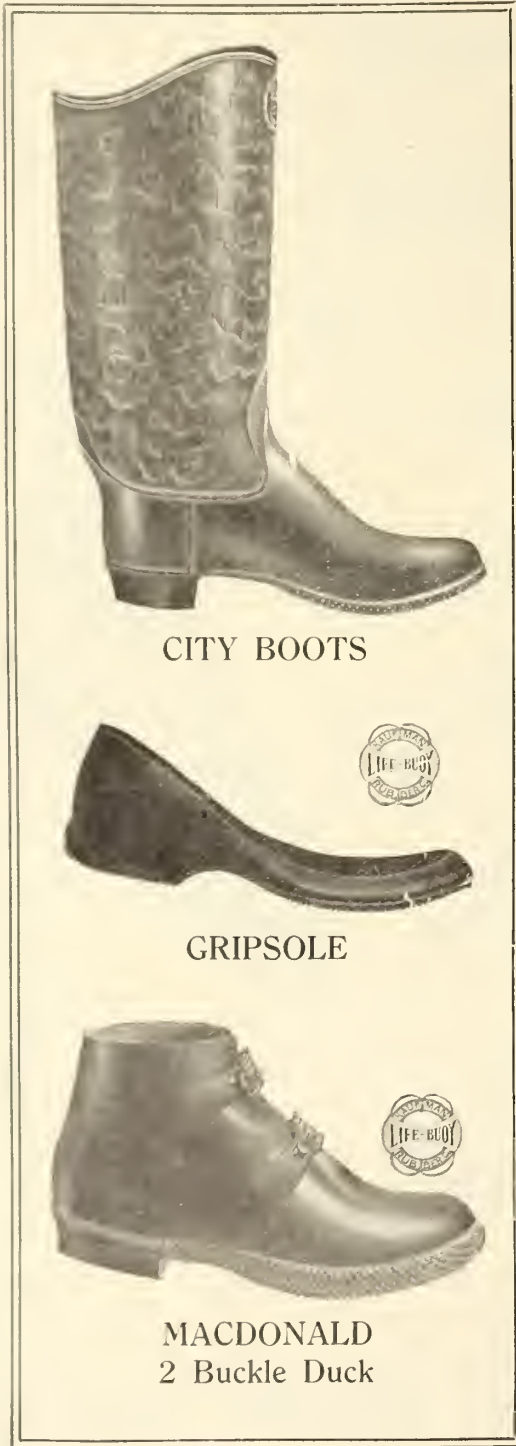
Granby
Maple Leaf
Dominion
Anchor

Rubbers

The BIG IN STOCK SHOE HOUSE

Ames Holden McCready, Limited

Montreal Toronto Calgary Vancouver St. John Winnipeg Edmonton



CITY BOOTS



GRIPSOLE



MACDONALD
2 Buckle Duck



KAUFMAN



Rubbers

Are you getting your deliveries of rubbers on time?—You cannot afford to wait now. The demand is on—keep up to it in quantity and quality too.



Keep of Rubber

KAUFMAN LIFE-BUOY

will give you both. Don't forget that the demand for rubbers comes in sudden spurts—a short spell of wet weather will start rubbers selling in quantities.

Are You Ready For a Quick Demand?

If your stock is already cut into or not quite complete sort up right now, we can supply your entire wants immediately.

The Kaufman

Head Office and Warehouse

TORONTO, 76 York Street,

MONTREAL,

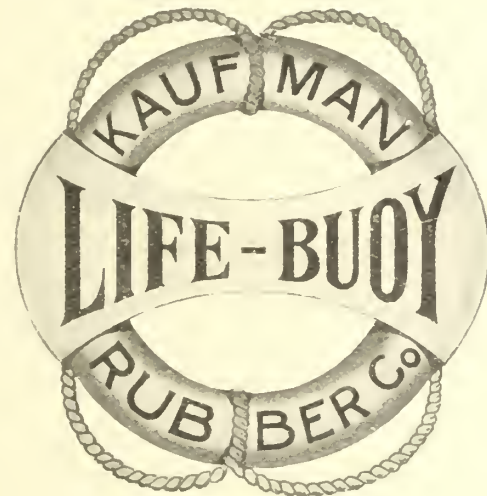
VANCOUVER
SASKATOON

EDMONTON
WINNIPEG

Abreast
the
Demand

RUBBERS
BRAND

You cannot procure superior rubbers anywhere and the range we are showing contains every shape and style in the wearer's requirements for the present season.

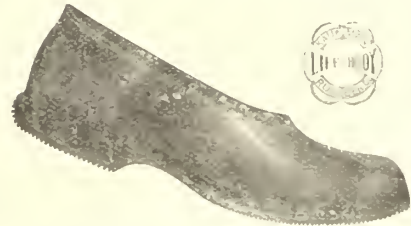


In order to take full advantage of any sudden demand for rubbers that may occur you will do well to fill up the gaps immediately with

KAUFMAN
RUBBERS



FAIRY FOOHOLD



MEN'S FAVORITE
Self-Acting



TEMPEST



MEN'S LACEIT



We Can Supply Your Rubber
Requirements Immediately

Our branch warehouses have perpetually complete stocks on hand. Send us your sorting order. We can ship same day as order is received.

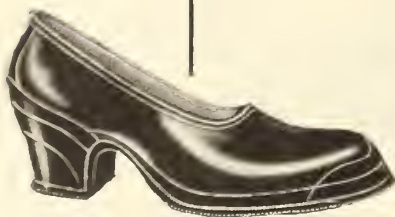
Rubber Co., Ltd.

Berlin, Ontario

310 Craig Street West, OTTAWA, 281 Wellington St. E.

FREDERICTON N. B.
CHARLOTTETOWN, P. E. I.

TRURO N. S.



MINER
EANS
ERIT

Wait for the "Miner Man"

IN selecting your Rubber stocks of Rubber Footwear for Fall it will pay you to wait for the "Miner Man" and to look over the new lines of

Miner & Shefford

Brands of

Rubber Footwear

The sale of these Brands during the past season has been phenomenally large and has exceeded all expectations. Miner Rubbers have increased in popularity and have proved the greatest satisfaction to both Retailer and wearer.

Our New Season's Lines

will be still further improved and will contain many new features offering great selling advantages to the Retailer.

Samples and Catalogues are now in the hands of our selling and distributing agencies and will be submitted on request from any of our agents, names of which appear on the front cover of this issue, or write your requirements direct to

***The Miner Rubber
Company, Limited***

Granby Montreal Toronto Quebec

Popular Lines at Popular Prices

**To Retail at
\$3.50**

Tan Calf $\frac{3}{4}$ fox button	\$2.55
Tan Calf St. fox blu bal	\$2.50
Gun Metal $\frac{3}{4}$ fox button	\$2.35
Gun Metal St. fox blu bal	\$2.30
Patent Colt, Dull Calf top $\frac{3}{4}$ fox button	\$2.35
Patent Colt St. fox blu bal	\$2.30
White Duck $\frac{3}{4}$ fox button	\$2.70
White Duck St. fox blu bal	\$2.65
Patent Colt $\frac{3}{4}$ fox button, Silk top	\$2.35

All these lines are "Goodsense" grade. Solid Oak Inner-Counter and Box Toe. Genuine Oak Outsole and Solid Leather Heel also Leather Stock Lining.

We have a complete selection of high grade shoes for Spring Trade.

Goodsense Shoes

These lines comprise the latest lasts and patterns and conform to the popular Spring Fashions.

Their styles and prices are made to satisfy.

*Send us your sorting
order for Spring*

Kirvan-Doig, Limited

Manufacturers of Goodsense Shoes

Maisonneuve

-

-

Montreal



No. 390

Wos fine Dongola whole quarter lace boot, rubber heel, Thompson Kusion turn sole.

Sizes 2-8

Price 2.40



No. 388

Wos fine kid 3-4 foxed button patent tip, dull calf top, Thompson Kusion turn sole.

Sizes 2-8

Price 2.75



Woman's Dongola Lace Oxford, Patent Tip Kusion Sole—The Thompson Shoe Company. No. 391.

One Great Big Selling Feature in the *Thompson Line*

Its hard selling shoes at retail when you have nothing to talk about except "Style."

What you want and should have is some special feature that your customers will appreciate and want.

You want something extra that will appeal to a customer and save time and talk on the part of yourself or your clerks.

And here it is:—The Thompson Kusion Sole—a new idea in women's shoes.

A Selling Feature which every woman who buys shoes will want the moment you show it.

The **Thompson Kusion Sole** is a new idea in shoes. It means Ease and Comfort and **Pleasure** in a shoe. It means **Salvation** for tender feet, and almost every woman has tender feet.

The Thompson Kusion Sole is a soft, springy, cushion of resilient cotton-felt skillfully placed between the inner and outer soles extending all the length of the shoe from toe to heel.

It feels soft and responsive and easy under the foot and takes away the hard stiff feeling of leather-to-foot as in the ordinary shoe.

It acts as a **pneumatic cushion** between the weight of the body and the rough surface of sidewalk or road. It conserves nerve force; saves shock; resists impact; feels fine.

This Thompson Kusion Sole feature should **double** your sales of women's shoes. If you work it for all it is worth it will attract **new** trade to your store from women who want **Comfort** in their shoes that they couldn't get before.

The Thompson Kusion Sole has been the **greatest** and **quickest** selling feature ever introduced in a woman's shoe. Merchants who have tried it out on their customers pronounce it a **huge** success. They telephone or telegraph for them every day.

Try a **sample order** of these Thompson Kusion Sole Shoes.

They Are Sure Sellers. You will make no mistake.

You will be surprised at how quickly your customers gobble them up and how much more **demand** you will find for them than ordinary shoes.

☛ A Post Card will get our Catalogue ☛

"Make it while you live"
—Thompson

Thompson Shoe Co., Ltd.
38 St. Genevieve St. - MONTREAL

*Our New Lines for
Fall 1913
of
Preston Shoes
are Winners*

Don't overlook them in placing
orders for Fall



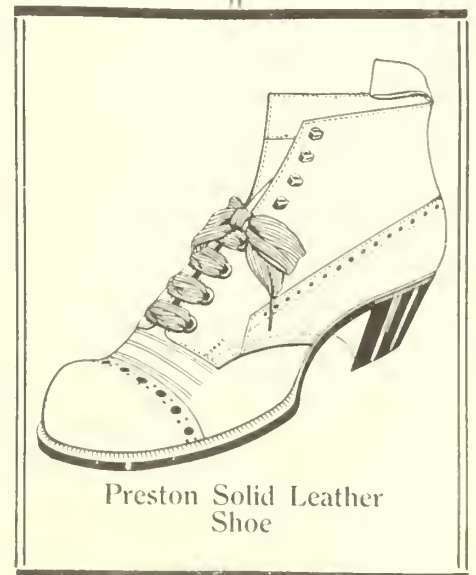
Preston Queen

Men's Hard
Wear Shoes

Boys'

Women's

Big Girls'



Preston Solid Leather
Shoe

In Blucher and Button

*The Solid Leather Shoe
Company, Limited*

PRESTON - - - ONTARIO

F. P. BAKER, Representative in Ontario, West and North
J. M. REDMOND, Representative in Ontario, East and North
MARTINEAU BROS., Representatives in Montreal, Montreal and Quebec

An Announcement

We have arranged for the Exclusive Sale in Canada of

Genuine "Palmer" Shoe Packs



Illustrating our No. 36 Men's 10 in. Shoe Pack



Illustrating our Draw String Line of Shoe Pack

Only the **very select** leather is used in the manufacture of "Palmer" Shoe Packs.

Our travellers will immediately call on the trade with a full range of samples and a set of prices that will surely add to your 1913 Profit Prospects.

Hold your order until you have seen these samples.

Canadian Consolidated Rubber Co., Limited

SALES BRANCHES:

ST. JOHN, Halifax, Sydney, Yarmouth, Pictou, Moncton, Charlottetown, MONTREAL, Quebec, Granby, Ottawa, Kingston, TORONTO, Belleville, Hamilton, Brantford, London, Port Dalhousie, Berlin, WINNIPEG, Regina, Saskatoon, Calgary, Edmonton, VANCOUVER, Victoria.

Footwear in Canada

A Journal of its Findings, Making and Sale.
Published for the Good of the
Trade by

HUGH C. MACLEAN, LIMITED

HUGH. C. MacLEAN, Winnipeg, President.
THOMAS S. YOUNG, General Manager.

HEAD OFFICE - - 220 King Street West, TORONTO
Telephone Main 2362

MONTREAL - Tel. Main 2299 - Room 119, Board of Trade
WINNIPEG - Telephone Garry 856 - 404 Travellers' Bldg.
VANCOUVER - Tel. Seymour 2013 - Hutchison Block
NEW YORK - Telephone 3108 Beekman - 931 Tribune Bldg.
BOSTON - - - Main 1024 - - - 643 Old South Building
CHICAGO - Graceland 3748 - - 4059 Perry Street
LONDON, ENG. - - - - - 3 Regent St., S.W.

SUBSCRIPTION RATES

Canada and Great Britain, \$1.00. U. S. and Foreign, \$1.50.
Single copies 15 cents

Vol. 3 February, 1913 No. 2

A Dying Theory

The theory that the man who buys a larger quantity than his fellow is entitled to a more favorable price, like that of the maxim "that competition is the life of trade," is as old as the hills. But the one like the other is, in these latter days, being subjected to some modification. New conditions necessitate it. The very life of the retailer demands that it should be modified.

That he who can buy in larger quantities than his fellow is entitled to a lower price which will enable him to thereby undersell his competitor is the possessor of a divine right, no one can with justice claim. He who claims to the contrary is worshipping a fetich. Although not yet as dead as the fifteen-hundred-year-old-theory of the divine right of kings, it is dying.

* * *

The Parcels Post

The Dominion Board of the Canadian Retail Merchant's Association of Canada recently interviewed Premier Borden at Ottawa, on the subject of the introduction of a system of parcels post in Canada, which has been widely advocated by certain newspapers. The deputation stated that they believed that the introduction of any extended system of parcels post whereby parcels would be carried throughout Canada at less than what they cost, would be taking money out of the Dominion Treasury to benefit a few

mail order houses at the expense of the country, and to the detriment of the great body of retail merchants who are located in convenient points so as to serve the public in the most convenient, cheapest and most satisfactory manner, and asked that before any such changes be made in the present postal service that they be allowed to place their cause fully before the Government and that a complete enquiry be made into the whole proposition.

The opinion seems to be very prevalent among retail merchants of all kinds that a system of parcels post such as is being now advocated in certain quarters, would effect their business most seriously, and would tend to benefit only the mail order houses. They point out that the manufacturer, as well as the retailer, would suffer under this measure as they would be at the mercy of the mail order houses, who at present demand that many goods manufactured for them shall bear their name in place of that of the manufacturer, and who doubtless would, after crushing the majority of the retail merchants, and getting the great bulk of the country's retail trade in their grasp, establish manufactories of their own, as they have already done in many instances, and thus the manufacturer would suffer equally with the retailer. Many manufacturers also, we are aware, hold similar ideas on the subject, but "Industrial Canada," the official organ of the Canadian Manufacturers' Association, has come out in favor of Parcels Post. In a recent issue it says:

"After January 1st, 1913, Canada will be the only civilized country in the world without parcels-post. On the above date a system will be put in operation by the United States. Many confuse our merchandise rate, by which we can post packages under five pounds weight at the rate of sixteen cents per pound, with parcels post. The real thing is much better than the merchandise rate.

"The following comparison of postage rates on a parcel weighing eleven pounds shows us how we stand:—

From	Postage
London, Eng., to Toronto, Ont.	\$.73
Paris, France, to Toronto, Ont.87
Berlin, Germany, to Toronto, Ont.90
Hamilton, Ont., to Toronto, Ont.	1.76

"This is not all. In order to send eleven pounds by postage from Hamilton to Toronto it would be necessary to break the package up into three small packages, each weighing less than five pounds.

"In the words of one of Canada's leading lawyers: this country is 'the last, lone sparrow on the chimney top.'"

To those who realize the fact that the interests of the manufacturer and the retail dealer in this matter run parallel, the stand taken by "Industrial Canada" will appear incomprehensible. The establishment of Parcels Post would stimulate buying from mail order houses at the expense of the local dealer. The manu-

facturer depends very largely on the dealer for the marketing of his goods. Mail order houses do not, as a general rule, handle goods sold under the manufacturers' brand, preferring to use their own brands. It follows that any change, tending to swell the volume of business done by the mail order house and lessen the trade of the local dealer, is going to prove a detriment to the manufacturer as well as the retailer.

Manufacturers were active in the fight against Parcels Post in the United States. At various times, Canadian manufacturers have expressed their opposition to the measure. The question may well be asked, is "Industrial Canada" voicing the sentiments of the manufacturers as a whole in thus openly advocating

* * *

Profits, Not Sales

The constant effort to beat the sales record of the year before, or of the store's best year, is mainly the cause of the continuous bargain shouting and price-cutting policy of so many shoe stores. These do not stop to consider that the records they are endeavoring to beat may have been made when conditions were far more conducive to big sales than they may be at the present time.

It takes a certain degree of courage to attack this record-beating policy. To many that policy typifies enterprise, and to lack enterprise, in these days, is the cardinal sin. But suppose every store was trying to beat the record, not of sales, but of profits, wouldn't that be better for merchants generally? And after all, why should any one regard increase of sales as enterprise unless that increase is accompanied by an increase in profits? It is profits that a scientific merchandising plan would aim for—not merely increase of sales, unaccompanied by a corresponding growth in real results.

We are well aware of the argument that volume is the thing for which modern retailers strive. We promptly admit that increased volume of business may mean a relative lessening of overhead expense. But where is the benefit if the profit on that increased volume is too small to offset certain increased expenses that cannot be avoided—especially in the delivery, advertising, etc., if not actually in the selling?

The ability to beat the sales record must have a limit. Only in a continuously growing community and in the absence of increased competition could this be continually advancing. And where is the growing community where new competition does not develop? In too many cases the competition runs ahead of the community's development. So the retailer reaches what in chemistry is known as the point of saturation—the community cannot absorb more than a certain quantity of merchandise at normal prices—prices that are profitable to the retailer; anything in excess of that is apt to be forced into consumption by a price reduction that cuts down the retailer's profit and too often

entails a loss that largely wipes out the profits made earlier in the season.

The remedy then would seem to be a more scientific method of retailing—a general and constant effort to earn profits, rather than merely to make sales, and a constant scrutiny by the management, of the store's figures relating to profits, rather than of the figures relating to sales.

* * *

Soft Soles

The modern mother allows the choosing of boots and slippers for her children to be no slight or mean proceeding. The small feet are as carefully fitted as her own, and she sees to it that the children's footwear is not only correctly in line with the mandates of the prevailing style, but also that it conforms in every requirement with the child's health, comfort and needs. Footwear for children is also one of the most careful considerations of the intelligent retailer, who makes a specialty of children's and babies' shoes, not so much for the profit that there is in the latter, for unfortunately this is not what it should be, but as a bait for catching and holding the family trade. This latter argument is not considered enough by many retailers, who look upon baby shoes particularly, as an item, the stocking of which does not compensate for the time and bother expended. It is true that there is only a small profit on this line when they are sold at the usual prices, but why sell for so little? The retailers in the United States get 75 cents a pair for baby shoes that are selling in Canada for 50 cents. The Canadian retailer is as much entitled to a profit as is his confrere in the United States and should see that he gets it. The merchants who devote special attention to the soft sole trade find that it results in increased family trade, and profit.

Is Your Advertising a Gamble?

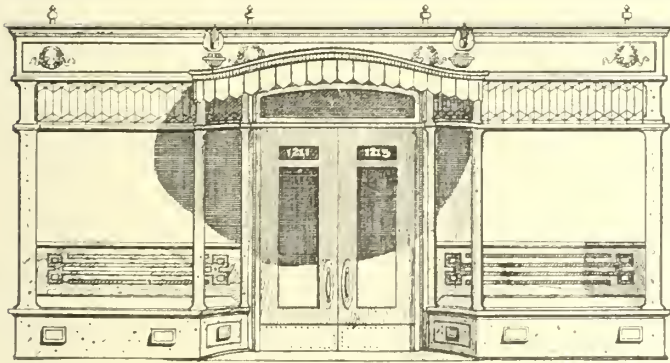
"**A**DVERTISING a gamble," indeed!

We don't believe in propagating a fool remark, and the only reason we are pushing this along is to hold it up to the ridicule it deserves. Advertising will always be a gamble to the shoemaker who doesn't know enough to stick to his last; to the manufacturer who, having spent the best years of his life building up a great business, is firmly convinced that he needs no help when it comes to his advertising; to the merchant who installs a twelve-dollar a week clerk as advertising manager, or places his appropriation with the agency that bids the lowest.

Shoe Store Reconstruction and Fitting

A Model Store—Details Important—Fittings and Fixtures that Give Class to the Store and Profits to the Retailer

At this season of the year, many shoe retailers are renovating and refitting their stores, or moving into new quarters. We therefore thought that an article on shoe store construction introducing fixtures and fittings, would be of interest, and might be of some



A good store front

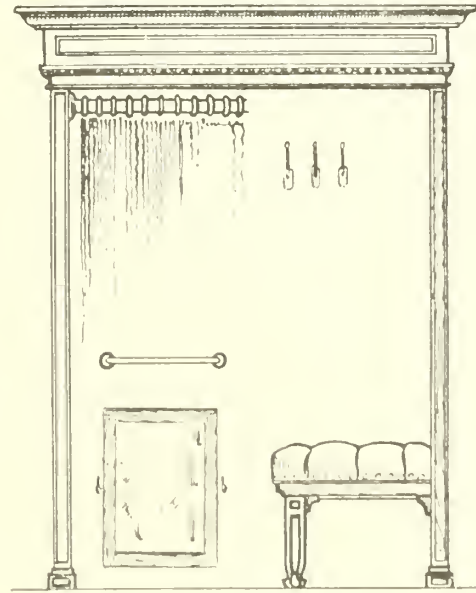
use to many of our readers. As one of the greatest assets a man has is his personal appearance, so the store front exercises a great influence on the business, as it either attracts or repels customers.

On this page we are illustrating a store front of simple, yet beautiful design which is admirably suited for the needs of the retail shoe dealer. The interior is well laid out, with the hosiery and findings sections on either side of the entrance. A convex show case is placed in front of the doorway in which to display novelties, and attractive styles to catch the attention of the customer on entering. The remainder of the store is divided into men's, women's and children's sections with the rubber section at the back. At the rear is the office. The stock shelves run around the walls. There is nothing elaborate about the interior design, but it is simple and well adapted to meet the needs of the average shoe retailer.

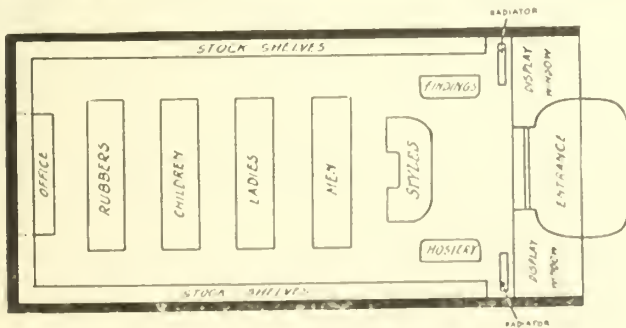
Nearly every up-to-date shoe store in Canada carries its stock of hosiery, but it is only a few of the more progressive that have a room for the fitting of these. All shoe retailers and clerks worthy of the

der to be sure that you have a pleased and satisfied customer, it is necessary to ascertain that the hosiery purchased fits the foot. We illustrate a room fitted up for trying on hosiery. A small upholstered stool is placed in one corner, while low down on the wall opposite it is fixed a mirror so that the customer may see how the stocking fits, from all angles, without unnecessary bending and twisting. A footstool should also be provided.

Everything attractive or comfortable in the way of fitting out your store is bound to result in the attraction of more trade. There is no reason why shoes could not be sold right out of the packing case, but it is a known fact that the store that has an interior and exterior in keeping with the grade of stores catering to that particular class of customers, must have an appearance calculated to make it a pleasure for a person to trade there, rather than an annoyance. The



Room for fitting hosiery



Interior plan of shoe store

name realize the importance of having their customers fitted perfectly in regard to boots and shoes, but many fail to realize the importance of well-fitting hosiery. If too short, they will not wear well, while if too long, are apt to seam or crease and cause sore feet. In or-

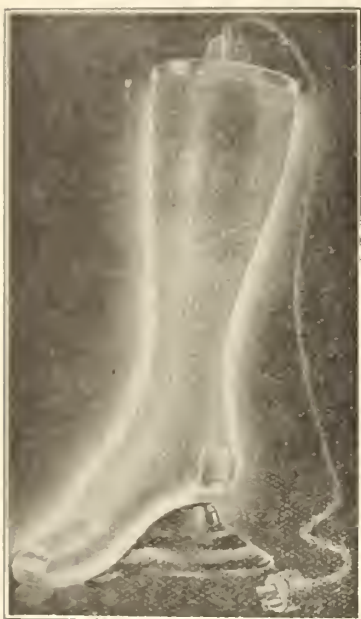
customer who trades against his likes, is sure to be an unprofitable one. The store that has its customers in the rank of permanent, profitable patrons, must satisfy not only their taste as to foot covering, but also their impressionistic ideas as to where to buy.

Shoe store reconstruction may be effectively done either in one complete job or gradually. The decision rests with the retailer and the state of his pocket book. If he can make the change at once, he is perhaps affecting a saving through having the work done wholesale instead of by the gradual, or what might almost be called retail method. By the gradual method of reconstruction the dealer has one part changed now, and a week later, he may purchase something new in equipment, and in four or five years, he has spent a lot of money keeping the store up to the standard, but not making it radically new. The effect from a publicity standpoint is not so interesting, but the gradual changing of the store means less gross expense at the outset. The shoe retailer should always set aside

a definite portion of his yearly profit for store improvement, as only through this is it possible for advance to be made without handicap to the appearance of the store. Every cent spent in improvement comes out of the shoe dealer's cash drawer, but with its spending it has potential possibilities of bringing

will be noticed that a size stick lies along that portion of the stool where the foot of the customer rests so that the clerk can see at a glance, what size is required. Then after placing the customer's foot on the floor, the clerk draws up the footboard and exposes a mirror so placed that the customer can readily see how the footgear fits. This may be considered a small affair, by some shoe dealers, but the store that attracts the customer's fancy and gives him service is the one he will patronize in preference, every time.

We also show illustrations of up-to-date display racks and show cases, also fixtures for window display. While some shoe retailers manage, through the exercise of considerable time and ingenuity, to make attractive displays without window fixtures, yet the time and thought expended must mean considerable loss of profit, whereas with scientifically made fixtures, much labor is saved and an attractive appearance insured, while their scientific construction, by those who have studied this branch of the retailer's needs, has rendered them adaptable to nearly all methods and plans of display. We are indebted to "The Boot & Shoe Recorder" for some of the illustrations of this article.



Illuminated shape for hosiery display

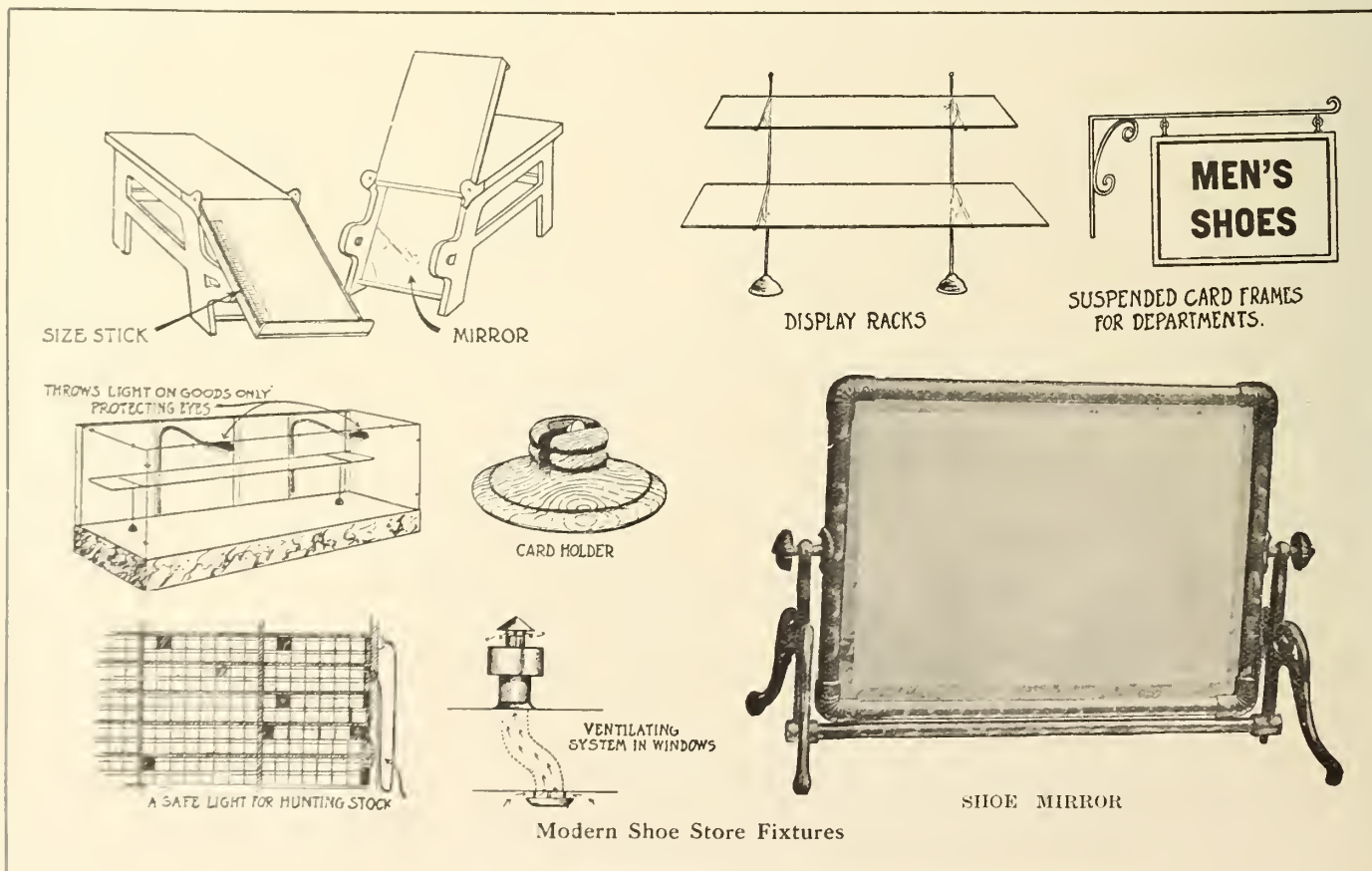
If you do not know exactly what it costs you to do business, you may be sure it is costing you more than you think.

What are you and the merchants on your side of the street or on your street, doing to get more people to come by your stores every day?

You have the same right to know what the publisher of your advertising medium is giving you for your money that he has to know how much money he is going to get.

greater returns from the greater possibilities for profit. It will be noticed that the store that makes a profit and gets the business is the one that is up-to-the-minute in fittings and fixtures.

We illustrate a novel fitting stool with mirror. It



Shoe Retailers Favor Laced Footwear

Shoemen from all over Canada Express Opinions on the Subject of the Button vs. the Lace Shoe

The article on the return of the laced shoe in the January issue of *Footwear in Canada* attracted considerable interest among Canadian shoe retailers, and many have written to us expressing their entire sympathy with the statements voiced in that article. Judging from the tone of the letters received, as well as from the remarks of those of the trade with whom we come in contact, we believe that the buttoned shoe has hardly a friend or supporter in the whole of the Canadian retail trade. The following opinions of retailers widely scattered over the whole of the country will tend to show the prevailing sentiment among Canadian retail shoemen, on this matter.

Button Boot Will Not Stay

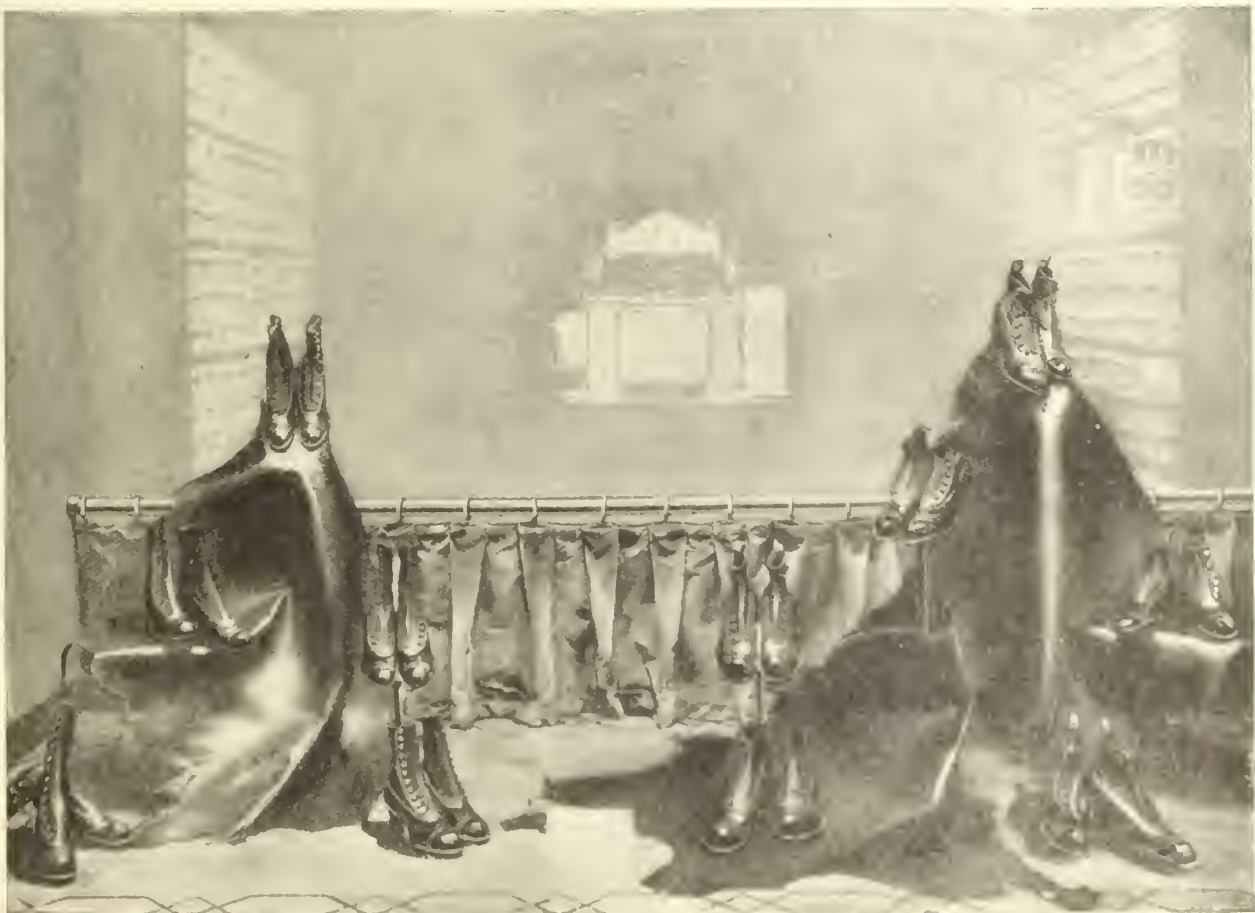
Waterbury & Rising, Limited, St. John, N.B.—“People are very much more satisfied with the laced boot than with the buttoned. With the latter, the buttons, in most cases require to be moved, after the ladies have been wearing low shoes and pumps, as the wearing of these makes the instep and ankle stouter. The moving of the buttons leaves a row of unsightly marks on the upper. Very few ladies know how to properly button a boot. After they are fitted properly in the store, they are very apt to strain the button-

holes, when buttoning the boots themselves. Our clerks claim, judging from the trouble they have had already, the buttoned boot has not come to stay. Customers are already expressing themselves in favor of the laced boot.”

Nine Reasons Against the Button

The G. R. Christie Company, dealers in fine footwear, clothing, and men's furnishings, Aylmer, Ont.—“We would like to banish from the face of the earth every pair of button shoes, for the following reasons:—

1. They are not so neat as the laced shoe.
2. They fit not more than 10 per cent. of the feet to be fitted, without altering in some way.
3. Ill fitting shoes never retain shape.
4. Much more trouble to sell. Can sell half a dozen pairs of laced shoes while selling and setting buttons on one pair of buttoned shoes.
5. The cost of button wire extortionate. Laces are much cheaper.
6. Subsequent sale of laces is an additional source of revenue.
7. Ninety per cent. of feet are not adapted to button shoes made in standard instep and ankle sizes.
8. However popular button shoes may become, half



An Effective Way of Showing Shoes. The skins cost very little and may often be used to show the quality of leather used by the shoe manufacturers.

the sale of shoes will always be in laced lines. This means, it standard of variety be kept up, almost a double stock of shoes. It means more money invested, more lines and more loss from left overs.

However neatly button shoes may fit when new they will not retain their appearance. Buttons come off, buttonholes tear out, shoes become loose, from not being fastened snugly, and run over. Feet as a rule are larger at times than normal.

"We do not see how even by concerted action in this matter, the return of the laced boot is going to be accomplished, if 'Dame Fashion' decrees otherwise. We must furnish goods for which there is demand. However, we are ready to give any support we can, to a campaign with this object in view and we trust it will meet with success."

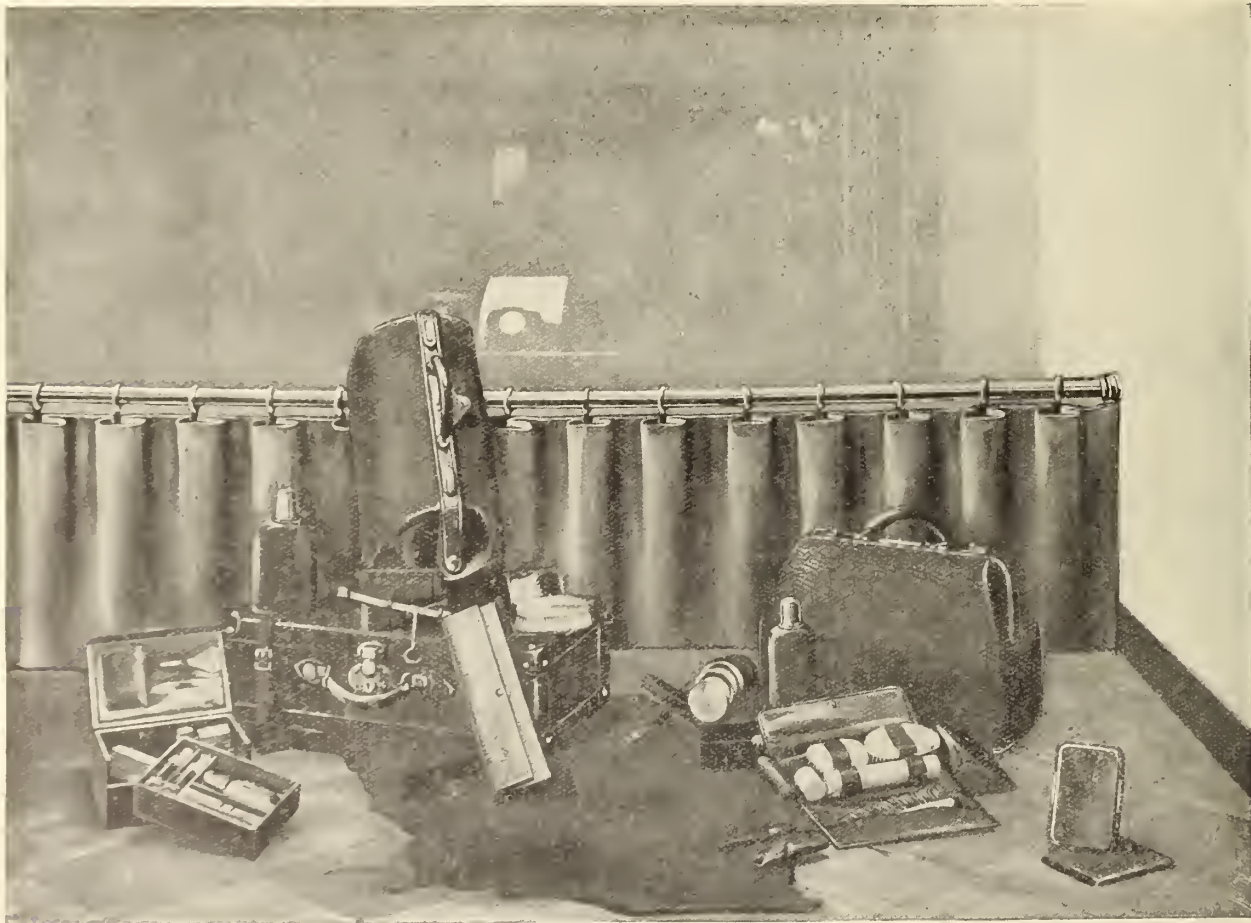
Laced Shoe More Beautiful

Mr. D. J. M. McGeary, manager of the "Royal Shoe Store," Saskatoon, "I am indeed favorable to laced shoes coming back to be stylish, and universally used. They both fit nicer and look neater than the majority of buttoned boots. They are easier kept respectable looking and can be adjusted to the condition of the foot. Personally, I think there never was a prettier shoes than the (straight laced) Balmoral, and think there will be a lot of them used before long, when customers are shown their fitting qualities and how they hold the foot in shape so well. There are many other reasons why laced shoes will be back in style before long again. Refitting of buttoned shoes

is of considerable nuisance and quite an expense item, but it cannot be overcome by any concerted action on the part of the shoe merchants, because everyone likes looking after his customers properly and catering to their tastes. The expenses caused thus are not to be counted when you can please your customers, and make them feel it is a pleasure to look after them. Concerted action on the part of retailers and manufacturers might help a little in making laced boots popular, because the manufacturer may recommend them, while each dealer in his own way may push them and bring to the notice of his customer, their superior fit."

Men's Buttons Hard to Fit

Mr. Geo. H. Kembar, shoe retailer, Creemore, Ont.: "Men's buttons are not in much request, and it is rarely that a customer purchases a second pair. It is more difficult to get buttons fitted properly on men's shoes as there are only about half the number of buttons in the same space that there would be on women's footwear. In regard to women's buttons, I sell two pairs for every pair of women's laced, and I believe the women's button is here to stay, at least for a couple of years. If the manufacturers put in too cheap lines, however, they will kill it, as the buttons will tear out. When there is a stay of leather, there is not much trouble in this respect. The only difficulty I find with the buttons coming off, is owing to too soft wire used in fasteners. These open up and the button turns sideways. I wish the manufacturers of fasteners would have the wire tempered a little



Suggestion for Leather Goods Display. A good effect can be secured by using a trunk for the base of the group. In small windows use bags and suitcases instead of trunk. Skins of contrasting color, or a piece of velour, add much to the window.

harder as it would save a lot of trouble for the shoeman. The salesmen selling buttoned shoes must be more particular about fitting properly than with the laced variety, and therefore it is more difficult for the Jack of all trades to handle them. When customers send back shoes to have buttons readjusted, I always charge them for this operation."

Easier to Fit

Gibson & Ross, boots and shoes, Woodstock, N.B.: "We are in favor of styles fitted with laces becoming more popular because a laced shoe takes less time to fit, and in most cases looks neater, and keeps its appearance better. With the buttoned shoe, in the majority of cases, you have to readjust the buttons, and quite often in cases of a high instep, they cannot be adjusted to fit; yet the shoe may fit otherwise. We have found the refitting of buttoned shoes, both before and after they have been worn, to be a nuisance and expense, and we consider they will continue as such as long as they are sold. We don't think we could confine ourselves to any set rule, as to charging for this work."

Fits Better and Looks Better

Mr. William Conroy, proprietor of Conroy's Shoe Store, Charlottetown, P.E.I., writes as follows: "I am strongly in favor of the laced shoe. It is more comfortable as it can be laced to suit the contraction and expansion of the foot, and being a better fitter will, of course, look better. Buttoned shoes are poor fitters and a continual nuisance to retailers, as they must shift buttons on new and worn shoes. I would favor concerted action by retailers to compensate for this work. I am also in favor of lower heels and better support for the instep and arch of the foot; these features adding greatly to the comfort and fit of the shoe. I hope the manufacturers and retailers throughout Canada will attend to these matters promptly."

Wants the Straight Laced Shoe

Mr. Fred R. Foley, "The Parlor Shoe Store, Bowmanville, Ont.—"I have been looking anxiously for the return of the straight laced boot for several seasons, indeed, have been buying a few lines of bals right along. While button boots have not been a very great source of annoyance to us, we find they are more trouble to fit, and take considerable time wiring on buttons. The buttons frequently have to be adjusted again in a short time, as they often pull out, especially in cloth tops. Also the button holes get seedy and customers sometimes give us 'fits' about it. Besides all this, button boots do not properly support the foot and ankle and are more liable to run over and get out of shape.

"The bluchers also have their failings. Not being sewn across the front they are inclined to sag over the foot, the corners are apt to rip and if the customer has a big joint, the points press hard on the bunions. In fitting rubbers they are also awkward, and there is danger of tearing the front of the rubber. To sum it all up, I consider the straight lace shoe neater than either blucher or button, and shall welcome the return to 'Balmoral' again."

Time and Money Saved

Casselman Bros., the Family Shoe Store, London, Ont.—"It would be a very welcome change, in more ways than one, mainly on account of despatch. A person can be fitted and satisfied in about half the time with the lace shoe, in comparison with buttoned

varieties, for invariably in women's shoes the buttons have to be fitted and fastened and twice the time is spent for each sale. One must concede the advantage of lace over button in fitting, as a lace shoe fits more feet with half the trouble. We think the advocating of lace shoes by manufacturers will materially help to make the change, but styles run in decades and the day for buttons is passing now, as already we note a demand for lace shoes. People want the change."

In Favor of Laces

Mr. N. A. Arnold, Shoe Retailer, Ottawa, writes: "I must say, the return of laced footwear would be a very favorable turn of affairs. As stated in 'Footwear in Canada,' it is very hard to fit the customer with a high instep and there are those with the low instep, which I think even harder than the former. In short, there is everything to be said in favor of the return of laced footwear."

Concerted Action Required

Mr. Rowland Hill, shoe retailer, London Ont., writes: "I believe in lace shoes myself and always sell them when I can, especially lately, when we have these new Balmoral patterns coming in. It gives us a good excuse to suggest a new style. The button shoes give us far more trouble in selling and fitting and give more trouble afterwards, as they do not hold their shape.

I do not consider it good policy to make a charge for moving buttons or fastening them on. It is better to do things like this cheerfully, without charge, even though you may think you are giving your customer too much. Look at it from the customer's standpoint and charge such work up to 'advertising,' as also you should do with money spent on window display.

Concerted action among retailers, even locally, would help much in pushing the laced shoe."

Button Boots Unsatisfactory

Dillon & Moore, high grade footwear, St. Catharines, Ont.—"Regarding the return of the laced shoe to popularity in America, in our opinion, the move is a wise one. If shoe wearers could only look at the matter as we think the majority of retailers do, the style would have gone before this, as the experiences of the sales staff would provide interesting reading. We personally consider that the laced shoe will be welcomed back for more reasons than one. We have found that it is much the better fitter through the possibility of lacing them up to the required feeling, as the action of the foot, when walking, throws a certain amount of strain upon the instep. A lace shoe can alleviate the stress by the expansion, so to speak, of the laces, while the buttons are more calculated to retard circulation, being quite tight at the start and are not free until 'broken in.'

"As far as pecuniary benefits are concerned, the changing of buttons, rendered necessary in every three out of four sales, takes expensive time, expert judgment to get the exact desired change, without too much or too little, which would give a detrimental appearance to the new shoe. Later on, in the life of button shoes, they are almost invariably returned, at least once, sometimes two or three times to be made tighter by a shift of the buttons. If the latter are patent fastened, it means another row of punctures, which increases the liability of drawing the front seam of the shoe out of proper alignment. The careless wielders of button hooks, who do not know how

a shoe should be buttoned (salesmen as well as the public), but 'go at it blind,' will tear out the best worked button holes and in plenty of instances which have come to our notice, the buttons have been literally pulled out by the roots, along with a piece of the stock. If it is the customer who has done it, she will probably return the shoes, with the argument that the tops should not have gone that way, as she only buttoned it ordinarily. If the retailer stand firm, he has the chance of a warm discussion before him, with the possible result of the patron going away with the determination that she will go elsewhere hereafter.

To take up the original argument, we find that sooner or later, the button holes become frayed, the

buttons pull out (unless they are calf faced, which no medium or low priced shoe is), wire fasteners break, the circular backed ones hurt the wearer's feet, and the shoes become generally unsatisfactory. We agree that some 'glove fits' are seen in button boots, when the shoes are quite new and that a neat, clean appearance is not at all uncommon, but then, again, there are dozens of instances that, conscientiously, are not right, but are sales simply because the store patron insists on having button shoes, irrespective of fit. We are sure that the lace shoe is here stronger than previously, and by hard earned experience the average person would agree with us, that the neatest fitting, hold-its-shape shoe is the lace."

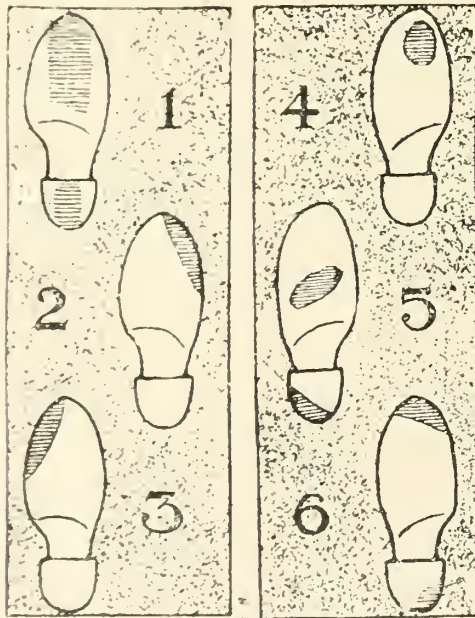
A New Science for Shoe Repairers

A new science called "Scarpology," which is the science of shoe soles, was discovered by Professor Garre of Basle. He was the first to discover this rich and unexpected source of divination of character.

According to him the way people wear out their shoes is an indication of their character and is surer than reading the lines of their hands, which science is called palmistry.

Here is an opportunity for every shoe repairer, whose business it is to receive the shoes of persons whose soles and heels have worn through. You can make yourself more agreeable as well as interesting to your customers by learning this science of scarpology.

As there are many palm readers throughout the



The "Scarpology" Chart

land who make their living by reading the palms of people, there is no reason why the shoe repairer cannot likewise be enriched by reading the soles of shoes. It might be enough if shoe repairers gave their customers this sole reading as included in the service of repairing their shoes. It certainly would be a good bit of advertising.

Let us suggest that you put in your windows an attractive placard asking the people to come in your shop and have you tell their fortunes free of charge by looking at the soles of their shoes. In this way, even if you do not get anything for your trouble, you can learn who needs their shoes repaired and who

does not. In any case you can inform these people, whose secrets they wish revealed, that their shoes are not quite far enough advanced by wear for you to tell their fortune, but if they will come around to you when their shoes are in need of repairing you will be in a position to give a good description of their character and reveal their secrets by their soles.

We are illustrating herewith the various types of soles and have numbered them with the following description which was handed down by the discoverer of this science.

1. Wearing out sole and heel by an even pressure, an energetic and well-balanced character, "a sane mind in a healthy body"; the sole of a good business man, of a reliable employe, a good husband, a good father, a faithful husband, or of an excellent mother.

2. Worn on the external side, an original and imaginative mind; prompt to make resolutions; tendency to unexpected prejudices, which sometimes attain their end by unexpected channels, and the shortest. In strategy, a man like Hannibal, Alcibiades in politics, Ulysses in mythology.

3. Worn on inner edge, sign of bow legs; the wearer of this shoe is debilitated physically, but a vigorous thinker, more careful of his thoughts than of those about him. He dreams while walking. He is the astronomer who falls into a well.

4. An oval hole in the sole. This has the shape of the big toe, from the constant pressure of that toe; a resolute disposition; arrives at clean and clear decisions; sure of his conclusions and aim. The intellectual athletes which are sculptured by the rude hand of Rodin have this foot, which grips the earth and bites into it.

5. Worn back of heel and ball of foot, docile character, a mind open to all influences; accepting suggestions from any one; follows the simple life; smiles at fate; goes his way without harming any one.

6. Worn toe and external side of heel, a dreamer or a sceptic; an industrious trifler who unravels life as he can in the light of fancy and little effect; as we say, "he was born tired," but he is curious nevertheless. A type of flirt and happy idler.—The Shoe Repairer and Dealer.

Don't think that all the money you pay to get your name in print is chargeable to the advertising account. Not all printed matter is advertising.

Telling about the sales that you almost made will not put any profits in the money drawer.

Makers of Canadian Footwear

CHARLES E. SLATER—PIONEER

The name of Slater is identified with the shoe trade throughout the Dominion. For more than fifty years the Slater family have been manufacturing shoes, the first factory being established in a modest way in Montreal by the late George T. Slater, who specialized on ladies' shoes. Since those days the business has grown to a tremendous degree, and the products of the company are known even outside the Dominion.

The late Mr. G. T. Slater was assisted by his sons, one of whom, Mr. Charles E. Slater, became president and general manager of the company which was later formed to take over the business. He has now severed his connection with the company, and is having a brief holiday pending the development of plans which have been under consideration for some time. Several months ago he disposed of his interests in the company and retained an honorary position as executive until the end of last year. During the 35 years Mr. Slater was identified with the business, he filled practically every position in the company, beginning as salesman, and eventually becoming the head of the concern.

To Mr. C. E. Slater is due the idea of selling a branded shoe at a fixed price. The original plan was conceived in 1893, but it underwent various modifications before it was finally adopted. The central idea was the appointment of an exclusive agent in each town or selling district, he being responsible to the makers for the maintenance of the standard contract prices. The scheme met with considerable opposition, and it required much persistency before retailers took it up. Demonstration stores in Montreal, Toronto and Winnipeg were opened and these proved successful. The company also backed up the system by excellent advertising, and owing to this and other means retailers became eager to be appointed agents. Mr. Slater is an ardent advocate of continuous advertising—and the company spent large sums in educating the public to purchase standard goods at a price which was fixed and which was not allowed to be cut. The "Sign of the Slate" became a familiar advertisement throughout Canada, while the "Seal of Certainty" was another

of the advertisements which caught the public eye. It was in this way that a very large business was created.

The great object in originating the system was to secure to the firm the benefit of the name and to establish a closer connection with the consumer. The time came in the shoe trade when the departmental stores and others insisted on having their own names stamped on the goods and they also desired to get boots at a very close rate. Mr. Slater believed that he could

do better by marketing his goods through exclusive agents, and also serve the public better, while obtaining fair profits for the manufacturer and retailer. This led to the Slater shoe plan.

The Slater business has seen a good many changes both in location and personnel since Mr. C. E. Slater first entered it. It was originally carried on in the top of the building at the corner of Notre Dame and St. Peter street, the lower floors being occupied by John Murphy & Company, dry goods merchants, then later on by Carsley and Company, and now chiefly by Freeman's Hotel. At that time McKays and hand-made goods were produced, and a large part of the work was also given out to be done, many of the uppers being imported from England. From there the factory was moved to Victoria Square to the building occupied at present by Daoust, Lalonde & Company, and subsequently other premises were secured in Alexander street. The last removal was to La-



Mr. Charles E. Slater

four street, and there the firm have remained, extending their accommodation by taking in an adjoining building.

Naturally conditions as to manufacture, selling, and travelling have altered during the 35 years that Mr. Slater has been in the shoe trade. He travelled for the firm for 20 years, starting in 1878, and it then took almost a day to get to Toronto by the Grand Trunk. Before the Canadian Pacific Railway was built, New Westminster and Victoria, B.C., had to be reached via San Francisco, from where the steamer was taken Vancouver, then named Greville, was a poor kind of place when first visited by Mr. Slater, the stumps of the trees being still visible in the streets. In his early

days there were, for men's shoes, only a very limited range of leather available, chiefly French kid and calf, domestic buff, and patent calf, the latter imported from Germany. Mr. Slater was among the first to show tan shoes, which were regarded as a curiosity and were handled with great caution by the retailers.

There are many who will regret the severance of Mr. Slater's connection with the company with which he has been so long associated, and there has been some speculation as to his future movements, but it may be taken for granted that he will not be lost to Canadian commerce.

Winnipeg Company Reorganized

The reorganization being just now consummated in the business of H. G. Middleton & Company, Limited, wholesale boot and shoe merchants, Winnipeg, will be of interest to the whole western shoe trade. Under the new order of things, Mr. A. N. Douglas will occupy the position of managing director.



Mr. A. N. Douglas

Mr. Douglas has been for ten years in the shoe business. He was first with Arthur Congdon, well-known to the Canadian shoe trade; later on with the James McCready Company, Limited, occupying there the position of financial manager. Following the merger of the James McCready Company, Limited, and Ames-Holden, Limited, he assumed the position of district manager of the Canadian Consolidated Rubber Company, Limited, western division, which territory extends from Port Arthur to British Columbia, with sub-branches at many important points. Mr. Douglas brings to the reorganized Middleton business an experience in the wholesale footwear trade that will be of great value. His many friends will be glad to know that he continues in the boot and shoe field.

It is also interesting to note that Mr. R. M. McGowan, familiarly known to the trade as Murray McGowan, has accepted a position in the new organization. Mr. McGowan has had long experience in the footwear trade of the West, both from the standpoint of a travelling man and from experience gained in a managerial capacity, which peculiarly fits him to take charge of the sales end of the reorganized business.

Mr. McGowan travelled for a number of years for Arthur Congdon, and later was sales manager for the James McCready Company, Limited. Shortly after becoming a member of this firm's staff, in the summer of 1908, he removed to Edmonton, at which point

he assumed the management of the firm's business. The merging of the Ames-Holden and the McCready companies necessitated a further change, and Mr. McGowan accepted a position with the Canadian Consolidated Rubber Company, Limited, as manager of the footwear department of the western division. This position he relinquished to take up the new work in connection with the Middleton company reorganization.

The company as newly constituted will carry out a most progressive policy in the western trade. Quality coupled with prompt deliveries will be assured to the customers. It would appear that the change as outlined in the foregoing would be of great advantage to the firm, and they are to be congratulated on having been able to engage two such well-known, energetic and responsible business men as the gentlemen mentioned.

Anticipating the increased demand for goods this season, Mr. H. G. Middleton has left for the eastern factories to arrange for further deliveries of footwear. The house is confident that the addition of the des-



Mr. R. M. McGowan

cribed new blood will be speedily followed by greatly increased volume of business, and no pains or effort will be spared to cater intelligently and efficiently to the company's patrons.

The latest Paris fad is a narrow gold band around the bottom of the heel of the shoe.

No matter how ridiculous a mistake a customer may make it is the business of the salesman to keep his face straight and avoid making the other uncomfortable.

Show Cards for February Clearing

The Advantage of Circumstance in Advertising—St. Valentine's Day Helps Business—Treatment of Cards

During the Pan American Exhibition in Buffalo, President McKinley's carriage stopped in front of Bostock's animal show. The occupants entered the arena and the coachman drove the carriage down the midway into a recess between two of the buildings. Bostock immediately sent a messenger and had the carriage driven back in front of his door. As this was the only vehicle allowed on the midway, every one knew it was the president's. The result was that the show was packed. Then Bostock put on a special, and held the party for two performances. All the while the carriage was doing advertising duty at his door and packing the house for him. Our object in relating this incident is to show that it is well to take advantage of a circumstance, condition or situation and turn it to advertising account. Bostock was a shrewd advertiser and thoroughly believed in this principle. He was always alert to turn any out-of-the-ordinary thing or occurrence to advertising advantage.

The month of February, being a sort of between-season period, does not offer extraordinary advertising opportunities for regular stock. But the alert shoe dealer can take advantage of February's one circumstance, St. Valentine's Day. A St. Valentine's window can be made most attractive and effective. The predominant decoration will be red. Hearts will feature in the main, but Danny Cupid may come in for his share of prominence. A large heart made of red cardboard may be placed at the back of the window. Red ingrain paper may be used if a larger one is needed. A border of red crepe tissue paper may be ruffled around the outside. Women's shoes should be fastened on this and ticketed with small white price tickets cut in the shape of a heart. Smaller hearts cut out of red cardboard may be fastened artistically at different places on the back of the window. These should be large enough to place one shoe on sideways. Red hearts may be used similarly to stand shoes on, in the bottom of the window, or on the slanting display stands. Make all the price tickets heart shaped, either red or white. If red, letter them in white, if white, letter in red.

This window will take care of one week of the month. The balance of the month may be used to rid the stock of any lines that may be hanging, or odd sizes may be disposed of, preparatory for Spring opening. Advertise a special sale. Call this "Our Old-

ment Sale," "Our February Clearing Sale," "Our Annual February Sale," or some other better name. Use the newspaper space and quote prices. On account of the open winter this year, many dealers, in the smaller towns particularly, will be caught with an over stock of heavy goods, especially work shoes. This will be the best time to unload these. Reduce the price and quote prices in your ad. Make special effort to clear away every pair before the Spring trade opens. Use plenty of window cards to supplement your advertising. We give a few suggestions that should be helpful to you.

Two of these are strictly Valentine cards, and should be used with a window of all one priced goods. The \$2.50 card will do for a slipper window or fine lines of women's shoes. You may change the price and wording to suit your stock or display. This is an air brush design. The heart is bright red and the back ground may be either black or dark brown. The arrow is in white. Lettering is in black.

The \$5.25 card is a red heart with black or dark brown shading. The kiddie will permit of much latitude in coloring. The hair may be auburn, ribbons blue, dress

yellow or any other flashy colors may be introduced. The lettering is in black and shaded.

The oval card is an air brush design. The stencilling may be any color to suit your taste. The figures are red and may be shaded with any color to harmonize with the color used in your stencilling. The small letters are black. This card and the next two are of use in your special sales.

The February Sale card is a design in some subdued color preferably green. The flowers may be yellow or red or some milder color. The lettering is black and shaded in subdued green.

The \$2.67 card is plain but effective. The price comes out prominently. The plain band may be grey or green. The figures in red or black and shaded in same color as the band. These suggestions should help you with your February business.

Don't show many different kinds of shoes at once—you will confuse your customers.

Suppose the farmers do all have mail order catalogues. Their tendency is to make them want to buy and it is up to you to take advantage of that desire.



Pointers For and From the Shoe Trade

Plans for Catching Trade—Useful Hints for Retailer, Wholesaler and Manufacturer—Ideas for Saving Time and Money

A stenographer in a large contractor's office uses a very simple method to copy a tabulation of figures in exactly the same form as the original. He lays the sample on a blank sheet of paper, then running a pin point through the first letter of each column, he makes an infallible guide to follow on the new sheet.

* * *

A shoe merchant who has found a new use for the window mirror, places narrow plate glass mirrors around the lower edge of his show window frames. When those who are passing by catch a glimpse of their present shoe outfit, they are readily reminded to stop and look at the attraction the merchant offers. These mirrors need not be more than six inches in width, and a little experimenting will determine the angle at which they should be placed.

* * *

In a large western wholesale house where a great deal of business is done by mail, the manager of mail sales sends each of his correspondents out on the floor two half-days a week to wait on visiting customers. They are divided into groups and each group has a definite period for floor duty. The purpose is not only to handle the rush of the buying season, but also to acquaint the individual correspondents with customers, their personalities, their likes and dislikes. This keeps mail sales out of a rut.

* * *

A travelling salesman whose knowledge of local events in the communities which he visits gives him a wide popularity, as well as a store of useful information in dealing with his customers, makes a point of sending ahead for copies of the local weekly paper immediately preceding his arrival.

* * *

Mr. Geo. H. Wilkinson, shoe retailer, Windsor, Ont., has a crest on his letterheads bearing the picture of a pig, with a motto (referring to the store's footwear) "wear like a pig's nose."

* * *

Shoe Advice for Children

A shoe store which has a large children's shoe department, got out a booklet for the last holiday trade which contained, among other things, expert advice on the care of the child's foot. Summarized, the advice given to the children was as follows:

1. Wear shoes with soles as broad as your foot is when you stand with no shoe on.
2. Do not lace your shoes so snugly about the ankle that the pressure will interfere with the circulation of blood. Cold feet often come from tight shoes, tightly laced.
3. Let the heels of your shoes be broad and low.
4. Never wear tight garters. They interfere with the movement of the blood through the blood vessels.
5. Remember that tan shoes are rather better than black shoes for summer wear; because they do not keep the feet so warm.
6. Keep the feet dry and warm, but, if possible, avoid overheating them.
7. Be sure that your shoes are large enough to

give your toes as well as your ankle a chance to move and to be useful when you walk.

* * *

To Ease Shoes

To ease a tight shoe, wring out a cloth in very hot water and place it over the spot where the shoe pinches. Repeat this as soon as the cloth becomes cold. After two or three applications the leather will have become stretched to the foot.

* * *

Things That You Must Avoid

Putting the end of a string into your mouth when tying a bundle. Chewing gum or tobacco in the store. Allowing your attention to be taken by any employee while waiting on a customer. Wearing a hat in the store. Speaking across the store. Allowing a customer to wait impatiently without a word of recognition. Wearing a soiled coat, collar or apron. Giving special attention to the well dressed. Ignoring children. Overdoing it with "our own" brands. Neglecting to say "Thank you" whether the order is paid for at the time or not. Criticising orders from headquarters. Speaking disrespectfully of a senior working for the same wages you are getting.

A Salesman

When the train pulls in and you grab your grip,
And the hackman's there with his frayed-out whip,
And you call on your man and try to be gay,
And all you get is "Nothing doing to-day."

Then you're a PEDDLER!
By gad, you're a peddler.

When you get into town and call on your man,
"Can't you see me, Bill?" "Why, sure, I can."
You size up his stock, make a rough count,
And Bill presently says: "Send the usual amount."

Then you're an ORDER TAKER!
By gad, you're an Order Taker.

When you travel along and everything's fine,
And you don't get up until half past nine:
When you see each concern and talk conditions,
Then you're a TRAVELLING MAN!
By gad, you're a Travelling Man.

When you call upon the trade and they talk "Hard Times,"
"Lower prices" and decided declines,
But you talk and you smile, make the world look bright,
And send in your orders every blamed night,
Then you're a SALESMAN!
By gad, you're a Salesman.

No one is justified in calling himself really an honest man until he has resisted the inclination to be dishonest.

A man may succeed in business beyond his expectations but never beyond his ambitions.

A Progressive Winnipeg Shoe Store

**Rapid Growth of Business Forces Enlargement of Premises
—Beauty and Utility Combined in Arrangement of Store**

Mr. W. A. Moyer, proprietor and manager of the Moyer Shoe Store, Winnipeg, is one of the ablest and most progressive of Canadian shoe retailers and owns one of the best equipped and most modern shoe stores in that city. He has a thorough knowledge of the shoe trade—both wholesale and retail—having experience in both branches.

He launched into business for himself a little over three years ago, his first venture being a small men's shoe store. His business increased so rapidly that, in six months' time he was forced to move into a larger store to accommodate his trade. The rapid growth of his trade still went on and a year ago last December Mr. Moyer was forced to extend his premises by taking in the premises of a bank next door. This extension has given Mr. Moyer a roomy store which is amply capable of coping with the increasing turn-over of the business, and which has lent itself admirably to the luxurious lines upon which its interior furnishings and decorations have been developed.

Description of Store

If there are shoe stores in Canada which rival that of Mr. Moyer's, there can certainly not be many, and very few which could claim precedence. The frontage is 33 feet, and is provided with commodious and well-arranged windows. There are two entrances, one which leads into the men's department, and one into the ladies' department. These departments are entirely separated, there being walls between them which enclose the staircase to the basement of the

store. Both departments are arranged and decorated on exactly similar lines, and differ only in accommodation, the men's section being some eighty feet in length, and the other about ten feet longer.

The interior furnishings are all in mahogany. Mahogany shelving of the single carton type lines the walls of each department to within a few feet of the ceiling, and is finished with tasteful mouldings of the same material. Mirrors are set in it at intervals, and down the sides of both sections of the store, glass show cases display to advantage the various lines on view. The chairs provided for the customers are made out of the same wood, and all other fittings are developed on similar lines.

The floors are carpeted in a soft dark green Axminster, beneath which are polished boards, left bare down the edges of the carpeting. The wall paper above the shelving is green, to match the carpet, and the ceiling is covered with a heavily embossed white paper. The store is lit by electric light; in each department four groups of five high candle-power lamps are provided. These lamps are attractively shaded, and are pendant from a mahogany fitting by heavy gilt chains. Decoration is provided by a number of potted palms, which are placed at intervals round the top of the shelving, and by buffalo hide shields bearing sketches of Indian workmanship, which are fixed to the wall.

At the centre of the store, and at the extreme back, the offices are situated. On the floor level is the cashier's desk. A partition of mahogany surmounted by a glass screen divides this office from the store



Showing Window Display of The Moyer Shoe Company, Limited, Winnipeg

itself, and from the back of it a flight of stairs ascends to the manager's sanctum. This is situated on a raised balcony of mahogany, having a mahogany rail running round it, and commands a view of both departments of the store.

At the back end of the men's department a shoeshining dais is provided for the benefit of customers, with a man in constant attendance, while in the basement a shoe repair shop with an expert shoemaker in charge, further contributes to the service the store renders its patrons. The rest of the basement, which is very commodious, provides storage facilities for reserve stock, and is fitted with shelves well adapted to that purpose.

Mr. Moyer, on the occasion of the visit of our representative, stated that his total turnover for December last showed an increase of \$5,000 over that of the corresponding month of the previous year. This provides a good criterion of the rapid development of the



Mr. W. A. Moyer

business. But in view of the progressive spirit which characterizes the management of the store and the luxury which is evident in its interior furnishings, rapid growth of trade is only to be expected, and is likely to continue from year to year, until even the existing premises become too small to accommodate all the custom.

An Enjoyable Banquet

The recent ninth annual banquet of the Rannard Shoe Company, Winnipeg, was a most enjoyable affair, at which all the chiefs and employees of the company were present. Mr. C. F. Rannard, the head of the firm, presided, and Mr. Alexander Black, his father-in-law was the guest of honor. Messrs. Charles Newton and M. A. Cafferky, the managers of the two stores, in response to toasts, summed up the year's business, which was a record-breaking one, and something to make everyone connected with the firm proud and

eager to start the new year, with every prospect of surpassing previous efforts.

The employees of the firm presented Mr. C. F. Rannard with a beautiful walrus club bag. In the expression of his appreciation of the gift, Mr. Rannard said that he valued most highly as a business asset, the goodwill between himself, his department heads, and the employees of the firm. The entire staff received from Mr. Rannard substantial bonuses as expressions of his live interest in them, and appreciation of their services. J. Waddington was presented with a purse of gold for having to his credit the highest aggregate of sales for the year in the Main street store. J. H. McGee, of the Portage avenue store, was made the recipient of a similar present for the highest aggregate in that branch. Clarence Nichols, of the Main street store, was also presented with a purse of gold, for having been at his post the largest number of days during the twelve-month. Charles Kapecki, the shoemaker or repair man for the two stores, was presented with a purse of gold in token of faithful services during the year.

Mr. Black addressed the banqueters enthusiastically and congratulated them on the advance made in the past year, which was an outstanding success, and promised that in the near future the Rannard Shoe Company would enter the wholesale field. The speakers of the evening were A. B. Rannard, R. F. Eadie, M. A. Cafferky, A. R. Davidson, the last three being of the Portage avenue store, James Waddington, Sydney Jeffrey, J. H. McGee and Charles Newton, manager of the Main street store.

Songs were rendered by the following members of the staff: James Waddington, John Webster, Albert Young, Charles Newton, and a quartette from the Portage avenue store, with Reginald Newton, pianist.

Covers were laid for twenty-four, on a table beautifully decorated with flowers, and those present from the Main street store were C. F. Rannard, A. B. Rannard, Charles Newton, James Waddington, C. P. Nichols, Sydney Jeffrey, Fred Baird, Percy Aird, T. J. Davis, C. H. Prentice, A. C. Wanlass, T. Simpkins, and Clyde Nichols, and from the Portage avenue store, Alex. Black, R. F. Eadie, M. A. Cafferky, A. R. Davidson, J. H. McGee, J. Webster, George Yeager, R. Linklater, James Gardiner, Reginald Newton, Albert Young and Charles Kapecki.


The Rannard Shoe Company was started nine years ago by Mr. C. F. Rannard, who came to Winnipeg from Lincolnshire thirty-one years ago. The banquet was held on the anniversary of the opening day.

Congratulations to the firm for the success of the past year were received by letter and telegram from various manufacturers. They were read at the banquet and received with hearty applause. Telegrams were received from the Kaufman Rubber Company; the Kingston Footwear Company; J. & T. Bell, Ltd.; Getty & Scott, Limited; Cook-Fitzgerald Company, Limited; the Murray Shoe Company; and the Hart Boot & Shoe Company, Limited. Personal letters came from many, amongst others, Krippendorf & Dittman, of Cincinnati; Geo. A. Slater, of Montreal; the Lewis A. Crossett Company, of Massachusetts; the George G. Lennox Company, of Winnipeg; and the McFarlane Shoe Company, of Montreal.

There is no harm in making a mistake. Every man who amounts to anything at all makes mistakes. But no man who is of much consequence makes the same mistake twice.

Shoe Trade Advertising

Discussion of Principles Involved in Effective Publicity—Examples of Good Display—Retail Shoe Stores Invited to Submit Advertisements for Criticism



OUR BARGAIN GUN!

Has exploded Ladies, this is your chance. Call and see these shoes.

Ladies, Vici Kid Blucher Cut Shoes, patent caps low and high heels, sewn soles, our Gun Price \$1.68 Ask for No. 366

Ladies, Vici Button Shoes, sewn soles, warranted to wear, ask for No. 387 Our Gun Price \$2.18

Ladies, Real Bon Calif Blucher Cut, unam shoe for real hard wear No. 407 Our Gun Price \$2.38

The above are brand new solid leather goods of our own buying. We will have some of the stock taken over from our predecessors, which is on sale at 1/3 off our price. We may have what you require.

THE CLARK SHOE STORE
RIVER STREET, PARIS
Phone 230. Note you tried us for Shoe Repairing

made through the eye. It must be remembered, that not once in a hundred times, perhaps, has he any definite intention of looking at the advertisements in the paper through which he may be glancing. It is possible to set up a well written, businesslike advertisement in so commonplace and unattractive a manner that it will fail altogether in its mission. It is also possible to have a very poor, wishy-washy piece of advertising displayed so satisfactorily that it will be noticed, and perhaps be read part way through. In the one case the writer of the advertisement knows how to write advertising better than the compositor knows how to set it up; while in the other case a compositor with a good knowledge of the design and typography of advertisements has made the best of a poor piece of "copy." But in neither case is the result satisfactory.

Complaint of Compositors

From time to time complaints reach us in regard to the difficulty that is often experienced in getting local compositors and local printers to do work to suit their customers rather than in the way that suits themselves. That the difficulty is in many cases a very real one, we have reasons to know. There are a good many printers—a good many men in every business—who have got into a rut and don't know it. And the man who doesn't know he is in a rut is the one man in the world that it is hardest to get out of one. He is likely to have one set way of thinking and one equally set way of working; and when you happen to find him in a printing office its altogether likely that he will make all advertisements you can give him look pretty much alike before he gets through with them. As a general rule, however, the printer knows more about type and type arrangement, knows more about the limitations of his own equipment, than the man who writes the copy. Also, as a general rule, the printer—even the country printer—is not only willing but anxious to please his patrons. Often the copy is handed to him at the very last moment before going to press, and in such a condition that no one but a printer could make anything of it at all. He becomes accustomed, perhaps, to setting up

An advertisement that is to be really effective must be well thought out and well written. It is equally important, however, that it should be attractively arranged and printed, for after all the first impression upon the reader—the possible reader—must be

anything that comes along according to his own ideas; and the average country merchant, who has little or no knowledge of type, its possibilities or its limitations, is well enough satisfied to let him do so.

When once in a while he comes across a patron who has some advertising ideas of his own, but who usually has only a limited knowledge of type and typography and is not accustomed to preparing a proper advertising layout—too often, in such a case, printer and advertiser get to working at cross purposes instead of pulling together. But if you want the best results in your advertising, keep on the right side of the printer. Help the printer—and let the printer help you.

Two Illustrations

Our first two illustrations this month are examples of the kind of thing to which we have reference. The first is reproduced from an advertisement as set up without regard to the wishes of the advertiser. The second is a reproduction of the same advertisement reset substantially in accordance with his ideas.

A lot of good space in both settings is occupied with an illustration that adds nothing to the effectiveness of the advertisement—space that might have been used to better advantage. Apart from this, however, and although in certain particulars the arrangement might have been much improved, we are forced to say that the general impression of the first setting is the more pleasing of the two. Too much display defeats its own object. It is unfortunate that the most prominent display line—the headline of the announcement—means nothing at all from the standpoint of shoe sales; yet it is there, where a good business headline ought to be.

The printer recognized this, and by making the rest of the advertisement subservient to the main display, has gained not only a more pleasing effect but also gained space enough to allow of using a body type that is larger and more easily read. In the second setting of the advertisement the one word that catches the eye is the word "Ladies." If the ridiculous headline and illustration had been omitted there would have been ample space to have made an effective type display using, if necessary, the same wording "Ladies, this is your chance. Call and see these shoes" as heading and sub-heading respectively. A well written opening paragraph might have followed, and then the description and prices. The arrangement of the prices in the second setting, however, is much better than in the first. The use of a small

SALES THE SHOP FOR GOOD SHOES

JANUARY SALE

Some Great Bargains for Men



\$4.00
\$5.00
\$6.00

Open at 8 A.M. Close at 10 P.M. Saturdays 10 P.M.

GEO. G. GALES & CO
151 ST. CATHERINE STREET
Just East of Post Office



OUR BARGAIN GUN!

HAS EXPLODED Ladies THIS IS YOUR CHANCE Call and See These Shoes

Ladies, Vici Kid Blucher Cut Shoes, patent caps low and high heels, sewn soles, our Gun Price \$1.68 Ask for No. 366

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THE CLARK SHOE STORE
RIVER STREET, PARIS
Phone 230. Note you tried us for Shoe Repairing

though bold type for the last three lines above the signature, and the centering of these lines, also is more effective; but the description is in unpleasantly small type.

A Strong Advertisement

In strong contrast to the two former reproductions is the announcement of Geo. G. Gales & Company, of Montreal. The arrangement and display of this advertisement are admirable. So also is the illustration used; it adds greatly to the effectiveness and sales value of the whole, rather than taking from it; and therefore it is well worth while. But had the writer got weary by the time he reached the closing paragraph? The wording of this is slipshod in the extreme, and not at all in keeping with the paragraphs that precede it. Nor is the type and display of the signature as satisfactory as they might have been. Otherwise, however, the advertisement leaves little ground for criticism.

Quadruples Window Space

The shoe window illustrated is one of those of the Clark Shoe Store, Paris, Ont., and is fitted with the Brantford Showall Window Fitting Company's fixtures. This window, as can readily be seen, is excep-



Window fitted with the new display fixtures

tionally small, being only 2 ft. deep with 5 ft. frontage, and the return indoor measuring 2 ft. 6 in. The many advantages to be derived from this fitting can be seen at a glance. In the illustration the window may seem somewhat crowded, but leaving out the bed of the window, which is dressed differently every day, the fitting itself has shoes displayed on it, and each shoe has a space to itself of not less than 9 in. in radius, that is, no two shoes are nearer to each other than 9 inches. This gives each plenty of room and the window is not crowded. Of course, there is no limit to the number of shoes that may or may not be put in.

In this window, every shoe is brought on a level with the eye, and is shown at an angle that would be used in a cut to illustrate the same. This fitting can be used to advantage in conjunction with the unit fittings on the market, its special advantages being that it gives the merchant just four times the showing capacity in his window, and uses up that valuable space which is usually left bare and blank right on a level with the eyes of the passersby. The standard brackets are made of nickle plated brass, copper, or gunmetal finish, and are very attractive. The shelving being plate glass, allows the light to pass through to the interior of the store. This fitting adapts itself to the merchant who desires constant changes, and can be dressed every day in the year, and never twice alike.

The days are passing when the old motto which used to be placed in the window, answers, viz., "If you don't see what you want, in the window, ask for it." Fifty per cent. of the public wish to see what they require, or something near it, ticketed in plain figures. If it is not there, they go on to the next store. A merchant stocks anywhere from 500 to 1,000 different shoes, but his usual window capacity for showing to advantage is only about fifty, at most. If it is worth showing fifty, what about the other nine hundred and fifty? And again, what merchant with a window space of 5 ft. by 2½ ft. could devote the whole bed of his window to bulking three lines, unless he lost the opportunity of having on show at the psychological moment, say, a \$4.50 men's shoe that a passerby is looking for?

There are, of course, some merchants who would do a certain amount of business without any window at all, but it is the little bit of extra trade on top of that which this fitting gets, the little bit that puts something into the retailer's bank. It is the window that tells the tale, it is the retailer's mouth piece, just as the trade journal is the mouthpiece of the wholesaler.

How Costs Increase

It has been estimated that the button shoe costs at least eight cents a pair more to make than the ordinary straight bal, Polish, or blucher boot. This is true of both men's and women's shoes. It used to be that twenty-eight or thirty feet would cut a dozen in women's shoes. It is no uncommon thing to use from thirty-four to thirty-eight feet to-day. This has entailed an added cost of probably ten cents a pair for upper leather, and the recent change in discounts if enforced, would add a few cents more for the sole leather. It is costing many manufacturers at least two cents a pair more to make the high toes.

Summing it all up and down, it may be said that at the very least, twenty cents a pair has been added to the manufacturing cost of women's shoes in the past few years in these items alone, besides many other points which would need to be considered.

Sheepskins Scarce

Some sheep leather tanners are wondering what has become of all the sheepskins. The world's kill of sheep was reported large last year, but skins are scarce and high. It is surmised that European tanners, particularly English and German tanners, are using many more sheepskins than formerly, and that supplies of skins that formerly were sent to American tanners are now used by English and German tanners.

With the Genial Knights of the Grip

What the Shoe Travellers are Doing and Saying—Footwear Solicits Photographs and other Material for this Department

Traveller Makes Change

Mr. Fred Lashbrook, who was with Getty & Scott for fourteen years, has joined the travelling force of Kirvan-Doig, Limited, Maisonneuve. Mr. Lashbrook is known to the shoe trade throughout the Northwest, and is "Hail, well met," fellow to all—customers, as well as other men on the road. He knows the ground thoroughly, having been over it for many years—and has done an excellent trade. He will no doubt do well for his new firm. Mr. Lashbrook lives in London, Ont.

An Authority on Trade Matters

Mr. W. Davis, the subject of this sketch, probably knows the shoe game as well as any man in Canada, having studied it from the cobbler's bench, the retail store and the shoe factory, as well as from the standpoint of the travelling salesman.

His first acquaintance with the shoe business was when he apprenticed himself at the age of sixteen years, to a working shoemaker, with whom he learned the trade. Later on he entered the factory of Allingham & Company, Watertown, N.Y., where he learned how to make shoes by machinery, and later spent some two years on the road for them. After severing his connection with the latter company Mr. Davis came to Teeswater, Ont., where for nine years he was manager of the retail store of W. Davis & Company. Besides his road experience with Allingham & Company, Mr. Davis has travelled for Coates, Burns, & Wanless, London, Ont.; Geo. E. Boulter & Company, of Toronto; and the Relindo Shoe Company, of Toronto.

He left the latter firm recently to become Ontario

representative for the Fraserville Shoe Company, Limited, of Fraserville, Que., who are to be congratulated upon securing a man with such wide experience and who is looked upon by the shoe and leather trade in general, as such an authority on matters connected with the business.

Joins New Company

Mr. J. A. Vallary, who recently joined the travelling staff of The Thompson Shoe Company, Limited, Montreal, has been brought up in the shoe business, having started as a messenger boy in 1882 with the firm of Cooper & Smith, wholesalers, Toronto. His work with this firm consisted mainly of delivering shoes to the retail trade along Yonge, Queen and Market streets. There have been considerable changes in the trade since that time. In those days, there were no cartons and the shoes were simply tied together with string. Departmental stores were also unknown. Mr. Vallary was next employed with J. A. McLaren & Company, first in the warehouse and later on the road. He next travelled for the Victoria Shoe Company, and later for the Hartt Boot & Shoe Company, of Fredericton, N.B., which firm he left to enter the employment of P. E. Frank & Company. Mr. Vallary retains his old territory, west of Toronto, to the "Soo," which is the same he has travelled over for all the firms he has been connected with.

Mr. Vallary considers he is very fortunate to be connected with the Thompson Shoe Company, who are specialty jobbers and carry a very up-to-date line of American goods, having sole control of some of those lines formerly carried by P. E. Frank & Company. They are also sole agents for "Cosy" slippers.



Mr. Fred Lashbrook,
Kirvan-Doig, Limited



Mr. W. Davis,
The Fraserville Shoe Co., Limited



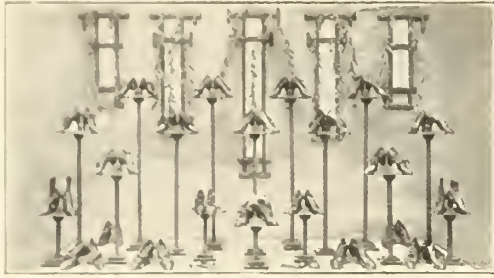
Mr. J. A. Vallary,
The Thompson Shoe Co., Limited

The Art of Shoe Store Window Dressing

The Trimmer Must Have Material to Work With—
Value of Show Window—A Bait for Catching Trade

By Oscar Onken

Window trimming is truly an art—an art which demands much of its followers in the way of equipment. What is an artist without good paints and brushes? Where would the musician be without a good instrument? Where would the sculptor be without a good sharp chisel? What can a window trimmer



Shoes well displayed, in pairs

do without good fixtures? No matter how good the artist, the musician, the sculptor or the window trimmer, he can do nothing without the proper means for expressing his ideas and inspirations.

It is true that artists have painted without good brushes and it is also true that musicians have written wonderful symphonies on wrapping paper with a barn-leaf as a studio, and it is also true that sculptors have carved out marvelous creations without a good sharp chisel, but we are looking for a single instance where even the very best window trimmer has been able to put into effect the ideas that occurred to him, without having to change them considerable on account of the lack of proper equipment.

The Window's Function

Originally the store window performed its complete function when it introduced into the establishment as much light as its varying degrees of opacity and the universal presence of dust-laden cobwebs permitted. That was in the "good old days" before the store window was promoted into the sales division and forced itself into its present place at the head of the procession as a money producer.

Light can be produced in various other ways, but the trade drawn into the store by reason of goods displayed in the show windows cannot be obtained in any other way. Hence the modern display window.

The display window has become a partner in the business, a silent partner to be sure, with a silence that almost shouts to the passerby, beckoning him to look, to admire, and perhaps to buy. The power of the display window is measured by the cash in the register at the end of each week.

Real Value of Window

The real value of good window display is measured by these two standard business units:

First—New customers made.

Second—Increased sales to old customers.

Now, if anything more can be asked from a bit of space confined within the limits of a pane of plate glass, two walls and a background, name it.

The great merchants in the cities were the first to discover the real value of the window display as measured above. The development that has come in recent years, is based upon so old a principle that it seems almost incredible that it was so long in reaching the present stage. Perhaps this is due to the fact that only within recent years was it discovered that window glass may be cleaned by the use of certain compounds of water, soap and elbow grease. However that may be, the principle is this: folks usually buy what they see.

It is equally safe to say that they usually see what they buy. But one cannot deny that it is easier to create in the passerby a desire to own that which is shown him. Just how important a share this principle has had in bringing about the present high cost of living would be interesting to know. Let us take a concrete example.

Our good friend, whose patronage we earnestly desire and whose dollars we can use in our business, is passing our store on the way to the post office, to the club, or merely on a shopping expedition. He may, or may not have intended to drop in to make a purchase, but as he passes, he glances into the show window of the store.

If we have been as wise in our behalf as we should be, our friend will see something in the window which arrests his steps and starts him to thinking. By the time he reaches the door, his steps will turn toward the inside and a sale is made.

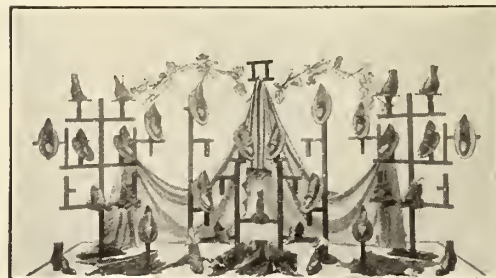
Now, figure how many people pass the window in a day and the problem becomes one of simple multiplication.

Shows Goods Temptingly

The show window is perhaps an outgrowth of the old system of barter when all the goods (ostensibly) were laid upon the table for the inspection of the prospective purchaser. As in that case only the best merchandise is shown.

So in the show window only the most attractive goods are shown and then only in the most tempting manner.

He certainly is not a wise merchant who to-day neglects his show window. A real window display



An attractive trim

catches the eye of those who pass and brings them into the store to buy. If not to-day, to-morrow the passer-by will be attracted by the display to the extent of buying.

It takes a mind with a scientific bias, to do business to-day without a waste of energy; that waste incident to the "hit and miss" methods of the merchants who cannot see the point straight off, and calculate results as one computes a problem in arithmetic. The business man of to-day is heir to all the achievements of his predecessors, who worked and stumbled and fell on the up-hill road of experiment. So he is able to look backward as well as forward and to make deductions and arrive at conclusions. How to stop the leakage in business, how to make more showing, how to clean up what was once thought "necessary waste" and make it count; these are subjects worthy of thought to the student of scientific efficiency. Business to-day is a science, and that tremendously important subject "The Science of Efficiency" is engaging the best minds to-day, from the heads of great corporations down to the business managers of small concerns. Some of our leading commercial giants commit the error of being ahead on big work and behind on the littler things, though the latter are frequently more important. In this there is a great waste of energy and loss.

Prejudice against innovation, the fixed habit, and desire to do the thing in the same old way, are the greatest obstacle to the introduction of efficiency. Take the retail merchant, for instance—the "get there" kind. He understands the meaning of efficiency. He knows that his shop must have the best facilities in every department and he knows the neglect of one important thing would make the rest go for naught.

A splendid line of goods is bought we will say, and does not sell. The scientific "over man" comes along and investigates, he knows the article is right and should sell. What's the trouble? The clerk has not shown the article? "No one has asked for it." The efficient head has gone past the period of driving his help. It doesn't pay. But he must use some means to get that clerk to sell the goods.

Obstacles Increase Determination

Isn't it a fact that obstacles put a man upon his mettle, stimulate his energies, increase his resourcefulness and his determination? If you are in doubt as to the virtues which develop through adversity, just recall the hard thinking you have done, and the nights you have remained awake trying to think out some plan by which this particular obstacle might be overcome. Had not the obstacle confronted you, you would have gone on in the old way of letting things take care of themselves and you would not have been the man you are to-day. Yes, sir; be glad of the tangles which force you to sit up and think.

Sometimes your competitor in business becomes your obstacle. Why? You find he sells twice the amount of goods you sell, and you are worried, not because he is successful, but because you are not. You search around for the cause. You are not able to put your finger on it right quick, but he has made you think; and you grow determined to find the way to bigger sales—to more business.

Your obstacle served you well in making you a better business man by trying to find out the cause, and of course "you do find it." And very often the secret is some one thing which you have never considered important.

Take for instance, your window display and compare it with your competitor's. Don't be afraid to be seen looking straight into your competitor's window. Look deliberately, too, for you may there and then

discover the real reason for his success. In these days a well-trimmed window is almost too big an asset to set a limit on—you cannot calculate the results.

When you see a whole front torn out of a comparatively new building just to put in a newer type of a window, just make up your mind that that merchant is a wise one. He has discovered the value of a good window.

Windows Should Be Made to Look Smart

Make your windows smart, make them not only attract but arrest attention. Make people think they want what they don't need, and they do want when they see attractive looking windows. Now, if you have digested this fact and put it into execution, you have overcome a big obstacle to success, and you have been put upon your mettle, too.

There is an old saying that "Goods well displayed are half sold." This is true; and it is just as true of your goods as it is of any goods. You will get a better class of trade and better prices. The cost of attractiveness is little, but the difference in profits will warrant the extra expenditure. It is only human nature to desire those goods that look well in the store. The instinct is the same whether it be the child who sees candy or the woman looking at household goods.

A lot of goods thrown into a window in slipshod fashion will not attract the same attention as would the same lot neatly arranged on fixtures. Take a walk in any city, town or village and you will always find that the successful merchant is the one who is up-to-date in his window trimming. A good display promotes business. There are many merchants who advertise continually and talk "quality" yet put their money into cheap window fixtures, thereby contradicting their "quality" talk.

The window should be given even more attention than the inside of the store. It is the part that most people see, and if the display in it is not especially inviting you've lost an opportunity to attract the passerby to the inside of the store. The store windows in large cities and larger towns give evidence of the great amount of the attention merchants devote to them.

It is the actual value of the power to attract trade that makes rents so high on principal streets. The displays in the windows are seen by many more people than those in the stores on the back thoroughfares. Merchants realize this, and use the windows to the utmost, making the displays as attractive as possible. This can only be accomplished by the use of good fixtures.

Interchangeable Fixtures

For years, empty boxes, cartons, sticks of wood, etc., were the means for a "good" display. But the needs of the window trimmer have been evolving in the minds of men who know the problems of trimming, and have brought about the manufacture of a set of window fixtures that would make it easy for the most inexperienced window trimmer to make beautiful window trims.

One of the results of this evolution, is a set of interchangeable wood window fixtures, so designed and constructed that each part will fit any other part perfectly. In this way, the possessor of these fixtures makes his own fixtures as he needs them, in the sizes that he needs them, and in the shape that he needs them. Not only can he make fixtures, but back grounds, window dividers, and the hundred and one aids to trimming that are necessary to the window

trimmer. The owner of one of these sets has at his command the means of execution of hundreds of ideas, thus eliminating that sameness that prevails when the permanent fixtures that have been in vogue in years past are used. The Oscar Onken Company, of Cincinnati, Ohio, U.S.A., manufacture a set called "Onken Interchangeable Wood Window Fixture Younits." These new wood window fixtures of today give an appearance of quality to goods displayed and an elegance to your whole shop. They bring to you what you have never had before. You have really

a window trimmer without expending the salary of one each week. The book of photographs which is sent with the fixtures, shows an abundance of trims, so up to the mark, so well thought out, that one sees at a glance how quickly goods can be sold when properly displayed. Hundreds of trims can be made with any one set of Younits, and any clerk can set them up. Your windows are the best advertising medium you can have and Interchangeable Younits make them doubly effective. Goods carefully and properly advertised sell themselves.

Cash or Credit, Which?

The following is a paper read at a recent meeting of the National Shoe Dealers' Association by Irving B. Howe, former president of the Boston Shoe Merchants' Association, and managing director of the three large Boston shoe stores of A. H. Howe & Sons.

"Cash or credit, which? That is the subject. If any man asked himself the question, 'Cash or Credit, Which?' what would the answer be? Would you rather do a credit business, or would you rather do a cash business? That presents a common proposition a little differently from what many of us think of it or about it. The answer generally is that any dealer, if he could do as much business for cash, would prefer to have his business on that basis.

"Almost everybody who is doing a credit business says, 'My condition, or my location, or my grade of shoes, compels me to do a credit business; I could not do business for cash. I believe in giving credit because I feel that I sell people more merchandise. The women, who do the buying, buy easier, and the head of the house is good, and he has to settle the bills.'

Cost of Maintaining Charge Accounts

"These dealers think they can sell more goods, but I do not know that they make the claim that they can sell them faster. The dealer who gives credit has various excuses which makes you believe that he could not change over. There is the man who says, 'I do a cash business,' and then there is the man who has anywhere from \$5,000 to \$25,000 on his books, and without expressing his great desire to do so, thinks, as I have just said, that he can't change over. But I tell you that a cash business helps wonderfully. It helps us, first, in settling claims, because the goods are paid for and the customer does not return them without comment or criticism. It also makes it possible for us to do business at a much lower cost.

"Let us consider some of the items of expense involved in doing a credit business. If a bill is sent out ten times under a two cent stamp, and counting the cost of running the business, the expenditure for the material used, such as stationery and labor, it eats up the net profit on the sale of a \$3.50 pair of shoes. I make the statement from figures compiled of doing business close, on a close margin for cash.

"This was what I ran up against, and it was something that made us resort to figures right away to see where we were coming to.

"The saving of the expense described above, if put to your advertising account, or if you do not have an advertising account, into your bank account, is a substantial amount.

"Now we come to the changing over process to help the man who says, 'I could no more think of chang-

ing my business over to a cash basis than anything at all.' He is discouraged, but if he will go about it in the right manner, I am sure that, in most cases, it could be accomplished. Perhaps there may be exceptions among dealers who do a very high grade business, when one must be governed wholly by the grade of merchandise he handles and by what his competitors are doing in this regard.

How It Was Done

"Let me outline, briefly, how it was done in my own case. It was accomplished in a manner something like this: After we had started a cash store, we notified all the charge customers of our oldest store, which was established about forty years ago, that we would not open any new charge accounts. We informed them that as long as they maintained their account with us we would allow it to stand, but that if they closed it, even for a brief period, we would not allow them to re-open it.

"This explanation satisfied our regular charge customers, and it also helped to make them settle their bills on the tenth of each month, or earlier.

"The final result was that in three years a store that always had at least \$5,000 in monthly accounts reduced its charge business to about \$300.

Reduced Cost of Doing Business

"The change improved our business and proved forcefully to us that if a man is aiming to do a large business, on a small capital, he must do it for cash, particularly if the business is done on medium-priced shoes. The owner of such a business will find that instead of his cost of doing business amounting to 30 per cent. it will drop to as much as 28 per cent., or relatively lower, for if he can now do business for 28 per cent., the cost would be 26 per cent. on a cash basis. In other words, we have successfully proved that you can do business on a closer margin for cash than for credit. I really think, or believe, that about 90 per cent. of all shoe stores, or probably 90 per cent. of the shoemen here to-day, are doing a credit business. It may be 95 per cent., but I do not wish to convince 90 per cent. that a cash proposition is a good one, but I think that a good look at this side of your shoe business would help solve the conditions in certain localities, and particularly among certain retailers who find it uncomfortable to operate on a small capital."

The man who wants an increase in his wages, before asking for it should be sure that he is doing his work better to-day than he was doing it a month or a year ago.

Business Helps for the Busy Retailer

Methods that Save Time and Money—The Good Ideas of the Other Man—Plans Worth Reading

Two Ways of Handling Fittings

A city shoe store has adopted selling tactics which often result in a blunder of an exasperating kind. The store rule is that any clerk who has been assigned to a prospect, upon seeing that he cannot close the sale, shall tip it off to the floor manager. The latter then assigns a new salesman to the prospect. In practice, the customer is made to feel, not that the second clerk comes to take up the more difficult part of fitting, but that he is shrewdly sandwiched in to demand an entirely new statement from the customer, apparently with the idea that he may bring more pressure to bear in the direction of a sale than could his fellow workmen. The customer is almost always piqued by the necessity of beginning again with a measurement, and a statement of the style, price, leather, and so on.

In another store, however, certain clerks are chosen for their ability to handle difficult fittings, and are so introduced by another salesman, where a prospect is turned over to them. At the same time, the salesman takes special pains to mention precisely what sort of a shoe the prospect is looking for. The latter is saved the repetition of these details.

Precedence in receiving attention, help in "digging up" some special purchase, and this tact in transferring a prospect from one clerk or department to another, are always points on which the shrewd salesman can build goodwill.

* * *

In Computing Interest

Although there are numerous tables for computing interest at varying rates on both the actual and thirty-day basis, these tables are not always available.

The following rule reduces fractions to a minimum, and makes the computation quick and accurate. It is based on the general rate—6 per cent.—but it is easily applied in all cases, by a simple additional step.

Rule.—Reduce the years and months to months, annex one-third the number of days, multiply by one-half the principal.

To ascertain 6 per cent. interest on \$350 for two years, seven months and twenty-one days.

Two years, seven months, make 31 months.

Annex one-third the days (one-third of 21) 7—.317.

One-half the principal \$175 x .317 equals \$55.47500 or \$55.48.

For each per cent. over 6 add one-sixth.

For each under 6 deduct one-sixth.

* * *

Correcting Cash Discounts

There is naturally a keen temptation to accept a customer's remittance with cash discount deducted, notwithstanding the discount period has expired. To return it, means to increase collection expense, for several letters may have to be written, and the account followed up at some little cost. More or less serious disputes with the customer may result, and perhaps his trade may be lost. Then again, the firm may need the money at the very time when payment of less than the rightful sum is offered.

A firm of jobbers followed a lenient policy in this

respect for several years, and then woke up to the fact that this practice was cutting into its profits. Most of the goods handled by this firm were sold on thirty days' time, with an unusually liberal discount allowed for cash in ten days. Starting out with a few exceptional instances, when it happened money was badly needed, these exceptions began gradually to become the rule, and customers were quick to take advantage.

Introduction of a new firm member, who had been brought up in a large establishment adhering closely to its discount limit, brought a change. He went through the firm's accounts and prepared figures showing conclusively that the use of the money secured through waiving the discount period was costing the firm thirty-eight per cent. a year—veritable "loan shark" interest.

His partners were astonished, of course, and he had no difficulty in persuading them to change this policy. A tactfully worded circular letter to all the customers who had been taking unauthorized discounts was followed by rigid enforcement of the terms of sale. While some protests resulted and some trade was lost, it was not long before the firm's customers were brought to see that the new policy was a fair one. A year later, examination of the firm's books showed that this one change had directly increased profits more than twenty-five hundred dollars.

* * *

In Accounting

To check your results in making an addition, add together the digits of each member of the addition, and, by adding again, reduce the digits of these sums to single digits. Adding these single digits together reduce the resulting sum to a single digit. Then add together the digits of the answer to the problem. Reduce this to a single digit. This latter will be the same as the single digit obtained by the first process, if the addition has been correctly done. For example:

45713	20	2
64781	26	8
96321	21	3
78425	26	8
48973	31	4
64819	28	10
399032		26
	26—8	

This short cut is a safer way of checking the result than the usual method of going over the addition of a column of figures the second time, in an opposite direction.

* * *

A Mailing List Plan

Taking the cue from one of the wholesale houses with which he did business, a small town merchant, who sells about \$50,000 a year, divided his mailing list into three different classes: good, poor, and prospective customers. The class to which the name belonged on the card in his customer's file was indicated by the position of a small clip on the top edge. For a "good" customer, the clip was at the right-hand edge; in the

middle for "fair" and "poor" customers; and on the left hand side, if the names were only of the "prospect" class.

Then he let non customers hardest with his advertising "broad sides," also those who just occasionally bought something from him. Only special pieces of advertising went to those who regularly gave him their trade.

This scheme made his advertising specialized and to this point. For example, he sent out a letter, the aim of which was to find out why the non-customer did not patronize his store. Several replied to this inquiry, giving a number of suggestions which he could use to guide him in his campaigns for this trade in the future. Others came in person, made a purchase, and explained why they had not before given him any of their patronage. Again, he sent his "poor" customers a slightly different message, telling them that he certainly did appreciate the business they had given him, but that he often wondered why they did not buy this or that line, naming specific merchandise, and, at the same time, a price quotation.

Since he started this practical division of his mailing list, it has been a source of pleasure to watch the little clips gradually slide over to the right hand side of the cards. Moreover, the plan has saved money, for it cuts down the quantity of matter that is sent out, without any very definite aim.

* * *

Correspondence and Invoice Filing

Vertical filing when viewed hurriedly very often appears to be a too complicated and expensive method to take care of a small amount of correspondence. As a matter of fact it can be made as expensive as a man has a mind to make it, or it can be installed at a very low figure.

In an office where appearance is not a very great feature a soap box will substitute the expensive cabinet and will handle the papers to be filed in precisely the same manner. A box measuring 12 inches wide, 10 inches deep and anywhere from 12 to 18 inches in length will accommodate from 3,000 to 6,000 letters, together with the folders and index.

The folders or containers are made of a piece of light cardboard measuring $11\frac{1}{2}$ x 18 inches with a projection of half an inch on one end, this projection extending half the length of the $11\frac{1}{2}$ -inch measurement either to the left or right hand side. When folded in the centre they measure $11\frac{1}{2}$ x $9\frac{1}{2}$ over all, fitting into the box with a small space to spare on either side.

The index is made of twenty-six pieces of board a little heavier than the folders, which measure 12 x 9 inches, and have a projection extending from the 12-inch side one-half inch, on which the letters of the alphabet are placed. This projection, instead of covering half the measurement on the folder, occupies only $2\frac{1}{2}$ inches, making it possible to have five tabs placed in the different positions on five different cards all visible at once. These boards will, when placed together, and the letters are printed on the tabs, have the appearance of an ordinary blank book which has the alphabetical index fastened to the leaves.

Both the folders and index as described can be purchased at a small cost from any stationery store carrying office supplies.

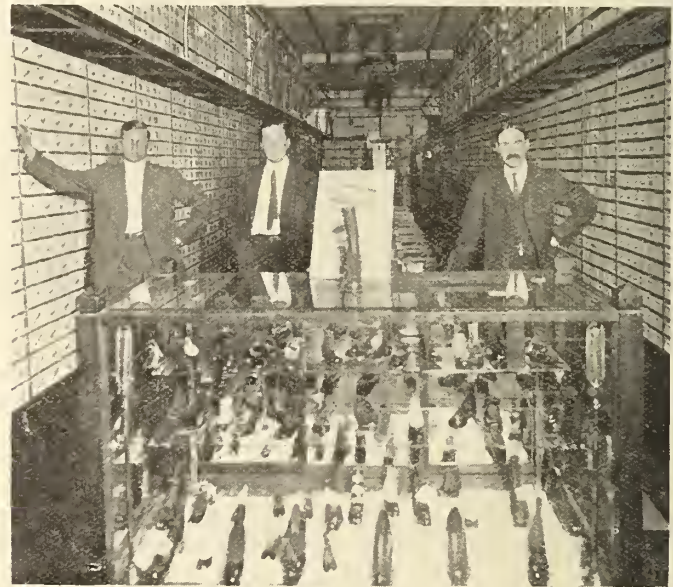
To prepare for filing, the names of the different correspondents are written on the tabs of the folders and are placed in the box behind the index which bears the letter that the name begins with.

If the box is too long to hold the contents in a vertical position a light partition can be fastened across the inside of the box. Nail this partition in lightly as it will have to be moved further back as the contents increase.

You will then have the very latest and best method of filing correspondence or invoices. Each folder is used for one correspondent only except those from whom a letter is received very seldom; these will be placed in one marked "Miscellaneous A," or whichever letter they follow in the index. All letters to or from that correspondent are placed in the same folder. A good plan is also to have two folders for those firms from which goods are bought, one to hold the correspondence and the other for invoices.

By this system many minutes will often be saved when past correspondence has to be referred to, as these folders will contain from fifty to seventy-five leaves.

Small fasteners are also procurable for fastening these sheets to the folders, which will keep the contents in regular order.



The interior photograph reproduced above is that of the C. E. McKeen Shoe Store (No. 1), 55 Hastings street west, Vancouver. This store measures 15 feet in width and 80 feet in depth. The interior arrangements are such as to facilitate the easy handling of stock, and at the same time to make an unusually attractive display. Shelving and all interior finish is British Columbia fir. The lighting scheme is excellent, and consists of thirty 60-watt tungsten lamps in six mission electroliers. Reading from left to right the group standing in the foreground consists of Messrs. E. P. Cornett, R. B. McPherson, and W. W. Ingledew, manager.

Afraid of English Competition

Many United States manufacturers have dropped English lasts from their sample lines. They do not want to push English style shoes, for they fear that if they create a demand for such styles, some retailers will begin to import genuine English styles in footwear from Leicester and Northampton, England.

If anything will stunt a man's business and mental growth, it is patting himself on the back too much.

Don't worry about not getting the business of the first families if they are the kind who expect you to carry them on your books for a year.

Talks on Trade Topics

Interviews of Interest to Retailer, Jobber and Manufacturer. The Opinions of Experts on Bettering Business Conditions

More Shoes in Future

A shoe manufacturer says: "Women are going to wear more shoes. In two or three years, or perhaps longer, the average woman will have four pairs of shoes a year, instead of three at present. There will be an increase in the demand for shoes. Time was when two pairs of shoes a year sufficed the average woman. Now three pairs are necessary.

"Of course we'll have to make fabric shoes to satisfy these new requirements in ladies' footwear. There is not enough leather to make four pairs of shoes for each woman in the country and still have enough for men's and children's shoes. Consequently we'll have to make fabric shoes."

* * *

Reticent re Financial Position

"We have sometimes difficulty in getting retailers to disclose their financial position, when they want to get credit," said the representative of a big Montreal boot and shoe manufacturer. "It is to the interest of the solvent trader that he should give full information to the wholesale houses, as it enables the latter to understand the exact position. The man who is shaky naturally does not want to say too much, but the man who is paying one hundred cents on the dollar has everything to gain by a frank disclosure of his standing. This especially applies to the retailer who is beginning business, and who will find it to his interest to frankly say how he stands. Many traders ask for credit, but they are not particularly anxious to state their position financially, so that we can form a sound judgment as to the advisability of giving that credit. Of course we can always make inquiries, which, however, are not always to be relied on; it is better for everyone concerned that the retailer give us a written statement of his affairs. It is more satisfactory to us and more satisfactory to him—I am speaking of the solvent man—than making inquiries, which may unintentionally do him an injustice. If a man is reticent, we naturally, owing to lack of information on which to base our opinion, are inclined to be conservative in extending credit, for we have to protect ourselves as far as we can; whereas with a full statement in front of us, we are equipped for giving a fair consideration to the case."

* * *

Honest Advertising Gives Confidence

Mr. Karl Murehey, the well-known lantern lecturer, and advertising censor of the Associated Ad Clubs of America, in addressing a recent meeting of the Toronto Ad Club, dealt with "Fraudulent Advertising." He spoke of the necessity of having honest advertising supported by the buyers of the world, and the great need of co-operation in the suppression of that which is dishonest and misleading. The conservation of the public purse is as vital a matter as the care of the country's natural resources.

A great deal has been, and can be done, by the co-operation of ad clubs, in driving out misleading and

questionable advertisements from our journals, by showing up the "fakes." An impression has been made on the public, as is evidenced by the requests of many large advertisers, not to print their advertisements on the same, or opposite pages to advertisements which may be called "questionable." The speaker instanced the recent laws passed in the United States making it criminal to do fraudulent advertising, and urged upon the press their responsibility in forming public opinion in this matter. He gave examples of misleading baits, in real estate, furniture, boots and shoes, ladies' suits, men's furnishings, bargain sales, etc., showing several on the screen. Matter familiar to readers of popular magazines and papers appeared in the patent medicine ads. The lecturer mentioned investigating the testimonials which always accompany such advertisements, and finding them to be genuine, but for the most part written by illiterate folk, or those who had fancied themselves to be ill. Immense fortunes had been gathered in this one field by advertisers of wares which were simply fakes. Another fruitful source of wealth has been "gold mines," which on close inspection proved to be nothing more than swamps.

The aggravating part of the matter is that most of this misleading advertising is only "questionable," the perpetrators of the frauds being wise enough to operate just within the pale of the law. The speaker startled his audience by the statement that one hundred million dollars were stolen, every year, from people who could ill afford to lose it, through such advertising as he had outlined.

In conclusion, he urged that business men insist that their advertising be kept quite distinct and separate from all that which is misleading, in order that such advertising may not gain from contact with what is clean and genuine. Public confidence must be gained through the medium of honest advertising.

American Shoe Directory

We have received a copy of the American Shoe Directory for 1913, which is issued by the Deming & Atwood Publishing Company, Boston, Mass. Nearly one hundred and twenty-five new firms have been added to the list since last year, and one hundred changes of location noted. This book is a necessity if you wish to follow all possible customers, and is the only concise directory published. It contains names and locations of boot and shoe manufacturers in the United States and Canada, list of goods which each firm manufactures; class of goods, such as McKays, turn, welts, standard screws, sandals, felt goods, etc.; the trade which each firm sells, whether jobbers or retailers; names of superintendents and factory buyers; percentage of welts, when other class than welts is made; daily output of the leading firms, in plain figures; a separate list of shoe manufacturers arranged alphabetically and a series of ten maps, showing location of all cities and towns having shoe factories. It is vest pocket size, leather bound, and the price is \$2.00.

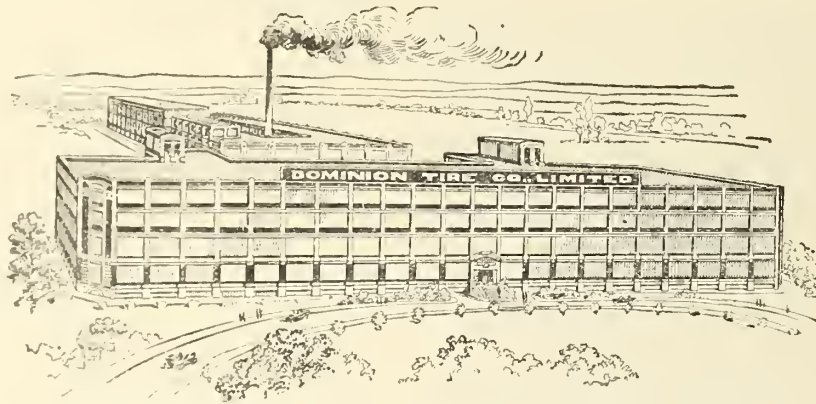
New Factory at Berlin

Although Berlin has several large rubber companies, yet another one is rapidly bringing its new factory to completion. The Dominion Tire Company, Limited, with a capital of \$1,000,000 will, in a few months, open its doors to skilled workmen for the manufacture of "Dominion" Automobile Tires. The factory will be the last word in building, machinery and equipment.

Forty acres of land are necessary for the present and early future requirements of this great undertaking. The main building is of steel and concrete, has dimensions of 432 by 90 feet, five storeys, including basement, each floor has a depth of 17 feet, the "all-daylight" windows are on every side, and the operatives will be flooded with the light of day. Niagara Hydroelectric, and also steam power will be used. Electricity equal to 1,500 horse power will be necessary to start the wheels revolving. Every mill and every calender will be brand new, and of the very latest pattern. The Canadian Pacific and Grand Trunk railways will each have their sidings, thus ensuring

Canadian Credit Good

The Boot & Shoe Trades Journal, of London, Eng., makes the following comment on the recent failure of a Toronto boot and shoe jobbing firm: "We sincerely trust that the failure of P. E. Frank & Company, of Toronto, Montreal, and elsewhere—an event which was foreshadowed to us in a letter as far back as November, last year—will not be regarded as indicative of the financial status of boot buyers in Canada, more especially as the representatives of two or three large concerns will be in England buying in the month of February. Canadian credit is as good as British, as many of the Waterfoot houses, and Sir Henry Trickett in particular, can testify. We have noticed a tendency in a certain quarter of late to belittle both Canadian and American trade, but we are satisfied that the littleness which underlies the criticism is sufficient to render that criticism valueless. We have never regarded the house of Frank & Company as a very strong one. Nor can we think that the creditors on this side took so much as their usual precaution when crediting the house. There are, of course, some stories of a scape-



New Berlin Factory of the Dominion Tire Company, Limited

prompt shipment of goods, both inward and outward.

Realizing that ideal conditions are conducive to the best work, the company has instructed Mr. Albert Mahn, the noted architect, of Detroit, to harmonize both the external and internal arrangements of the factory, so that this result may be attained and that each workman employed will have every incentive to give the best that is in him to the service of the company. Both the interior and exterior will be finished in a way to delight an artist, and it will certainly be appreciated by the citizens of Berlin.

There never was in the history of commerce such a demand on the manufacturer as that made by the consumer of pneumatic rubber tires. The "best" regardless of price, is what the owner of every car demands. A cheap tire is not admissible, and can only bring disaster on both the manufacturer and the consumer. The Dominion Tire Company's output will find a ready sale. What the price will be is not yet known, but there can be no doubt that the keen competent men who will direct the destinies of this important company will furnish the public with a tire that is all right and unexcelled in point of appearance and durability.

The Canadian Consolidated Rubber Company, Limited, will be the sole selling agent and distributor for "Dominion" Tires.

goat, and rumors to the effect that the trouble has been brought about by the action of one of the brothers; but time will tell. Our information is that in November last shoes were being offered for sale by a member of the firm at about one-half their original cost. This statement is fully confirmed by the reports just to hand."

We heartily endorse the sentiments of the "Boot & Shoe Trades Journal," that Canadian credit is as good as British and would point out in addition that the members of the firm of P. E. Frank & Company were not Canadians, but Jewish citizens of the United States.

A shoe manufacturer, selling stylish women's shoes for the retail trade, reports that he is getting a considerable gain on patents and dull black leathers and a good trade on Nubuck leather in the dark gray shades, as well as in the white. There is also a big demand for suede shoes and shoes with velvet tops. Receding toes are becoming much more popular. The fact that dresses are being cut longer make it desirable to reduce the height of boots, returning to the six-inch height. This is of tremendous importance to the shoe manufacturer and retailer, as the high boot causes a great deal of trouble in fit, expensive topping, and other details.

General News and Personals

Happenings in the Shoe and Leather Trade

Mr. Clarence F. Smith, vice-president and general manager of Ames-Holden-McCready, Limited, Montreal, has joined the Board of the Canadian Securities Corporation.

Booteries, Limited, have been registered in Toronto. This company, which will work in conjunction with the United Co-operative Stores, Limited, Montreal, have acquired the two retail businesses in Toronto of Charles C. Cummings, Limited, and a business in Hamilton belonging to the same firm. Mr. F. A. Guinivan is the manager of the new company.

Mr. H. A. Beatty, of the Slater Shoe Company, Montreal, has been on a business visit to Ontario.

Joseph Patterson, of St. Marys, Ont., is advertising his boot and shoe business for sale.

N. H. Carswell, shoe dealer, of Moose Jaw, Sask., has been succeeded by Thomson & Elam.

James Smith, shoe retailer, of Harriston, Ont., is reported to be selling out, and going West.

H. B. Lott & Son, shoe dealers, New Liskeard, Ont., are discontinuing business.

J. J. Haines, shoe dealer, of Trenton, Ont., has been burned out.

At the next annual meeting of the Canadian Consolidated Rubber Company, Montreal, Mr. F. H. Ward will resign his position as vice-president, remaining, however, a member of the executive committee of the company. Mr. Ward intends to be more closely associated with the enterprises of Mr. D. Lorne McGibbon. Mr. T. H. Rieder, who is also one of the vice-presidents of the company, and has charge of the manufacturing and financial ends of the business, will become general head of the concern.

All the travellers of the Canadian Consolidated Rubber Company are now on the road with samples of "Palmer" Shoebacks, for which the company are exclusive agents, Berlin warm feet footwear and a complete range of rubbers. The company report that last year the business was exceptionally large, and that it is growing very rapidly.

Mr. Hugo Wellein, who was general assistant to the sales manager of the Canadian Consolidated Rubber Company, Montreal, has been appointed to take charge of the accountancy department of the Winnipeg division. He has taken up his new position.

Mr. William West, for many years proprietor of a retail shoe store on a portion of the site now occupied by the T. Eaton Company on Yonge street, Toronto, and a resident of that city for more than half a century, died recently. He retired from the shoe business some years ago.

The Amherst Boot & Shoe Company, Amherst, N.B., is reported as very busy. The company has recently materially increased its output.

Ward & Boorman have opened a boot and shoe store at Calgary, Alta.

J. H. DeWolfe, shoe dealer, Gananoque, Ont., is retiring from business.

Mrs. L. Spevack, clothing and boots and shoes, Winnipeg, Man., suffered loss by fire recently.

Isidore Grotzky has been registered to carry on business as the Western Trunk & Bag Company, at Montreal, Que.

The Elkman Shoe & Supply Company, Brampton, Ont., are now manufacturing boys', youths' and little gents'.

The Menzie Rubber Company, Limited, has been organized with a capital of \$10,000. The head office will be in Toronto.

Mr. Oscar Dufresne, of Dufresne & Locke, has been elected an alderman of Maisonneuve, P.Q., by acclamation.

Mr. D. Lorne McGibbon, president of the Ames-Holden-McCready, Limited, and of the Canadian Consolidated Rubber Company, has been elected president of the Western Hospital, Montreal.

J. H. Winchell & Company, of Haverhill, Mass., have arranged with the Thompson Shoe Company, Limited, Mont-

real, for the latter to take over the exclusive Canadian selling rights of their men's fine welts, formerly handled by P. E. Frank & Company. The Thompson Shoe Company announce their desire to get into touch with any retailers who have been selling the goods of J. H. Winchell & Company. Mr. Thompson and Mr. Peterman have returned from Haverhill after arranging for a line of smart fall samples. Mr. J. A. Vallary, recently with P. E. Frank & Company, has joined the staff of the Thompson Shoe Company.

Garside & White, wholesale shoe dealers, Toronto, Ont., have dissolved. Mr. Hugh White is continuing the business.

Leslie J. Wright, shoe retailer, Leamington, Ont., is advertising his business for sale.

Mr. John F. Shea, one of the oldest shoe retailers of Hamilton, Ont., is retiring from business.

Plans are being drawn for the new St. Thomas factory of E. T. Wright & Company.

Mr. I. H. Sawyer, formerly vice-president and publicity manager of the Brown Shoe Company, St. Louis, was in Toronto recently.

Mr. Charles Newton, formerly sales manager for the Ramnard Shoe Company, Winnipeg, at the Main street store, entered the employ of Robinson & Company, Limited, in that city at the first of the year, and has been given full charge of the big firm's shoe department.

Mr. Clarence Nichols, of the Ramnard Shoe Company, Winnipeg Main street store, has been in Toronto and Montreal, looking over different spring styles for the children's department of the firm.

Mr. Rogers, representing the Philip Jacobi Company, of Toronto, was recently looking after the trade in Winnipeg, after which he went further west.

Mr. C. F. Ramnard, president of the Ramnard Shoe Company, Winnipeg, started at the first of February on an eastern trip, covering Cincinnati, Pennsylvania, New York, Boston, Fredericton, N.B., Montreal, and other points, in connection with spring business. He will be away about one month.

A by-law to fix the assessment on the property of the Anglo-Canadian Leather Company, Huntsville, Ont., at \$50,000 for ten years, was recently passed by a large majority of the qualified voters.

A by-law granting certain exemptions to the Duncan Legging Company, of Seaforth, Ont., was recently passed by the electors of that place.

Shoe retailers report that the wet weather has produced a heavy trade in all lines of winter footwear.

In spite of the return of laced shoes, buttoned shoes for ladies are still in favor.

Speaking on the value of Saskatchewan's clay prodge, Dr. Andrews, an eminent authority, stated that he had made an excellent shoe polish out of mud taken from the street of Regina, to which was added five per cent of graphite. He stated that the one shine had lasted him a week.

Smart-Woods, Limited, formerly known as the Smart Bag Company, will erect a factory in Winnipeg. The new building will be five storeys, 117 x 98 feet. The firm possesses factories in Eastern Canada, but the rapid growth of their western trade rendered a new factory in that part of the country a necessity.

Z. Zaslofsky has opened a boot and shoe store at Winnipeg.

Mr. Walter Oughton has opened a boot and shoe store in Southampton, Ont.

The Fit-U Shoe Company have opened a retail shoe store at 1167 Bloor street west, Toronto.

The Portage Avenue store of the Ramnard Shoe Company, Winnipeg, will be enlarged at the end of March, the firm having rented an additional store in the Underan Building. This store will be fitted up exclusively as a department for women's footwear. The Ramnard firm is busily increased that it became an absolute necessity to make

Some improvements. Mr. Rannard said to the representative of Footwear in Canada that it is the intention when the "ladies" shoe department is opened, that it will be something out of the ordinary and one of the finest in America.

Mr. S. H. McCrady has joined the travelling staff of M. Loren & Dallas, Toronto. He will cover part of the western ground.

Mr. Harvey E. Graham, who for the past five years has represented the Hartt Boot & Shoe Company, of Fredericton, N. B. in Northern and Western Ontario, has joined the selling staff of Jackson & Savage, Montreal. He will travel Western Canada from Winnipeg to the Coast.

Mr. D. B. Weiss, of Napanee, Ont., has joined the travelling staff of Blachford Davies Company, and will cover the territory from Kingston east, including the Ottawa Valley. Mr. Weiss was formerly a clerk in the Blachford Shoe Store, Toronto.

Mr. A. Brandon, managing director, Brandon Shoe Company, Limited, Brantford, Ont., spent a week in Boston and other shoe centres, recently, looking over the leather market as well as getting in touch with the latest styles in fall footwear.

The Solid Leather Shoe Company, of Preston, Ont., now rank among the leading manufacturers of men's and women's McKay footwear. This young firm are very busy at the present time attending to spring orders. They are well satisfied with their increase of business over that of last year. They cater to the retail trade only, with high quality staple lines of men's, women's, boys' and big misses' McKay footwear.

Mr. Irving S. Wedgwood, formerly with A. M. Creighton, of Lynn, Mass., has been appointed assistant to Mr. Kirvan, of Kirvan-Doig, Limited, Maisonneuve. Mr. Wedgwood is an expert in the manufacture of women's high-grade McKays, a line which the firm intend to push.

The Louis Gauthier Company, Limited, of Quebec, have just installed pulling over and lasting machines for Good-year welts, the machinery being supplied by the United Shoe Machinery Company of Canada.

Mr. R. H. Greene, manager of the shoe department of the Gutta Percha & Rubber Manufacturing Company, has been on a business visit to Montreal; while Mr. W. H. Galt, the manager of the Montreal branch, has visited Toronto recently.

Mr. W. H. Miner, of the Miner Rubber Company, Limited, has been visiting Toronto and Montreal.

Mr. James Robinson and Mr. J. I. Chouinard, of Montreal, were recent visitors to Toronto.

Mr. Cain, sales manager of the Miner Rubber Company, is on a business trip to the West.

Mr. R. F. Foot, of the Maple Leaf Rubber Company, and Mr. Kaufmann and Mr. Wing, of the Kaufmann Rubber Company, Berlin, were recently in Toronto.

Messrs. Kirvan-Doig, Limited, Maisonneuve, are changing the patterns of all their lasts. They report that they are very busy, and will have a very attractive line of samples for the fall. The firm are doing all their lasting by machinery supplied by United Shoe Machinery Company of Canada.

It is significant of the healthy condition of the shoe trade of the Dominion that the business of the United Shoe Machinery Company is being more than maintained. The company have received several general inquiries from points in the West, where it is possible that shoe factories may be started.

Maisonneuve, P.Q., is to be the home of another shoe factory, the Smardon Shoe Company, of Visitation street, Montreal, having purchased land at the corner of Fifth Avenue and Ernest street for the purpose of putting up a three-storey building next year. The City Council have decided to grant the company exemption from taxes for ten years.

Mr. Hugo Wellein has gone to Winnipeg to take over the management of the Winnipeg office of the Canadian Consolidated Rubber Company, Limited. He will be district manager of the western division of the business, succeeding Mr. A. N. Douglas, who is now managing director of the re-organized business of H. G. Middleton & Company, Limited. Mr. Wellein has been for several years in the general sales department of the Canadian Consolidated Rubber Company, Limited, in Montreal, and has been in connection with the house ever since its inception. Previous to this he was secretary-treasurer of the Merchants Rubber Com-

pany, Limited, Berlin, Ont. Mr. Fred Rosehman has also gone from the Montreal offices of the firm to Winnipeg, and will have charge of the footwear stock of the western division. He has been with the company for about eight years, first in Berlin and then in Montreal. At both these points he had charge of the warehouses and attended to the shipping.

Duclos & Payan, tanners and leather merchants, of Montreal, recently paid a visit to the Boston leather market, where they bought glazed kid extensively.

Mr. G. Cowan, shoe retailer, of Chatham, Ont., is building a shoe store costing \$6,000, in place of the one recently burned.

F. O. Mumford, the Halifax manager of the Amherst Boot & Shoe Company, is making a special trip to certain points in Nova Scotia selling rubbers.

Mr. F. H. Meinzer, of the Toronto office of the Miner Rubber Company, Limited, has been in Montreal lately on business.

General Store News

E. M. Ebej has opened a general store at Spring Coulee.

The Pioneer Trading Company, recently incorporated with a \$100,000 capital, has opened a store at Edmonton.

G. C. S. Patterson has opened a general store at Okotoks.

A general store business has been commenced by J. H. Brand, at Stavely.

The Frank Co-operative Company, Limited, have opened a general store at Frank.

British Columbia

G. R. Foulston, general storekeeper, of Columbia Gardens, is moving to New Westminster.

Manitoba

J. Drosker has opened a general store at St. Vital.

Sinclair Bros. have succeeded to the general store business of Marvin Bros., at Edrans.

J. G. Henderson, general storekeeper, Rapid City, has sold to R. S. Rudd.

W. N. Reid, general storekeeper, Alexander, has been succeeded by T. Morris.

The Cameron Department Store has bought the general store stock of the Estate of Lewis Bros. at Gilbert Plains.

J. McMillan, Minnedosa, has been succeeded in his general store business by LePage Bros.

Saskatchewan

F. E. McSherry has opened a general store at Pangman.

The Harwell Mercantile Company have taken over the general store business of A. E. Bushwell, at Harwell.

Ely & Stewart have purchased Chamber Bros. general store, at Ceylon.

R. E. Stewart, general storekeeper, of Esk, has been succeeded by A. V. Edmundson.

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Every day in your talk and reading, on the street car, in the office, shop, and school some new question is sure to come up. You seek quick, accurate, encyclopedic, up-to-date information.

This NEW CREATION will answer all your questions with final authority.

400,000 Words Defined. 2700 Pages. 6000 Illustrations.

Cost \$400,000. The only dictionary with the new divided page. A "Stroke of Genius."

Write for specimen pages, FREE.

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SPRINGFIELD, MASS.

All that modern machinery and expert workmanship can produce goes into

Cold Proof Felts

Manufactured by The Great West Felt Company, Ltd.



No. 108. Men's Felt Bal., Pebble Vamp and Back Foxing. Felt Sole and Heel.



No. 146. Men's Black Felt Juliet Elastic Sides, Flexible Leather Sole and Heel.

No. 147. Same as No. 146. in Brown.



No. 129. Men's all Dongola Blueher Toe Cap, Heavy Black Felt Lined Felt Sole and Heel.

Goods of Quality

A superior quality of felt combined with modern and perfect-fitting lasts will make our "Cold Proof Footwear" more popular than ever next season.

If you haven't one of our Catalogues kindly advise us.



No. 221. Womens high Cut "Auto" Blueher Dongola Foxed Patent Leather Toe Cap. Two Buckles and Laces, Felt Sole and Heel

**Insist upon getting
Great West Felt Co's.
Footwear for 1913**

and be assured of getting your shipment when it is promised. To be doubly sure of making prompt deliveries for next season, we have greatly increased our facilities and output.

The superior quality of our felts is due to the fact that we make our own felt with machinery invented and designed by our own experts

Order the Great West Felt Co., Ltd. Felts through your regular jobber. If he cannot supply you, write us direct.

Great West Felt Company, Ltd.
Elmira, - Ontario

Wanted and For Sale Department

Publishers Notice:— Positions Wanted, 2 cents a word per insertion; minimum charge 50 cents. Advertisements under all other headings 3 cents a word per insertion; minimum charge 75 cents. For advertisements to be answered care of a box number in this office, six words should be allowed for address. All "Want" advertisements are payable in advance except from our regular advertisers.

Positions Vacant

BOOT AND SHOE TRAVELLER
wanted to carry our line of men's
Gent's welt shoes on commission,
for the Maritime Provinces. Only ex-
perienced ones commanding first-class
trade. O. B. Shoe Company, Limited,
Drummondville, Que. 2-2

WANTED—COMPETENT MANAG-
er for shoe factory in Canada, capable
of taking full charge of plant making
men's and boys' boots. Good oppor-
tunity for young man who wishes to
take financial interest in the business.
Box 688, Footwear in Canada, Toron-
to, Ont. 2-3

HENRY J. WELCH & COMPANY Chartered Accountants

Audits, Investigations 43 King St. W.
Cost and general systems Toronto
Assignments and liquidations Canada
Office and financial superintendence

SHOW CARDS THAT ATTRACT TRADE

SEND FOR OUR COMPLETE FOUR
page descriptive circular of show
cards and price tickets, in air brush
designs. Every storekeeper will find
that they will increase his business
wonderfully if properly displayed. G.
R. Brine, P. O. Box 443, Inverness,
N.S. 2

We want to BUY for CASH all
the PIECED HEEL STOCK you
make

**BROCKTON HEEL
COMPANY**

BROCKTON, MASS.

For Sale

FOR SALE—ONE LOT OF GENT'S
wooden shanks. One lot of Gent's
raw hide counters. One lot of youth's
raw hide counters. One lot of boy's
raw hide counters. One lot of wo-
men's heels, complete. One lot of
women's top lifts. One lot of women's
lifts. Everything to be sold inside of
thirty days. The O. B. Shoe Com-
pany, Limited, Drummondville, Que.

11-3

Riemer's Wood Sole Boots and Shoes

Water-proof leather and water-proof
wood sole. Best for wear in wet and
damp places. Light, dur-
able, sanitary, water-
proof. Special Tann-
age Oil Grain, High
Cut Buckle Shoes,
tongue and back strap,
per pair, \$1.35. Special
Tannage, Oil Grain
Boots, per pair,
\$2.50. Patent
Steel Rails
on sole
and heel
25c, per
pair ex-
tra.



PATENTED
ALBERT H. RIEMER SHOE CO.
Manufacturers and Patentees, Milwaukee, Wis.



The Meaning of Comfort in Shoes

How important is comfort in shoes and
how very few lines of shoes have it. It
is essential to have shoes fit easy, for
when they do, sales are made the quicker.

Williams Shoes

are made for comfort—every style made to give a *natural* fit. They have an added
value on this account and their neat appearance and solid make will commend
them to every man and woman who desires a shoe that will look good—feel fine—
and wear well.

The Williams Shoe Company, Brampton, Ont.

Western Selling Agents: W. G. Downing & Co., Brandon, Man.



Sample No. 01122.
 Growing Girls' Shoe, Last No. 115
 in Patent, Gun Metal, Tan Calf.
 Heel comes in 8, 10 and 12-8.

Two of Our
FALL STYLES



Sample No. 1121. Last No. 28.
 Patent Vamp, Cravenette Top.
 Dainty and Stylish.

Star Brand Shoes

will win the confidence of any merchant or buyer who knows a good shoe when he sees it.

The attractive appearance of the styles we are putting out for Fall 1913 cannot be denied.

Although we show you on this page two of our Fall styles you cannot possibly gauge the true value and saleability of of this line unless you see the shoes themselves.

Our range will be complete in a few days now we want to show it to you.

Send us your Name and Address

Star Shoe Ltd.

Manufacturers of Star Brand Shoes

Montreal, - - Quebec

A Cushion Shoe for Every Customer



Boost your sales of findings with a stock of

The E-Z Walk Ventilating Spring Cushion Innersole

Makes every shoe a cushion shoe but better than any shoe on the market.

An absolute cure for callouses and makes walking and standing a real pleasure.

Sold to Retailers at a price that affords a wide range of profits.

We also manufacture a complete line of improved arch supports of a new scientific design—self-adjusting to any foot.

Samples and prices of any of our lines will be sent on request

The E-Z Walk Mfg. Company

33-39 Sixth Ave. - New York City

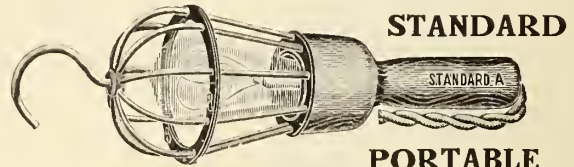
L. H. Packard & Co., Limited
Canadian Agents

McGill Portable Lamp Guards

enable lighted incandescent lamps to be safely carried to dark corners within reasonable distance of a lamp socket.

Convenient Economical Safe

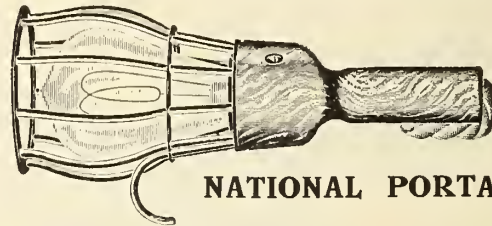
Thousands in daily use in Mills, Factories, Warehouses, Garages, etc.



STANDARD

PORTABLE

A substantial, serviceable portable, which has been a popular seller for years; always dependable. For 16 and 32 C. P.



NATIONAL PORTABLE

Here is the best medium priced portable ever offered. Well made, very strong and will stand hard knocks and give long service. For 16 and 32 C. P.

Write for net prices on these portables; also for New 1913 Catalog showing other portables, Lamp Guards and Electrical Specialties McGill Guards and Specialties carried by most Canadian Dealers

McGILL MFG. CO.

5 Oak Street

VALPARAISO, IND.

TURNED FOOTWEAR CARRIED IN STOCK

White Goods are Our Specialty
Now is the time to be ordering
your white goods



No. 109. Genuine Sea Island White Duck Pump, A-D, 1-8. \$1.35
No. 110. Reg. Canvas, same style. \$1.00
No. 112. Same style as above, made in White Buck (Lawrence's Nu-Buck) A-D, 1-8. \$2.00

Our **In-Stock Department** is the largest maintained by any manufacturer of **Fancy Footwear**.

Satins and White Goods are Specialties, but our catalogue will show you many other styles of **Turn Footwear**—Carried In-Stock—that will make your store headquarters for fancy slippers.

SPECIAL

We make Special Pairs in 4 days—Any Color to match any fabric. Parcel Post will make Quick Deliveries.

We are always glad to send samples and answer enquiries

Convertible Satin Pumps
Made in
Ten Colors \$1.75



No. 600

Chiffon rose centre pom-pom. Readily changed to Colonial pumps by using our special tongue. In black, A A to D. In colors of White, Blue, Pink, Lavender, Canary, Red, Nile Green, and Silver and Gold, A to D, Sizes 1-8

J. A. COOK & BRO., LYNN, MASS., U. S. A.

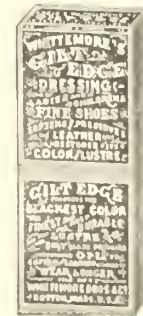
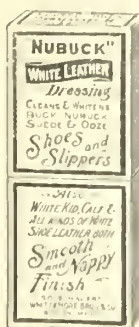
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**Finest
Quality**

**Whittemore's
Shoe Polishes**

**Largest
Variety**



Oldest and Largest Manufacturers of Shoe Polishes in the World.

"GILT EDGE" Oil Polish. The only Ladies' Shoe Dressing that positively contains OIL. Softens and preserves. Imparts a beautiful Black lustre. Always ready to use. Largest quantity. Finest quality. Polishes without rubbing. Retail 25c.

"ALBO" Cleans and Whitens Canvas, White Buck, Suede and Nubuck shoes. Each cake in a zinc-tin box with sponge (see cut). Retail 10c. Each cake in a handsome aluminum box with sponge. Retail 25c.

"NUBUCK" White Leather Dressing cleans and whitens Buck, Nubuck, Suede and Ooze leathers, both smooth and nappy finish. Retail 25c.

"DANDY" COMBINATION. For cleansing and polishing all kinds of russet, brown or yellow boots, shoes, saddles, bridles, etc. Retail 25c. "STAR" russet combination (10c size). Russet, Brown and Ox Blood pastes (5 sizes of each color).

"ELITE" COMBINATION. For those who take pride in having their shoes look like new. Restores color and lustre to all black shoes. Retail 25c. "BABY ELITE" COMBINATION (10c size). "ELITE" PASTE in 5 sizes.

"QUICK WHITE" makes dirty Canvas shoes Clean and White. In liquid form, so can be quickly and easily applied. A sponge in every packet so always ready for use. Two sizes, retail for 10c and 25c.

Send for circulars giving full particulars of our other Polishes to WHITTEMORE BROS & CO., Boston, Mass., U.S.A.

For Sale by the Shoe Findings and Shoe Jobbing Trades of all Canada

BOX TOES

HEELS

That Come Alike

Made in leather, cork, waterproof, felt, combination leather and canvass.
Men's and Women's Goodyear and McKay Shoes any kind.

A Full Line

All grades, denominations and Heights.
Send patterns for quotations.

WE BUY ALL OFFAL FOR CASH

Independent Box Toe Co.,

**102 Christophe Colomb Street,
MONTREAL**

Acme Backing Cloth

The skins of the young animals are always softer, finer grained than those of the old, tough beasts. Backed with our

which is made of Soft Cotton Cloth and Pure, New, Live, Soft Gum, the thin skin makes a finer shoe than the thick, coarse, tough skin, and wears longer, because thin Leather, Cotton Cloth and the Gum, stuck together, are stronger than ordinary Leather, alone.

Peters Manufacturing Co.

43-53 Lincoln St. Boston, Mass. 304-310 E. 22d. St. New York City
Backing Specialists Three Generations

Pla-Mate

TRADE MARK REG. U. S. AND CANADA

Shoes

A Real Line for Boys and Girls
17 STYLES IN STOCK
and Strong on the New TANS

This Strap Pump in Stock 'D' Width. 1463, Tan; 1461 Dull; 1460, Patent. Other leathers and widths to order.



TAN STRAP PUMP
\$1.25
\$1.45

Other Styles in Stock "D" Width Only

- 1400 Patent Pla-Mate Lace
- 1401 Dull Calf Pla-Mate Lace
- 1403 Tan Russia Pla-Mate Lace
- 1404 Glazed Kid Pla-Mate Lace
- 1440 Patent Pla-Mate Button
- 1441 Dull Calf Pla-Mate Button
- 11140 Patent Hi Pla-Mate Button
- 11141 Dull Calf Hi Pla-Mate Button
- 11443 Tan Russia Hi Pla-Mate Button
- 1443 Tan Russia Pla-Mate Button
- 1444 Glazed Kid Pla-Mate Button



Send for illustrated Folder and Prices

WILLIAMS, HOYT & CO.

Makers of infants', children's, misses' and growing girls' turns and welts

No. 6 Commercial St. - Rochester, N.Y.

When you come to Rochester you'll be made welcome at

Hotel Eggleston

ROCHESTER, N. Y.

EUROPEAN PLAN

Excellence without extravagance. Splendid rooms \$1.00 and upward. Rooms with private bath and toilet \$1.50 and \$2.00 per day.

Moderate price in restaurant.

A. H. MCGREAL, W. G. GILBERT, Proprietors



PHOTOGRAPH OF A SHOE WORN OVER A BUNION NOT PROTECTED BY A FISCHER BUNION PROTECTOR

What's Wrong With That Foot?

You would never guess that that shoe covers a Bunion Deformed Foot, but it does, and a bad bunion at that. There is just ONE way for you to fit a Bunion Deformed Foot and get that result. Mr. Dealer. Its by using that Fischer Bunion Protector. You can't get it in any other way. You know it.

The Fischer Mfg. Co., Milwaukee, Wis.

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What
Glazed
Kid
Leather
Do You
Use?

H. & C. Kid is becoming more popular every day, because:

It has a fine, flat grain
It has mellow, full feel, yet tight
It is uniform in weight and selection
It makes a high quality shoe
You can get the same selection to-day, to-morrow or next year

May We Send You a Few Sample Dozens?

Hitchings & Coulthurst Co.

122 South Street, BOSTON

Factory: PHILADELPHIA, PA.

(Address all correspondence to Boston Office)

Sorting Orders of SOLID SHOES

Don't let your stock of solid shoes get low down—you will need the fullest selection during the coming months.

Ahrens' Solid Shoes

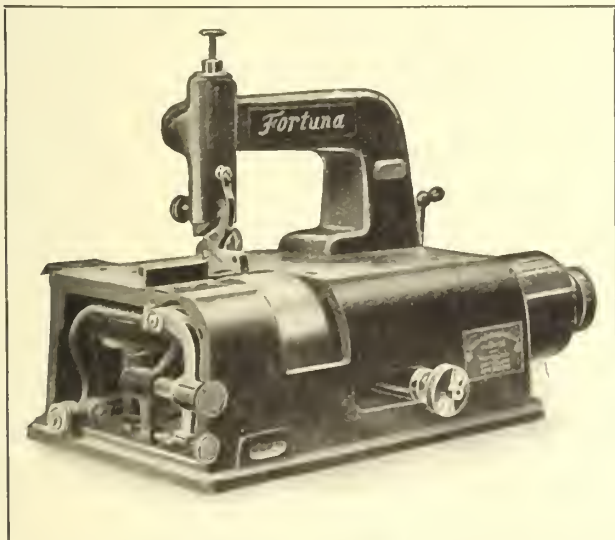
will satisfy all your solid shoe demands.

Honestly made of Solid Leather Throughout

Send us your sorting order

Charles A. **AHRENS** and Company
BERLIN, ONT.

Fortuna Skiving Machine



For Manufacturers who Skive Leather, Felt, Cork, Rubber or Paper

Used extensively by Manufacturers of SHOES, BOX TOES, TRIMMINGS, INSOLES, ANKLE SUPPORTERS, WELTING, ARCH SUPPORTERS

Sole Agents for Canada

Fortuna Machine Co.

127 Duane Street - NEW YORK

TWO SPECIAL BRANDS

New York
Style
for Men

OF
HIGH
GRADE
SHOES

The Albani
Shoe
for Women

always in stock ready to ship on receipt of order.

We also carry a large stock of

Men's, Women's and Children's Shoes

in every line including shoes for Late Winter Wear and The Newest Styles For Spring

We can save you money on Shoe Packs.

See Our Prices

Samples of all Shoes will be expressed free of charge on request.

Our up-to-date Mail Order Department is at your disposal. Write us.

Fraserville Shoe Co.

LIMITED

Manufacturers and Wholesalers

FRASERVILLE - - QUEBEC



Your Customers get the goods for which they pay. ¶ You should be as sure of getting the money for the goods you sell.

Whether you do or not depends entirely on the system you use in conducting your business.

The old way was to depend on memory and habit.

With our new system, you can depend on machinery which enforces accuracy and stops mistakes in your store.

The National Cash Register will systematize your business, so that you will be as sure of getting all your profits as your customers are of getting their goods.

It will pay you to investigate. Call or write.

The National Cash Register Company

Headquarters for Canada: 285 Yonge Street., Toronto

Canadian Factory, Toronto

Nineteen Hundred
AND **Thirteen**

A Good Year for
GOODYEAR
WELTS



When You Sell Union Made Goods You Make a Direct Appeal to One of the Largest Classes of Buyers in Your Community

☐ Throughout the country Union Labor represents a large proportion of the population and the retailer who wants to get the greatest possible profit out of his business must secure this class of trade.

☐ The present membership is enormous and constantly growing, thus is the purchasing power continually increasing and giving retailers greater opportunities every day.

☐ With a thorough knowledge of what the Union Stamp means to them, members insist upon its appearance on all shoes which they purchase and impress upon the members of their family the importance of buying nothing that does not bear the Union Stamp.

☐ The best shoes produced to-day are made by Union Labor and the manufacturer who employs these skilled workmen is supplying his customers with an honest product at the fairest prices and giving the most efficient service.

☐ The Union Stamp is the protection that is demanded by many people right in YOUR town. Are you catering to these prospective buyers? If not you cannot afford to delay longer in offering that which they insist upon having. With shoes bearing the Union Stamp you need make no excuses, it is proof sufficient that the goods are honestly made and will render the maximum of service.

Remember, no matter what any manufacturer may say, no shoes can be considered Union-Made unless they have the Union-Stamp

INTERNATIONAL HEADQUARTERS

Boot and Shoe Workers' Union

Affiliated with American Federation of Labor

246 Summer Street

BOSTON, MASSACHUSETTS

JOHN F. TOBIN
General President

CHAS. L. BAINE
General Sec.-Treas.



MAY BE SHIPPED ALL THROUGH THE WINTER MONTHS

The Nugget Polish © Limited

9, 11 and 13 Davenport Road

TORONTO, ONT.

Middle and Western Canada Demands the Best in Footwear

To successfully introduce your lines and maintain a satisfactory business you must interest the
General Merchants in the Prairie Provinces and British Columbia.

The General Merchants are Departmental Stores—in miniature—found in every hamlet, village, town, and city in the Great Western Provinces of Canada. Every General Merchant sells boots and shoes—there are no exceptions. No exclusive shoe paper can interest this trade, because the General Merchant is not an exclusive shoe dealer.

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FOOTWEAR FINANCIAL COMMERCIAL P.
GENERAL TRADE NEWSPAPER OF THE GREAT WEST.

Over 29 years in its field

"CANADA'S GREATEST TRADE PAPER."

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Is the ONLY PAPER reaching the General Merchants in all points, Port Arthur and West to the Pacific Ocean

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Moench Leathers

To make a few leathers and to make them well. This is our aim and that we are succeeding is proven by our large volume of business. Our

Plain and Boarded Kangaroo

makes a very fine shoe for Boys and Youths. We make this leather in Black and Russet. Prices from 15½ to 22 cents per foot. Send for sample cutting.

C. Moench Sons Co.

117 BEACH ST.

BOSTON, MASS.

Gowanda, N. Y.
Salamanca, N. Y.
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Established 1865

Boston, Mass.
Chicago, Ill.
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The Shoeman



This Trade Mark represents the cleanest, handsomest, most - useful - to - the - dealer - and - clerk shoe journal in the United States.

Any Canadian shoe dealer, department buyer or retail shoe salesman who asks us for a specimen copy will find at least *two big useful features* they won't find elsewhere—send in for a copy and find out what these two things are.

A copy sent free on your postal request.

Published by

The Arthur L. Evans Co.

183 Essex St., Boston, Mass., U. S. A. ^{Inc.}

The Largest Assortment of

FELT

of every description for

Shoe Manufacturers

—We make a specialty of Felt for—

Hard Insole Shoe Rack Cushion Insole

Shoe Roll Heel Pads Slippers

Lining Fillers

Piecing Vamps

also

Felt Heel Pads

Cut from several qualities of Felt with a large assortment of patterns.

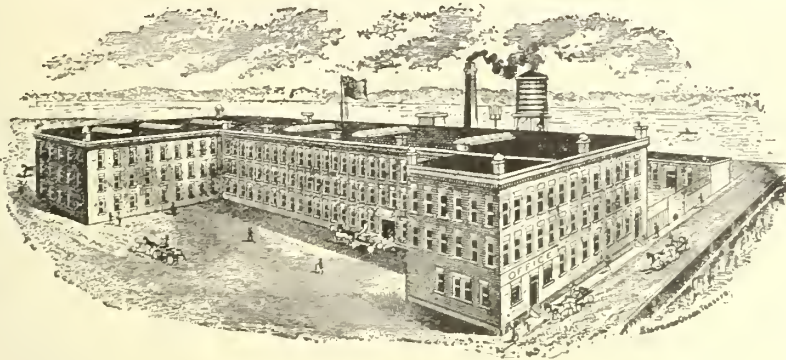
We manufacture Felt for all purposes and can complete special orders at a moment's notice. Only one quality—The Best. Our price will interest you.

Is there anything you require in Felt? We have it.

Write for samples and prices

Kenworthy Bros. Company

110-112 Summer St., BOSTON, MASS.



**“Yamaska Brand”
and Big Profits.**

“Yamaska Brand” are well made, solid leather shoes, no extreme styles. Back of all your fancy shoes you want a good old reliable line, something to form the backbone of your business—let it be “Yamaska Brand.”

J. A. & M. COTE, St. Hyacinthe, Quebec



ASK FOR
So Cosy
TRADE MARK
SHOES

So Cosy shoes are the leaders. They please mothers, and bring more business. Ask your Jobber.

THE HURLBUT CO. LIMITED
PRESTON CANADA

Shoe Fixtures

For Your Window Display

Metal Shoe Fixtures will always be popular, they have so many points in their favor. There is Strength, Durability, Multiplicity of adjustment, and beauty of finish all combined.

We make wood fixtures for those who will have them but very strongly recommend the metal.

Reasonable Prices Superior Workmanship

Write now for our new Supplement

Clatworthy & Son, Limited
161 King Street West, TORONTO, ONT.

MOHLENE “A” adds the Quality that makes your leather a little better than the rest. Ask us about it.

Marden, Orth & Hastings

ESTABLISHED 1837

All Oils, Greases, Tannins and Tanning Extracts for Leather Manufacturers

NEW YORK OFFICE:
82 Wall Street.
SAN FRANCISCO
OFFICE AND WAREHOUSE:
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BRANCH STORES.
CHICAGO
1030 North Branch Street.

201-225 Purchase Street,
73 High Street,
BOSTON, U.S.A.



There is Big Profit In A Rubber Heel

that will stand hard and constant wear and is guaranteed not to slip. Those are two big points about

Cats Paw Rubber Heels



that makes them sell in preference to all other makes. From the day they are first put on until completely worn out.

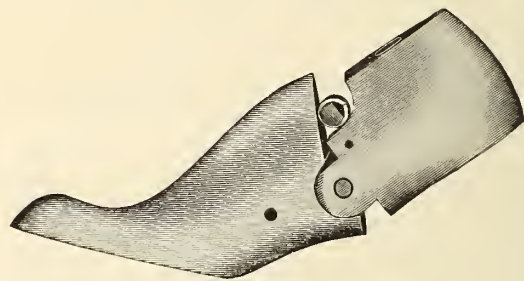
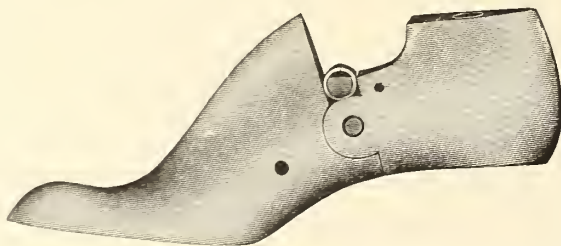
The Patent Canvas Friction Plug

will prevent all slipping, and, without effecting the buoyancy of the rubber, will add miles of walking to the life of the heel.

WALPOLE RUBBER COMPANY, LIMITED

Eastern Townships Bank Building, MONTREAL

"Kantbrak" The Perfect Last



New Tube Construction eliminates all dropping of the heel or side motion on the Pulling-over or Leveling Machine.

We are the only Licensees in Canada

Boston Last Company

MANUFACTURERS OF

Fine Last, Followers, Fillers, Trees, etc., also Maple Last Blocks

Makers of Electric Heating and Ironing Outfits for Shoe Factories
(Simplex System)

Canadian Factory - RICHMOND, QUE.

Charles Campbell, Manager



Factories: Boston, Mass., 44 Binford St., Phone Main 107

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FELT FOOTWEAR FOR 1913

There is no Brand of Footwear better known than

“Berlin” Brand

Warm Felt Footwear



Our New Range of Samples which our travellers will show to the Trade in January, February and March will be the finest ever produced by any manufacturer.

You will make greater profits and obtain more business by placing this line into your stock.

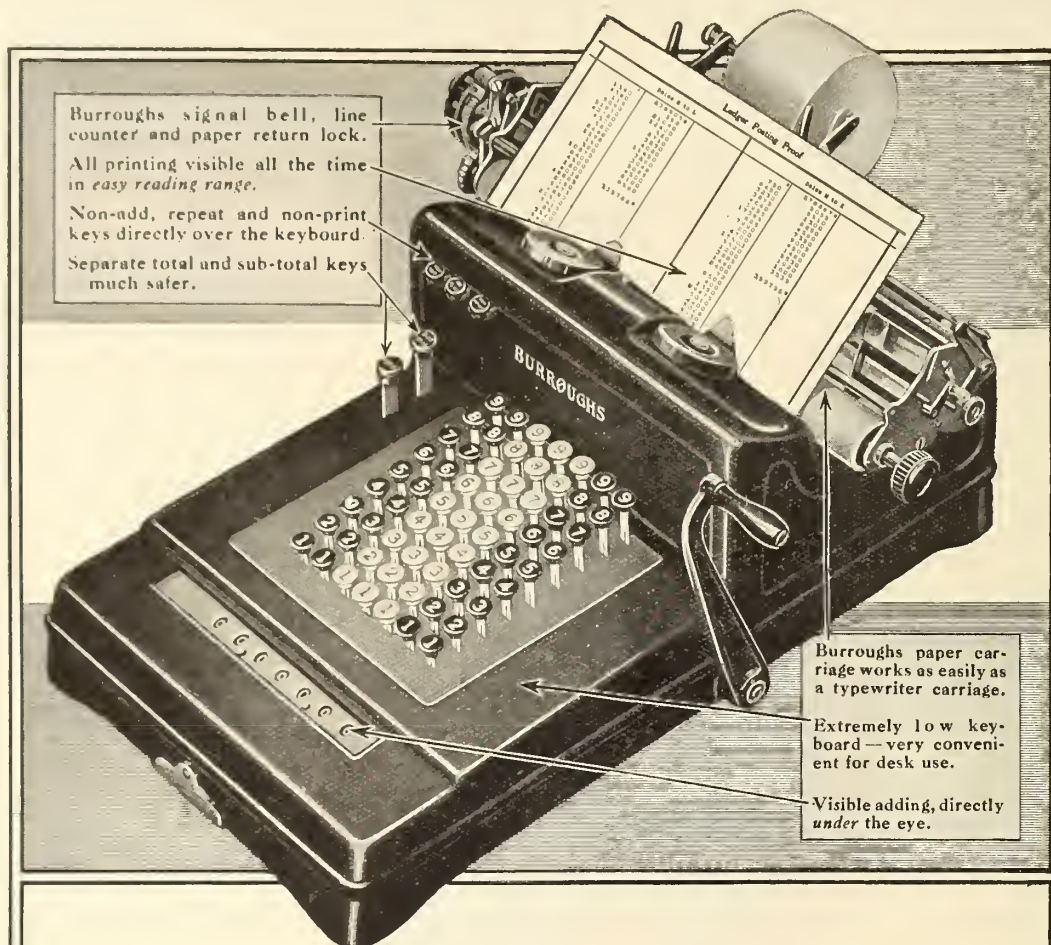
You will be convinced when you see the Samples. In the meantime hold your order.

Canadian Consolidated Rubber Co.

SALES BRANCHES

Limited

ST. JOHN, Halifax, Sydney, Yarmouth, Pictou, Moncton, Charlottetown, MONTREAL, Quebec, Granby, Ottawa, Kingston, TORONTO, Belleville, Hamilton, Brantford, London, Port Dalhousie, Berlin, WINNIPEG, Regina, Saskatoon, Calgary, Edmonton, VANCOUVER, Victoria.



Burroughs signal bell, line counter and paper return lock.
All printing visible all the time in *easy reading range*.
Non-add, repeat and non-print keys directly over the keyboard.
Separate total and sub-total keys much safer.

Burroughs paper carriage works as easily as a typewriter carriage.

Extremely low keyboard—very convenient for desk use.

Visible adding, directly under the eye.

This Visible Burroughs \$275

This complete, visible, low-keyboard, 7-column Burroughs at \$275 is the biggest adding machine value ever offered for the business requiring totals not exceeding \$100,000.00.

For adding, subtracting, multiplying and dividing, and tabulating wide sheets up to 12½ inches—for *any* kind of figure work within the capacity of a seven-column adding-listing machine.

The illustration shows the big features—all the printing always visible in *easy reading range*, adding dials directly *under the eye*, low keyboard and the speediest, most efficient typewriter carriage ever put on an adding machine.

This machine is a *Burroughs* from the design-

ing room to the user's office, built in the Burroughs factory, of the same material, with the same wonderful machine tools and by the same trained workmen who have built into Burroughs models a reputation for life-time service.

The Burroughs visible line of machines is also made in other sizes up to ten columns.

Write for "A Better Day's Profits" and let us ship a machine, express prepaid, from our nearest office, for free trial. No cost nor obligation.

Burroughs Adding Machine Company
20 Burroughs Block, Detroit, Michigan

European Office, 76 Cannon Street
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Makers of adding and listing machines; listing and non-listing calculating machines; low-keyboard visible-printing adding machines—86 models in 492 combinations of features—\$150 to \$950—U. S. prices. Easy payments if desired.

RESOLVE

Throughout The Coming Year

When Ordering Shoes
To Specify

DIAMOND ◆ *BRAND*

Fast Color Eyelets

The Small But Sure Mark of Quality Which
Appears On The Surface Of All Genuine
Diamond Brand Fast Color Eyelets
Dispels All Doubt. The Kind
That Time Does Not
Change

◆ LOOK FOR THE DIAMOND ◆

United Shoe Machinery Company of Canada

Lagauchetiére and St. Monique Sts.
122 Adelaide Street West, TORONTO

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492 St. Valier Street, QUEBEC

Dominion Die Co.

MANUFACTURERS OF

Cutting Dies

of Every Description



For Cutting
Leather, Rubber, Paper
Cloth, Etc.

ALL WORK WARRANTED

321 Aird Ave., Montreal

HEELS



Men's, Boys' and Women's Heels
All Grades

High grade box toes for Goodyear work,
also combination toes of all kinds.

Write for Prices

The Montreal Box Toe Co.
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Cutting Dies

Being without question the largest manufacturers of **Cutting Dies** and consequently employing the largest force of skilled workmen, enable us to make prompt deliveries of high grade **dies** on terms that will save you money.

Brockton Die Co., Inc.

Main Office: Brockton, Mass.

Factories: Brockton, Mass. Chicago, Ill

Hope Webbing Co.

Providence, R. I., U. S. A.

Established 1883

Incorporated 1889

Manufacturers of
NARROW WOVEN FABRICS

For the Shoe Manufacturer:

Top Facings

Stay Webs

Pull Straps

and Tapes

Plain or with name or
trade mark woven in

Boot Webs

Large Factory

Modern Equipment

30 Years' Experience



Without A Peer

For
Particular
Women



It is because we give our many satisfied customers quality and fine shoe making combined with neatness and style that they continually re-order

CLEO FOOTWEAR

We Guarantee every Shoe to give complete Satisfaction

The Cleo Shoe Company

London

-

Canada

Stand a strain of
200 Lbs. to the
foot without
break-
ing



The Big Demand For "N. F. 10" Shoe Laces

is the natural result of their high quality, our steady and persistent magazine advertising, our 6 months' guarantee, and the invariable satisfaction "N. F. 10" give every customer — the best value in shoe laces.

That's the kind of laces to handle, and the liberal profit and easy selling make it worth while.

"N. F. 10" Shoe Laces

In Individual Sealed Cartons
Black or Tan

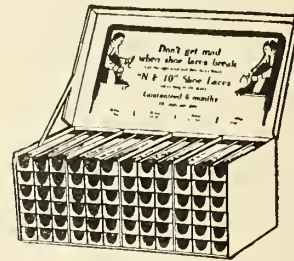
4 4	\$4.00	per gross
40 in.	---	4.50	" "
5 4	---	4.00	" "
6 4	---	4.50	" "

Assortment Display Package

"N. F. 10" \$4.50 per gross

Assortment No. 1—18 pairs each
4/4, 40 in., 5/4, 6/4 Black or Tan

Assortment No. 2—36 pairs each
4/4, 40 in., Black or Tan



Terms 2%

For Sale by all Canadian Jobbers

Manufactured by

The Nufashond Shoe Lace Company
Reading, Pa., U. S. A.



To get results, YOU must have the
best material.

That is why the Wise Foremen in-
sist on getting

C. B. C.

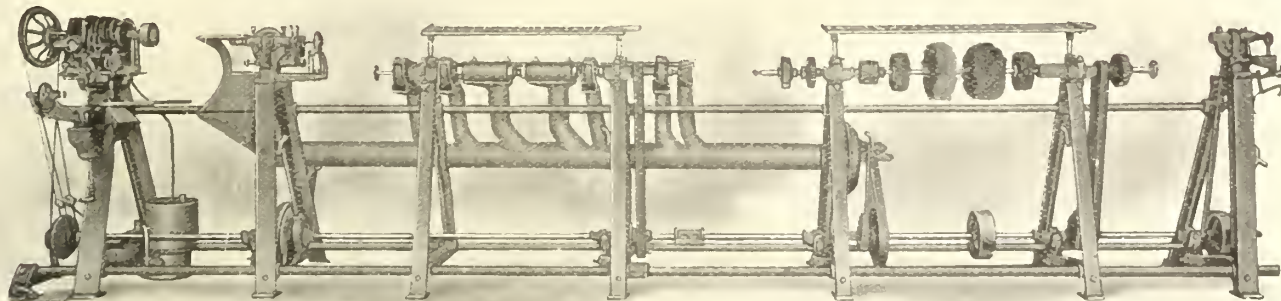
**Inks, Dressings, Waxes, Toe Gum
and Cements**

Each Product Guaranteed to be A 1 Quality

Made in Canada by

Canadian Blacking & Cement Company
Hamilton, Ontario

22-Foot Goodyear Shoe Repairing Outfit



MODEL N.

THIS Outfit represents the highest development in shoe repairing machinery, and meets every demand of modern shoe repairing. It embraces all the essential processes for making new shoes from old ones, giving the maximum of equipment and efficiency in the minimum space. The Outfit has the Goodyear Stitching Machine with all its improvements, including a new style steam generator which uses gas or gasoline for generating the steam, and operates automatically, thereby insuring a uniform heat for keeping the wax in proper condition and requiring little attention from the operator. The Edge Trimming Machine has the new feature of the two shafts being operated by a single belt, and the cutter grinder is attached directly to the main shaft. This arrangement gives better results with less power.

The Buffing and Scouring Machine has a shaft 57 inches long and carries the following equipment:—

- | | |
|--|------------------------------|
| 2 Split Bottom Buffing Rolls | 1 Heel Breast Scouring Wheel |
| 2 Flat X-Ray Heel Scouring Wheels | 1 Pin Wheel Pad complete |
| 2 "C" Shape X-Ray Heel Scouring Wheels | |

A powerful Blower System removes the dust resulting from the trimming, buffing and scouring operations, and is designed to overcome certain objectionable features of other blowers.

The Finishing Machine has a 78 inch shaft which has all the necessary equipment for black or russet work:—

- | | |
|--|-------------------------|
| 2 Corrugated Rubber Shank Finishing Wheels | 2 Heel Brushes |
| 1 Corrugated Rubber Heel Finishing Wheel | 1 Stitch Cleaning Brush |
| 1 Corrugated Rubber Bottom Finishing Roll | 1 Levelling Roll |
| 2 Shank and Bottom Brushes | 1 Bead and Wheel |

At the end of the Outfit is the Oscillating Edge Setting Machine which is fitted with union irons and in its motions duplicates hand workmen with quicker and better results.

Each of the machines is operated independently by a friction drive pulley, so that it is necessary to use only those machines which the operator may require. This feature means a saving of power.

All the machines are firmly mounted on legs and driven by a countershaft with carefully adjusted bearings, so that the Outfit runs with very little vibration, and is in every way most efficient.

Full information furnished promptly on request.

United Shoe Machinery Company of Canada

Lagauchetiere and St. Monique Streets

122 Adelaide Street West, TORONTO

MONTREAL, QUE.

492 St. Vaher Street, QUEBEC

It Pays to Have an Attractive Store

A system of the Milbradt Rolling Step Ladders will pay for themselves in a short time by enabling you to wait on more trade, save the wear and tear on your fixtures and goods, as well as bring the appearance of your store up-to-date. Write for catalogue which shows various styles of ladders we manufacture.

Milbradt Mfg. Co.

2410 N. 10th Street
ST. LOUIS, MO.

**Mr. Retailer
Place Your Order Now**

Easter comes extra early this year so do not get caught without a good supply of one, two and three-strap Soft-sole Sandals

C-51



\$4.50

Pat.-Lea.—Any Color Kid Top

GENESEE
BABY SHOE CO. ROCHESTER, N.Y.

Ontario Representatives
HARDIE & MOORE, 189 Church St., Toronto, Ont.



GOOD SHOES DESERVE A GOOD DISPLAY

GOOD
DISPLAY
FIXTURES
ENSURE A
WELL
DRESSED
WINDOW

Duplex Eiffel Shoe Stand No. 37. Heavy Eiffel Base 3/8 Standard. Swinging Brackets fitted with bevelled Mirror Tops. Price each \$7.00.



AN
ATTRACTIVE
SHOW-
WINDOW
IS A
FIRST-CLASS
SALESMAN

It is the advantage of every retailer to get the highest possible value out of every inch of his window space. Clatworthy Fixtures will help you.

NO. 37
A Good Selling
Fixture

Any window can be made attractive with carefully selected and adapted display fixtures. We can solve your display problems. Let us know your requirements.

CLATWORTHY & SON, LIMITED

161 KING ST. WEST,
TORONTO

YOUR



USMC



**GUARANTEE
FOR QUALITY**

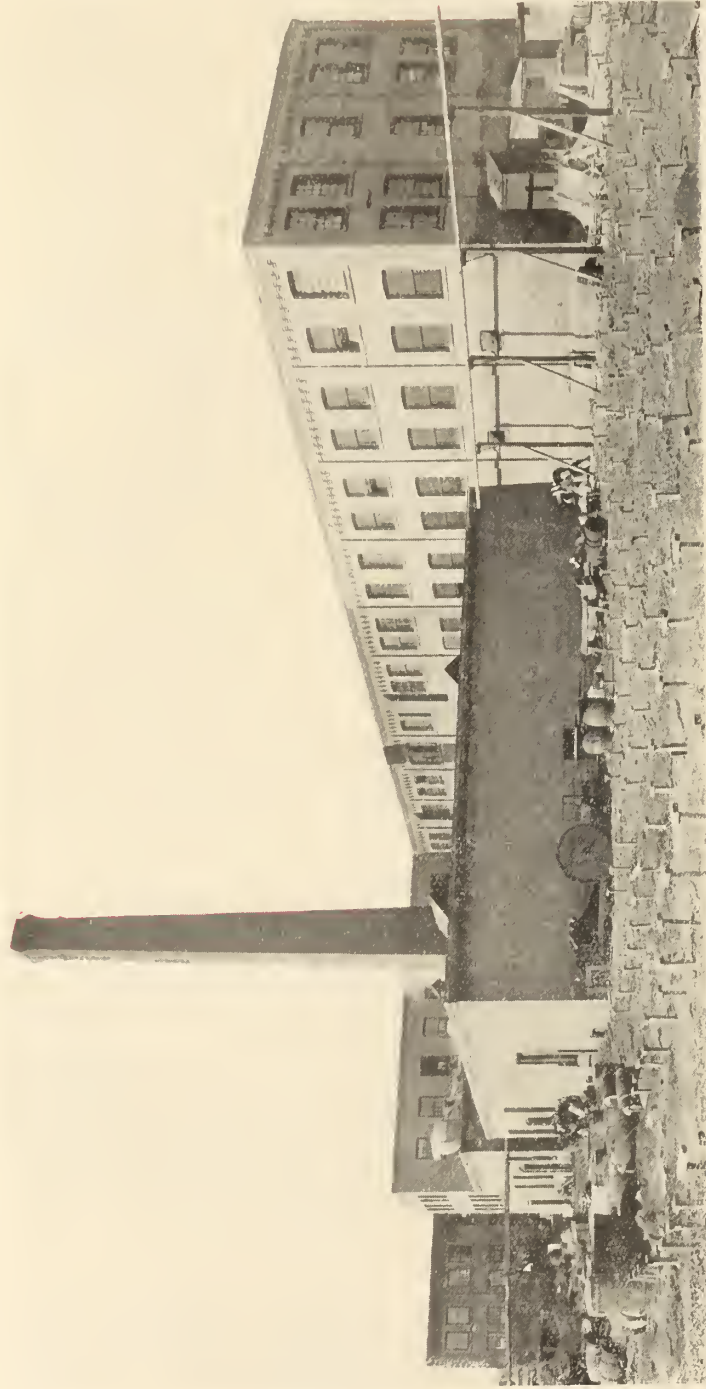
United Shoe Machinery Company of Canada

Lagauchetiere and St. Monique Sts., Montreal, Que.

122 Adelaide St. West, Toronto

492 St. Valier St., Quebec

The Most Modern Patent Leather Plant in the British Empire



Rear view of Factory of A. R. Clarke & Co., Limited, to which a large addition is now being added

A. R. Clarke & Co., Limited, Toronto, Canada

Footwear in Canada



all Styles Number.

Hugh C. MacLean Limited
Publishers.

FOOTWEAR IN CANADA

“Astoria”



“Liberty”

Mr. Retailer—

Our Fall Samples

are mute and at the same time eloquent examples of our shoemaking.

They will be shown to you shortly and we ask your **closest inspection** and **frankest criticism**.

No matter what you are buying now you will eventually handle **Canada's best line**.

RETAIL AT FROM \$5.00 AND HIGHER



The Cook-Fitzgerald Co., Limited

Makers of “Astoria” and “Liberty” Brands
LONDON, ONTARIO

"For a long pull, and a strong pull and a pull altogether"

Ralston
SHOES FOR MEN

Do You Want to Increase Your Sales?



Our new and very popular
"Houn' Dawg"

The Ralston proposition can and will help **you** just as it has helped hundreds of other retailers.

Our success—in seven years we increased in annual sales from \$360,000 to \$2,500,000—was made possible through the service and sales co-operation extended to our agents.

When you buy Ralstons, you are not buying simply **shoes** but sales-help—we are "Salesmakers" as well as "Shoemakers." The full details of our splendidly efficient selling plan will be sent upon inquiry. Send us a card—it will put you under no obligation—and learn the how of our proposition.

Six New Lasts for Fall

and hosts of new things in the way of patterns, leathers and novelties. This line is a revelation in advanced shoemaking you can't afford to miss. A post card to us will secure a call from our Canadian salesman.

Look Over the Fall Line — Don't Overlook It

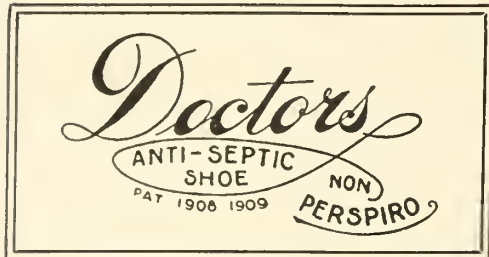
Churchill & Alden Co.

(Ralston Health Shoemakers)

Campello, (Brockton) Mass.

Shoes that Sell

The Doctors



The Professors



Fashion, style and degree have little bearing on the sale of these two lines. The Doctor's Shoe is stocked and sold in the high class "fashion" store, as in a general store, this shoe stands alone as a good quality, dependable, all-day, all-weather shoe, and as such fills a big demand with all classes of retailers.

In any store where there is a large call for solid shoes there will always be a steady demand for something better than the ordinary solid shoe. The Professor Shoe will answer this demand—will give the same solidity and hard wear, but will also give a style and comfort not possible in any regular staple line.

Whatever Grade Your Business — The DOCTORS SHOE and the PROFESSORS SHOE will supply exactly the requirements of very many of your customers and will always prove a quick profit maker for you.

Ask Your Jobber to show
Every Line a

Tebbutt Shoe and Three Rivers,

in Every Market

Three Swift Selling Lines Backed by the Tebbutt Reputation

What about your sale of Hockey Boots next Fall
—are you going to make the best of the Fall demand?
Supply your hockey and skating customers with

Tebbutt's Double Laced Patent Hockey Boot

and

Tebbutt's "two in one" Hockey and Skating Boot combined

and you will never miss a sale in these lines. The Patent Hockey Boot is made with a steel toe protector and provides perfect protection to the feet. It is made with two uppers forming a pocket for the felt padding.

The Two in One Hockey and Skating Boots are made with a wide, heavy felt padded tongue and straps are arranged to give great support to the skaters.

We are also showing in our line for Fall a special range of Boys' shoes which will from now form one of our specialized lines. These shoes are strongly made in neat, smart styles and will stand lots of hard wear. Made in Gun Metal and Velour.



you the Tebbutt Range
Fine Trade Puller

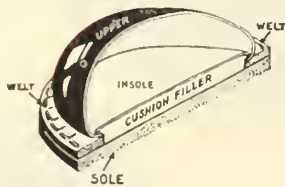
Leather Company, Limited
Quebec

HURLBUT WELT

PROCESS PATENTED

CUSHION SOLE

THE IDEAL SHOE FOR CHILDREN



WHOLESALE DISTRIBUTOR
PHILIP JACOBI
TORONTO.

*A Child could go Barefoot in a HURLBUT WELT
PROCESS PATENTED
shoe and never miss the Stockings*

PHILIP JACOBI

Manufacturers of

Tailor-made Overgaiters and Leggings



Sandals



We guarantee our Non - Rip Sandal to give the best satisfaction of anything on this market.

A complete stock of Infants', Childs', Misses', Women's, Men's always on hand.



*Headquarters for
Shoe Findings and Shoe Store Supplies*

**PHILIP JACOBI, 5 Wellington St. E.
Toronto**



The New Rideau Range for Fall 1913

is now complete—our travellers are already on the road showing samples of men's and women's shoes in the latest Fall styles—all in the Special Rideau Fitting. Made on new up-to-date lasts in smart attractive designs—the very last word in high grade Fall Footwear—see for yourself.

Fit-Comfort in The "Wonder" Cushion Shoe

We are still making the "Wonder Cushion Shoe" patented in Canada March 1912 by Dr. Adam Reed and David A. Reed of St. Joseph, Mo., U.S.A.

These gentlemen have made a life study of the requirements of the human foot, and their years of experience have developed the "Wonder Cushion Shoe". This is a shoe that gives genuine

Fit-Comfort

We have the sole right to manufacture this shoe in Canada. Do not be afraid to stock it; we have the legal right to make it and we will protect our right in every Court in the Empire if necessary.

Whatever you do, do not confuse this cushion shoe with the original cushion shoe patented by Dr. Reed in 1901-1904. We claim ours to be superior to any cushion shoe made in Canada.

Rideau Shoe

MONTREAL,



Rideau Shoes

Our Line for Fall 1913

Be honest with yourself and towards the customer whom it is necessary for you to keep as a customer.

Get shoes with satisfying qualities at a price in keeping with the real advance in raw material. Get Rideau's. You'll get satisfaction. We have one hundred and thirty reasons for

Rideau Shoes

We are showing four cuts of shoes taken from our line for Fall; all nice natty, neat and stylish.

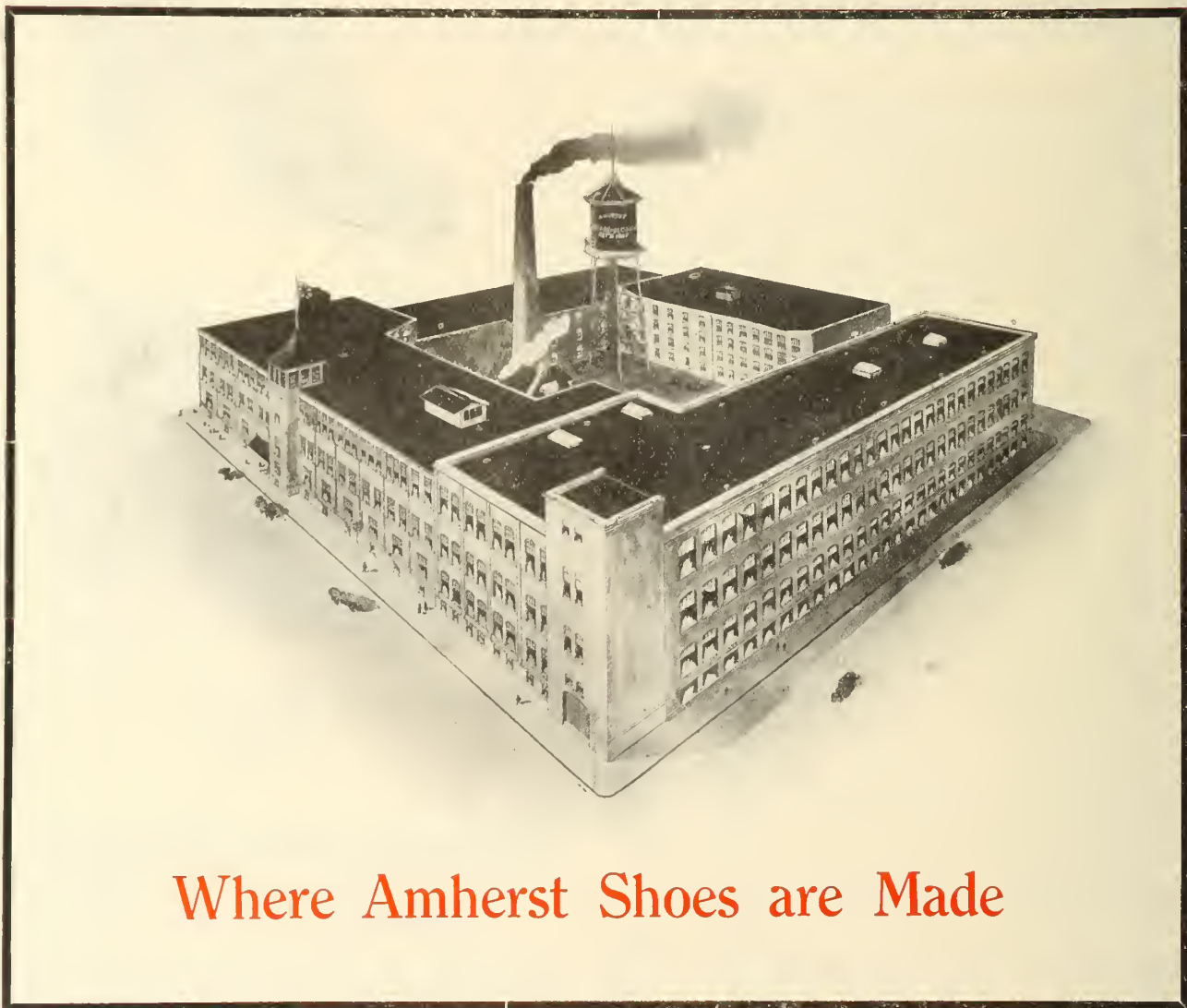
Full fitting lasts: perfect workmanship, and backed by five years of never failing effort towards superiority. We have satisfied the dealer who buys and the customer who wears Rideaus.

Before placing your order for Fall, have a talk with our representative and he will show you why and where Rideau shoes are in the lead.

Rideaus are Honest in Quality and Price

The steadily increasing price of leather and other materials has made the making of shoes a serious question. Some manufacturers have advanced prices unnecessarily high while others in order to maintain "near" old prices have cheapened their products to an extent that has made necessary the consideration of the Pure Shoe Law in the U. S. In the face of this remember that Rideau Shoes are honest in quality and price.

Co., Limited
QUEBEC



Where Amherst Shoes are Made

Amherst Boot & Shoe

Amherst

Halifax

Sales For
1912
Exceeded
The
Million
Dollar
Mark

**WHERE
AMHERST
MAKE
EXCELS**

**7 POINTS
— THE PERFECT NUMBER —**

NOTE THE 7 Points IN CUT.

With all your stock of fancy fall styles and shapes that will come and go you need a strong and reliable shoe. We offer you the "Amherst"—it is built along strong and comfortable lines and will outlast the average shoe.

Read over the seven points of excellence found in the "Amherst" shoe and then send for prices and particulars.

Company, Limited
Regina

Two Lines you will be Needing for Fall Trade
“Boy Scout” - “Scoutmaster”



**The Importance of a Good
 Stock of Boys' Shoes**

The time has long past when your stock of Boys' shoes was a small supplementary line to your regular trade. In those days neither quantity or quality mattered much, but

**Any Retailer Who
 Moves With the Times**

knows how the Boys' shoes have gradually assumed a position of importance in any store and how necessary it is to regard the stocking of boys' shoes as a matter requiring the greatest care in selection.

Look Well to Your Stocks of Boys' Shoes

As good a profit can be made out of boys' shoes as out of men's and women's—and boys can be catered to just as easily and just as satisfactorily, moreover—Boys are getting more particular and will go where they are best served.

Boy Scout Shoes for Fall Trade 1913

give the boys just the very thing they are looking for in Fall and Winter footwear—a solid make, perfect comfort and ease in walking and running, warmth, and a style that will turn the boys' shoe section of your trade from a side line to a flourishing main issue of your business—and it is worth it.

*Boy Scout Shoes mean the highest satisfaction to your
 boy customers and the largest margin of profit to you.*

JACKSON & SAVAGE

Agents Miner Rubber Company

MONTREAL

-

CANADA

SUNLIGHT SHOES

In Trade Winning Styles for Fall

☐ Here is a new company with a new shoe showing samples for Fall trade which will appeal to the average buyer of Misses' and Children's Footwear as dependable footwear for regular trade.

☐ The Fall range contains the most attractive designs in new styles and are all built on the comfort last. The "Sunlight" Line includes a full range of

Misses' and Children's Shoes and Women's
Pumps in

Mackays, Turns and Imitation Goodyear
also

Boys,' Youths' and Little Gents' Buttons and Lace
Oxfords in Mackays and Imitation
Goodyear Only

☐ We also make Misses' High Cuts in Gun Metal, Dongola and Patent Collars and are showing a range of samples in this line particularly suitable for Fall business.

OUR TRAVELLERS ARE NOW ON THE ROAD.
BE SURE AND SEE OUR SAMPLES FOR FALL.

The **Sunlight Shoe Co.**
Montreal, Que.

Montreal Sample Room and Representatives

The A. E. Saucier Shoe Co., 16 Bonsecours.

PHONE MAIN 5450.



“Paris”

The Favorite of Fashion

If you once see this line you will recognize immediately the reason for its growing popularity and increasing sales.

We have been working hard to make “Paris” shoes popular with all women who appreciate neatness and daintiness in footwear.

And we are now rewarded for the style and quality we put into this line, by the wide recognition shown in the repeat orders from hundreds of retailers throughout the trade.

“Rockbottom”

Reliability in Solid Shoes

Reliability is the first consideration in selecting your stock of staple lines of Solid Shoes.

For the sake of his customer the retailer must be able to rely on every pair being as good as his recommendation.

For his own sake the retailer must be able to rely on his lines of Solid Shoes giving his customers good service, for the disappointed buyer of Solid Shoes never comes back.

Make sure that you can rely on your Solid Shoes, or buy “Rockbottom”—it comes to the same thing.

Daoust Lalonde & Co.

Shoe and Leather Manufacturers

Montreal

-

-

Canada

Consider Your Customers' Comfort



F 7043 Gun Metal Button Oxford
1 1/2 Heel. Welt. Price \$2.25



F 7030 Pat. Lea. Pump. White
NuBuck Top. 1 1/2 Heel.
Welt. Price \$2.35

For that way lies your success. Develop your reputation for style—Establish your standard of quality—Keep to the top prices—and the profits will follow.

This is not possible with all lines, but it is inevitable with



F 5209 Pat. Lea. Button Boot,
Mat Top, 1 1/2 Heel. Welt.
Price \$2.35

Strootman Shoes

This line is so perfectly built that it gives comfort in the most difficult fittings.

It is made in a particularly smart style range to meet the requirements of all critics of fashion.

The quality of Strootman Shoes is constant. It is the same now as it was 100 years ago—the highest.

There is never any difficulty in selling these shoes at the top figure—you therefore make the top profits.

The Strootman Line is stylish, well made and absolutely dependable. That is why it moves. It means more business for you if you handle this line.

The samples of our New Line for Fall 1913 are now in the hands of our Canadian agents. Be sure and see them.

“John Strootman Shoe Co.”
Buffalo, N.Y.

Canadian Agents

Hardie & Moore, 189 Church St., Toronto, Ont.

Ames-Holden Shoes

McCready Shoes

Do Price and Value Interest You?

IF SO

insist upon seeing our new Fall Samples. We have added to our run a line of Men's, Boys' and Women's popular priced welts on new and up-to-date lasts, goods that you must have to make your stock complete.



Our Regular Range a Revelation

Realizing the necessities of the present and the importance of increasing our business **now** we have toned up our goods to such an extent that we rank ahead of all others in **Quality, Style and Value.**

On no account buy before seeing our new samples. Our travellers will call on you during the month of April.



Specializing as we do in each of our factories we are in a position to **Deliver the Goods.**

Our Watchword — **QUALITY**

Ames Holden McCready, Limited

Montreal Toronto Calgary Vancouver St. John Winnipeg Edmonton

A Favorite Last For Fall Trade



Vassar



Minister Myles Shoe
Company Limited
Toronto - Canada

NEW BRUNSWICK'S GREATEST SHOE HOUSE. ESTABLISHED 1878



Waterbury & Rising, Ltd.

ST. JOHN, N. B.



The Man

Selling shoes either as a side line or exclusively should be interested in our method of doing business.

We have **seven** live hustling representatives who cover the entire Maritime Provinces, carrying an unapproachable range of Samples of footwear, including "**Maltese Cross**" Rubbers, Findings, etc. From them you can order goods, either in case lots or single pairs.

We have an immense warehouse constantly stocked with all the leading staples, and on the very day of receipt of an order, the goods are shipped. In addition to this, we handle all the fashionable styles of the day as they appear upon the market, so that a dealer in need of a pair or two for a special customer can have them by return mail or Express.



Waterbury & Rising, Limited

Rubber and Leather Warerooms
60-66 Prince William Street

General Offices
61 King Street

St. John, N. B.

James Robinson, Montreal, Quebec

The Reliable Jobber

I HAVE organized the most highly developed jobbing house in Canada and in bringing my lines to your notice I am offering you

**Dependable
Goods**

with

**Dependable
Service**



JAMES ROBINSON

I DO an all Canadian Trade and have made special arrangements to care for the interests of

**Western
Retailers**

My warehouses are fully equipped to handle Western business and I now have four travellers covering Western Canada right through to Vancouver.

More than ever at your Service

My Mail Order Department

is never at a standstill—it is all the time giving valuable help with immediate shipments to retailers all over the country.



My Mail Order Department

will handle all your hurry-up business—whatever it is and wherever you are. Whenever you are in a rush for goods, write my letter order department—and judge by results.

DAINTY
MODE

Sell Good Rubbers



Shoes and for Fall

In Anticipating Fall Demands

Any retailer would benefit by a scrutiny of the lines I am putting out for Fall trade. I want you to see my selection and judge for yourself my opinion on what will be best next season.

With my opinion you get the benefit of my years of experience in the correct anticipation of Fall demands, and in my lines you get the pick of the highest values put out by all manufacturers.

I am offering a choice selection of

**New Styles and Lasts in all
grades, makes and qualities,**

selected from the best productions of manufacturers in Canada, England and the United States.

My traveller covering your district will be with you shortly. Wait for him and inspect my samples for Fall.

KANT
KRACK

Sell Good Rubbers

JAMES R

MONTRE

Rubbers Trade

Rubbers that pay good Profits and boost your business

Many a good business-boost is made with a pair of rubbers—if it's a good pair—and any retailer can make new friends for his store with rubbers—if they are the right kind.

My brands of rubbers are the famous time-tested

DAINTY MODE

ROYAL BRAND

KANT KRACK

BULL DOG

These brands are of proven quality and will secure you the confidence of all your customers by their unfailing good service. At the same time they will give you a margin of profit that will make your rubber stock a good investment.

In my range of rubbers for Fall trade I am showing these four brands in new shapes made on the latest lasts to suit Fall styles. My travellers will show you samples.

Sell Good Rubbers



ROYAL
BRAND

ROBINSON

A L, P. Q.



Sell Good Rubbers

BULL
DOG



A New Shoe

This special shoe which I have added to my Fall range is a complete line of Fall Style Footwear made in both

Men's and Women's in ten New Lasts

Men's in Goodyear Welts only.
6 LASTS

Women's Goodyear and Fine McKay.
4 LASTS

in Velour, Calf, Tan, Gunmetal and Patent.

The Bostonian Shoe

will afford an up-to-date style, perfect comfort and good wear to your customers and will prove a quick selling line for you.

These samples are included in my Fall range and will be shown you when my traveller calls.

James Robinson

Montreal, Que.



NON-RIP SANDALS

THE MOST PRACTICAL SHOES FOR LITTLE CHILDREN



As the staple footwear for children of all ages, Sandals are fast growing in popularity. The demand for Sandals is increasing every season.

You can supply this demand to the greatest advantage with



Non-Rip Sandals

a profitable line for you to carry and a line that will never fail to give perfect satisfaction.

We guarantee to give the highest value in Sandals. We specialize in this line. The greatest care is given to their design and manufacture. Specially designed to the shape of the child's foot the Non-Rip Sandal will give perfect comfort from the first day worn. Made without a tack or nail with flexible oak soles and soft chrome tanned upper leathers. They are soft and pliable and they

Will Never Rip

This is a special Children's line that will stimulate your children's trade at the highest profit to you.

See the Non Rip Sandal before placing your next order. If your jobber does not handle them send his name and address direct to

Humberstone Shoe Co.

Humberstone - Ontario

or Phone Long Distance 84



SUPERIOR QUALITY



Before placing
Fall Require

LIFE-BUOY & RANGE OF

Our salesmen have something
interesting to show you

The Kaufman

BERLIN,



VANCOUVER
SASKATOON

EDMONTON
WINNIPEG





RUBBER FOOTWEAR



your order for
ments see the

RUBBER-LEAF SAMPLES



Wait for them

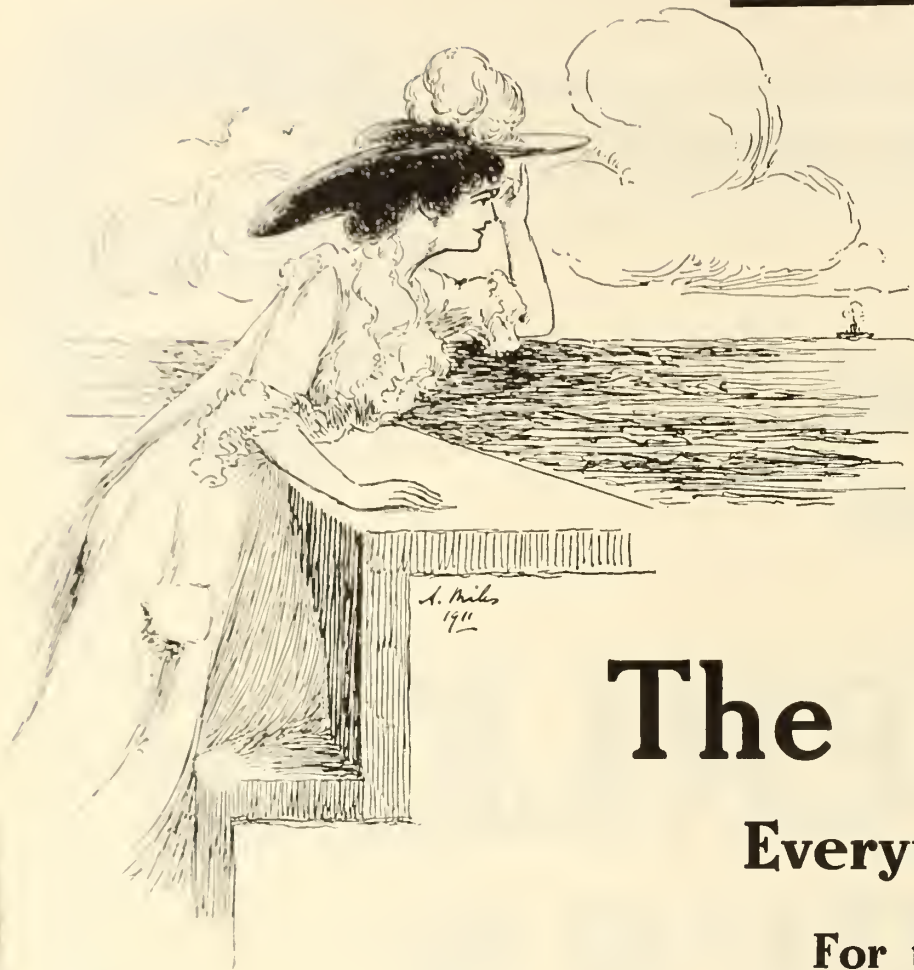
Rubber Co.

CANADA

Limited

TORONTO OTTAWA MONTREAL
FREDERICTON TRURO CHARLOTTETOWN





A Shoe -

Look into it
for
yourself

The Shoe - -

Everywhere - Canada

For the Dealer - **Points to**

YOU are sure that your cargo of certain profit will come safer to port with the aid of our Unique Selling Plan.

This agency is going to be snapped up quick.

The one who secures this shoe agency for his town or district is going to be lucky.

Are you he?

Write for particulars and new unique selling plan—today.

Exclusive Agency.—We give you a contract—but don't ask you to sign one. We syndicate the trade mark rights and you become practically a partner in the brand. Our agreement protects you in permanent rights—as though the trade mark was solely yours—provided you co-operate with us to our mutual interest—and overcome the usual objection to handling an advertised brand.

Unique Selling Plan.—An absolutely new and effective method of creating and stimulating a consumer's interest.

Free Advertising.—Generous, novel and well-planned advertising campaign to create a steady demand.

Free Cases.—You pay for nothing except the shoes.

Freight Equalized.—Delivery charges to all points the same, thus guaranteeing all dealers the same profit.

Guaranteed Profits.—Equal to the usual profits on unadvertised shoes.



Charles E. Slater

Late President and General Manager of the Slater Shoe Co., Ltd.

- - with a Mission



YOU never saw a shoe proposition like this that gives such profit and advantage to the dealer — and such big value to the consumer.

\$5.00 - - **One Price**

- **United States** - **Great Britain**

Remember - **For the Customer**

Price.—One price only. All styles, all leathers, soles—felt soles and lining—sanitary ventilated lining, etc. All \$5.00—one price only.

Health.—Sanitary construction and our special ventilated lining.

Comfort.—Made on scientific principles from foot-form lasts. We make the shoe to fit feet—instead of trying to make the feet fit the shoe.

Style.—Latest American models. Conservative, dressy, snappy and up-to-date.

Wear.—Best oak soles and select materials throughout—made by the same Goodyear welt system as used on the best high grade shoes.

The name of this shoe—up to the time of preparing the copy has not been decided. The winner of the contest will be announced elsewhere in the paper or in the next month's edition.

Thirty-five years of shoe specializing—and an unbroken record of success is behind the plan which guarantees that this shoe will be the banner shoe on the market—anywhere.

General Sanitex Says:

There are many shoes of many names and many prices on sale everywhere—but you want to keep your eye on this one

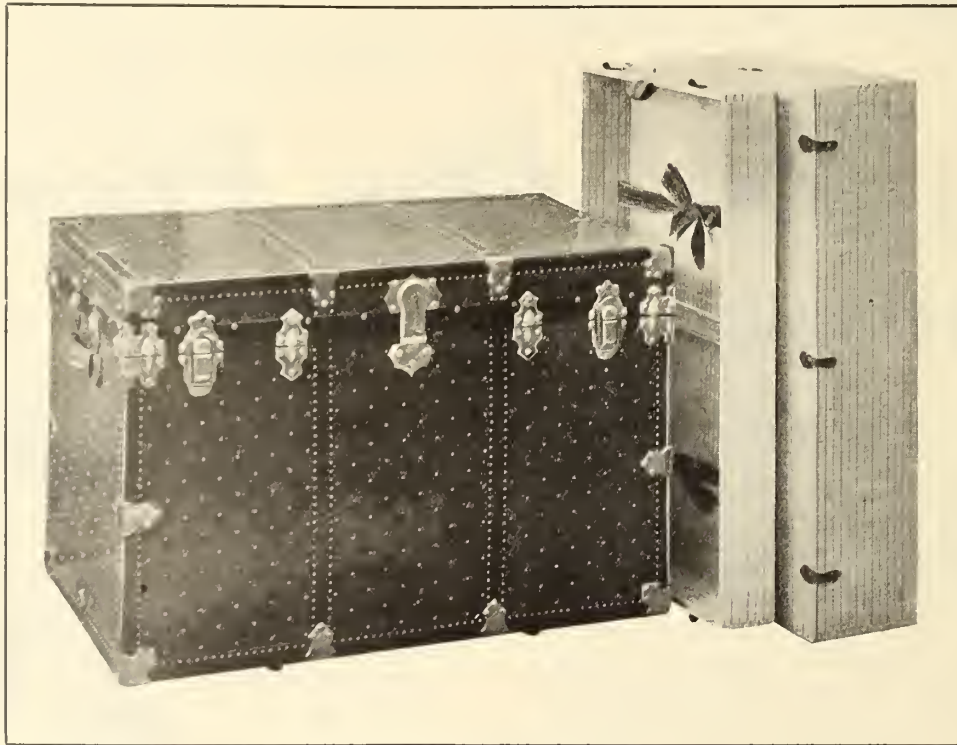


Canadian Address: 704 E. T. Bank Building - Montreal

American Address: 117 Lincoln Street - Boston

English Address: 3 Regent Street S. W. - London

General Sanitex



The M. Langmuir Mfg. Co.

of Toronto, Limited

Trunks, Travelling Bags, Suit Cases

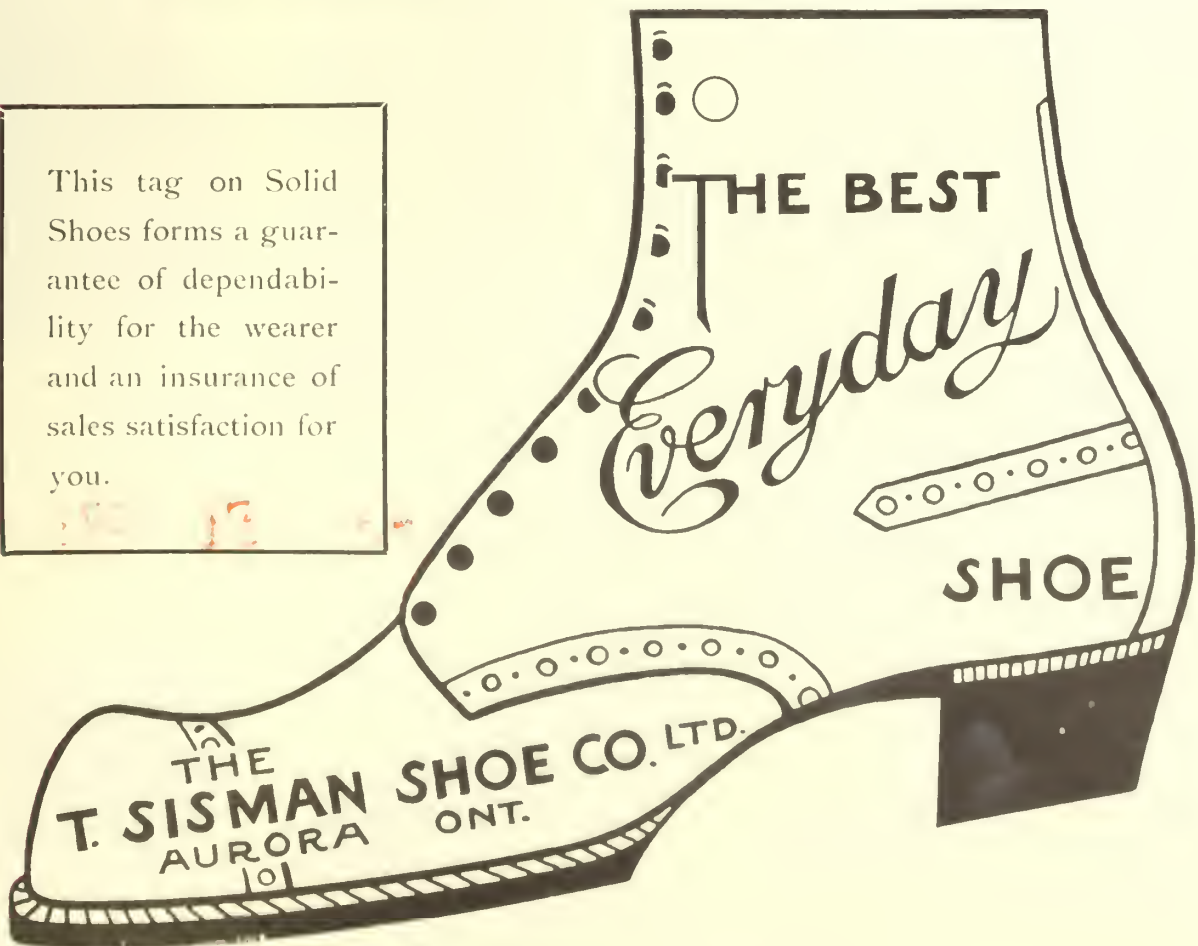
Illustrated Catalogue to the Trade on Application

Solid Shoe Satisfaction is Ensured with **The Everyday Shoe**



Made in this factory for Retailers who give their customers the highest possible value for their money.

This tag on Solid Shoes forms a guarantee of dependability for the wearer and an insurance of sales satisfaction for you.





Kant Krack

McLAREN

Rubber Season 1913 - 1914

"Kant Krack" "Dainty Mode"
"Royal" "Bull Dog"

Four brands of Rubber Footwear worthy of your
CONCENTRATED ATTENTION



3045—Men's Gum Storm Boot, Fusion Lined



3102—Men's Motormen Cashmerette 4 Bkle, R Edge, solid heel



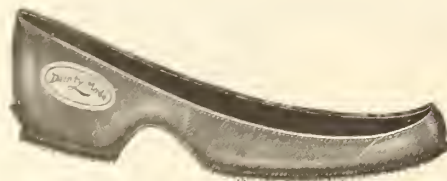
3104—Defiance 2 Bkle Jersey Excluder



3327—Men's Ash 2 Buckle Solid Heel, Red sole

Wholesale Distributors

30 Front St. West



3141—Men's Hold fast Invisible Clog, Self acting



3134—Men's Yale Self acting over



3124—Men's Romeo Jersey Storm, Fleece Lined

Royal

Dainty Mode

& DALLAS



With these you can suit all tastes, meet all requirements and fit all shoes. You can have a range from the lightest, snug-gest fitting rubber to the strongest rubber shoe built for rough wear. You can have besides, a range of prices that will suit all purses without sacrificing your profit and at the same time give the utmost in value.

These brands will not only uphold the excellent reputation already gained but they are going to beat all previous records.

Salesmen are now covering their territories and one of them will see you at an early date.



3105--Men's 1 Bkle Cashmerette Excluder



3372 - Men's Klondyke 12 in. Tan Leather Top, R Edge, Solid heel



3011 - Short Boot, Fusion Lined, Red Sole



3375 - Men's Sudbury 7 in. Black Leather R Edge, Solid Heel

BOOTS - SHOES - RUBBERS

- **Toronto, Canada**



6143--Women's Rose Lt. fancy Croquet Net Lt.



6149 - Women's Queen Lt. Plain Croquet Toe Cap



6134 - Women's Juliet Jersey Storm, Fleece Lined

Bull Dog

Where Preston Shoes are Made



SPECIALISTS IN

Men's, Women's and Children's McKAY FOOTWEAR

Don't overlook them in placing orders for Fall



Preston Queen

Men's Hard
Wear Shoes

Boys'

Womens'

Big Girls'



Preston Solid Leather
Shoe

In Blucher and Button

The Solid Leather Shoe Co., Limited

Preston, Ontario

F. P. BAKER, Representative in Ontario, West and North
MARTINEAU BROS., Representatives in Montreal,
Montreal and Quebec

J. M. REDMOND, Representative in Ontario, East and North
WM. LESLIE, Representative North West Territories



Rubbers Overshoes



Four brands of rubber footwear that represent the last word in style, fit and wearing qualities.

Kant Krack duck lines are the favorite in most camps and farming districts because they stand up to the hard wear they receive.

Dainty Mode are a light and stylish line—always a good fit.

Royal Brand are the leaders in the gum line.

Bull Dog is a reliable second grade rubber.

Our Fall shapes are now being shown—see them when our traveller calls.



The London Shoe
Company, Limited

LONDON - ONTARIO

*Wholesale
Distributors*



Shoes That Bring

The New Home of Quality Shoes

Where
Quality
Counts
We Win



Where
Quality
Counts
We Win

Monarch, Brandon and Dr. Brandon's Cushion Sole Shoes

Within four years we have twice enlarged our factory and in the same time more than trebled our output.

We give our customers all the advantages of perpetually up-to-date manufacture coupled with the most reasonable prices on account of our modern economical methods.

We now have a capacity of 1000 pairs per day and with this can guarantee delivery on time of all orders for Fall Trade.

We manufacture nothing but men's fine goodyear welts and therefore give both merchant and consumer the benefit of a specialist production. We beg to solicit your orders for Fall Trade.

The Brandon Shoe Co.,

Brantford

Larger Business



We have made several important changes in our line for Fall 1913. The special visits of Mr. Brandon to the Boston Shoe and Leather Centers and to all the most important style makers in the U. S. has enabled us to tone our line to the very latest fashion decrees of Europe and the U. S. Every last is a fitter—our patterns are correct, neat and smart—our shoes are quick sellers and good profit makers.

Where Quality
Counts
We Win



In addition to our regular lines we

are showing a complete range of

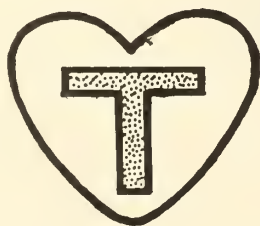
Men's High Grade Bench Made Welts

made of the highest quality material to supply a strictly high class demand. Our salesmen are out with Fall samples and will show you these as well as the most up-to-date selection of styles contained in our regular line for Fall 1913.

Limited
Ontario



*“Canada’s Best
Shoemakers”*



THE “Hartt” line of fall styles includes some new and winning shapes. Not extremes but models with a distinction and refinement about them that will command the attention of well dressed men.

If you cater to high class trade in men’s shoes you can find no better line to sell than the “Hartt.” They hold their shape as long as they last—and that is a long time.

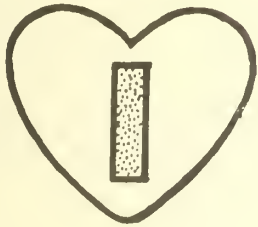
As the most highly specialized men’s shoe factory in Canada we are able to offer you men’s shoes a little better than anybody else.

**The Hartt Boot &
Fredericton,**

SHOES



*“Canada’s Best
Shoemakers”*



It costs money to get a customer into your store so it is good business to sell him something that will bring him back again. “Hart” shoes will bring you new trade because they look good and are fashioned on smart and stylish lasts. They will bring your customers to your store again because they are made of the best leather and findings we can buy and are assembled by experts and in a thorough manner—they “Make Good” when put to the test of wear.

When our salesman calls—look over his samples—ask him anything you wish about our shoes—give him an order.

Shoe Co., Limited

New Brunswick

**GOODYEAR
WELTS ONLY**

**GOODYEAR
WELTS ONLY**

Men's Goodyear Welts For Fall

Heavy, Medium and Light Sole. Bluchers in Tan and Gun Metal. All new Lasts—Up-to-date Styles in the range of

O. B. Shoes for Fall Trade Including NABOB, Retails at \$3.50

The Retailer gets a sound, solid, seasonable line that will supply his entire needs of Men's Shoes to retail at \$4.00.

THE O. B. SHOE CO., LIMITED

Drummondville

Que.

A. Martineau, Province Quebec

E. J. P. Smith, Western Ontario

Geo. H. Grills, Eastern Ontario

Geo. J. Scott, Port Arthur to Vancouver

W. A. Buckler, Branch Lines, Manitoba and Saskatchewan

W. F. Tanner, Maritime Provinces

Made to

Retail at

\$4.00

\$4.50

\$5.00



Heavy Tan Blucher
Bull Moose Last

Made to

Retail at

\$4.00

\$4.50

\$5.00



Gun Metal Calf Blucher
Double Sole, Woodrow Last

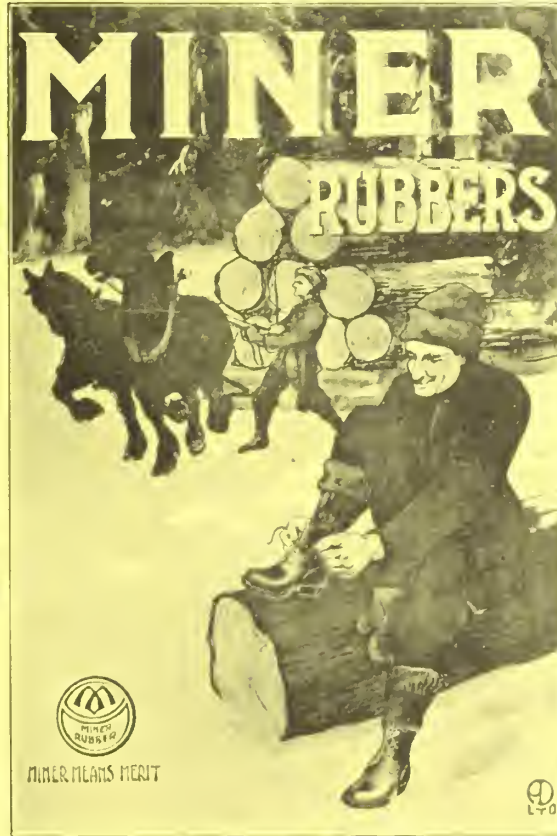
Miner



Rubbers



14 Laurentian



Fac-simile of show card enclosed in each shipment



18 Pacific



22 Glacier



Fac-simile of Solid Heel showing the Foster Patent Friction Plug used on all Miner Duck Lumbermen's exclusively.

**Miner Duck
Lumbermen's**

Miner Rubber Co., Limited

Granby

Montreal

Toronto

Quebec

Selling Agencies

TORONTO—Blachford, Davies & Co.
 HAMILTON—R. B. Griffith & Co.
 LONDON—Coates, Burns & Wanless.
 MONTREAL—Jackson & Savage.
 ST. JOHN, N. B.—J. M. Humphrey & Co.

WINNIPEG
 EDMONTON — W. A. Marsh Co.,
 CALGARY — Western, Ltd
 BRANDON—Dowling & Creelman
 QUEBEC—E. Maranda.



MINER

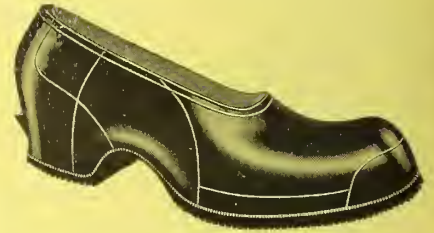


428 Women's Petite

*Wait for
"The Miner Man"*



415 Women's Alaska



144 Men's Dandy

*Wait for
"The Miner Man"*



140 Men's Royal

Fac-simile of Hanger enclosed in each shipment.

Place your order before May 1st.

MINER RUBBER

Granby

Montreal

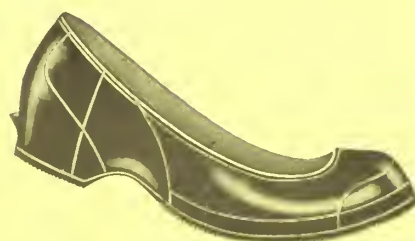
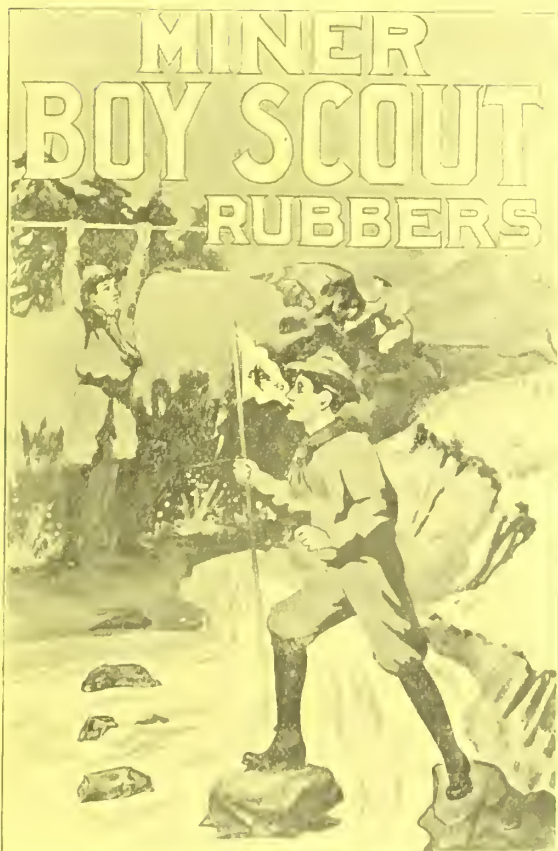
Selling Agencies

- TORONTO—Blachford, Davies & Co.
- HAMILTON—R. B. Griffith & Co.
- LONDON—Coates, Burns & Wanless.
- MONTREAL—Jackson, & Savage.
- ST. JOHN, N. B.—J. M. Humphrey & Co.

RUBBERS



254 Boy Scout Over



153 Men's Actor



Sole View Miner Boy Scout Over



429 Women's Juliet

Fac-simile of Show Card enclosed in each shipment

and be assured of good delivery

COMPANY, Limited

Toronto

Quebec

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WINNIPEG	W. A. Marsh Co.,	
EDMONTON		Western, Ltd.
CALGARY		BRANDON - Dowling & Creelman.
QUEBEC		F. Maranda.

Miner



Tennis



Yachting Oxford



Yachting Balmoral

We carry a complete stock of Tennis Shoes for all outdoor sports.

Try a sample order and see what really good tennis shoes we make.



Sporting Balmoral



Sporting Oxford

Miner Rubber Co., Limited

Granby

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WINNIPEG }
 EDMONTON } W. A. Marsh Co.,
 CALGARY } Western, Ltd.
 BRANDON—Dowling & Creelman.
 QUEBEC—F. Maranda

The Two Best Retail Profit Producers

on the Market in High Grade Shoes

NEW YORK STYLE



FOR MEN

THE ALBANI



FOR WOMEN

IN
BLACK
OR
TAN

The quickest and best way to sell shoes is to give the people the class of goods they want. The **NEW YORK** and the **ALBANI** are in big demand all over the country. They are high class shoes sold at a medium price with a good profit for the retailer. Highest grade leather, best of workmanship and latest lasts enter into their construction. A large stock always carried for immediate shipment.

We also carry a large and varied line of men's, women's and children's shoes, including our well known **TIGER** Brand work shoe, made especially for construction, railroad and mining work—and our **TIGER** Brand shoepack.

Our travellers are now on the road with our latest Fall Styles. Watch for them.

W. DAVIS, 27 Triller Ave., Toronto, Special Ontario Representative
 W. D. McDougal, Cape Breton and P. E. I. H. D. Lewis, Nova Scotia
 A. Lemieux, Jr., New Brunswick A. Arsenault, W. A. Gobin, Quebec

Fraserville Shoe Co., Limited

Manufacturers and Wholesalers

Fraserville

Quebec

The Just Wright
MADE IN CANADA
SHOE

Be One of the Live Dealers—Carry



Stock No. 113

Gun Metal English Blucher

Blazer Last, high toe with outside swing, 1½ inch heel, single sole, sizes B, 6-10, C-D, 5-10, \$3.15.

No. 111—Same in Tan \$3.15.



Stock No. 112

Gun Metal Button

Blazer Last, High toe with outside swing, 1½ inch heel, single sole, sizes B, 6-10, C-D, 5-10—\$3.15.

No. 110—Same in Tan—\$3.15.

You can fill in sizes at once by ordering “**Just Wright**” shoes from stock. As you are nearing the end of the high shoe season your stock should be kept close. Fourteen styles in all sizes and widths are carried in stock in our Rockland factory.

E. T. Wright & Co., Inc.

St. Thomas,
Ont.

Makers of the

The Just Wright
MADE IN CANADA
SHOE

The Most Popular Line in Canada

"JUST WRIGHT" Shoes for Men *The Just Wright* MADE FROM SHOE



Stock No. 108
Gun Metal Button

Goinsome Last, High full toe, 1½ inch heel, single sole, sizes B, 6-10 C, 5-10, D, 5-10—\$3.15.

No. 107, Same in Tan—\$3.15.



Stock No. 114
Gun Metal Bal

All invisible eyelets, Plaza Last, drop toe, single sole, 1½ inch heel, sizes B-D, 6-10—\$3.15.

No. 106, Same in Tan—\$3.15.

Immediate shipment will be made of all orders placed with this department. Do a "**Just Wright**" business. Order **now**. Goods will be shipped at once. They are ready sellers at a good profit.

E. T. Wright & Co., Inc.

Rockland,
Mass.

Just Wright" Shoe

to Retail at \$5.00, \$6.00 and \$7.00 *The Just Wright*
MADE FROM SHOE

REED'S

The Shoes You Need

Shoes in stock cost no more and sell as quickly, you save the and avoid the bargain table, your money in the bank does not

Try Out Our Stock Department



No. 565 Welt \$2.50

White Buck Button Ox. Widths A to D. Sizes 2½ to 7



No. 510 Welt \$2.85

Tan Calf Lace. Widths A to D. Sizes 2½ to 7



No. 564 Welt \$2.50

Black Suede Button Ox. Widths A to D
Sizes 2½ to 7



No. 555 Welt \$2.85

White Buck Button Boot. Widths A to D. Sizes 2½ to 7



No. 506 Welt \$2.75

Tan Calf English Lace. Widths A to D
Sizes 2½ to 7



No. 500 Welt \$2.60

Black Suede Button. Widths A to D. Sizes 2½ to 7

If you would like to have
Salesmen call, write us

E. P REED & CO.

CREED

Delivered When You Need Them

Interest, get them when you want them. Have only the sizes needed
out of style, shoes on the shelf may.

Will Make You Money



No. 560 Welt \$2.25
Gun Metal Button Ox. Widths A to D
Sizes 2½ to 7



No. 551 Welt \$2.50
Tan Calf Pump. Widths A to D
Sizes 2½ to 7



No. 567 Welt \$2.25
Patent Button Ox. Width A to D
Sizes 2½ to 7



No. 548 Welt \$2.50
Gun Metal Button. Widths A to D. Sizes 2½ to 7



No. 519 Welt \$2.85
Tan Calf Button. Widths A to D
Sizes 2½ to 7



No. 501 Welt \$2.50
Cloth top, Button Ox. Widths A to D
Sizes 2½ to 7

ROCHESTER, N. Y.

WRITE FOR
CATALOGUE

ROCHESTER LAST WORKS

ROCHESTER, N. Y.

THE new plant of the Rochester Last Works is generally conceded to be the best equipped and most up-to-date last factory in America.

With our new facilities we are able to give prompt service in the designing and manufacturing in all styles of lasts for ladies' footwear.

Our Salesman will call on you if you so request.

Rochester Last Works

ROCHESTER, N. Y.

J. J. McMaster, Rochester, N.Y.

Maker of INFANTS' FOOTWEAR in High Grades only



No. 862—Patent foxed 2-strap.
Any color top. Rosette on
vamp. \$4.50.



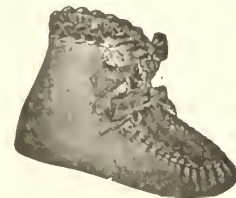
No. 193—Button Shoe with
tassel. Can be made in
any color kid, also in
velvet or satin. - \$4.50.



No. 417—Short Vamp Button,
fat baby pattern. Any
color top. Tassel. \$4.50.



No. 612—Ankle Tie with fancy
rosette. Can be made in
satin, velvet or kid, any
color \$6.00.



No. 2008—Lambskin Moccasin
shell ribbon trimmed. Two
ties. Hand embroidered,
. \$4.50.



No. 1485—Patent Leather,
1-strap with Pump Bow
. \$4.50.



No. 824—Patent foxed, 3-strap
Sandal, any color top.
Pump Bow . . . \$4.50.



EASTER

Demands will eat big holes in your stock. **KEEP PROFITS IN MIND and SIZE EARLY and OFTEN** from our **STOCK DEPARTMENT!**



GUN METAL
No. R930—Gun Metal Calf, 13 buttons, made over famous Cub last, welt.
\$2.60

TAN RUSSIA
No. R931—Tan Russia Calf, 13 buttons, made over famous Cub last, welt.
\$2.65



WHITE BUCK
No. R935—White Buck, 16 Milo buttons. Cub last, welt.
\$2.85



PATENT
No. R939—Black Cloth Top, Patent Vamp, light welt, Cuban heel, new Receding Toe, Plaza last.
\$2.60



GUN METAL
No. R937—Gun Metal, 16 buttons, famous Cub last, high Cuban heel, rope stitch, welt.
\$2.75



WHITE BUCK
No. R702—White Buck, Ae-ro last, welt.
\$2.25



PATENT
No. R936—Patent, Mat Calf Top, 13 buttons, heavy welt.
\$2.60

IN STOCK
2½ to 7; AA to D
TERMS
4% 10 days; 3% 30 days; Net, 60 days
Send for STOCK LIST

Moore-Shafer Shoe Mfg. Company

Brockport, N.Y., U.S.A.

L. B. Shafer, Canadian Salesman

New High and Low Cuts to be added to our Stock Dept.

READY FOR SHIPMENT ABOUT APRIL 15TH, 1193



No. R253—Glazed Kid, thirteen-button, Welt Boot, on our new Nurse's Comfort last, Flexible sole, Medium heel. \$2.35.



No. R254—Glazed Kid, Blucher lace, same as No. 253. \$2.35.



No. R938—Glazed Kid, Lace Boot, Cushion Turn Sole, Medium heel. Our new Cushion Turn last. \$2.50.



No. R704—Gun Metal, Low Heel, Welt Pump, Cute Last. \$2.25.



No. R941—Hazel Brown Calf, Blind eyelet lace, Heavy Welt, Extension sole and shank, our new English Hitoe last, low heel. \$2.85.



No. R940—Same as 911 in Gun Metal. \$2.75.



No. R703—Gun Metal, Welt Pump, Medium Sole, Cuban Heel, Ae-ro last, Leather bow. \$2.25.



No. R733—Gun Metal Oxford, Blind eyelet lace, Medium sole, Military heel, Plaza last. \$2.25.



No. R734—Gun Metal four button Oxford, Medium Welt Sole, Military heel. \$2.25.

Moore-Shafer Shoe Mfg. Company

L. B. Shafer, Canadian Salesman Brockport, N. Y., U. S. A.

“Tiptoe”
for
Spring '14

Model Number
13297



Original With, and Shown First
by the
Mawhinney Last Co.
Montello Station Brockton, Mass.
56 Lincoln St., Boston



P. J. Harney Shoe Company

Lynn, Mass, U. S. A.

are carrying these Women's Fine Goodyear Welt

SHOES IN STOCK

ready for immediate delivery



ORDER BY STYLE NUMBER

Style No. 806	Tan Russia Calf	Button Boot	44 last, 15 8 heel.	Price \$2.60
900	Cloth Top Patent Colt	" "	" "	2.25
923	" " Gun Metal	" "	" "	" "
940	Mat. " Patent Colt	" "	" "	" "
941	" " Gun Metal	" "	" "	" "
954	Gun Metal	3 Eyelet Sailor Tie	33 " 14 8	" "
955	Tan Russ. Calf	" "	" " 15 8	" "
960	Patent Colt	" "	99 " "	" "
962	White Nubuck Seamless Pump	" "	67 " 14 8	" "
963	Gun Metal	" "	" " "	" "
964	" "	" "	84 " 12 8	" "
966	Mat. Top Patent Colt	Button Oxford	44 " 15 8	" "
967	" " Gun Metal	" "	" " "	" "

Styles and values that cannot be excelled—
all are seasonable goods

Mail your orders to the P. J. HARNEY SHOE CO., Lynn, Mass., U. S. A.

Carried in Stock for
AT-ONCE Shipment

Cook's Turned Footwear

White Goods are Our
Specialty. Order now



Colonial Style

No. 100. Genuine Sea Island White Duck Pump, A-D, 1-8, \$1.35
No. 106. Reg. Canvas, same style, \$1.00
No. 452. Same style as above, made in White Buck (Lawrence's Nu-Buck) A-D, 1-8, \$2.00
Four Button White Canvas Oxford \$1.25

Our In Stock Department is the largest maintained by any manufacturer of Fancy Footwear.

Convertible
Satin Pumps
— Made in
Ten Colors

\$1.75



Chiffon rose centre pom-pom. Readily changed to Colonial pumps by using our special tongue. In black, AA to D. In colors of White, Blue, Pink, Lavender, Canary, Red, Nile Green, and Silver and Gold, A to D, Sizes 1-8

We are Always Glad to Send Samples and Answer Inquiries.



Plain Pump

No. 100. Genuine Sea Island White Duck Pump, A-D, 1-8, \$1.35
No. 106. Reg. Canvas, same style, \$1.00
No. 452. Same style as above, made in White Buck (Lawrence's Nu-Buck) A-D, 1-8, \$2.00
Four Button White Canvas Oxford \$1.25

Special We make special pairs in 4 days — on receipt of order. Any color to match any fabric.

J. A. COOK & BRO., LYNN, MASS., U. S. A.

THE E-Z WALK

(TRADE MARK)

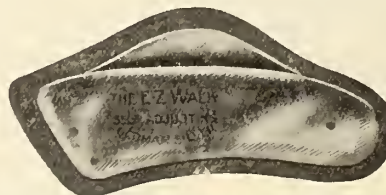
Spring Arch Support

For Men, Women and Children



THE ONLY ARCH PROP HAVING FULL DOUBLE SPRING FROM HEEL TO BALL

They are self-adjusting, need no machinery to adapt, nor tinkering to fit, yet they conform to every characteristic of the foot and need no breaking in.



Light—Flexible—Durable

The Self-Adjusting E-Z Walk with side lip steel spring and German Silver bottom plate.

They are ready sellers and every customer becomes a sales agent for you. Every pair guaranteed against breakage and flattening for six months.

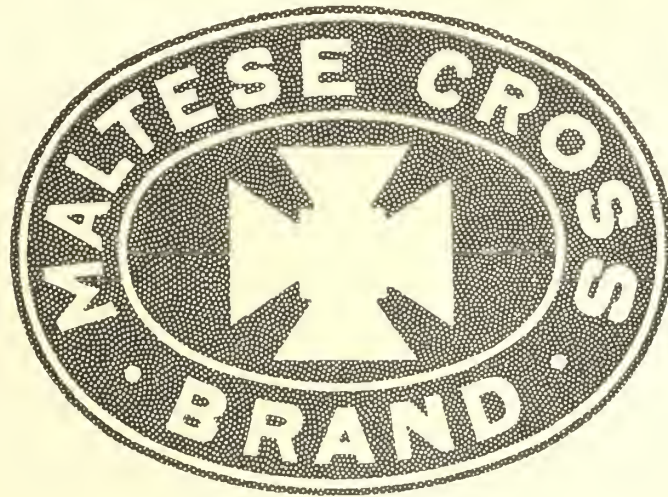
Order a sample pair.

Don't overlook our "VENTILATING SPRING CUSHION INNERSOLE." Makes every shoe a Cushion Shoe. Prevents callous. Sold to shoe men at a price that affords a very handsome profit when retailed at \$1.25 per pair.

The E-Z Walk Mfg. Co.

33-35-37-39 Sixth Ave.
New York City

Selling Agents for Canada: L. H. Packard Co., Limited, Montreal, Que.



“Famous for Fit and Quality”

The most popular Rubbers in Canada are on the way to you now. Samples, illustrated catalogues, price lists, etc., are coming with the travellers from the following Distributing Agencies:

W. B. Hamilton Shoe Co., Ltd., Toronto.
 D. D. Hawthorne & Company, Toronto.
 J. D. King Company, Limited, Toronto.
 John McPherson Co., Ltd., Hamilton.
 Sterling Bros. Limited, London.
 C. Stephens Company, Ltd., Collingwood.
 J. A. Johnston Company, Brockville.
 Canada Shoe, Montreal.
 Gutta Percha & Rubber, Ltd., Montreal.
 Alfred Lambert, Incorporated, Montreal.
 James Linton & Company, Montreal.
 Thompson Shoe Company, Ltd., Montreal.

Louis McNulty, St. Johns, Que.
 East. Townships Shoe Co., St. Hyacinthe.
 J. H. Begin, Reg., Quebec.
 J. H. Larochelle & Fils, Quebec.
 Waterbury & Rising, Ltd., St. John, N.B.
 J. W. Boyer & Company, Victoria, N.B.
 W. G. Downing & Co., Brandon, Man.
 Gutta Percha & Rubber, Limited, Winnipeg.
 Maybee, Kennedy, Ltd., Moose Jaw.
 Gutta Percha & Rubber, Ltd., Calgary.
 Damer, Lumsden Company, Vancouver.
 Gutta Percha & Rubber, Ltd., Vancouver.

Wait for the “Maltese Cross” Man

Gutta Percha & Rubber, Limited

Head Offices:

47 Yonge Street, Toronto, Canada

Branches—Montreal, Winnipeg, Calgary, Vancouver; Sydney, Melbourne and Perth, Australia

(Not in any Trust)



TRADE MARK

CORBEIL

Successors to

Announcement to the Trade

We beg to give notification to the shoe and leather trade of the conversion of the above firm into a limited liability company, capitalized at \$1,000,000. This company will in future be known as Corbeil Limited.

The enormous increase in our trade has made it necessary for us to correspondingly increase our facilities and service for the production and handling of a larger output.

With this announcement we take the opportunity of thanking our patrons whose continuous custom has led the firm to its present prosperity.

For over forty years we have given our clients the result of concentrated effort in the manufacture of good shoes and our many satisfied patrons are the best evidence of our good faith and honest dealing with the retail trade.

This financial change will strengthen our policy of high grade production and the new company will continue to merit the custom of our old patrons and will more than ever deserve the confidence of new trade.

A. Corbeil

Corbeil

Warehouses and Offices

71 St. Paul St.

MONT

LIMITED

A. Corbeil



Good Shoes at Popular Prices

To any retailer selling medium priced footwear we offer all the advantages of a specialized line of popular priced shoes for men, boys, youths and gents in Goodyear welts and McKays.

Our styles are new and attractive and at the same time will give the good service expected of a medium priced shoe.

OUR LINE FOR FALL, 1913,

includes two new lasts in both men's and boys' lines—we are also showing one of the biggest ranges in Canada of wet proof, double sole, leather lined shoes both in tan and black.

Our travellers are leaving for their respective territories between March 10th and April 1st. Wait for them—it will pay you to see our samples before placing your order for Fall trade.



Limited

Factory

63 to 7112 St. Paul St.

REAL

B.T. & B.



B.T. & B.

Club Bags

THE illustration shows two of the B. T. & B. most popular bags. They are made from selected leather, strongly sewn and rivetted and attractively finished with brass locks and clasps.

B.T. & B.



The B. T. & B. line of baggage includes models of every description in both high grade finish and lower priced goods.

If you cater to particular people you will not find a better selling and more satisfactory line of trunks and bags than the B. T. & B.

Write for our illustrated catalogue and have our salesman call.

**Berlin Trunk
and Bag Co.
Limited**

Berlin - Ontario

B.T. & B.



To the Retail Shoe Merchant

***Are you buying under economical
and profit producing methods?***

¶ These questions essential to your business, you will find answered in the "CLEO" samples for Fall 1913.

¶ Constructed with the shoe merchants' interest built right in the shoe, guaranteeing unexcelled Quality, Exclusive Designs, Advanced Shapes, and above all, that profit necessary to a healthy business.



The Cleo Shoe
Company

London

Canada

Our salesmen will call upon you in good season with a proposition certainly interesting to you.

**MURRAY-MADE
SHOES**

“Without a Fault”

**The
Murray
for
19**

Get the “Murray Habit”



Whatever you want—

Whether it is the **Metropolitan** effect you desire or the extreme high toe or year round staples, you will find all proved selling styles in the Murray line for Fall, 1913.

Sell Murray-made shoes—not once, but all the time.

If you have sold them once you know the good value and up-to-date style given in our lines.

Derby and Murray-made shoes will give you good profit and benefit your business.

The Murray Shoe

London

C. H. McGee - Maritime Provinces

J. G. Settle - Eastern Ontario and Quebec

**New
Line
Fall
13**

**DERBY
SHOES**

"Built up to Quality"

*Pre-eminent Features in
our Fall Samples.*

Superior Quality

Five pronounced new models

Custom effects in patterns and
construction

Profit making facts — not dreams

YOUR BEST INTERESTS DEMAND A
THOROUGH CONSIDERATION OF
OUR FALL FOOTWEAR.

Derby



Quality Shoes for Men

Company, Limited
Canada

Ken Murray - Western Ontario J. F. Sharpe - Northern Ontario A. M. Jarvis - Western Canada



You have tried inferior shoes
Now Buy the Best

Compound Interest on Cleo Footwear

☐ Any line of shoes will yield an interest on your money—a gross profit on the sale—but it takes a specialist production of high value Footwear to yield compound interest. Every sale of

CLEO FOOTWEAR

gives a fair margin of profit—that is fair interest. But every sale of Cleo Footwear makes a new friend for your store, that means future business. Every sale of Cleo Footwear makes many more sales—that is the compound interest.

☐ Sell the shoes that yield you compound interest. Cleo Footwear will show the way.



The Cleo Shoe
 Company

London

Canada

See our salesman
 when he calls with
 the new range of
 Cleo samples for
 Fall 1913.



Security
FOOTWEAR



For

Men, Women

and

Children

A line of shoes made in medium and high grade qualities that will bring good profit and new trade to any retailer. Not extremes, not ordinary, but stylish, good fitting, and possessing excellent wearing qualities.

"Security" shoes are made on the latest lasts, Goodyear welts and MacKay sewn, in black, tan and patent.

"Security" travellers are now covering Western Canada—see their samples.

Prices and particulars on request.

A. A. Durkee Co., Ltd.
Truro, Nova Scotia



The New Classic For 19

WITH our new samples now out we feel we have lived well up to "Classic Shoe" reputation and the expectations of our customers. We are now offering you our new lines confident that they will excite your approbation and induce your custom.



WE are showing new lasts in both American and English Fall Styles all of which will fulfil the most advanced notions of the season's fashions.



Our Travellers are now on showing the complete range
BE SURE AND

Getty & Classic Galt

Range of Shoes Fall 1913



CLASSIC Shoes are made to serve the interests of the retailer and wearer alike. We specialize in these lines and can therefore give you the benefit of exceptional values, styles and service for you to offer your customer at the right prices for You.

OUR new samples for Fall 1913 are the perfection of fine shoemaking and will, we feel sure, appeal to every buyer of Women's, Misses' and Children's footwear.



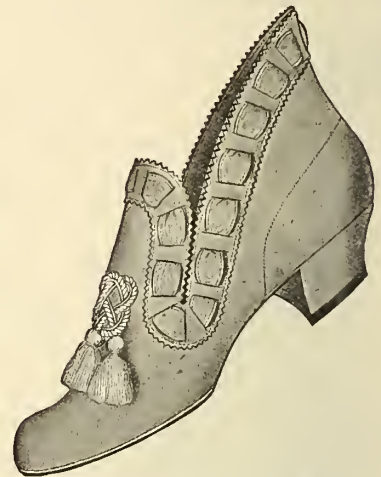
the road with our New Samples of our lines for Fall 1913.
SEE THEM

Scott
Shoes
Ont.

GROSVENOR'S FIRFELTS



No. 171—Price 75c.



No. 223—Price \$1.15



No. 38—Price \$2.00

We show on this page, six of our fascinating Styles, which are only a few, of many, in our line for Season of 1913.

Be sure and wait for our salesmen, or send for Samples, before placing your Fall orders.

Beautiful illustrated Catalogue, in colors, sent on application.

Your choice of 21 shades in best grade of goods.



No. 733—Price \$1.50.



No. 1284—Price 75c.



No. 44—Price 75c.

Worcester Slipper Company
 360 to 370 Park Ave - Worcester, Mass.

Footwear in Canada

A Journal of its Findings, Making and Sale.
Published for the Good of the
Trade by

HUGH C. MACLEAN, LIMITED

HUGH C. MacLEAN, Winnipeg, President.
THOMAS S. YOUNG, General Manager.

HEAD OFFICE - - 220 King Street West, TORONTO
Telephone Main 2362

MONTREAL - Tel. Main 2299 - Room 119, Board of Trade
WINNIPEG - Telephone Garry 856 - 404 Travellers' Bldg.
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CHICAGO - Graceland 3748 - 4059 Perry Street
LONDON, ENG. - - - - - 3 Regent St., S.W.

SUBSCRIPTION RATES

Canada and Great Britain, \$1.00. U. S. and Foreign, \$1.50.
Single copies 15 cents

Vol. 3 March, 1913 No. 3

Fall Styles Number

In presenting to our readers the special annual fall styles number, of "Footwear in Canada," we do so well knowing that it is not without its shortcomings, and that its pages will not be wholly devoid of error, whether of a technical or typographical nature. But infallibility is a virtue to which none of us can hope to attain. Error has been with us since the beginning of all things, and we can only trust that our efforts will meet with some measure of appreciation.

In the preparation of the material presented in this issue we have experienced the most gratifying co-operation from our friends in the shoe, leather and allied trades, both in Canada and United States. Retailer, jobber and manufacturer have assisted in supplying us with facts and material, and it might almost be said that any special merit possessed by this issue is due to the courtesy and co-operation of our friends in the trade. In this respect we have every reason to be grateful for the encouragement we have received, for success in the trade journalistic field depends largely upon co-operation.

We are entering upon a new year of work, and shall endeavor therein to make each succeeding number an improvement on its predecessor. It is our ambition to play a really practical part in advancing the interests of all connected with the shoe and leather or allied industries. In the past year our progress has in every way been considerable, and with the rapid ad-

vances that are now being made in the trade in Canada, we may hope for even greater attainment. We ask for the continued co-operation of all our friends to bring this about.

* * *

The Freak Disappearing

Just now the travellers from most of the shoe manufacturing houses in Canada and the United States are on the road with samples of fall styles for 1913. There are no startling changes or innovations displayed by any of the leading firms this year. The freak is happily absent and the average shoe retailer hopes it never will reappear. He has had some experience in the past with these shelf-warmers and knows that their room is better than their company. For the high-class trade the popular last would seem to be a medium recede "English pattern," while for the medium trade a medium high toe with a somewhat lower heel than last year seems to be what shoemen consider will be called for by this class of trade. Fuller particulars as to styles, leathers, etc., will be found in articles elsewhere in this issue and opinions are quoted from many of the leading shoe manufacturers in Canada and the United States.

The determined onslaught of the up-to-date shoe retailer in the past year against the freak shoe has had its result in the almost total absence of that undesirable novelty. The individual retailer by himself could have accomplished nothing. It was partly owing to the formation of the retail shoe merchants' associations, where retailers could get together and make their opinions known, that the manufacturers were induced to abolish the freak, but a certain amount of credit is due to the shoe journals of the United States and Canada who have been the shoe retailer's spokesman and fought his battles in this matter. The trade newspaper is the mouthpiece of the shoe retailer, it voices his opinions and his grievances, gives him the help and information he requires, and is a very necessary part of his equipment.

* * *

Lace versus Button

It has been remarked by observers that many of the leading shoe stores in New York and other United States cities, seem to be showing an unusual amount of buttons, and some writers prophesy that the button is coming into more popularity than ever, at the expense of the laced shoe. While it is undoubtedly true that more buttons will be sold—in women's—than heretofore, we believe, and our belief is based upon the experience of the leading retailers all over Canada and the United States, that the men's button is dead, if not absolutely buried. There will be but few seen in the coming Spring and Fall.

There is something about the buttoned shoe, which is certainly not its fitting qualities—for it has none—that appeals to the feminine eye, and we believe it will be a long time before we see the last of the button in women's shoes, if indeed we ever do. Nevertheless,

the laced Bal is gaining an ever increasing popularity with the fair sex.

The chief requisite that a man expects from his footwear is comfort, and you cannot have comfort without perfect fit. The buttoned boot never fits perfectly, except when the buttons are first adjusted. Sometimes the foot swells, when the boot is too tight; then again, the button holes and uppers stretch, and the shoe is too loose. All this is avoided, in the laced shoe, by tightening and loosening the laces, and every time a laced boot is drawn on the foot and laced up, we unconsciously alter the fit of it to suit the present condition of the foot. After comfort, the next thing the average man looks for in his footwear is elegance, and this accounts for the growing popularity of the Balmoral and Polish cuts. The Blucher, while comfortable, was never a success from the standpoint of elegance, and does not possess the fine lines of the Balmoral. These things naturally work themselves out, and an observing man can, to a certain extent, predetermine the popular styles in advance. With women it has always been style first and comfort last; which accounts for the but slightly diminished popularity with them of the buttoned boot; though with the modernization of women and the coming of the suffragette, a change is taking place in their mentality and tastes, and they are becoming slowly but surely more "sensible"—from a man's point of view—which accounts for the increased demand for women's laced footwear. With men, on the other hand, comfort and utility is and will be, while the race of man is manly, what is sought for. This accounts for the prevalence of laced styles in masculine footwear. It is true that a few men's buttons have been and will be sold, just the same as it is true that there are a number of male fops in the world who curl their hair and wear corsets. This class of man, however, has never succeeded in making the corset popular with the more masculine of his sex, nor will he succeed in doing so with the buttoned boot.

* * *

How to Turn Over Stock

The only way to meet the problem of the increasing high rents, salaries and other expenses is to have a quick turn over. Many shoe retailers carry too much stock. A dealer who carries a \$20,000 stock recently confided to us that his turnover last year was only \$31,000. He is not progressing very rapidly at this rate. Another dealer in western Canada who has never had more than \$12,000 worth of footwear in stock did a business of nearly \$40,000 last year. He accomplished this by right buying, judicious and truthful advertising, effective window displays and having neat, trim, fixtures. He had the shoes to sell and a well-equipped selling organization to back them up. He knew that there was no gain to be obtained from a poor salesman and consequently had high class clerks to whom he paid good money. He knew his stock, understood fitting and the best merchandising methods—

all of which is necessary in order to turn over shoe stock quickly.

The merit of real salesmanship, as contrasted with mere clerkship, scores each day in favor of the employee and the employer. The profitableness of good help is obvious to any retail merchant who rightly grasps the modern conditions of merchandising. The alert, thoughtful and observing salesman will make sales every time which will slip past the ordinary clerk.

* * *

Watching Competitors

It is the natural impulse of the average dealer to keep a sharp eye on his competitors and to regulate his own business affairs in accordance therewith.

Within certain bounds it is proper that he should do so. If a competitor is offering as good or better merchandise than he sells, at a lower price, a dealer should price his goods accordingly, but he should not let the matter drop without fully satisfying himself as to the reason his competitor had for pricing his merchandise so low. He should discover, if possible, if he has paid too much for his own goods, but if he finds that this is not the case and feels confident that his competitor is selling certain articles at a loss or that, at most, he is making no profit, he should meet his prices, but avoid an undue effort to push the sale of those particular commodities. At the same time he should feature his strongest values in other lines.

It is always well to remember that when a good merchant sells good merchandise for less than it is worth he probably has a motive or a reason for doing so and will sooner or later return to the normal price. To try to undersell a competitor under such circumstances is exceedingly foolish, because it is likely to start a fight that can only result in harm to both parties.

Another fact that should be borne in mind when one is watching the movements of his competitors is that they are also watching him, and that if he is not prudent in his business attitude, he may be the originator of an evil that may come back to plague him.

Criticize yourself.

Suppose that tomorrow some strong, brainy man were to sit in your chair, take your place and continue your work.

Could he do anything that you are not doing?

Could he better your work in any way?

You know that a good man would make some improvements on the work you are doing?

What are they?

Fall
Styles
1913



Women's high top blucher, Cuban heel, medium high toe—Rideau Shoe Company



Women's 12 button, Cuban heel, medium high toe—Rideau Shoe Company



Women's 16 button, whole vamp, Cuban heel, medium high toe—C.N.W. Shoe Company



Men's tan button, low flat heel, medium recede toe—Brandon Shoe Company



Women's lace bal, three-quarter vamp, Cuban heel—C.N.W. Shoe Company



Men's gimmetal blucher, recede toe, low broad heel, blind eyelets, circular vamp—Brandon Shoe Company



Men's patent leather lace bal, gimmetal top, low broad heel, medium high toe—Brandon Shoe Company

Opinions of Canadian Manufacturers on Fall Styles for 1913

This month the travellers of the various wholesale and manufacturing houses are starting out with their fall samples, and the shoe retailer is puzzling his brain just what to buy, and what quantities to stock. It is the buying end of the business that makes or mars many a retail shoe dealer; and in these times of active competition it is the buyer who uses brains and judgment and gauges most accurately in advance the de-



Men's patent leather button, cloth top, medium high toe—Brandon Shoe Company.

mands of his customers, that succeeds. This being the case, we have no doubt it will be interesting to all live retail shoemen to read the opinions of leading Canadian shoe manufacturers as to what will be the popular styles and leathers for the fall of 1913, and also to know just what particular lines these manufacturers are making for this trade.

The following are what some of Canada's leading shoe manufacturers and jobbers have to say with reference to fall styles for 1913:

Mr. A. Brandon, of The Brandon Shoe Company, Limited, Brantford, Ont.: When I was in Boston last January, and looked into the various styles that will be on the market for fall, I found that the medium high toe with a little recede will be the leading last. The extreme "English" is now a back number. A few of the latter will be put in for fall, but the trade finds that they are not a satisfactory shoe, as they are poor fitters and only please the eye. The extreme "English" last will not be a profitable last for the merchant to buy. The straight last will be one of the leading lasts for next fall, with just a medium high toe. The tan shoes will still be selling heavy and gun metal will also be one of the leading shoes.

The Hartt Boot and Shoe Co., Ltd., Fredericton, N.B.: Indications now point to exceedingly heavy business for next season in high class men's footwear. Calf leathers will again predominate, as usual, particularly tans and gun metals, while button shoes for men will again be a very strong feature. It looks as if button shoes for men had come to stay. There will be no radical change in lasts or styles. Medium high toes will still be strong, carrying, however, slightly

lower heels than formerly, also we expect a growing demand for recede toe lasts carrying a broad shank and in top grade lines particularly these lasts will be sellers, also flange heels will be used to considerable extent on these lasts.

The Eagle Shoe Company, Montreal: Fall styles will be severely plain. Lasts will be medium receding toe for extra fine trade, with modified high toes for medium trade. Heels will run from 1 inch to 1¾ inches—strong on 1½ inches. Buttons and bluchers will be strong with straight lace patterns coming fairly well. The popular leathers will be gun metal first, tans second, patents third, and kids coming strong.

C. N. W. Shoe Company, Limited, London, Ont.: As regards fall styles, the opinion is still prevailing that a medium high, round toe is much in favor. The receding toe is coming in a little stronger, but we find it is only a fair seller in button shoes. The popular leathers, we believe, will be gun metal and patent leather, with tan calf a close third. Button shoes are more popular than ever, and seventy-five per cent. going through our factory now are buttons, so we are still featuring them strongly for fall.

The John Ritchie Company, Limited, Boot and Shoe Manufacturers, Quebec: We think the prevailing style in lasts will be moderate high toes in both men's and ladies', with a limited quantity of lower and receding toes. Button boots are growing in demand, especially in ladies'. We look for an increased call for dongolas and kids, though calf in gun metal and velours and tans hold their own. Patent goods are coming back and will be a strong feature of the coming season. White and colored bucks will be in large demand for this summer and owing to the high price of all leathers, fabrics are being more used.

The Murray Shoe Company, Limited, London, Ont.: Our fall samples will be more conservative in style than in the past as we feel the tendency with the trade is for a more quiet, genteel design. Our new



A new rubber soled shoe.

samples will also show five of the latest lasts from Brockton and New York. Two of these are models in the very latest city "English" effect, being adopted by the exclusive shoe manufacturers of the United States. Two others represent a medium, high toe with a low heel for the young men's trade. These are exceptionally attractive shapes which we feel will be

exceedingly attractive to the trade. We are also showing something entirely new in a last especially designed for winter shoes, where heavy leathers and soles are desired.

We anticipate that the purchases for next season will be unusually strong in gun metal and velour. Tan calf will still be in some demand, but we rather look for a little falling off in this leather, while we cannot but feel that patent leather and vici kid are going to show a considerable increase over the last two or three seasons. While blucher styles, we think, will still



Gun Metal welt pump, medium sole, low heel, leather bow, ae-ro last—Moore-Shafer Shoe Manufacturing Company

hold their predominant position, we look for a straight lace boot to find considerable interest with the trade. While in some sections and with some trade the moderately high toes will still be briskly in demand, we cannot but feel that the quieter last and the "English" effect will be purchased in considerable quantities in all large centres.

Rowen & Ogg Company, Limited, Manufacturers of the Fashion Shoe for Women, Misses and Children, Guelph, Ont.: We are sampling fairly heavily on nut brown, patent leather and suede lines, with both slip and single soles. The tendency in the matter of toes seems to still range on the high toe. We are, however, using several lines of the receding, but as yet there seems to be no great demand. All told, we have added three new lasts, two of these the high toe, and one a new last, which is a modified receding toe. We might add that there seems to be a tendency more towards the lace shoes and several large orders which we have just to hand are, in the majority, all lace lines.

C. B. Dayfoot & Company, Georgetown, Ont.: In our samples for the coming fall season we are giving special prominence to our Goodyear welt lines, particularly in high cut goods which are worn by sportsmen, prospectors and hunters, and which require to be suitable to stand the trying conditions which are created by the wet and rough country where such goods are worn. We are showing a range of goods that will compare with those made by the leading houses in the United States. In our lines of welts intended for town and city trade, we have several new lasts showing the latest tendency in lasts and patterns.

Dupont & Frere, Maisonneuve: We have no doubt that there will be very little change, if we except those making specialties, and we do not think that the receding toe will come strong, but that the medium high toe will be still in great demand.

James Robinson, Wholesale Boots, Shoes and Rub-

bers, Montreal: Gun metal calf and heavy tan calf storm seems to be the prevailing thing for next fall. The high toe is still good but I think it will be modified a little, bringing the toe a little lower and possibly a little wider. In men's and women's shoes the button seems to be the popular thing at present except in the heavy viscolized goods.

The A. W. Ault Company, Limited, Wholesale Boots, Shoes and Rubbers, Ottawa, Ont.: The popular leathers for Fall, 1913, are gun metal and tan, both in button and lace, and will be made on the raised toe last, although the English receding toe is being shown. Up to the present, however, we have not met with a great deal of success with the selling of the same, as the retailers do not seem to be in a hurry to again change lasts, the medium raised box toe having met with considerable success during the past year. Both blucher and button are selling in about equal quantities, although gun metal buttons seem to predominate. The retailers, especially in the large towns, are beginning to become interested in findings, and seem to be willing to carry quite a stock of foot arches, as well as a great many different brands of polish. We are looking forward to an exceedingly good year, as orders have been heavy for spring placing and shipping early we assist the retailers in disposing of their goods during spring months and therefore look forward to a heavy sorting trade for fall.

Dunford's Elk Shoes, Limited, Stratford, Ont.: The particular new feature this season with us will be a welt 7-in. shoe with one buckle and strap around the top and with a high toe, as the English stuff does not look well in heavy leather, such as we use. We find that each season elk leather is taking to a greater extent with Canadian trade for a good, all-round serviceable shoe.

The Hurlbut Company, Limited, Infants' Soft Sole Shoes, Preston, Ont.: We are sampling for fall an exclusive line of felt shoes, for infants and children, decorated with the Laxamore process of engraving, which makes a very handsome trimming. In reference to baby shoes, especially, we find that there is



Gun Metal four button oxford, medium welt sole, military heel—Moore-Shafer Shoe Manufacturing Company

a great many white, blue delicate color selling for the spring trade, and we expect the buttons will go a little heavier for fall, although we are having a preponderance of bals for spring. In our welt shoes we are selling a great many tan calf, box calf, and patent leather combination.

J. A. & M. Cote, St Hyacinthe, Que.: We find that the demand for buttoned goods is increasing, in all

lines, and intend to make a full line of these for next spring trade, in box calf, gun metal, and dongola. We find the demand for Dongola leather increasing all the time, and intend to make great variety of samples in

that particular leather for the next spring trade. We are, of course, changing lasts every season in many lines, and more especially in the finer lines we are making, although we do not claim to make fine goods.

Shall Shoemen Stock Soft Soled Shoes?

The question as to whether or no it is advisable for the shoe retailer to carry infant's soft soled shoes is a vital one, and should be of interest to every man in the trade. The general consensus of opinion among shoe dealers is that no stock is complete unless these be carried. The profit from this line, unfortunately has, in most cases, been small, and as soft soles are a class of stock that does not move rapidly, some retailers consider them a nuisance.

The following opinions held by leading shoe men all over the Dominion will be of interest to our readers.

Retailers in Favor

Potter & Robbins, Dealers in Fine Footwear, Yarmouth, N.S.: "If a line of infant's soft sole footwear is stocked intelligently, it can be handled at a good margin of profit. The mother's trade is often secured, and clinched, by carrying something that meets her approval for her baby. They also add a "touch" in trimming your window or show cases, and often catches the eye of the passer-by, when the "adult" shoe would not. By all means carry the baby's line."

W. A. McLeod & Company, Retail Shoes and Findings, Kenora, Ont. "I have been selling shoes here for twenty-six years, and cannot remember when I first stocked soft sole shoes, as it was so long ago. I consider them as necessary as a child's hard sole. I have one line of English make that I retail at 30c a pair, that are good value. Canadian makes I get from 75c to \$1 for and always get fifty per cent. profit on them. A young mother buying her first pair of soft soles does not consider the price if they please her fancy."



Mr. A. Russell

Russell Bros., Fine Footwear, Travelling Goods, etc., Fort William, Ont.: We certainly handle these and give them as prominent a place as possible. These are just as necessary in a shoe store as laces or polish, or even the larger sizes in childrens. When a lady calls for a child's soft soled shoe, she expects to get it. If she doesn't, ten chances to one, when she wants shoes for herself or other members of the family, she will go where she knows they carry all

lines, in case some of the others may not carry what she is looking for. Very few people chase around looking for things when they know where they can go and be sure of getting what they want. This line requires very little capital, or space to carry even a large assortment, and can be turned over and made to show a big percentage of profit with very little attention.

Mr. A. A. Sinclair, General Merchant, Tilsonburg, Ont.: My personal idea is that a small well assorted stock of infant's soft soles is profitable. The shoes protect the baby's feet, and also please the mother.

Please the mother's affectionate fancy for her baby's footwear, and you will invariably please mother, father and the balance of the family, and they will remember you when they require shoes. The soft sole line is a money maker, not so much in itself, but because it gets the family business.

The T. J. Wright Company, Boots and Shoes, Strathroy, Ont.: We consider that the retail boot and shoe store is the proper place to handle soft sole shoes. The fancy stores carry a line of knitted wool shoes for men, women and children, also fleece soles, but this is a line by itself, and belongs to the fancy store as much as the soft sole shoe belongs to the boot and shoe store.

Farmer Bros., Footwear, Trunks and Bags, Arrprior, Ont.: We believe in stocking infant's soft sole shoes. Selling shoes is our business, and soft soles is part of our business, just as hard soles, shoe packs, brogans, harvest, pumps, Goodyear welts and every other line that goes to make up a shoe stock. We put in a sufficient quantity of styles and qualities to meet the demands of our trade, and while the direct profit from the sales of them may not be as large as we or other dealers would like to see, the indirect profit from the trade retained by having them in stock must be considered of some material profit to the business. We figure that the profit to the shoe merchant from the handling of soft soles is equal to the profit that the grocer receives from sugar, and the hardware merchant from the handling of nails. In every line there is a staple that must be kept, whether there is a profit or not, and there is no question in my mind but that it is essential to the carrying on of a first class retail shoe trade to stock up to the requirements of your business with infant's soft sole shoes.

Against Stocking Them

Mr. J. W. Proctor, General Shoe Merchant, Sarnia, Ont.: I bought a small stock of infant's soft sole shoes two years ago, and still have most of them on my hands. I do not want them at any price.

Mr. T. J. Scott, Shoe Retailer, Blythe, Ont.: Infant's footwear is difficult to handle, and I would advise the stocking of a very limited supply of soft sole shoes. Infants are scarce now-a-days, and the mothers of the few have tastes hard to satisfy; in fact, every department of the shoe trade—particularly in small places—should eliminate everything not staple.

If hot competition doesn't stimulate you to greater endeavor, then you are not the kind of stuff of which great successes are made.

The man who does the most talking generally saws the least wood. Do your idle talking when it will not interfere with business.

A salesman in dowdy clothes can suit only customers in the same kind of clothing—and not many of them.



Patent leather button boot, mat top, 14 8 heel, welt—The John Strootman Shoe Company

Fall Styles 1913



Glazed kid, thirteen-button, welt boot, Nurse's Comfort last, flexible sole, medium heel—Moore-Shafer Shoe Mfg. Company



Men's heavy tan blucher, Bull Moose last, — The O. B. Shoe Company,



Patent leather pump, white NuBuck top, 14 8 heel, welt—The John Strootman Shoe Company



Gummetal oxford, blind eyelet lace, medium sole, military heel, Plaza last—The Moore-Shafer Shoe Manufacturing Company



Gummetal button oxford, 14 8 heel, welt—The John Strootman Shoe Company

A Canadian Shoe Retailer's Impressions of the Eastern Shoe Metropolis

Written Specially for Footwear in Canada

DURING the search for new ideas and styles for the present Canadian trade and for that of the fall, one can generally find many ideas in the one city of New York, to say nothing of Philadelphia, Boston, etc. There in men's "footery," the long vamp and low heels are particularly in evidence, and in button high shoes the cloth tops and plain toes are shown by the better and higher grade stores. A great many of the plain bals are shown, especially those of the receding "English" type with blind eyelets, but nowhere in either women's or the men's styles is there to be seen the fashionable up-to-date "high-toed shoe" of the past year, except perhaps in the very cheap grades, which do not interest the average city merchant of Canada.

Referring to women's styles more particularly, one will find in Fifth Avenue, where the highest grade shops are to be found, the pointed toe and fairly high heel, on both high and low shoes, as well as on many welt Colonials, but these styles are not in general use as yet. The prevailing style for the average trade is the medium toe and medium heel, notwithstanding the great talk in the East and the great demand in the West and centre West of the States for the flat heeled, extremely English-style last. A great many greys are being shown, not only of patent leather vamp and suede top, but in all-grey suede or all-grey kid or calf. The blucher cut lace high shoe is fast fading



The "English effect"—Mawhinney Last Co.

away as a shoe of prominence, and is being replaced by the plain bal or Polish cut. The great demand in women's, however, is for buttons, and a great many are shown in men's lines as well. The extremely high cut women's shoe of a year ago is again much in evidence.

"Nell Rose,"—the popular shade of the new President of the United States—is already being exhibited in colored satin goods, and will no doubt have a great run for the next year at any rate, which naturally

means that the retailer must carry evening slippers of this "Nell Rose" as well as the silk hosiery to match. Patent Colonials with large cut steel buckles and the Colonial tongue and buckle slide of "Nell Rose" are the latest thing in some of the most fashionable downtown stores of New York, although to the average visitor these styles seem too extreme for any place but New York, or perhaps Chicago.

We will see a great many of the English styles of fawn or grey spats used with men's footwear and some



Narrow toe "City" type last—Mawhinney Last Co.

grey with women's, but mostly for the former. Speaking of dress shoes for gentlemen, the visiting retailer finds that the pumps are by no means out of date. Everything in shoes appears to be in welts, although used perhaps exclusively for evening and indoor wear. These are all of a fairly long vamp type with receding toe and flat heel.

There is much talk of the "Anatomik" footwear at the present time in New York city and it has come to such a stage that the Wanamaker Company have fitted up a special department and have specially instructed clerks to sell nothing but this particular type of shoe. It consists of an arch support, built in the shoe with the "Orthodox Anatomic" heel, which is put either on the outside or inside of the foot to suit the requirements of the customer. The boot is so constructed that the weight of the body is distributed evenly over the sole. From close observation and inquiry it is certainly a very satisfactory and desirable shoe to retail and would suit many customers, if the price were not quite so prohibitive for the Canadian trade, after having added the thirty per cent. duty and the retailer's profit. The impression left on one visiting New York this spring is that there are fewer extreme or freak changes and novelties in the footwear world than is generally the case. This should be quite satisfactory to the average buyer and one may be quite safe in purchasing the medium shoe as to toe, heel, height of uppers and length of vamp, unless in the finer grades, when the more pointed toe, longer vamps, and average Cuban heel would satisfy. There is one certainty in the shoe world of today. Prices still continue to soar!

Longer vamps and flat heels are shown in men's fall styles.

Cloth tops in men's and women's buttons will apparently be popular this spring.

Benefits of Stocking Shoe Findings

Every shoe retailer realizes that the carrying of a certain amount of shoe findings is necessary and everyone has a certain stock of these. All shoemen, however, do not realize the importance of this department or how much profit could be derived from it by employing proper methods. It is often the case that the dealer will only stock the quick-sellers, in spite of the fact that these only bring small profits, while he will ignore the profit getters because they are slow sellers. In this article the carrying of shoe findings by the retailer, is discussed, both from profit-getting and service-giving standpoints, by the writer, who thoroughly understands his subject.

By Geo. E. Girling

MUCH has already been written on the subject of shoe findings, but still more must be said in order to bring forcibly home to many shoe retailers the benefits to be derived by giving these accessories their rightful place in the store. After a careful study of this question, the writer can only come to one conclusion as to the reason why shoe findings are not given the consideration and place in the store they are entitled to. This indifference to the handling of "small merchandise" is a failing of many retailers. Most people have a tendency to ignore the minor things of life, and we are often forgetful that many large concerns were very small at first, and also that small neglects lead to great calamities. One of the most disastrous accidents took place last year simply through the neglect or forgetfulness to deliver to the right quarter a short message.



Geo. E. Girling

To devote special attention to shoe laces would seem to some retailers to be ridiculous, but the man that can know and understand all there is to know about this line must devote a life time to it, and would have very little time to learn anything else; yet there are hundreds of store-keepers to-day that regard a lace as a lace and nothing more. They will place an order for a gross at about sixty cents, and there their interest ends. The laces are bought merely because person wearing lace shoes could not, or would not, use string as a fastener. I have visited stores where laces were kept jumbled up together in a drawer, all different kinds, lengths, etc., in one tangle; again in other stores you will find polishes heaped up in a corner regardless of appearances, and occupying unnecessary space. A little time and care expended on this department would result in a considerable increase to the store's income.

The time is rapidly passing when a customer is satisfied with the pair of laces given with a pair of new shoes. Laces so given are usually of the cheapest quality, and are certainly a very poor advertisement for the shoe store. Take a customer, say, that pays \$5.00 or \$6.00 for a pair of shoes, which is a fair price for a good shoe, it appears to me that such a customer would be prepared to pay anything from 10 to 25 cents for a pair of good laces; yet many retailers fail to take a keen interest in these very things which would materially help and advertise them. Every retailer knows that the profits on laces are large; that they are every day sellers, and are very essential.

Then take the polish trade. It is not so many years ago that an ordinary black shoe polish was all that was required to meet the public demand. With the advent of the different shades of upper leather used by the manufacturers, however, the polish market has made rapid strides towards supplying the de-

mand created. We have now a large variety of polishes, such as ox blood, tan, gunmetal, white, colored suedes, and various combinations of colors, all of which open the way for increased business. Many stores to-day run an exclusive shoe findings department, and find that that it pays. The public are usually interested in anything new, more especially when introduced by the store keeper. Then again, where ten cents used to be the popular price for a tin of polish, the time has now come when the public will take the twenty-five cent dressings and combinations, which are fast taking the place of the ordinary shoe polish. In this way the shoe retailer has a greater chance to make more money out of shoe findings to-day than he ever had in the past.

Another very important line of findings are arch supports. In most large towns these are beginning to have an ever increasing sale. They are still, however, looked upon as a dead line by the majority of shoe men, which is a very erroneous idea to entertain. There is hardly a more useful or necessary findings line on the market to-day than an arch support, although the value of them is so little known by those who most need them, and who would jump at a chance to purchase them, if they were introduced in an intelligent way. Their benefits have only to be explained to a customer needing an article of this nature, and the sale is made.

Keep Them to The Front

Like other findings, however, they should not be kept in the background but well displayed. I have seen arch supports in large—and in other respects up-to-date stores—on the shelves, under the counter or hidden away in various other out of the way places. These goods were called slow sellers, and so they were, because of the lack of interest on the part of the retailer in studying the usefulness of such an article. This lack of interest means a loss of from one hundred to one hundred and fifty per cent. profit to the retailer. Also a splendid opportunity is lost of proving to your customer that you are in business to give service that counts, service that will make your customers advertise your store.

Slow Sellers Bring Big Profits

Another very useful and profitable findings line is the shoe tree. This also, like the arch support, is considered to be a slow seller, and like the latter and laces is generally to be found hidden away in some dusty corner, there to remain until some one happens to really require and ask for such an article. Here is another one hundred per cent. profit waiting to be made by an enterprising shoe man.

Most retailers will make a fair showing of shoe

polishes but will hide away the slow sellers, which are the money makers. You may not sell as many arch supports or shoe trees as you do tins of shoe polish, but just figure out how many tins of polish you will have to sell to make as much profit as you would on one of the articles referred to! These are not so easy to sell, but that does not make them the less useful or necessary.

The Art of Selling

"Illustration" is the aid of selling. Get better acquainted with your other slow selling but profitable lines; bring them to the front, and the result will surprise you. Explain to your customers the benefit of wearing arch supports; tell them how a pair of shoe trees will lengthen the life of a pair of shoes; add to the comfort of the wearer; that it will keep the leather from cracking and add to the appearance of the shoe by retaining the shape. Approach them with confidence and enthusiasm; keep all your slow selling shoe findings to the front. These tactics will create inter-

est, and the desire to obtain will soon follow.

There are many other useful and profitable finding lines. Take for instance the shoe shiner, which is a line almost totally ignored by shoe men, and which is another one hundred per cent. profit waiting to be taken by the wide awake. The shiner is a contrivance that should be used in every home. There is no quicker or cleaner method of polishing shoes, and it also helps to keep them in shape. I knew once a certain manager, who was quite sure that shoe shiners were very slow sellers. It was proved otherwise to him shortly afterwards, by an enterprising clerk, who, by fixing a few of these in prominent positions and by "illustrating" the usefulness of one, soon cleaned out of stock, and had customers asking for them before they could be brought in from the wholesalers.

Courage, confidence, determination and a thorough knowledge of your slow sellers will make a successful findings department, and will add materially to your bank account.

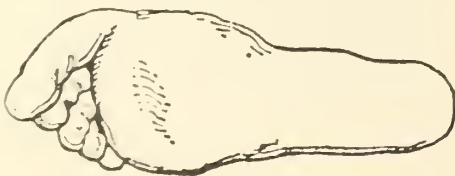
How Ill-Fitting Boots Injure the Feet

BOOTS and shoes, instead of allowing the toes the same freedom as the fingers have, often cramp them together, and render them of little more value than if they were all in one; the joints become stiffened, enlarged and distorted, the toes often overlapping each other, to the extent of rendering them unfit for service. The proper shape of the foot we find in the new-born; we also find it in persons accus-



Deformed Foot, Dorsar or Upper Surface

tomed to walk bare-foot, and in families that have always been accustomed to have their children supplied with shoes of a correct form. In examining the impress of a well-shaped naked foot in the sand we shall find the following marks: Behind, we have the regularly rounded heel; in front, the oblique impression of the soles of the toes. Between the sole of the great toe and heel the foot is elevated, and no impression is made. The form of the sole, then, is that of an arch,



Deformed Foot, Plantar or Lower Surface

with the extremities enlarged; in front of the arch are the five oval impressions of the toes.

In comparing the impress of the natural foot with the sole of an ordinary shoe, we shall perceive at once that the middle of the exterior border of the latter is out of the natural line; the sides of the great and little toe press against the upper of the shoe, and the heel is pressed on all sides by the stiff lining. The

extremity of the great toe being thus pressed, the nail is forced into the flesh. The other toes become the seats of corns, bunions and chilblains, also of accumulated perspiration; the skin macerates and inflames, and mixing with the products of the sebaceous glands, an offensive odor is exhaled, and more or less ulceration may result in proportion to attention or neglect of very frequent washing. Another evil occasionally results, namely, the production of flat-footedness or splay foot.

In obtaining a properly made boot, the principal points to be attended to are, that the sole shall be as broad as the foot, when the weight of the body rests upon it. In the action of walking the foot expands in breadth and length—in length often as much as one-tenth, in breadth even more. Measurements for a shoe should be taken when the person is sitting, and as a rule, allows only one-twenty-fourth for increase. The heel should be low and broad, so that the weight is



Perfect Foot, Plantar Surface

not thrown on the toes, and that the muscles of the calf of the leg be permitted to act, which they cannot do well with a high-heeled boot. The inner line of the boot should be made straight, so as not to push outward the great toe. The hygiene of the foot should be attended to from infancy. The Indian moccasins is the easiest and most comfortable covering, as it adapts itself completely to the shape and motion of the foot.

Stockings should fulfill the same conditions. Dowie, the celebrated Scotch shoemaker, insisted that tight-toed stockings are injurious to the feet, and recommends that they be woven with a separate covering for each toe, as gloves are made with fingers.

The subject of flat-foot, its causes and cures, is receiving more attention from doctors, hospitals, and

laymen at the present time, than any one other subject relating to the human foot. Medical science, assisted by the X-Ray invention, has done more in the past few years to assist the surgeon in diagnosing the cause and to prescribe correctly the proper treatment for a permanent cure, than has been accomplished in a decade. It is of interest only to the student of the disease, to read the statements of various writers on the subject, even doctors, as to the etiology and prognosis of Talipes Planus, medically known as the flat-foot or fallen arch. Their real knowledge of the subject has been gathered from obscure sources and the untutored is led astray from the facts, and he is no nearer the truth than when he started.

In walking the inner arch does not touch the ground. There is no weight on the arch of the foot, but the "load line" falls on the heel and the two balls of the foot similar to a triangle. If the line of weight falls inside the second toe, and the feet are turned outward, the knees come together, the body is unbalanced, and the weight falls on the scaphoid. Under these circumstances, the ligaments and muscles are unable to bear up under the strain, and the arch falls, causing pronation of flat-foot. Consequently, the bones are forced apart and downward, sometimes even resting on the ground.

In ninety-nine times out of the one hundred, the shoe is direct cause of the flat-foot. The footwear has been constructed wrongly, medically and scientifically. The high heel shifts the body weight, and throws the same forward on the transverse arch, and the narrow toe lasts, commonly worn, bunch the toes together so that they are unable to move, breaking the arch down. The straight inside line of the shoe is lost, and the great toe, losing its function, is pushed outward against the others by wedge-shaped lasts, causing bunions, medically known as bursitis; the stiff shanks hold the arch and foot in a rigid plaster cast device, preventing freedom, blood circulation, and muscle action.

One medical writer in an article says that if the

sufferer always wore shoes that were new, flat-foot would be a thing of the past, but he fails to describe the proper shoe which we require. Another doctor tells us that a man can walk all day without injury, but he cannot stand one quarter of an hour without injury to his feet. Evidently, this man has never worn moccasins.

The ankle is a rotary joint, and in order to perform its functions an oxford must always be worn at all times of the year. A shoe built with a straight inside line and a wide sweep for the toes, with a low broad heel, and counter constructed without a steel shank, with pivoting means on the outer corner of the heel, will enable the patient to walk and stand for hours, without discomfort and by the proper exercise and parallel walking, flat-foot can be permanently cured.

Makes for Jobbing Trade

Among the Montreal firms making for the jobbing trade is that of Leclair & Chalifoux, who carry on business at 599 de Lanaudiere street. Mr. L. A. Leclair was formerly with the Canadian Consolidated Rubber Company, while his partner, Mr. H. Chalifoux, traded on his own account. The firm make misses' and children's shoes and women's pumps in McKays, turns



Mr. L. A. Leclair

and imitation goodyear welts, while they also put on the market, boys' youths' and little gents' goods in McKays and imitation Goodyears in buttons, laces and Oxfords. Some new lasts in receding toes are being made.

The best salesman is he who knows enough to know that his customer knows something, too.

It is no wonder the ladder of success looks high to the man who thinks he ought to gain the top in one jump.

Some people say business is a gamble. For any man who so regards it it is a gamble with the odds all on the side of losing.

Why can't you have your advertisement set up and displayed in a style that will make them conspicuously different from those of the other fellow?

A High Cut for Fall Trade



Lumberman's high grade Goodyear welt
C. B. Dayfoot & Company

A Progressive Montreal Shoe Store

Finely Equipped and Comfortable—Well Lighted, Elegant and Attractive—The Photograph Chart Used—Electric Flash Sign

ALTHOUGH by no means the largest, the Slater Shoe store at 413 St Catherine street east, is one of the most comfortable and finely equipped in the east end of Montreal. The cut shows that the window space is spacious and well arranged, the lettering at the upper portion being very prominent and striking the passerby by its artistic character. At the rear there is a quantity of leaded glass, giving a good light to the store.

The interior impresses one as being neatly arranged. Down the centre are placed high-backed seats, covered in leather, these being, like the rest of the fixtures, manufactured from solid mahogany. There are two rows of seats, back to back, one for the ladies' section and the other for the gentlemen's. There is a tone of comfort about the whole store, which makes a

favorable impression on customers. The floors are waxed, and portions carpeted, the design of the slate being conspicuously worked into this covering. All the goods are kept in cartons, one side of the store being reserved for ladies and the other for gentlemen. At the end is a store room, for extra stock, and a stairway leads from this to the offices above, which overlook the rest of the store. A cash carriage leads from the centre of the shop to the office.

The store is exceptionally well lighted by means of electric lights suspended from the ceiling, while on the exterior there is an electric flash sign placed just above the shop front.

One of the features which is appreciated by customers is the photograph chart, the Canadian patents of which are owned by the United Co-operative Stores,



An Imposing and Beautiful Store Front

Limited. By means of these charts, which are fitted into several specially devised foot rests, accurate measurements are taken, these, with the names and addresses of customers, being filed. Thus, when a customer desires to repeat, by mail, his order, he can do so by forwarding his name and address. A clerk simply



Interior of Slater Shoe Store, 413 St. Catherine St. E., Montreal.

looks up the chart, and is able to send by express boots and shoes which will accurately fit the customer. It is a scientific method by which mail orders can be satisfactorily filled, the charts being printed in English and French.

The store, which is under the management of Mr. A. E. Brosseau, has only recently been opened, and is an example of good design, comfortable for the customer, and economical in its working so far as the time of the staff is concerned.

Make Box Toes

The activity in the shoe business has naturally had its good effect on those industries which are allied, and form an integral part of the industry. The Montreal Box Toe Company, of Maisonnouve, P.Q., has received its share of the increased trade, and has turned out a daily average of 18,000 box toes and 6,000 pairs of heels. The company has a very well equipped factory, in the heart of the shoe district, and has made great progress. It was started in 1904, at St. Rose, P.Q., and was removed in 1908 to Montreal. The partners are Mr. J. E. Dupre and Mr. Charles Baillargeon.

Good and Bad Times

By Walt Mason, in "System"

"Times are so bad I have the blues," says Bilderbeck, who deals in shoes. "All day I loaf around my store, and folks don't come here any more; I reckon they have barely cash to buy cigars and corn beef hash, and when they've bought the grub to eat, they can't afford to clothe their feet."

"There's something wrong when trade's thus pinched," says he, "and someone should be lynched. The cost of living is so high that it's economy to die; and death is so expensive, then, that corpses want to live again. The trusts have robbed us, left and right, and there's no remedy in sight; the government is out of plumb and should be knocked to Kingdom Come."

And Ganderson, across the street, is selling furniture for feet. All day he hands out boots and shoes with cheerful cock-a-doodledoos. "I have no reason to complain," says Ganderson; "all kicks are vain; my customers don't come to hear me raising thunder by the year.

"They have some troubles of their own, and do not care to hear me groan. And so I beam around my place, and wear a smile that splits my face, and gather in the shining dime—trade's getting better all the time!"

Though days be dark and trade be tough, it always well to make a bluff, to face the world with cheerful eye, as though the goose were hanging high. No merchant ever made a friend by dire complainings without end. And people never seek a store to hear a grouchy merchant roar; they'll patronize the wiser gent who doesn't air his discontent.

Going After Western Trade

The A. A. Durkee Company, Limited, Truro, N.S., are the makers of the celebrated "Security" brand of footwear. They turn out some fine lines of shoes in men's and women's Goodvear welts and MacKays, also children's lines. Mr. Durkee, the general manager, is a thorough shoe man, and the success of the business has been due to his experience and ability. He was formerly in business in Yarmouth, N.S., and some years ago transferred to Truro, the latter place being more central.

Up till recently the company has been confining its attention to the Maritime Provinces, but this year they have decided to push further afield, and go after the



Factory of A. A. Durkee Company, Limited, Truro, N. S.

Western business strongly. Last year their business trebled itself, and the indications point to this year being another record one.

The firm's business in Northern Saskatchewan will be handled by Eastern Manufacturers Limited, Saskatoon, who will have several travellers out; while Manitoba and Southern Saskatchewan will be covered by Mr. W. J. Sawyer. The travellers for the Maritime Provinces are Messrs. O. J. Killam; C. B. Crosby, and D. M. Burehill.

Don't spend too much time in wondering why other men have succeeded. Save some time in which to figure out the reason for your own failures.

Makers of Canadian Footwear

Under the above heading, a series of articles have appeared in "Footwear in Canada" during the last fifteen months, dealing with the business careers of a number of the leading men in the Canadian Footwear Industry. We are reproducing in this issue the portraits of those contained in this series.

Portraits of the leaders in the Canadian Footwear trade appear in the order mentioned: Mr. Chas. E. Slater, late of the Slater Shoe Company, Limited, Montreal; Mr. Richard H. Greene, of Gutta Percha & Rubber, Limited, Toronto; Mr. Joseph Daoust, of Daoust, Lalonde & Company, Limited, Montreal; Mr. Jas. Robinson, Montreal; Mr. W. F. Martin, of the Kingsbury Footwear Company, Limited, Montreal; Mr. Geo. S. Kirvan, late of the Kirvan-Doig, Limited, Montreal; Mr. Jno. A. Reid, of the Hartt Boot and Shoe Company, Limited, Fredericton, N. B.; Mr. C. S. Sutherland, of the Amherst Boot & Shoe Company, Limited, Amherst, N. S.; Mr. Paul Galibert, of Paul Galibert, Limited, Montreal; Mr. A. P. Cimon, of the A. P. Cimon Shoe Manufacturing Company, Limited, Montreal; Mr. John T. Tebbutt, of the Tebbutt Shoe & Leather Company, Limited, Three Rivers, Quebec; Mr. John A. Walker, of the Walker-Parker Company, Limited, Toronto; Mr. J. I. Chouinard, of the Regina Shoe Company, Montreal and Mr. Oscar Brunette, of the Eagle Shoe Company, Montreal.



Mr. Chas. E. Slater.



Mr. Richard H. Greene.



Mr. Joseph Daoust



Mr. James Robinson



Mr. W. F. Martin



Mr. Geo. S. Kirvan



Mr. John A. Reid



Mr. C. S. Sutherland



Mr. Paul Galibert



Mr. A. P. Cimon



Mr. John T. Tebbutt



Mr. John A. Walker



Mr. J. I. Chouinard

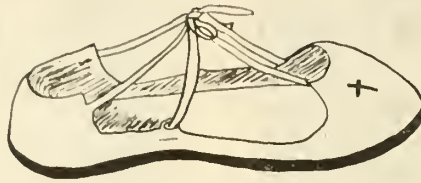


Mr. Oscar Brunet

Footwear From the Earliest Ages



Roman sandal



Sandal of early Pope, 7th century



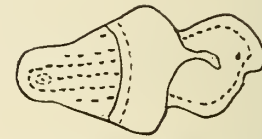
Chinese woman's shoe



Slipper of Roman Gaul, 3rd century



Spanish sandal



Burmese sandal



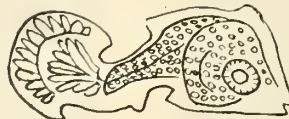
Indian slipper



French shoe, 8th century



Oriental sandal



Oriental sandal



Persian slipper

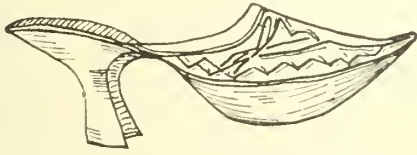


Egyptian sandal, 5th century



Slipper of Roman Gaul, 5th century

Down to the Nineteenth Century



English mule, 16th century



English shoe, 16th century



English shoe, 18th century



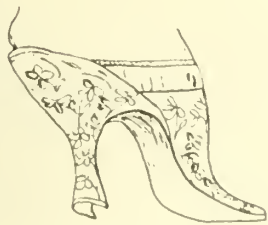
English poulaine, 15th century



English child's shoe, 16th century



Wooden shoe, 16th century



French shoe, about 18th century



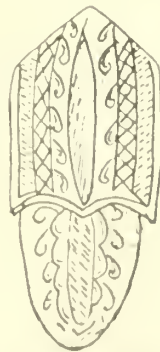
English shoe, 18th century



Double-soled shoe, early 17th century



French shoe, 17th century



Iroquois moccasin, 19th century



English slipper, 17th century



German shoe, 16th century



Merovingian slipper, 5th century



English shoe, 18th century

Economy and Efficiency in Lighting

An Important Problem to the Retailer—Best and most Economical Methods from Leading Stores of America

THE lighting of the store is one of the most important problems affecting the retail dealer, and is a question upon which he must keep well posted and up-to-date, as continually new developments are arising and new ideas being brought forward. In this category we, of course, include show case and window lighting. The ideas and illustrations in this article are taken from the most up-to-date lighting systems in vogue in the progressive stores all over this continent, and we hope they will be interesting and of some use to our readers.

A new "popular price" shop cut heavily into the trade of a large city store in its neighborhood. Clever and sensational advertising seemed inadequate to explain to the manager of the old-line store the sale, to a discriminating class of customers, of goods no better or more attractive than his own low-priced lines, at figures decidedly in advance of what he himself was asking. His "shopper" could not discover the secret. So he resolved upon a personal investigation. In company with the buyer for the silk department, he entered the rival store. The buyer's first remark gave the clue they sought.

"They look better under this light," he said, as he examined the goods, and then added, "and that's your answer, too."

Lighted entirely by the indirect system, the illumination made an immediate impression. Large metal filament units were mounted in artistic brass fixtures near the rather low, white ceiling, and the resultant soft, diffused light was so plentiful and so nearly the color of daylight that the shopper's usual instinctive request, "May I take this to the window please?" was not uttered. Under the soft, reflected light the fabrics displayed had a lustre and an apparent perfection of weave and coloring which made the cost of the current the smallest item to be considered.

As a result of this practical demonstration of the effect of good illumination on sales, the manager of the old store installed an entirely new system. In the investigation which preceded the change, a number of factors essential to the satisfactory illumination of a retail store were brought out. Of these the most important were: efficiency, color, flexibility and accessibility. Efficiency is a much worked word. In store lighting it means something besides the most light for the least money. Low maintenance expense and efficient direction of the light generated by the use of proper shades and reflectors are important. "Service lighting" is the end desired and a store is lighted efficiently when all these factors are considered.



The Continuous Tube: A novel and, as yet, uncommon method of store lighting. The passage of a current of electricity through gases in a vacuum tube produces a soft, diffused but efficient illumination. By the use of the proper gas, a white light can be secured.

Local conditions are generally the determining factors in deciding whether gas or electricity is the more economical and efficient illuminant in cost to operate. Either is suitable for use in store spaces. Where the difference in cost is not so great it becomes a matter of individual preference, bearing in mind that gas is generally less expensive and electric light more convenient.

Since the cost of lamps and maintenance varies from free renewals and free maintenance to items of serious expense, each user will have to figure this part of the problem out for himself. Costs of electricity and gas vary. The newer types of gas and electric lamps cost so much less to operate per candlepower of light delivered that even where the service company charges full price for renewals, it is usually economical to install the latest types of lamps.

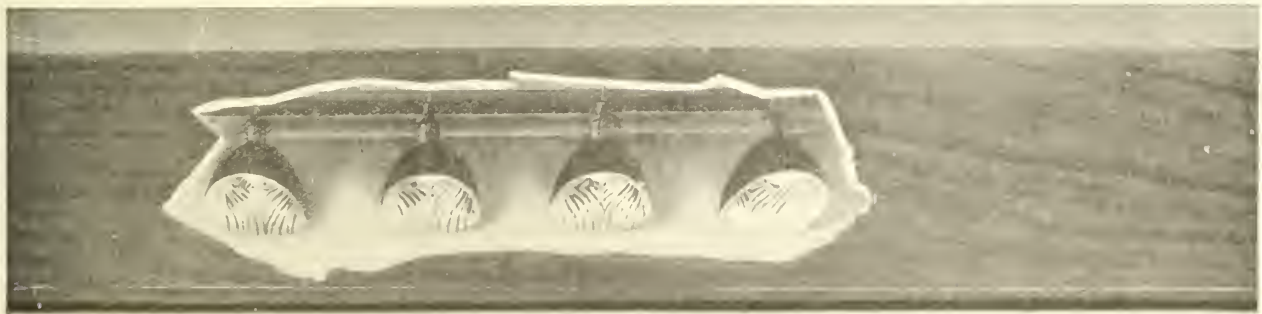
Generally of more importance than cost to operate, in the all around efficiency of retail store lighting, is consideration of the proper direction of the light so as to give the best service. The "glower" type electric lamps and the reflex gas lamps are the only units which naturally distribute all their light in a downward direction. Such lamps are efficient when they can be mounted high enough above the plane of illumination so that the light will not be unduly concentrated directly beneath the lamps. The units are too powerful to be left in the direct line of vision and must be mounted high on that account. Good re-

ing of the store has a distinct advertising value; it is not enough to light the counters well.

The store itself must also look well lighted, or it will compare unfavorably with other shops on the street. A few large units, such as gas or electric arcs, give a better display than a greater number of small units, although they are not so efficient. As they are spread farther apart, the illumination on surfaces between the lamps is not so good; there is more trouble from shadows and even if the lamps are properly equipped with reflectors, a large proportion of the light is delivered on the walls and ceilings. The illumination, therefore, must be more powerful than would otherwise be necessary.

How far this excess may be justly charged to "advertising," each merchant must decide for himself. It must not be forgotten that properly shaded lights have a distinct decorative value; indirect systems of illumination or other types of illumination which hide the sources of light are really relinquishing a valuable factor in lighting in order to make the store more attractive to customers.

The question of lamp efficiency in store lighting as well as anywhere else, reduces itself to whether or not you are getting value received for your money. A retail merchant who had recently changed his location went to the lighting company with a complaint. His bill was running about eighty dollars a month, he said, which was more than he had paid before for bet-



The lights may be hidden from the store by a wooden covering as shown in this picture, if the window has no permanent background. This is the most practical lighting system in use.

sults with both these units are obtained when they are from seven to seventeen feet above the plane of illumination, or from ten to twenty feet above the floor. All should be equipped with proper diffusing globes.

Upright gas arcs and the various types of inclosed electric arc lamps must be fitted with proper reflectors to correct their tendency toward a horizontal distribution of their light. The small reflex gas units and the metal filament incandescent electric lights can be mounted lower than the large units, but equal care must be made to shade them properly, particularly if they are more nearly in line with the eyes of customers. A bare, glaring light shining into customer's eyes will make the rest of the store appear dark by contrast, to say nothing of the sense of discomfort it induces.

The intensity of illumination required in stores varies greatly with the size of the store, the local standard of illumination and the kind of goods displayed. An intensity of three foot-candles at the counter height will usually be sufficient for ordinary merchandise, but for the display of dark dress goods or for a clothing store or rug store, from four to seven foot-candles may be required. In addition the light-

ing of the store has a distinct advertising value; it is not enough to light the counters well.

Though skeptical, the merchant consented to a change of installation. Three glower lamps suspended eleven feet above the floor, the ceiling height was seventeen feet—replaced the inefficient carbon lamps of the original system, providing a whiter light and a greater intensity of illumination with a one third reduction in current consumption. The merchant was so pleased with the results that he said he felt he could now afford to light his basement properly. There a few unshaded carbon bulbs had made spots of light, but did not pretend to illuminate the space. With his basement well lighted, he turned his attention to his show window and show cases, which had hitherto depended on the general store illumination. To-day that store is the best lighted in the street and the proprietor is paying without a murmur much more than the eighty dollars he claimed he could not afford.

Show windows offer a wide field for better lighting. The problem is really very simple, and yet a waste of twenty, thirty or even fifty per cent of light is not at all uncommon. Just one principle is essen-



The lights are in glass or metal reflectors at the top of the front glass, and are hidden from the street by the window shade. On looking into the window only the merchandise is seen and the eyes are not blinded by side or hanging lights.

nal. Remember you want to display certain goods. Therefore, concentrate your light on the goods. Don't let it fall on the sides, ends or ceiling of the show window or on the sidewalk outside, and do not distract from your goods by a sight of the source of light.

In order that all sources may be invisible and no shadows be cast on the goods, the lights must be placed in the front of the window and above the heads of the passersby. By the selection of one of the types of powerful, concentrating mirror reflectors, which direct the light downward and backward, perfect window illumination can be assured. What shape the reflector should be depends on the size of the window and the height to which you want it illuminated, and this can be determined by actual test or by consultation with any reliable firm handling first-class reflectors.

Cheap varieties of reflectors, as usual, are the most expensive one can buy. The intensity of illumination required for a show window varies directly with the local conditions and may run from ten to fifty foot-candles. The aim is to have your window light enough to stand out conspicuously brighter than its surroundings. In a country town lighted by old, open carbon arcs at each street corner, a one-hundred-watt, metal filament lamp with a mirror reflector would insure brilliant lighting for a small window. In a big, well-lighted city, such lamps might have to be spaced every twelve inches along the front of the window to provide adequate illumination.

Windows with displays of dark goods, such as men's clothing or shoes, will require a higher intensity of illumination than is needed for light goods; the finish of the window itself should always be light if efficiency is desired. Shoe buckles, etc., displayed on a rich black velvet may be very effective, but a window with such a display will require twice the intensity of illumination necessary with a pale blue or gray background.

The color of the lights used in a department store naturally is an important item because of its effect on the color of clothing and other dry goods displayed. The most desirable light for sections where clothing, millinery or colored dry goods are to be sold is, of course, that which is nearest average daylight. Since such a light is rather cold, however, lights of a slightly yellowish tint may be used to advantage where there are no colors to be matched.

The warmer and more cheerful light will exert an unconscious but decided influence on the shoppers' attitude toward the store. Some large stores provide booths in their fine dress goods sections in order to show the appearance of the goods in daylight or under such lights as evening gowns will be worn in. The effect of daylight may be very closely approximated by the use of carbon-dioxide vacuum tubes, and colors

can be matched without the necessity of lighting the entire section with a white light.

Electric arcs give the whitest light of the ordinary illuminating units. There is an excess of violet rays, however, which should be corrected by opal globes if colors are to be matched under the lights. Acetylene gas and gas mantle lamps come next, but there is an excess of green in the gas lights which also may be modified by the use of opal glassware. The high efficiency metal filament and glower electric lamps are compromises between these whiter lights and the yellow of the ordinary carbon incandescent or open gas lights.

The owner of a small store in a western city had an interesting experience in the effect of transforming light on goods. His store, originally a magazine and news stand, had expanded until he was handling books, phonographs and china. He put in a line of high-grade cut glass in connection with the china—a line which he himself had selected on a visit to the nearest wholesale center. When he had unpacked and put the glassware in his showcase, instead of the attractive sparkle he expected it had a dirty, reddish appearance.

The showcase was at the rear of a long store and was always artistically lighted. The lamps used were the old-style carbon filament type. A travelling salesman suggested that the dull yellow lights were what caused the disappointing appearance of the cut glass and advocated more up-to-date lighting, just as the owner was on the point of shipping the glassware back in disgust. The substitution of high efficiency metal filament lights transformed the ware and brought out the latent sparkle.

The flexibility of a system of illumination depends, of course, on the adaptability of the style of fixture and lighting unit chosen to a variety of uses. It is obviously of particular importance in a department store, insuring as it does a uniform appearance and interchangeability of parts. An exclusive women's furnishing shop used gas-arc lights for its general illumination and frosted bulb carbon lamps in wall brackets for special lighting of the mirrors in the millinery, gown and cloak sections. The design of the two types of fixtures was harmonious and the installation looked very well when the lights were turned off.

The mixture of the two colors of lights was not at all pleasing, however, and the carbon lamps were very far from economical. With the substitution of inverted gas mantle lamps in the wall brackets, the color part of the trouble was remedied and the lamps proved so efficient that chandeliers bearing cluster reflex gas lamps were eventually installed in place of the up-right gas arcs. The resultant effect, from both an economy and an appearance standpoint, was excellent, and the system now has the advantage of perfect flexibility.

Upon the accessibility of the lights may depend the entire success of a system, for lights that are inaccessible are likely to be neglected, that is, not cleaned or renewed as frequently as good maintenance requires. In addition, unless lights are so placed that they may be overhauled during business hours with a minimum of obstruction and inconvenience to clerks and customers, they will speedily become a nuisance.

Individual stores may discover that for their purpose other lighting factors must be taken into account. Frequently a system which can be adapted to the existing wiring outlets is required; to small concerns a low first cost of fixtures and installation is often imperative. A certain rug dealer lays special stress on the fact that the result that he wished in his installation was best served by a minimum number of fixtures, but was able to afford the more expensive lighting units.

A Chicago shoe store furnishes an excellent example of the happy substitution of a few large units for many small ones. The store, which is one hundred and eight by twenty-seven feet, with a front bay twenty-seven by ten feet, was lighted by eighty-one sixteen-candle power incandescent lamps with frosted bulbs. Thirty-six of these ran down each side above the shelving and nine across the back of the store. Four fixtures down the centre bore thirty-two-candle power lights, three to a fixture.

For this expensive and still inadequate system there have been substituted sixteen 150-watt, metal filament electric lamps with glass reflectors. These are placed five on each side of the main section of the store with four down the middle, equi-distantly spaced. The front bay is lighted by two similar units and the effect is as satisfactory from the standpoint of appearance as from that of efficiency.

What Grandfather and Grandmother Wore



A relic of 1844

Four strap ladies' sandal, 184

All shoemen will be interested in the above illustrations of rubbers of the long ago. The one to the left is a size No. 1 M, and bears upon the waist a mark "New Brunswick Rubber Company, Goodyear's Patent, 1844." Being a No. 1 it is rather short and this, together with the peculiar shape of the toe, gives one the impression that it is really a more up-to-date rubber with a portion of the end chopped off. These were made to fit over the prevailing square toed shoes of that period. The illustration to the right is that of No. 4 M ladies' sandal. Unlike other shoes it is straight, thereby allowing it to be worn on either foot. As the style of ladies' shoes in those days was entirely without heel and with only a moderate amount of shapeliness, this rubber was made to fit over shoes of that kind. It is a four-strap sandal with a moderately square toe. The workmanship of both of these rubbers is fully as good as that to be found in the average rubber shoe of this year's make and there is more real rubber in either of them than in many of the rubbers manufactured at present. It might be of interest for shoe retailers to note, in view of the present practice of getting little or no profit on rubber footwear, that in 1830 rubbers retailed in Boston, Mass., at \$5.00 per pair.

Cheap Leather Not Satisfactory

Owing to the extremely high cost of upper leather, many manufacturers are using a cheaper grade of leather to make their shoes from. Some of them cannot understand why the stitching will not look as well on one grade of leather as it does on the other. It is because when stock is cheap it is naturally coarse and the stitch does not set as good in a coarse piece of stock as in a fine piece. There is not firmness or body enough to the cheaper grade of stock to hold the stitch in place so that it looks well, and as the poorer quality of stock is often soft and porous the needle does not run so true, as there is nothing to guide it.

Good help is costly, but not so expensive as poor clerks. Good service is worth what it costs. It takes money out of the till, but it puts more back in.

Trade at a Profit

"In view of the keen competition of boot and shoe firms," said the principal of a big Montreal firm, "many houses find it very difficult to keep down the selling cost. Some of them are so anxious to secure trade that they give discounts which are entirely unjustified, with the result that profits are too small, and often losses are made. We all desire to secure a big volume of business but this can be obtained at too great a cost. Many firms in the past owe their collapse to this cause. Young firms in particular are prone to get trade by giving heavy discounts, but it is a mistaken policy which ought to be guarded against. No doubt it is a temptation to obtain large lines of business by giving as much as 15 per cent discount, but this, with the other expenses, makes it impossible to trade at a profit which will allow a living."

The Parcels Post System and the Retail Shoe Trade

By W. C. Forman, Shoe Retailer and General Merchant

IT is a wise man who looks ahead, seeking to discern the trend of the times, and to prepare for any coming changes. The Parcels Post System has been introduced into the United States. Some people are asking for it here, and our legislators are watching results in the neighbouring Republic with a view to adopting the system, wholly or in part, for Canada. It is probably only a matter of time until the Parcels Post is adopted in this country, and it is well that we should consider beforehand how it will affect the shoe trade, and be ready to meet the changed conditions it may bring.

The mail order houses probably do as little harm to the retail shoe trade as any other branch of business, for the reason that there are so many grades of stock, so many weights and widths, and shapes of soles, heights and widths, and twists of toes, widths and heights of heels, as well as fit and comfort to be considered in the purchase of a pair of shoes, that but few are willing to risk ordering them by mail. Dealing with a firm at a distance with whom the customer never comes in actual contact is unsatisfactory. The purchaser takes the risk and often finds expense, annoyance, and delay, through having to exchange the purchases. These experiences lead them to give the home merchant first chance in future. Of course, some will buy from mail order firms and be suited and continue buying.

The lower charges for carriage through the Parcel Post may tend to increase the number who will thus buy, but it is "up to" the retail dealer to off-set these inducements through his personal influence. He should be always pleasant and obliging, have an attractive store, give prompt and intelligent service, have fair prices for good goods, making the best use of his show windows in displaying goods with price tickets attached, and of his advertising in keeping his goods and values, along with the advantages of home buying, before the people.

Let us now see how the retailer can make use of the Parcels Post to the advantage of his business. He can very materially reduce stock by allowing the maker and jobber to carry the stock while he can re-order and receive, per Parcel Post, goods as they are sold out. His sales can be largely increased by taking orders for high grade goods or particular makes, which it would not pay him to carry in stock. He can also receive them promptly at slight expense. He can himself build up a mail order business of his own with people in the surrounding district, who may be too far away to come to town, and can deliver his goods cheaply.

All things considered, the wide-awake progressive shoe dealer need not allow the Parcel Post to work his business any material harm, while he may use it as a very satisfactory ally in keeping down his stock and increasing his business. Let the Parcel Post come, we will be ready for it.

Prominent Manufacturer Opposes

Mr. J. Daoust, of Daoust, Lalonde & Company, Montreal, is strongly opposed to the parcels post, as antagonistic to the interests of manufacturers and re-

tailers alike. In his view it will tend to throw a lot more business into the hands of the departmental stores, which have already too much trade for the well-being of the smaller retailers. The experience in the West shows that the greater the facilities given to the departmental stores the more tendency there is for business to be diverted to them, and should the government inaugurate a parcels post system it is certain to result in a still greater volume of trade for those stores. For his part, he would rather do business with the small merchant, as the big stores are inclined to cut prices, which enables them in some instances to undersell traders who are doing a smaller turnover.

The parcels post system, too, will allow the departmental stores to reach a number of people from whom they are now practically debarred, owing to the lack of railway accommodation. There are many hundreds of villages which are poorly served by railways, but were parcels post in operation, goods from the departmental stores will be delivered at the Post Offices, and the people thus more easily reached than by the present express service.

Retailer Has Little to Fear

One leading Montreal shoe manufacturer expressed the opinion that retailers had little to fear from the inauguration of the parcels post. It is true, he said, that the big stores might secure a little business owing to the system, but it was up to the retailers to meet this competition. The parcels post would be a matter of great convenience to many people, and retailers would probably find that, as the result of experience, their business would not suffer.

Against Interests of Shoe Trade

Mr. J. A. Adams, of the Rideau Shoe Company, Maisonneuve, believes that the parcels post will at first do a certain amount of harm to the retailers, and will benefit the mail order houses. After a time, however, it is probable that business will return to the ordinary shoe retailers, as it is pretty certain that the mail order houses will not be able to give such satisfaction to customers as the retailers. Goods sent by parcels post entail some inconvenience to buyers, and this, together with the practical impossibility of securing good fitting from orders sent by post, will no doubt have an unfavorable effect in the long run on business conducted through the parcels post. Manufacturers, too, find it more profitable to deal with retailers as compared with the departmental stores, and from this point of view a universal parcels post is against the interests of firms making boots and shoes.

Would Benefit Most People

Mr. J. H. Bell, shoe dealer, Charlottetown, P. E. I.: I don't think the introduction of the system of parcels post into Canada would affect the shoe trade as much as it would other businesses, for instance, dry goods. It is more difficult to get boots and shoes satisfactory than it is in other lines. A boot bought wrongly cannot be made right again as easily as other goods. I believe this system will be a benefit to a great many people, although on the other hand it might injure a few.

Retailers Oppose Strongly



Mr. H. B. Myers

Mr. H. B. Myers, Shoe Retailer, Barrie, Ont.: There is no doubt but that a Parcels Post System would be detrimental to merchants everywhere. It would be no benefit to us except where it competes with the express rate on small parcels. The mail order houses will reap the benefits. The retail merchants should appeal to the Dominion Railway Board for a change in the express tariff. This appears to be the only effectual way of dealing with this matter,

which is of such vital interest to every Canadian retailer.

Mr. Wm. Conroy, Shoe Retailer, Charlottetown, P.E.I.: I consider that the introduction of a system to carry parcels at less than cost would be taking money out of the Dominion treasury to benefit a few mail order houses. The establishment of this system would not benefit us, and we do not want it. The postal system should confine itself to the transportation of mail only. I agree with the sentiments expressed by the Retail Merchants' Association of Canada, and would favor their demands.

Mr. J. J. Haines, proprietor of The J. J. Haines Shoe Houses at Belleville, Napanee and Trenton, Ont., says: "I decidedly believe that it would be detrimental to the retail shoe dealers' interest throughout the country and it would be a great injury to the retailer in villages, towns and small cities. How are these dealers to live and pay taxes and general expenses when they come in such direct competition with the big stores? No, it would not be in the interest of the country as a whole."



Mr. J. T. Heath

Mr. J. T. Heath, Shoe Retailer, Orillia, Ont.: My opinion is that the introduction of a Parcels Post System into Canada would be disastrous to the smaller retail dealers throughout the land, and that other classes of business would be affected. There are mail order houses that send out illustrated catalogues, from which they do an extensive business throughout all Canada, and prepay all goods. A farmer's wife told me the other day that she got all her

goods, even her groceries, in Toronto. Recently a parcel arrived by post for my wife, which, on enquiry, I found she had chosen and sent for from an illustrated catalogue.

The reduction on delivery charges proposed by this system would still urge the mail order houses to do a more extensive business. If the government introduces this system, that is not even self-sustaining, I for one would say that they are going beyond their rights, to benefit a few and injure thousands.

Mr. L. C. Lockett, shoe retailer, Kingston, Ont.: I am very much in favor of a parcels post system and think it a step in the right direction. It surely will

be a benefit to the great mass of people, and what is a benefit to the great majority will in the end benefit everybody. We certainly need something cheaper in the way of moving small parcels than the present rates of express, and competition along this line may have the desired effect. There no doubt will be strong opposition against this new measure, but it has always been so. There are always some people ready to cry down improvements of all kinds, why, I do not know. The Retail Merchants' Association are not at present strong enough to do much in opposition, as outside of Toronto and a few towns in Western Ontario, there are not many members. However, I do not see any very sound arguments against the adoption of parcels post, and I think that as it has found favor with the country to the south of us, it will be in keeping with the progress Canada is making along all lines to keep in the race.

Mr. L. F. Falardeau, Shoe Retailer, St. Roch, Que.: I cannot see how any action taken by the Federal Government can do otherwise than promote the catalogue business of the proprietors of departmental stores, and that would be to the detriment of retail merchants. I need hardly tell you that I am entirely in sympathy with the views on this subject expressed by Mr. E. M. Trowern, Secretary of the Retail Merchants' Association, and I have every assurance that the retail merchants as a whole are in favor of making some representation to the authorities with a view to showing them that the proposed innovation would bring about the complete ruin of the retail merchants.



Mr. L. F. Falardeau

Enamelled Shoes

The newest feature in the line of men's shoes at the present time in England is what is known as the "enamelled" shoe. These shoes are a little heavier than the ordinary patent leather, and they keep their shape much better and do not have such a great tendency to crack.

The underlying leather is split cow hide, and the tops are made of the very best kid. They are made to measure by a bootmaker who makes them as snug as possible, and very smart looking. They cannot be imitated at a cheap price and for this reason it is only the upper class in England who are wearing these shoes. The fashion is considered very exclusive.

Bronze Boots Again

Bronze shoes have again made their appearance. They are of fine bronze kid leather, and have bronze heels and edges, and bronze buttons. They are made on a narrow toe, high heel last, and are pretty. But it is doubtful if their sale will become extensive. Shoe retailers killed the fashion of bronze shoes, when it was started a few years ago, by painting black kid shoes with bronze paint and selling them for bronze leather shoes.

You are only useful to yourself when you are making yourself useful to others.

Shoe Show Cards for Spring Trade

March Prolific with Advertising Advantages — St. Patrick's Day and Easter Offer Opportunities for Business—Treatment of Cards

LAST month we called attention to the advisability of taking advantage of special situations and turning them to advertising account. One should not wait for extraordinary conditions, however, but should persistently press the advertising button which keeps the current of commerce constantly connected. While special conditions may not always be with you, three things you can always have, your windows, show cards and price tickets.

March is unusually prolific this year with advertising advantages. First is the regular spring lines. Next is St. Patrick's Day, and added to this she has robbed April of one of her best features for advertising—that is the Easter season. Seldom does Easter come so early and it is possible for it to come only one day earlier than it comes this year.

St. Patrick's Day may not present special advantages from a stock or style point of view, but it furnished abundant scope for decorating both in the store and windows. Should you be an importer and have lines of Irish-made shoes you can feature these. The various emblems suggestive of St. Patrick's Day can all be utilized to good advantage. There are hats and harps, shamrocks, pipes, flags, etc., all of which are easily made or obtainable and are always effective. Green must be the dominating color. Green ribbons, rosettes, tissue and crepe papers and various patterns of wall papers furnish splendid decorative materials. An old pair of shoes painted green and the edges of the soles and eyelets done in gilt will make an attractive centre piece for your windows. Remember they are for attraction only. If placed on a round mat of red crepe paper or some other material, or on a low stool, it will add to their effectiveness.

It is to Easter we must look for the greatest effects from an advertising point of view. Custom has long taught the public that the new spring suit is synonymous with Easter. For years this fashion in Canada did not affect men so much as women, but of late men have come under fashion's sceptre in this respect. A new suit—to be complete—means new shoes. Here then is your opportunity to advertise your new Spring lines both for men and women. Increase your newspaper space and utilize your windows.

And Easter offers wide fields in decorations.

Flowers can be used extensively. The approach of Spring makes these not only appropriate but pleasingly attractive. Artificial apple blossoms make charming decorations and are inexpensive. A little perfume sprayed over them once or twice a day will be appreciated, while a few good singing birds will give an extra touch of Spring. Easter lilies can be used, but should be used sparingly.

The hundred and one little Easter tokens should be worked out in support of the floral or other decorations. Of course the egg will always remain the chief representation of Easter. It's use is unlimited. A window bottom laid with chaff and a few dyed

eggs scattered about will make a splendid setting for a display. Or a nest of eggs in the corner of your window will be very attractive. Rabbits, chicks, etc., will come in for their part. A few live chicks will attract more attention than anything else. These can be made specially attractive if you secure white ones and dye them pink, blue or green. This can be done with diamond dye and a soft brush and not hurt the little youngsters in the least. Though it is sometimes done, we object to the use of the cross in decorations.

Every association connected with it is too far removed from commercial interests to make its use appropriate.

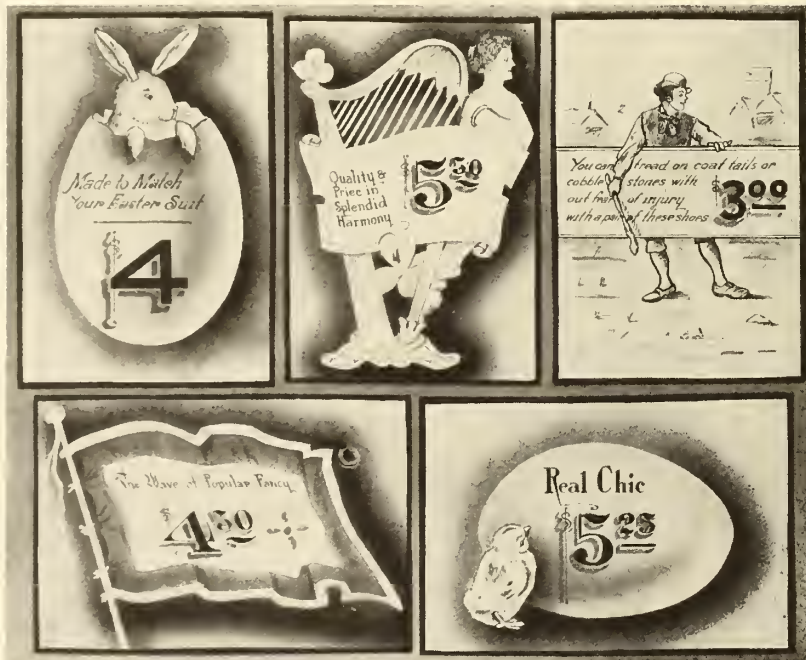
The Cards

The cards offered this month should form a basis for other designs. They are suggestive of greater possibilities. The \$3.00 St. Patrick Day card brings to mind the legendary custom in Ireland of "Don't Tread on the Tail of Me Coat." The coloring may be brilliant. Vest, bright red. Tie and stockings and trousers in various shades of green. Lettering in black and price in red, shaded with green.

The flag is in green with a white centre and gilt border. The cord is also gilt. Lettering in black. Figures in red. Green shading.

The harp—so strikingly suggestive of Ireland—is an air brush design. The harp is in gilt, shamrock in green and ribbon in white with a green border. The figures are in red, shaded with green. The lettering is in black.

The other two cards are Easter designs. The bunny card is made with the air brush. It has a dark



background and the egg is shaded sufficiently to show a rounded effect. The rabbit is white, the letters are black and the \$4 is in red, shaded with grey. The chick card could best be used with women's fine lines. It is short, terse and attractive. The egg and background are similar in treatment to the bunny card. The little chick can be in pale yellow, natural chick color. Letters in black and figures in red.

It will be noted, we have said nothing this month of reduced prices or low priced goods. All the cards are designed for new lines at regular prices.



A suggestion for a pleasing and attractive design for a very small shoe store front. The wall is of white cement or plaster; the metal work at the base of the display windows and the trim are green. The lettering is of gold, with a thin black outline. The little decorations are painted in blue, green, red and brown.

In the Game of Making Good There's a Time Limit

By J. R. Worden

Of The Burroughs Adding Machine Co.

IN the game of making good there's a time limit. When we were seventeen the future to us was a world unexplored, with time unlimited. But at 37 or 47 our perspective has changed. We look into the future through wiser eyes and are startled—time has acquired boundary lines.

We look back at opportunities lost—at things done which we ought not to have done—at things left undone which we ought to have done—at long hours and well-meant labor which proved profited. And it shows in our score. We stand at the crest of the hill—the game is half over—to win we must capitalize the future with experience gathered from the past. But we cannot afford to put off till tomorrow. We cannot afford to miss even one opportunity. There is a limit—a time limit—and every day, every hour, every minute is reducing just that much, our chance of rolling up a good score in the game of making good. We can't afford to go through the year not knowing whether we are winning, playing even, or going behind.

A year is 365 precious days—8,760 hours—the best days and hours of our life—and we can't coax them back. If we are losing we want to know today so that tomorrow we can "change the trump." And next week we want to know how much we profited by the change. If we investigate we find that a large percentage of all failures are due—not to lack of am-

bition, ability or hard work—but rather to each man's ignorance of the actual condition of his own particular business. Further investigation convinces us that the great majority of small retailers are capable, hard working business men—working in the dark—waiting for the end of the year to find out if their score has gone up or down in the game of making good. But we find the man who is making a "killing"—the man with the best score—is the man who labors less and thinks more—the man who systematizes—who installs a proper accounting system—the man who knows which clerk deserves a raise and which should be fired—who knows which lines should be discontinued and which pushed. He is the man who knows this week what he made last week. He is managing. We have the same opportunity. What he is doing we can do—we have the same ambition, ability, and energy. But, we must be up and doing—we've reached the crest of the hill and—in the game of making good, there's a time limit.

Rolling Step Ladders

We reproduce herewith an illustration of one of the Milbradt rolling step ladders, manufactured by the Milbradt Manufacturing Company, St. Louis, Mo. Their ladders are widely and favorably known in all sections of the civilized world. The ladder illustrated is only one of eighteen styles that they manufacture.

They make all their ladders to order, and to fit any place. They are strongly built from the best hard wood lumber and metals obtainable, and are attractively finished so as to prove an ornament as well as an adjunct to any store. They are noiseless and easy running and the ease with which they allow the merchant or his clerk to reach shoe cartons, or any other goods on shelves, makes them invaluable as time and fixture-savers, and therefore money-savers.



A beautifully illustrated catalogue of Milbradt Rolling Step Ladders may be had by addressing the Milbradt Manufacturing Company, 240 N. Fourth street, St. Louis, Mo.

If 1913 is to do any more for you than did 1912, you will find that you must do more for yourself.

When you have said enough to you, all arrangement to make your point plain, stop. Don't go on like the street-veller who always repeats the same tale for a second laugh.

The amount of money spent by people of small incomes is many times that spent by the rich folk. Don't forget that when you think of catering exclusively to the "best trade."

Evolution of the Modern Store Front

Your Store Front Represents Your Store—Requirements Depend on Local Conditions—The Proper Type Creates Sales

WHEN you go to work in the morning doesn't your personal pride get the better of you and make you hold your head erect—if your place of business is modern, clean-cut and prosperous looking?

This same feeling is instilled into the minds of every one of your entire organization. A bright, well-trimmed and clear-the-year-around window has the air of "business is good," also it has that much sought-for quality of penetrating the immediate atmosphere with the same feeling. You'll agree that such a spirit in your business is worth thousands of dollars—worth it in actual gold dollars.

And still—a merchant very seldom puts in a new store front for just this reason alone—self-gratification is not strong enough to make this move. He is prompted only by the effect upon the buying public. Just at this time of the year almost every merchant does a great deal of thinking—both of the past year's business and of the future business. You, like others, have introduced new schemes, systems, policies and even new lines into your business. You've experimented—and probably have kept a careful record of the results. That's good. It's the only way any of us can get very far with any degree of accuracy—watch what is going on and profit thereby.

Right now—this very day—there are thousands of merchants, in your line and in others, who are planning on 1913 campaigns. First comes the general idea, in the rough; then come details. All are based on your own local conditions. Let me say here that practically no two merchants can consistently follow the same procedure with equal success. The ultimate

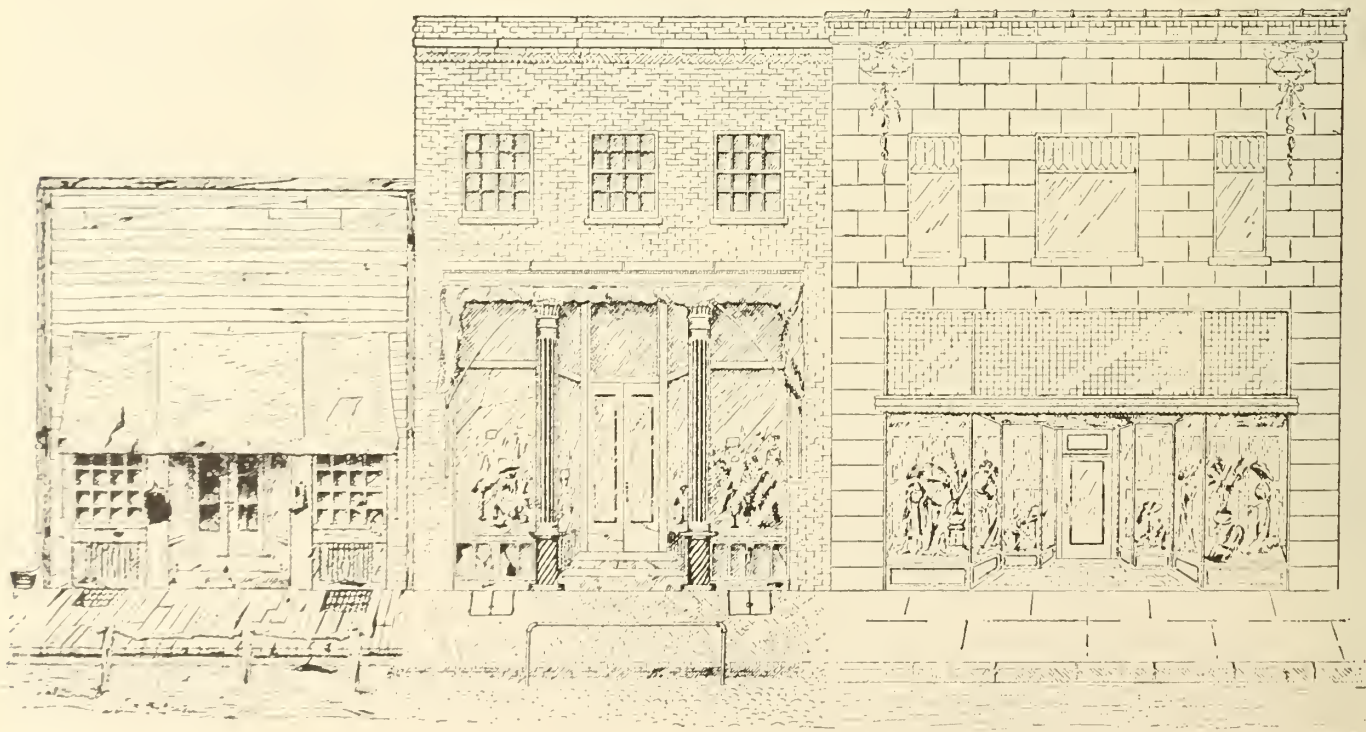
idea and object of all this planning can truthfully be reduced to "more business and bigger profits." Good—that's what all of us are in business for—there's more or less satisfaction in carrying on a business successfully, but in the background there still remains that determination to turn our energies into actual, feelable currency.

Now come the methods to be employed in order to bring about these results.

To get right down to the object I'm driving at, let us make a review of the actual conditions and growth of store fronts—show windows. In itself it is a big subject and probably has been given (and will be given in the future) more concentrated thought than any other advertising and selling element in the retail business. And why not? When you get down to actual everyday facts isn't it the best means you know of to create interest in any store?

I could go on for pages arguing in favor of modern store fronts, but you would probably not read it because I know you agree with me.

Let's consider now the many forms and constructions of store fronts. In general there are three steps in the evolution of store fronts. First there was the old frame store shown here with its small, dark windows. We won't elaborate on a description of that—it's a thing of the past. Next shows a good development by the introduction of plate glass to replace small panes of wavy glass. Along with this step of development came the big, massive and obstructing iron columns. Still the store floor, remained a little elevated from the sidewalk level. That is a bad feature because for some unaccountable reason one very



The Three Stages of Store Front Progress

much dislikes stepping up to enter a store. Sheer laziness isn't the reason—can you explain it? Nevertheless in the new store the store floor is down on the level with the sidewalk—making it very easy, and without any effort whatever, to enter the store.

This store stands as the very highest development of store front construction. By this I don't mean particularly the zig-zag type as shown here, but the general construction. Study the picture as a whole. See how inviting it is—you couldn't possibly go by this store without giving it more than a passing glance. You would unconsciously stop—study the displays and probably keep on moving until you were inside the store. Such a store front does not deserve the name "snare" but it acts on the same principle nevertheless. It creates sales.

This stage of store front development was made possible by the introduction of an entire new-departure idea. After an exhaustive investigation together

with his practice an architect put two and two together and this is the result. It isn't a make-shift, but a complete store front construction, from sidewalk to I-Beam. See the all-glass effect—nothing to obstruct the view and still the glass is held firmly by a metal frame made of either solid copper, brass, bronze or aluminum. These windows are clear 365 days and nights of every year, because the system of ventilation is correct—it is simply the scientific application of the old, time-tried theory of "let the cool, dry air from outside circulate along the inner surface of the glass." Then, too, in summer the windows can be made dust-tight by means of a small regulating device in the sash which closes the ventilation holes.

The type of front you need for your business depends entirely upon your own conditions. As I said before no two merchants operate under the same conditions. Be sure of one thing—that your front represents your store.



Conventions Are Different Now (?)

What is this?

This is the Head-quarters of a Con-ven-tion.

But don't they have a meet-ing?

Oh, yes, that is in prog-ress now up-stairs some-where.

Do they all at-tend the meet-ing?

Bless your heart, no! No one goes but the of-fi-cers and a few oth-ers that wan-der in by mis-take.

What do they do at the meet-ing?

Oh, they read the min-utes of the last meet-ing, some-one reads a ninety-eight page ar-ti-cle, for which no-bod-y gives a "hoot"; some-one else starts an ar-gu-ment and the rest go to sleep; then they wake up, the of-fi-cers re-e-lect themselves, vote the meet-ing the most en-thu-si-ast-ic ever held, and ad-journ.

I think I should like to go to a con-ven-tion.

Of course, we all do.

Show Windows Built to Avoid Frosting

Do Away with Warm Air in the Window and Make it Air Tight — Latest Scientific Methods

At this time of the year we always receive a large number of requests from our readers asking how to overcome the frosting of their show windows. We are able on this page to give you very explicit instructions on how to do this, but want to impress on you that directions must be carried out faithfully.

To overcome the frost on the window it is necessary to do away with any warm air in this window. This warm air, as soon as it strikes the cold plate glass, condenses and forms either steam or frost in the window. If the air in the window is the same temperature as the air outside your trouble will be over. To accomplish this you will have to have your window closed so that it is air-tight from the back, with openings in front so that the cold outside air can ventilate through the window.

The old method of letting the outside air into the window was to bore holes through the sash, or pipe the air in through the bulkhead and up through the floor. This has been greatly improved upon by setting the glass in a metal moulding in which are small holes that serve both for ventilation and for drainage.

If the show window is enclosed and separated from the store proper, no ventilation is required other than this metal sash, provided the show window enclosure is made absolutely air-tight. In order to do this, the floor of the show window, the ceiling and the partition should be double and lined with building paper, and the door entering the show window should be made similar to that of an ice-box, having double rabbets and rubber weather strips. Where glass is used in the partitions it should be set with putty. We have made a careful study of the problem of ventilating the show windows so as to prevent the steaming and frosting of the

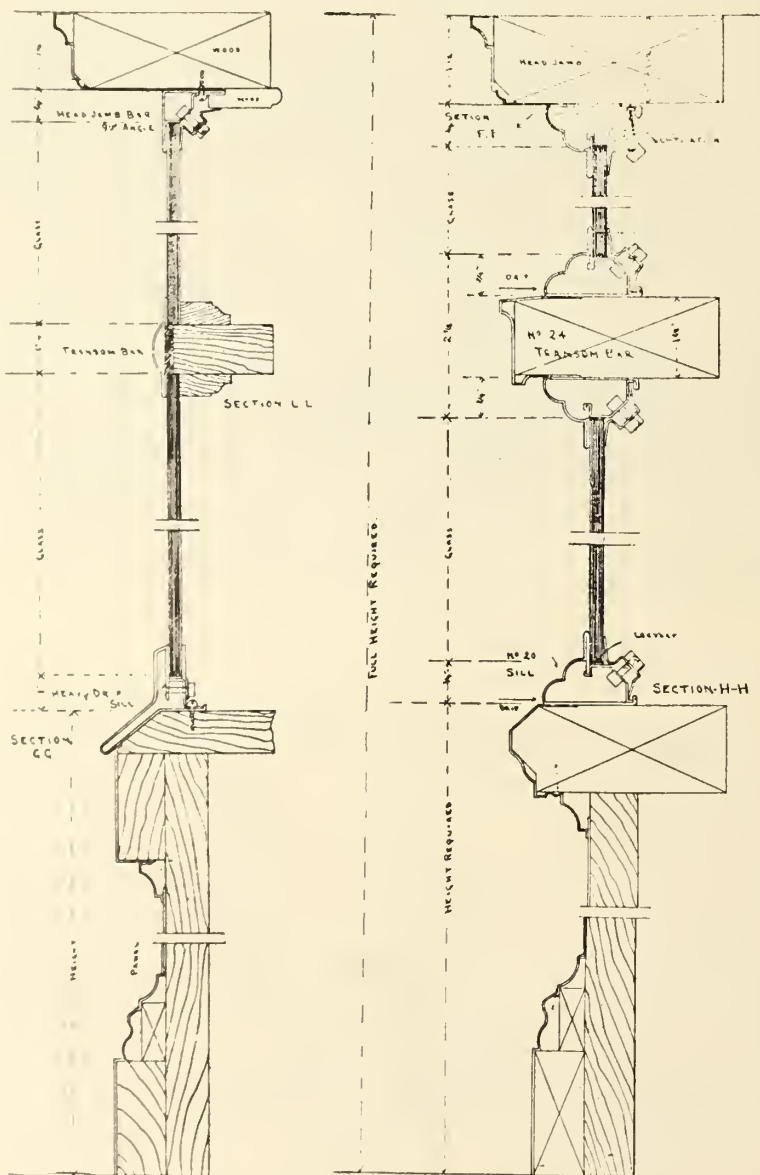
windows, and it is our earnest opinion that no amount of ventilation will accomplish this result under certain conditions unless the show window is enclosed from the store proper and made absolutely air-tight. The show windows are such an important part of the store that too much attention cannot be paid them. Many merchants realize in a measure the importance of their windows and try to meet the need by hiring good window trimmers and putting in elaborate displays and backgrounds. These same merchants often overlook the fact that in order to have this work most effective, that they should first of all put in a modern and practical set of show windows.

Few merchants have had much experience in show window building and this part of the new store building is apt often to be badly neglected. The window trimmer is a valuable man to take this matter up with, as he has given the subject much thought and is apt to know just how to plan windows best suited to your purpose.

The two detail drawings shown here-with illustrate two new types of metal sash for holding the plate glass. The tops of the drawings show the way the prisms or transoms are set in the moulding. One has a sash that is very plain, while the other is rather more ornate, having two curved bands in place of the perfectly flat surface. The dotted lines and arrow at the top of our second sketch indicate the holes in the sash for ventilation.

The lower part of the illustration shows the window bulkhead and metal sill in which the glass rests.

The sill in the first drawing has a very long slanting, overhanging front, that serves to carry the drip out over the bulkhead. This is a decided advantage over the sill shown in our second drawing that allows the moisture to run down over the outside of the bulkhead. — Retail Equipment.



Rubber Gathering in Brazil, Central America and Ceylon

WHAT is crude rubber? To those of the science-craft, we would say that it belongs to a group of colloids, but to the readers of Footwear in Canada—well, we will take them to Central and South America and Ceylon, and show them just what it is, and how it is made.

As to how many kinds of rubber are to be found it is difficult to say. It is quite certain, however, that considerably more than one hundred species of rubber producing plants are to be found. Any milk-bearing tree, vine, shrub or weed contains a certain amount of rubber, anywhere from 2 to 95 per cent. The plants containing a low percentage of rubber are not worth considering, however, as the cost of gathering would exceed the market value of the product, but the time may come when you can produce rubber profitably from "your own back yard" with the aid of lettuces or dandelions; up to the present, however, all the rubber producing countries are situate in the torrid zone.

Where "Para" Comes From

The Republic of Brazil, which covers nearly one-half the area of South America, produces a very good proportion of the world's high grade rubber. For thousands of miles along the banks on either side of the Amazon River, are vast areas covered with trees known to the rubber world as "Hevea Brasiliensis," and from this particular species were produced during the year 1911, 84,313,600 lbs. of crude rubber, with a value approximating \$118,000,000, and this is from only one of many sources of crude rubber.

If you look at the map of Brazil, you will notice two towns, Para and Manoa's. It is from either of these that we start for the forests by river. Upon arrival at the district selected, we attach ourselves to



Fumiers or furnace for smoking rubber

the "Seringueiro," or head man of a party of natives collecting the rubber. At dawn, which is about five o'clock in the morning in this latitude, the "Seringueiro" begins his work. He selects an "Estrada," which is an area containing about 150 trees, and commences work; accompanied by one or more helpers. His tools consist of the "machada," a short-handled axe, a pail and a number of small tin cups. After the stem of the tree has been cleared the tapping commences; with a single stroke of the axe the bark is slit open just deep enough to extract the latex or milk without damaging the tree. After making about twelve such incisions the "Seringueiro" fixes, by means of clay, one of the small tin cups to collect the latex. These incisions, made at the regular intervals, drain the tree drop by drop, of the latex, until within two or three hours the yield is obtained. The quality varies, and depends upon whether the tree is full of life or decaying; then again, drought or prolonged rains influence the flow of latex.

Rubber Exudes from the Bark

Before going further it would be well for us to study the botany of the tree a little. The latex or milk exudes from the bark of the tree, not from the inner wood. Rubber is a hydro-carbon made from the latex, secreted by the protoplasm of the intercellular veins of the bark. These milk-containing veins are really single inflated cells, running longitudinally.

When a cut is made in a tree, a sap like goat's milk runs out which is called "latex." To demonstrate this your self, take a pin and prick the leaf of any rubber plant you may have in your house, immediately a small quantity of the latex will exude. The common household rubber plant is not of the "Hevea Brasiliensis" species, but of the "Castillo" species, which is found in Central America.

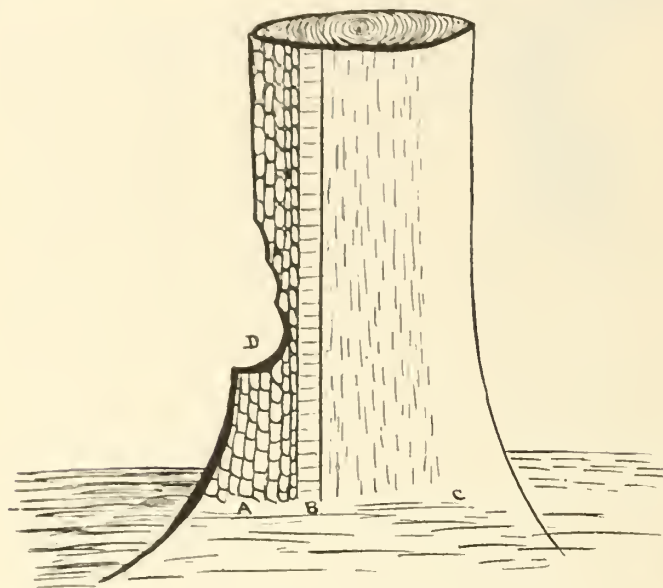
Coagulation

We will now return to the "seringueiros." The latex is gathered into pans and carried to what is called a "canudo," where the process of coagulation by smoke is carried on. The operator creates a smoldering fire in his hut by heaping some of the oily nuts of a certain palm tree upon it. Over



Seringueiros smoking Para Rubber. (In the foreground are shown some pelles of rubber ready for market)

this fire he places a funnel, shaped somewhat like the cone, open at either end. When the smoke is coming plentifully from this funnel the operator takes a wooden paddle and dips it into the latex, and then he holds it in the smoke, revolving the paddle with his hand. The latex then coagulates or curdles. When it is quite dry, he dips the paddle in again, and repeats the operation over the smoke. The ball of rubber grows under this operation, until it reaches almost any



A—Latex tubes in bark. B—Cambium. C—Wood. D—Depth of cut.

weight the operator may choose, usually from 30 to 40 lbs. The form of crude rubber thus obtained is called a biscuit. They are transferred by boat to Moanoas or Para, and there cut in two, and inspected as to quality, etc., packed in cases and shipped to the great markets of London and New York.

In Central America

In Central America, which is composed of Mexico, Nicaragua, Columbia, Honduras and Costa Rico, are found a number of species of rubber trees, of which the "Castilloa" is the most prominent. This is quite a large tree, and from it we obtain a medium grade of rubber that is sold in the market as "Esmeralda," "Fronterra," "Corinto," or "Bluefields." These names usually designate the towns or districts from whence the rubber is forwarded, as is also the case with "Para" rubber, which obtained its title from a town of that name on the Amazon.

When the Spaniards under Hermendez Cortez visited Central America in 1519, and came in contact with the natives of Yucatan, they found the latter very fond of playing a certain game with balls that bounced, and which were made of a substance quite unknown to Europeans. This is the first knowledge civilization had of rubber.

Method of Gathering

The Central America rubber gatherer takes a "machete," which is a cross between a butcher knife and a sword, and slashes the bark of the "Castilloa" tree in such a way that the latex flows in a single channel to the ground. This is a poor way of working, as the latex becomes mixed with sand and dirt, which deteriorates the quality of the rubber, as all foreign substances must be removed before the rubber is of any trade value. So wasteful and destructive are the

natives in this part of the world that they destroy many trees by felling them, after which they slash rings wherever it pleases them, and allow the latex to drain out on the ground. When rubber collected in this manner reaches the rubber factories they frequently have to wash out from 25 per cent to 33 per cent. of the mass in order to make the rubber pure.

All natives, however, are not so careless. In some portions of this territory the latex is gathered into calabashes, or bowls. After cutting a hole in the bark the laborer allows the latex to accumulate, and with the aid of his machete scoops it into the calabash.

Coagulation by Acids

The methods of coagulation employed in Central America are many, and are difficult to explain. Usually an organic acid is used. A fruit called "sachacamote" is sometimes used for this purpose, as it is also an infusion made of the roots of a bindweed; the operation is usually carried on by adding the organic acid or infusion to the latex contained in the calabash. The result is a quick separation of a buttery mass, which when taken out soon turns a dark color, almost black. This in turn is rolled into sausage shaped rolls. It is now ready to be forwarded to the market.

The Rubber for Tires and Heels

Comparison of this rubber with "Para" shows that it does not come up to the latter as regards elasticity. "Para" will stretch several times longer than "Cas-



Tapping the "Heavia Brasiliensis"

tilloa," but for toughness and general wearing qualities "Castilloa" is looked upon quite favourably. There are many lines of rubber goods where elasticity must be eliminated but the resiliency or cushion effects maintained. This applies to rubber heels, buggy tires, water valves, and the soling of rubber shoes.

Cultivated Rubber

Perhaps the finest quality of rubber comes from Ceylon; this differs from the productions of other parts of the world, as it is all plantation or cultivated rubber, about 250,000 acres being devoted to this purpose. Although the youngest of the planting industries, rubber now stands third in Ceylon, as regards area, under cultivation, among crops grown wholly or partially for



Bleeding the Base of the Castilloa

export, being surpassed only by coconuts, which occupy about 800,000 acres, and tea which accounts for 400,000 more or less. The whole of this rubber has been planted since 1904, so that the rise of the industry has been phenomenal.

Three different species of rubber producing trees are at present cultivated in Ceylon, namely, Para rubber ("Hevea Brasiliensis"), Ceara rubber ("Manihot Glazivonii") and the "Castilloa." Of these, Hevea rubber is the most important, but the other two species furnish quite a subsidiary source of supply. In addition to these, other species are under trial, but no facts with regard to their probable success are as yet available.

"Hevea Brasiliensis" is a tall and handsome tree with a bark of medium thickness. It possesses an excellent consistency for the passage of the various tools used in tapping, combined with a remarkable faculty for recovering from the effect of wounds. The latex tubes form a series of concentric delicate net works, occupying the inner layers of the bark. The amount of latex present varies greatly in different trees. Thus, when comparing two trees of equal circumference, ten times as much latex can often be got from one as from the other. The leaves are smooth, with three spear-shaped leaflets, and are very variable in size; indeed all features of the tree are subject to marked variation. In Brazil the shape of the leaves is considered a feature by which good and bad varieties can be distinguished. The variety introduced to Ceylon appears to be one of the best, although showing in its turn considerable variation. In the Western parts of Ceylon the



Wasteful methods Free cut down to obtain the latex Note milk coagulating on the ground



Native Rubber Cutter, Central America

leaves fall from the trees between January and March and are replaced by new leaves shortly afterwards, so that for a few weeks in the winter the trees have bare branches. On the same side of Ceylon, the flowers appear soon after the leaves, and the seeds ripen about August. Three of the well-known marbled brown and gray seeds are contained in a single fruit, the latter consisting of a hard, woody capsule which bursts open when ripe and scatters the seeds to a considerable distance.

How It Was Introduced

"Hevea" rubber was introduced into the East by the Indian Government at the advice of the late Sir Joseph Hooker, then Director of the Royal Gardens, Kew, England, and Kew itself provided a resting place and nursery for the seedling plants midway in their long journey from the Amazon Valley to Ceylon. The best Para rubber trees are said to grow on those forest-covered plateaux of a few hundred feet elevation, which occupy the spaces between the great arterial river systems of the Amazon Valley in Brazil. It was from such trees, well grown and already being worked for rubber, that the original seeds were selected. The idea that these particular rubber trees had their origin in very swampy country is, quite erroneous, and in practice it is found that careful drainage is required before "Hevea" can be induced to grow well in swampy land in Ceylon.

The seeds themselves were obtained with infinite trouble and ingenuity, by Mr. H. A. Wickham, from the Tapajos plateau. For some time prior to 1876 Sir Joseph Hooker had been endeavoring to obtain living seeds of "Hevea Brasiliensis" from the Amazon Valley, but no success was met with until a commission to supply the seeds was given to Mr. Wickham by Sir

Clements Markham of the India Office. Even so, these seeds might never have reached Kew, but for the extraordinary chance which enabled Wickham to charter an ocean-going steamer which had arrived on the great river and had there been abandoned by her supercargoes. The seeds were hurried on board and a great number of them safely survived their journey. Having arrived at Kew it was decided that the climate of Ceylon was better suited than that of India for the rearing of the seedlings. The gardens at Henaratgoda, 16 miles from Colombo, were opened for their accommodation, and here some forty of the original trees still survive. Upwards of 7,000 plants arrived in Ceylon in 1876.

The first tree flowered at Henaratgoda in 1881 and during this year were commenced the first experiments in tapping. The plantation was thinned out in 1882 and in 1883, 260 seedling plants were raised, most of which were distributed in Ceylon. In 1884 there were over 1,000 trees at Henaratgoda, but it was found necessary to thin the plantation again in 1885 and we read of 457 fine trees existing in 1887. In his report for 1888 Dr. Trimen, the Government expert, strongly advocated the cultivation of "Hevea" in Ceylon, and in 1890 the Forest Department opened a plantation at Edangoda, which was increased to a certain extent in subsequent years. In 1893 about 90,000 seeds were distributed to planters in Ceylon, and similar numbers were disposed of in the years immediately succeeding, the seeds being eagerly taken up at a price of ten rupees, or twenty cents, a thousand.

The largest of the Henaratgoda trees tapped very lightly by an incision method, gave the following yields in alternate years, beginning with 1888 when they were twelve years old:

	lbs.	ozs.
1888	1	11 3/4
1890	2	10
1892	2	13
1894	3	3
1896	3	0

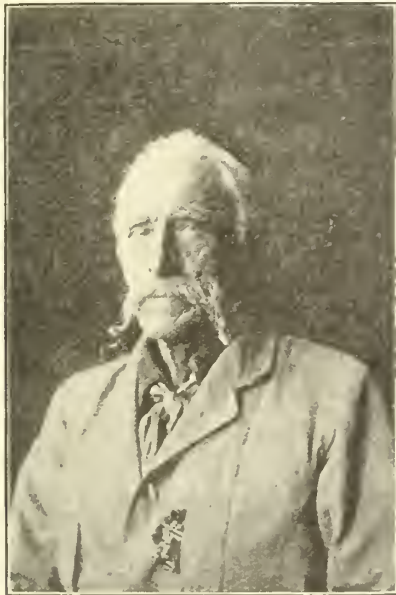
Planting continued steadily until 1904, when the



Tapping the Tree, Ceylon

area was estimated at 11,000 acres. Then came the historic rush into rubber which characterized the years 1905-07. In 1906 the first World's Rubber Exhibition was held in the Royal Botanic Gardens at Peradeniya. At this time a great deal of rubber was planted through existing tea fields, a fact which has caused considerable fluctuation in the estimates of the present area under rubber; but with the recent increase in the price of tea, combined with some falling off in the price of rubber, this practice has been largely given up.

The following table shows the increase in the area



Mr. H. A. Wickham, Founder of the Hevea Brasiliensis Industry in the East

planted with rubber in Ceylon during the past thirteen years, as well as in the exports for ten years:

	Acres	Tons
1900	1,750	—
1901	2,500	—
1902	4,500	—
1903	7,500	19
1904	11,000	35
1905	40,000	75
1906	100,000	150
1907	150,000	250
1908	175,000	400
1909	180,000	680
1910	200,000	1,600
1911	215,000	3,194
1912 (Estimated)	230,000	5,500

The Planting of Rubber

The forest is cut down and when dry is burned. Roads and drains are then cut, the number and distance depending upon the lay of the land. Holes are next dug 1½ feet deep, two feet by two feet being considered a good size. The tree responds to generous treatment and "the larger the hole the better the plant" may be regarded as a useful axiom. Views as to the proper distance between the holes vary considerably. "Hevea" rubber is actually planted in Ceylon at distances varying from 10 feet by 10 feet to 20 feet by 20 feet. The average however, is about 180 trees to the acre. The seeds are either planted out as soon as they have germinated in the nursery, or they are allowed to grow there until they have attained a fair size and become what is known as "stumps." Another method is to rear the young plants in a rough

basket in the nursery. When the time for planting comes the basket is put into the hole with the plant, thus there is no interruption of root growth. Planting-out operations should, of course, only be conducted when rain is plentiful.

As a general rule all planted rubber is fenced in order to protect it from the attacks of animals. As soon as the rubber is planted the superintendent's chief duties are to see that any vacancies are supplied and to keep the ground free from weeds. Weeding is a comparatively expensive operation, and some planters prefer to reduce the expense by the cultivation of some other product between the lines of the rubber trees. The ideal catch-crop for this purpose still remains to be discovered. Probably the most satisfactory method is to grow a shade tree or some leguminous cover-crop, which may be cut down at intervals and used as a nitrogenous mulch for the growing rubber trees.

Granted favorable conditions, "Hevea" rubber will grow 6 to 10 feet in height per annum for the first three or four years. In girth, the increase is about 3 to 4 inches per annum for the first few years. Afterwards this may be slightly increased until the lateral branches have completely met, and then growth once more becomes slower. Some of the old trees in Ceylon 35 years of age have a circumference of over 100 inches, and are about 80 feet in height. These patriarchs, it



This tree, planted at Heneratgoda, Ceylon, in 1876, yielded 240 lbs. of dry rubber in three years—1909 to 1911. Note "herring-bone" method of tapping

is interesting to note, were grown under by no means the favorable conditions possible, so that under other circumstances it is possible that they might have prospered still more.

Work on a Rubber Estate

The actual work on a rubber estate is for the most part simple, but it requires, as all such operations do,

expert handling. A start is made in the very early morning, since the earlier the trees are tapped the more freely does the latex flow. The rubber is obtained from the trees by one of many methods of tapping. Different methods are in vogue on different estates. All these, however, have the same object in view, namely, that of extracting the largest amount of good quality latex with a minimum loss of bark tissue. In the majority of cases the process is some modification of these already described. A vertical groove is cut in the outer bark, reaching to a height of from 3 to 6 feet. From this, at intervals of about a foot, oblique cuts are made sloping upwards at an angle of 45 degrees, either on one or both sides of the vertical channel. These methods are described as half and full lancing respectively. The slanting cuts are made deep enough to tap the soft inner bark but not so deep as to injure the delicate cambium tissues, which adjoins the wood and upon which depends the renewal of the cell area that provides the latex.

From the lower side of each slanting cut a thin shaving is removed either every day or every two or three days, allowing the latex to flow out. It trickles down the slanting cuts and then flows down the vertical channel into a cup placed to receive it. In this way the whole of the outer bark is gradually removed from the tree to a height of about 6 feet. The whole process is usually arranged so as to occupy not less than three years. It has been recommended that not more than a fourth of the circumference of the tree should be under tapping at any one time, so that an ample section of untapped bark may remain through which food substances prepared in the leaves can descend for the nutrition of the roots. If the tapping has been carefully performed, the young bark remaining on the tree renews its previous structure, but some time must be allowed to elapse before tapping on the renewed bark be recommended.

Present experience points to a period of four years as being necessary for the full reconstruction of the bark with a renewed laticiferous system capable of yielding good results during a second period of tapping. In cases of close plant it is found that even this interval is hardly sufficient; but experiments in cultivation are being carried out with the object of obtaining complete renewal within this time, and good results have already been obtained by the use of artificial manures, where the full development of the branch area is provided for.

When the latex has ceased to flow, the contents of the cups are usually collected in enamelled iron milk pails, every precaution being taken to insure the utmost cleanliness, and indeed the processes at this stage have much in common with those of an up-to-date dairy.

The latex has still to undergo treatment in the factory before it is ready to appear in one or other of the forms familiar on the market—crepe, sheet, biscuit or block as the case may be. When large quantities of latex have to be dealt with, crepe is perhaps the most usual form taken by the final product at the present day. In the preparation of the other varieties of commercial rubber named above, various modifications must be introduced into the process.

In the preparation of crepe, the latex, after being strained in order to remove any small particles of bark or other mechanical impurities, is poured into enamelled pails and a small quantity of acid is added. Acetic acid is most commonly used, but certain others have claims. It may be here noted that any acid is a

coagulant, but the utmost care must be taken not to introduce the acid in any form which would be likely to affect the product during its manipulation into rubber goods. Coagulation takes place in from fifteen to twenty minutes, and the "blanc-mange," which the rubber resembles at this stage, is passed between steel rollers under a stream of water. From this process the rubber emerges in long, thin, corrugated strips, having rather the appearance of crepe. The next operation is drying, during which the rubber is either hung up in slightly heated rooms, or enclosed in vacuum or hot-air drying machines. The former method of drying occupies several days, whereas machines evaporate the moisture in a few hours. At this stage several strips of crepe can be pressed together, making a more convenient form for handling; and it is at this period also that the process of blocking takes place.

In some cases a further curing operation is added to those already described, the rubber being hung up in an atmosphere impregnated with creosoted smoke until the antiseptic properties of the creosote are to some extent imparted to the rubber. Several inventions are undergoing trial, which have in view the common object of treating the latex with creosoted smoke and effecting coagulation during the same process.

Rubber is packed in wooden boxes holding about a hundred and twenty-five pounds or a little more and is sent down to Colombo, for shipment.

The Yield of Rubber

The yield of rubber from individual trees varies enormously. The average per acre from well-grown trees of the same age is, however, fairly constant.

From the results published in companies' reports, official reports, and in the literature upon the subject, it is evident that, provided the climatic conditions and soil are suitable, a yield of 100 pounds per acre by the end of the sixth year can be safely reckoned upon, while the seventh year will give 150 pounds, the eighth year 250 pounds per acre, and so on, increasing as the trees grow older. Practice has shown of course, that in some cases a larger yield can be got from rubber in its sixth year.

How much rubber is produced in a year, and how many kinds of rubber are known, are the questions that have been asked us.

The following table will answer the first; it shows the world's production of rubber in gross tons of 2,240 pounds for the year 1911.

Countries	Tons
Brazil, 1910 (Peru and Venezuela included) . .	38,000
Ceylon, 1911	2,000
Kongo and Angola	10,000
Costa Rica	90
British East Africa	180
German East Africa	250
French Indo-China	5,500
British Gold Coast	1,450
Guiana (British, French and Dutch)	900
British India and Burma	250
Borneo and Papua	45
Liberia	35
Malaysia	18,000
Mexico	12,800
British Nigeria	630
German Togoland	450
British Sierra Leone	90
British Uganda	900
Total	92,821

How Rubber Footwear is Manufactured

A Detailed Description of Every Process, from the Crude Rubber Entering the Factory, to the Finished Product

WHEN the crude rubber reaches the factory, it is taken to the warehouse and the various kinds and qualities of rubber sorted into their respective bins. There are some 150 varieties of rubber, and these reach the factory in various shapes. Para rubber comes in "biscuits," the shape of which is caused by coagulating the liquid rubber upon a revolving paddle. Afterwards the rubber is split and the paddle removed. Other forms are in irregular lumps, sheets (Ceylon rubber), and sausage-like rolls (Central American). In the average rubber factory, crude rubber would be found from Central and South America, India, Ceylon, Borneo, Africa, and many other places.

The first process that the crude rubber undergoes at the factory, is to be soaked in hot water, after which it is put through rollers with water pouring over it,



Trimming Shoes after Vulcanization

the idea being to wash out the sand and impurities. It next enters the dry room, where it is dried for two or three weeks by artificial heat. Some factories also have a vacuum drier in which the rubber can be dried in a few hours. The dry crude rubber is now taken to the mixing room, while from the compounding room are brought the various batches, which, mixed with the crude rubber, form the familiar rubber of commerce. In the mixing room the rubber is placed on hot revolving rollers, and kept there until softened. Then the other ingredients are added, and the whole mixed up like dough.

The mixed rubber is then put through the upper calender which makes either soles or uppers, according to the character of the removable revolving embossed roll which stamps the rubber. The rubber is run from this machine in long strips. If intended for uppers, it is in sheets showing in outlines the required upper and if for the soles, is stamped with the criss-cross devices to be found on that portion of the shoe. Besides the upper calenders there are coating calenders

which coat or friction the various cotton sheetings and nettings from which are cut the linings, insoles, stiffenings, etc., which go to form the body of the shoe.

The rubber sheets formed by the upper calender machine pass along revolving belts to the cutting room where they are cut up into strips with scissors, and placed on frames to prevent sticking, as they are not yet cured. This is done by hand, the long pieces for the uppers being cut in 12 feet lengths, and those for soles in four feet. The scraps cut off in this, and all other processes, are sent back to be run over.

The uppers are then cut out of the sheets and put in a book. The leaves of this book are of glazed cotton, and the cover bears the number of the maker, to whom it is to go, on it. Most of the makers who assemble parts are girls, the men being employed in the heavier work such as lumberman's rubbers, long boots, etc. In another cutting room insoles and other parts are cut by machinery. Some of the outer soles are cut by hand. In lumbermen's the soles and tap soles are first placed to dry and are then rolled together by a machine.

In the cementing and fitting room some parts of the cloth shoes are made up. This helps the shoemakers considerably and enables them to complete their work more rapidly, and has the added advantage of having certain portions of the shoe produced by specialists in that particular branch of shoemaking.

In the making rooms the finer rubbers and shoes are generally made by girls while the heavier work, such as the lumbermen's, is done by men. The shoes are all made over lasts. The last and every part of the rubber or fabric used in making up the shoe must be absolutely dry, otherwise the goods will blister. All



Packing Fine Light Shoes in Cartons

have to be dried in some way before coming to the making room. The lasts will even gather enough moisture from the air in the room to cause the shoes to blister and must therefore always be placed in the heater to be dried before being used.

In making the rubber, the edges of the linings are cemented and joined up the back by a piece of rubber tape. Then the lining is drawn over the last and the cemented edges of the lining drawn over and stuck fast to the insole which is held in place on the bottom of the last by the maker until the lining is made fast



Mr. W. W. Ault, Wholesale Shoes, Ottawa

to the insole all round the last. This being done, a strip of rubber (called the piping strip) is put around the edge of the sole. Then a piece of sheeting, coated both sides with rubber cut to the shape of the sole, is put on. This is called the binder. Then the stiffenings are put on at the back of the heel and the upper is drawn over. The surplus stock is next skived off just under the edge of the sole, and all rolled down to make a smooth surface to receive the sole, which is the last part to be put on.

After the shoes are made, they are either dipped in varnish by machine or varnished by hand. They are then placed on racks, which are loaded on cars and run out to the vulcanizers, and are here heated by steam for eight hours. This heat gradually runs up to 260 degrees and is then allowed to cool off, when the shoes are cured. This heating process must be done by experts, as the heat must register certain degrees at certain times. This is provided for by a combination thermometer and clock with a dial on which a pencil traces the variations of heat as registered by the thermometer from the time the shoes are placed in the vulcanizer until they are taken out again.

On leaving the vulcanizer the cars are run into the packing room; the shoes are stripped off the lasts and by having on each stick of lasts a tag giving the maker's number, the same sticks of lasts return to the maker ready for another day's work.

The Largest British Rubber Company

According to a recent report of the English Board of Trade, the country exports as many rubbers as it imports, in fact, the figures for last January were, imports, £13,279; and exports, £14,101—a balance in favor of the British manufacturer. There are several large rubber firms in Great Britain, one of the largest of these being the North British Rubber Company, Limited, of Castle Mills, Edinburgh, who claim to be the largest indiarubber manufacturers in the British

Empire. The mills of this concern occupy about 14 acres of ground. They manufacture, not only all kinds of rubber footwear, but rubber heels and motor tires as well as everything conceivable made of rubber, vulcanite or celluloid. Belting and mechanical rubber goods are also manufactured by them, and the factories give employment to nearly 5,000 people. The firm have also a large factory at St. Denis, Paris, and warehouses in all the large cities in the United Kingdom and on the Continent.

Their Canadian warehouse is located in Toronto, at 43 Colborne street, where a large stock of their manufacture of rubbers and overshoes is carried, to meet the requirements of their large and extensive Canadian trade in rubber shoes, as well as the many other lines which the firm makes.

More to the Purpose

"Are you in favor of a ten-hour day?"

"I don't care anything about the days," replied young Rounderley, "but it would be a jolly good thing if we could have twenty-four-hour night."

Joins New Company

Mr. J. G. Settle, the popular Montreal shoe salesman, is now associated with the Murray Shoe Company, Limited, of London, Ont., and will represent that company in Eastern Ontario and the province of Quebec. Mr. Settle has been travelling for the Hartt Boot & Shoe Company ever since they were organized, some fifteen years ago, and was one of that company's most active and successful salesmen. His past experience in selling shoes in metropolitan centres



Mr. J. G. Settle

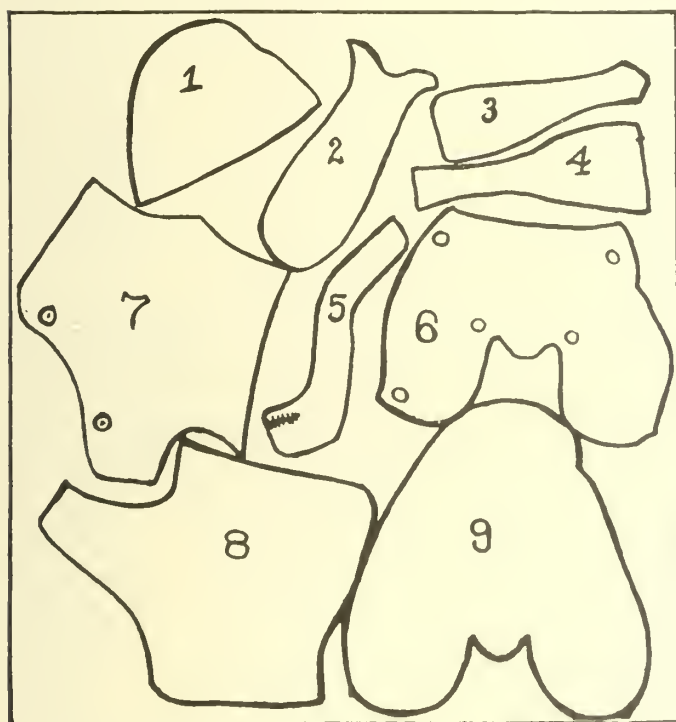
will qualify him to place his new line of high grade shoes advantageously in this territory. Our hearty wishes are extended to him and the house he now represents.

The things that are difficult to do are not accomplished by hanging back and dreading them. The harder the task, the more energy there is needed to put it through. Even the impossible becomes possible to the man who persists in trying.

A Description of the Important Work of the Pattern Maker

After submitting his sample patterns to the manufacturer, the pattern maker receives his order for a certain quantity of patterns to be made over certain lasts, which are submitted to him by the manufacturer. With the invariable top measurements, and the submitted lasts as a basis, the pattern maker draws plans for a model pattern. The illustration shows a complete set of pieces required to cut the leather and cloth of a top proper in a man's blucher welt shoe.

The standard size of a model pattern is size 7 in men's and size 6 in women's. The pattern maker is given an order for a certain number of widths, for instance, B, C, D and E and he drafts out on paper a complete set for each width and of the sizes 7B,



- | | |
|---------------------|-------------------|
| 1. Toe Cap | 5. Eyelet Facing |
| 2. Tongue | 6. Vamp |
| 3. Outside Backstay | 7. Quarter |
| 4. Inside Backstay | 8. Quarter Lining |
| | 9. Vamp Lining |

7C, 7D and 7E. These four sets of model patterns are reproduced and cut out in sheet iron. So far this has all been hand work, but from these sheet iron models any number and any size regular cardboard patterns can be reproduced by the aid of a machine. One man can turn out several hundred cardboard patterns each day.

The principle involved in this machine is the pantograph; that is, it is a machine that will copy the exact pattern of the sheet iron model, enlarge it or reduce it. So, from a 7 B model it will make any number of patterns from 5½ B to H B, but to make a full set of C wide patterns, a model set of C wide sheet iron models must be used, etc.

This machine is about three times the size of an ordinary roll top desk. The sheet iron models are

screwed firmly on a base and the machine is arranged and balanced so that the entire top part can be moved in any direction by the operator. The latter moves a guide around the edges of the sheet iron model, the entire top of the machine following. This operation is simply a guide for an upright cutter in another part of the machine, which cuts out of a heavy sheet cardboard an exact reproduction of this sheet iron model, but of a size regulated by the gauge of the machine. When the full set of all sizes are graded and cut out in one width, the operator substitutes the next width model and proceeds as before.

Smoothing the Edges

This upright cutting process leaves the edges of the cardboard patterns rough, so they are sent to a truer-up who places them in a vice and files the edges smooth and trues up all imperfections. This is a most exacting process, requiring a skilled, experienced operator with a true eye. After smoothing the edges, he tries them out on the model to be sure they are perfect. The next step is stamping on the sizes and widths, the last and pattern number and full directions for fitting, which is done by steel dies.

The Binding Machine

The ultimate use of these patterns being a measure from which to cut thousands of pieces of leather, it is obvious that the cardboard edges would soon wear away or become imperfect, and in order to retain a true edge they are bound with brass or steel.

This is done by another machine which takes a strip of brass and clamps and binds both sides of the cardboard patterns. It leaves rough, sharp edges and two unfastened ends, however, which must be soldered together and taken to the emery wheel, where all corners of the pattern are smoothed down to a perfect brass or steel edge that enables the cutter to cut a perfect reproduction from the leather.

The patterns are now given a final inspection, tried out on the model and are then ready to be sent to the manufacturer. While brass bound cardboard patterns are used almost entirely in cutting out leather and cloth for the shoe tops proper, some factories cut buck stays, front facings and parts of the lining by the aid of steel dies that are from these patterns. A die is a hollow pinch with a knife edge shaped to the desired pattern, and with the aid of great power a large number of patterns can be stamped out at one time.

You are not doing the customer a favor when you adjust a complaint and it is foolish to act as if you were.

We have received a very attractive catalogue from the J. J. McMaster Company, Rochester, N.Y., showing a full line of their attractive infant's footwear.

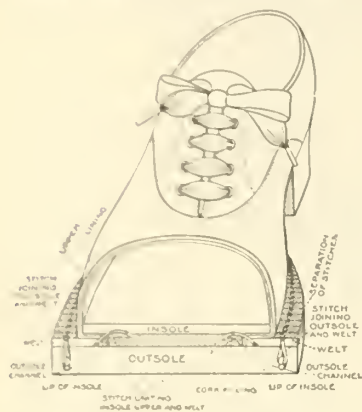
No man would ever steal if he were never tempted. Remember this when you find yourself careless about leaving store funds where they could be taken without danger of the thief being caught.

Manufacture of the Goodyear Welt

A Full and Complete Account of the Making of the Welt Shoe—Machines that Perform Wonders

THE art of making shoes is one of the most ancient of all human handicrafts. One of the earliest necessities required by man was some kind of protection for the feet and his ingenuity was promptly exercised in providing a suitable covering for them. These took many forms and were mostly, crude, cumbersome, or inelegant.

It is only within the last half century—by the introduction of machinery—that the "Gentle Craft" of shoemaking has made any great strides. Prior to the introduction of the early machines, every process of shoemaking was essentially a hand one, and the single workman, using such tools and accessories as the awl, hammer, lapstone, pincers and waxed ends, performed all of them. With the introduction of machinery for performing some of the more difficult and laborious parts of the



Cross-section of a Goodyear Welt Shoe, showing different parts.

work a mighty change was inaugurated. The progress in the last ten years has been most rapid and at the present time there is no important process in the present time that is not performed by machinery more rapidly, accurately and economically than would be possible by hand. The excellent footwear of today could not be reproduced except at great increase in cost, without the aid of machinery; for the genius of the inventor has set aside the old-fashioned slow and laborious methods of manufacture, and as a result we can all get comfort and satisfaction in our footwear, which but a few years ago was denied to all but the very wealthy.

The various methods of shoemaking are pegged, standard screw, McKay sewn, Goodyear welt and turned. As all high class footwear for every day wear is manufactured by the Goodyear welt method, a full description of this process of manufacture should be of interest to our readers.

The Goodyear Welt

In the evolution of a Goodyear Welt Shoe from that embryonic state in which it is "mere leather and thread" to the perfect product, it passes through one hundred and six different pairs of hands and is obliged to conform to the requirements of fifty-eight different machines, each performing with unyielding accuracy the various operations for which they were designed.

It might seem that in all this multiplicity of operations confusions would occur, and that the many details and specifications regarding material and design of any given lot of shoes in process of manufacture would become hopelessly entangled with those of similar lots undergoing the same operations. But

such is not the case; for when an order is received in any modern and well-organized factory, the factory management promptly take the precaution to see that all the details regarding the samples to which the finished product is to conform are set down in the order book. Each lot is given an order number, and these numbers together with the details affecting the preparation of the shoe upper, are written on tags—one for each two dozen shoes—which are sent to the foreman of the cutting room. Others containing details are sent to the sole leather room, while a third lot is made out for the guidance of the foreman of the making or bottoming room. When the different parts, which have received attention and been prepared according to specifications in the cutting and sole leather rooms, they are ready to be assembled for the making or bottoming process. If the tags which were sent to the cutting room were followed, it would be found that, on their receipt, the foreman of this department figured out the amount and kind of leather required, the kind of linings, stays, etc., and that the leather, together with the tags which gave directions regarding the sizes, etc., were sent to the operator of the clicking machine.

An Important Machine

This machine is one of the most important innovations that have been made in the shoe manufacturing industry during recent years, as it performs an operation which has, heretofore, successfully withstood every attempt at mechanical aid. Prior to its introduction, the cutting of the upper leather was accomplished by the use of patterns made with metal edges, which were laid upon the leather by the cutter, who then ran a small, sharp knife along the edges of the pattern, cutting the leather to conform to it. This was a slow and laborious process, and if great care was not taken, there was a tendency to cut away from the pattern; and in some cases through some slip of the knife, the leather was cut beyond the required limits.

After the different parts required by the tag have been cut out by the operator of the clicking machine, some of the edges which show in the finished sole down to a bevelled edge.

This work is performed by the skiving machine—a wonderful little machine in which the edge to be skived is fed to a sharp revolving disc that cuts it down to the desired bevel. The machine does the work in a very efficient manner, conforming to all the curves and angles. This skiving is done in order that the edges may be folded, to give the particular edge on which it is performed a more finished appearance. The skived edges are then given a little coating of cement, and afterwards folded on a machine which turns back the edge



In the days of the Awl, Lapstone and Hammer.

Goodyear Welt Shoemaking

The Machines are numbered in the order in which they deal with the shoe



2. Skiving Machine



1. Clicking Machine



3. Tip Press



4. Perforating Machine



5. Eyeletting Machine



7. Assembling Machine



8. Pulling Over Machine



6. Insole Tacking Machine



9. Hand Method Welt Lasting Machine



11. Upper Trimming Machine

and pounds it down, so that it presents a very smooth and finished appearance.

The Perforations

Aside from the work of skiving toe caps and folding them, there is generally a series of ornamental perforations cut along the edge of the cap. This is done very often by the tip press, by means of which the piece to be perforated is placed under a series of dies which cut the perforations in the leather according to a predetermined design, doing the work all at one time. The designs used for this purpose are many and varied, combinations of different sized perforations being worked out in innumerable designs.

Some prefer that this work should be performed by a machine known as the Royal Perforating Machine, which although performing much of the same work, does it in an entirely different manner. It closely resembles a sewing machine in its make-up, but by its use the perforations are made in single dies or combination dies, making one or more holes on each downward movement of the little perforating tool, which is locked in the head of the machine. The machine feeds automatically and does the work very accurately, the perforating tool being guarded against becoming dull by a paper band which moves with the leather, so that the perforating is done against a moving band of paper.

On one of the top linings of each shoe there has been stamped the order number, together with the size of the shoe for which the linings are intended. After all the linings have been prepared in accordance with the instructions on the tag, they in connection with the various parts of the shoe, receive attention from the stitchers, where all the different parts of the upper are united. This work is done on a range of wonderful machines which perform all the different operations with rapidity and accuracy.

The Eyelets

At the completion of these operations, the shoe is ready to receive the eyelets, which are placed with remarkable speed and accuracy by the Duplex Eyeleting Machine. This machine eyelets both sides of the shoe at one time with bewildering rapidity. The eyelets are securely placed and accurately spaced; and as both sides of the upper are eyeleted at one time, the eyelets are placed directly opposite each other; which greatly helps the fitting of the shoe, as thereby the wrinkling of the shoe upper is avoided.

With the completion of this operation, the preparation of the shoe upper is finished and the different lots with their tags are sent to the bottoming room to wait the coming of the different sole leather portions of the shoe. These have been undergoing preparation in the sole leather room, where, on receipt of tag, the foreman has given directions for the preparation of outsoles, insoles, counters, toe boxes, and heels, to conform with the requirements of the order.

The Soles

The soles are roughly died out from sides of sole leather on large dieing-out machines, which press heavy dies down through the leather; but, to make them conform exactly to the required shape, they are generally rounded out on a machine known as the rounding machine, in which the roughly died-out piece of leather is held between two clamps, one of which is the exact pattern of the sole. On starting the machine, a little knife darts round this pattern, cutting the sole to conform with it.

The outsole is now passed to a heavy rolling ma-

chine, where it is subjected to tons of pressure between heavy rolls. This takes the place of the hammering which the old-time shoemaker gave his leather and brings the fibres very closely together, greatly increasing its wear.

The sole is next fed to a machine called the Splitting Machine, which reduces it to an absolutely even thickness. The insole—which is made of very much lighter leather—is prepared in much the same manner, and in this way it will be noticed that both the insole and outsole are reduced to an absolutely uniform thickness.

The insole also receives further preparation; it is channeled on the Goodyear Channeling Machine. This machine cuts a little slit along the edges of the insole, extending about one-half inch towards its centre. It also cuts a small channel along the surface.

The lip which has been formed by the Goodyear Channeling Machine is now turned up on the Goodyear Lip Turning Machine, so that it extends out to a right angle from the insole, forming a lip or shoulder against which the welt is sewed. The cut which has been made on the surface inside the lip serves as a guide for the operator of the Welt Sewing Machine, when the shoe reaches that stage.

The Heels

The heels to be used on these shoes have been formed from different lifts of leather which are cemented together. The heel is then placed under great pressure, giving it exact form and greatly increasing its wear.

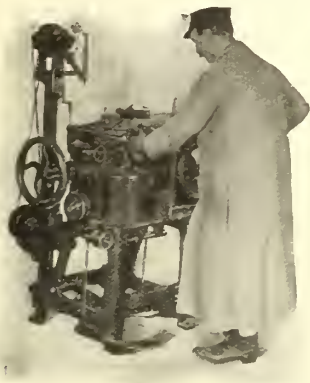
The counters are also prepared in this room, as well as the toe boxes or stiffening which is placed between the toe-cap and the vamp of the shoe. When these are all completed, they are sent to the making or bottoming room, where the completed shoe upper is awaiting them. Here a wonderfully ingenious little machine, called the Lacing Machine, passes strong twine through the eyelets, and in a twinkling ties it automatically.

This is done so that all parts of the shoe will be held in their normal position while the shoe is being made. The knot tied by this machine is perfect and is performed with mechanical exactness. On high-grade shoes this work was formerly performed by hand, and it will be readily realized how difficult it was to obtain uniformity. The spread of the upper at the throat can be regulated perfectly when this machine is used.

Assembling the Parts

The different parts of the shoe now commence to come together. The workman places the toe-box, or stiffening, in the proper location as well as the counter at the heel, and draws the upper over the last. To the bottom of this last has already been tacked by means of the Insole Tacking Machine—which drives tacks automatically—the insole, which, it will be noticed, conforms exactly to the shape of the bottom of the last. This last, which is made of wood, is of the utmost importance, for upon its form depends the shape of the shoe. The workman, after placing the last inside the shoe upper, puts it on the spindle of the Assembling Machine, where he takes care that the seam at the heel is properly located. He presses a foot lever and a small tack is driven part way in, to hold the upper in place. He then hands it to the operator of the Pulling-over Machine.

This machine is a very important one; for as the parts of the shoe upper have been cut to exactly conform to the shape of the last, it is necessary that they



10. Lasting Machine



12. Goodyear Welt Sewing Machine



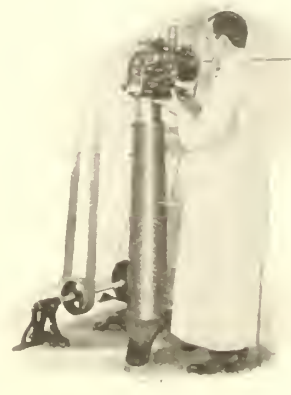
13. Goodyear Inseam Trimming Machine



14. Welt Beater



15. Twin Sole Laying Machine



16. Rough Rounding Machine



17. Rounding Machine



18. Heel Seat Rounding Machine



19. Outsole Rapid Lockstitch Machine

should be correctly placed on the last to secure the desired results. The pincers of this machine grasp the leather at different points on each side of the toe; and the operator, standing in a position from which he can see when the upper is exactly centered, presses a foot lever, the pincers close and draw the leather securely against the wood of the last. At this point the operation of the machine halts.

By moving different levers, the workman is able to adjust the shoe upper accurately, so that each part of it lies in the exact position it was intended when the shoe was designed. When this important operation has been completed, the operator again presses a foot lever, the pincers move towards each other, drawing the leather securely around the last, and at the same time there are driven automatically two tacks on each side and one at the toe, which holds the upper securely in position. These tacks are driven but part way in, so that they may be afterwards removed.

A Difficult Operation

The shoe is now ready for lasting. This is one of the most difficult and important parts of the shoe-making process, for upon the success of this operation depends in a great measure the beauty and comfort of the shoe. The Consolidated Hand Method Welt Lasting Machine, which is used for this purpose, takes its name from the almost human way in which it performs this part of the work. It is wonderful to observe how evenly and tightly it draws the leather around the last. At each pull of the pincers a small tack, driven automatically part way in, holds the edge of the upper exactly in place, so that in the finished shoe every part of the upper has been stretched in all directions equally.

In all of the lasting operations the tacks are driven but part way in, except at the heel portion of the shoe, where they are driven through the insole and clinched on the iron heel of the last. The tacks are driven only part way in, in order that they may be afterwards withdrawn so as to leave the inside of the shoe perfectly smooth. In making shoes other than the Goodyear welt, with the exception of the Goodyear turn shoe, it is necessary to drive the tacks through the insole and clinch them inside the shoe, so that the different portions of the sole inside the shoe have clinched tacks. These are left even after the shoe is finished. This smooth interior of the shoe is one of the essential features of the Goodyear Welt Process.

In the lasting operation there is naturally a surplus amount of leather left at the toe and sometimes around the sides of the shoe. This is removed on the Upper Trimming Machine, in which a little knife cuts away the surplus portion of the leather very smoothly and evenly, and incidentally a small hammer in connection with the knife, pounds the leather smooth along the sides and toe of the shoe. The shoe then passes to the Pounding Machine, in which a hammer pounds the leather and counter around the heel so that this stiff portion of the shoe conforms exactly to the shape of the last.

The Welt

The shoe is now ready to receive the welt, which is a narrow strip of prepared leather that is sewed along the edge of the shoe, beginning where the heel is placed and ending at the same spot on the opposite edge. This welt is sewed from the inside lip of the insole, so that the needle passes through the lip, upper and welt, uniting all three securely and allowing the welt to protrude. The needle, in making this stitch, does not go inside the shoe but passes through only a

portion of the insole, leaving the outside perfectly smooth. This part of the work was formerly one of the most difficult and laborious tasks in shoemaking. As it was performed entirely by hand, the drawing of each stitch depended upon the strength and mood of the workman. It is, of course, obvious that the different workman stitches were often times of different lengths and drawn at different tensions; for human nature is much the same everywhere and it is impossible for a workman who has labored hard all day to draw a stitch with the same tension at night as he might have in the morning.

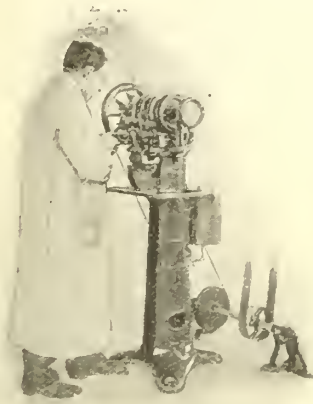
It is surprising how quickly and easily the work is done on the Goodyear Welt Sewing Machine. This famous machine has been the leading factor in the great revolution that has taken place in shoe manufacturing and its work should be carefully noted. All stitches are of equal length and measured automatically, the strong linen thread is thoroughly waxed and drawn evenly and tightly, for the machine never tires, and it draws the thread as strongly in the evening as in the morning. Every revolution of the shuttle forms a lockstitch of great strength, which holds the welt, upper and insole securely together.

As the lasting tacks, as well as tacks which hold the insole in place on the last, were withdrawn just prior to this operation, it will be seen that the insole of the shoe is left perfectly smooth. After this process the surplus portions of the lip, upper and welt which protrude beyond the stitches made by the Goodyear Welt Machine, are trimmed off by the Goodyear Inseam Trimming Machine—a most efficient machine in which a revolving cup-shaped knife comes in contact with the surplus portions of the leather and trims them off very smoothly down to the stitches.

At this stage the shoe is passed to the Welt Beater, in which a little hammer, vibrating very rapidly, beats the welt so that it stands out evenly from the side of the shoe. As the leather is bent around the toe it is the natural tendency of the welt to draw more tightly at that place, and this is taken care of by a little knife which the operator forces into operation when, in the beating process, the toe is being taken care of, and it makes a series of little cuts diagonally along the edge of the welt so as to relieve the tension on the outer edge of it.

The insole and welt now receive a coating of rubber cement. This cement is contained in an air-tight tank and is applied by means of a revolving brush, which takes its supply of cement, as required, from a can. In this way an even coating of any desired thickness is given to the insole and welt. This machine has many advantages; the cement being closely confined in the tank, there is almost no waste in its use. Formerly, when this was done by hand, the waste through evaporation or lack of care on the part of the workman was very material.

The heavy outsole of the shoe also receives at this time proper attention. The flesh side of this sole, or the side next to the animal, receives a coating of rubber cement and, after it has been dried slightly, the operator of the Goodyear Improved Twin Sole Laying Machine takes the work in hand. In this machine there is a rubber pad, or mould, which has been made to conform to the curve in the sole of the shoe. After placing the last on the spindle, which is suspended from the machine and hangs over the rubber mould, the outsole having been previously pressed against the bottom of the shoe, the operator by pressing the foot



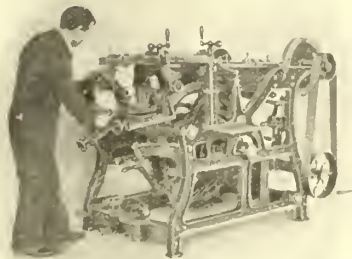
20. Bobbin Winder



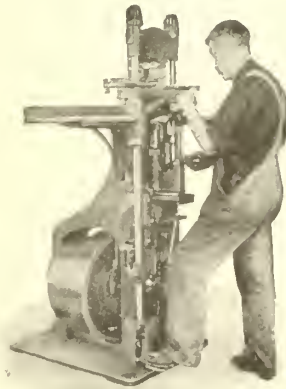
21. Channel Cementing Machine



22. Channel Laying Machine



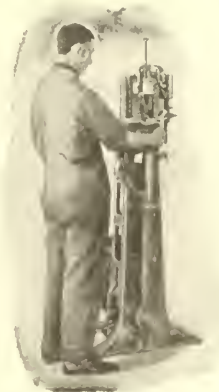
23. Automatic Sole Leveling Machine



24. Lightening Heeling Machine



25. Slugging Machine



27. Heel Breasting Machine



26. Heel Trimming Machine



29. Edge Trimming Machine



28. Heel Scouring Machine

lever causes this arm to descend, forcing the shoe down into the mould so that every portion of the shoe is pressed against the bottom of the shoe and welt. Here they are allowed to remain for a sufficient length of time for the cement to properly set, the operation being repeated on a duplicate part of the machine, the operator leaving one shoe under pressure while he is preparing another.

Trimming Sole and Welt

The next operation is that of trimming the sole and welt so that they will protrude a uniform distance from the edge of the shoe. This work is performed on the Goodyear Rough Rounding Machine, which gauges the distance exactly from the edge of the last. It is often desired to have the edge extended further on the outside of the shoe than it does on the inside, and also that the width of the edge should be considerably reduced in the shank of the shoe. This is taken care of with great accuracy, for the operator is able to change the width of the edge at will. By the use of this remarkable machine the operator is also enabled to make the sole of the above conform exactly to all others of similar size and design.

Simultaneously with the rounding operation the machine cuts a little channel, or slit, along the edge of the sole in much the same manner as the work is done on the insole. This portion of the work was formerly a very difficult and costly operation by hand, but seems simplicity itself when the operation is performed on this machine.

The rounding operation as performed by the Goodyear Rounding Machine, simply includes that portion of the shoe to which the welt has been sewed, and leaves the heel seat, or that portion of the soles which protrudes beyond the heel, without attention. This is first nailed to the shoe on the Loose Nailing Machine, in which small brass nails driven automatically, fasten this portion of the sole leather securely, by driving nails through outsole and insole and clinching them inside the heel. This work is performed very rapidly by the machine, 350 nails per minute being driven, and they are also automatically spaced.

The surplus portion of the leather is now trimmed off on the Heel Seat Rounding Machine, and the channel cut by the knife on the Rounding Machine is turned up so that it leaves the channel open. This is done by the Goodyear Channel Opening Machine, in which a little wheel, turning very rapidly, lays the lip smoothly back.

The outsole is now sewed to the welt. This operation is performed by the Goodyear Outsole Rapid Lockstitch Machine, which is very similar in operation to the Goodyear Welt Sewing Machine used in sewing the welt to the shoe. The stitch, however, is finer and extends from the channel which was cut for it to the upper side of the welt, where it shows after the shoe has been finished. The lockstitch formed by this machine is a most durable one. Using a thoroughly waxed thread, it holds the outsole securely in place, even after the connecting stitches have been worn off. This is one of the most important machines in the shoemaking process. It is able to sew even to the narrow shank, where a machine using a straight needle could not possibly place its stitch. In connection with this machine, there is also a bobbin winder, which winds the bobbins used in the rotating shuttle of the machine.

The Channel-Cementing Machine is again called into operation for the purpose of coating with cement

the inside of the channel in which this stitch has been made. A special brush with guard is used for this purpose, and the operation is very quickly performed by the skilled operator.

After this cement has been allowed to set a sufficient length of time, the channel lip, which has been previously laid back against the sole, is again forced into position and held securely in place by the rubber cement. This work is done by the Goodyear Channel-Laying Machine in which a rapidly revolving wheel provided with a peculiar arrangement of flanges, forces the leather smoothly and evenly back into place, securely hiding the stitches from observation on this portion of the shoe.

Leveling

The next operation is that of leveling, which is performed on the Automatic Sole Leveling Machine—one of the most interesting used in the shoemaking process. This is a double machine provided with two spindles, on one of which the operator places a shoe to be leveled. It is held securely by the spindle and toe rest, and on the operator pressing a foot lever, the shoe passes automatically beneath a vibrating roll under heavy pressure. This roll moves forward with a vibrating motion over the sole of the shoe down into the shank, passes back again to the toe, then cants to the right and repeats the operation on that side of the shoe, returning to the toe and canting to the left, repeating the operation on that side; after which the shoe automatically drops forward and is relieved from pressure. This rolling motion removes every possibility of there being any unevenness in the bottom of the shoe, and while one shoe is under pressure, the operator is preparing a second one for the operation.

Fitting the Heel

The shoe now receives its heel, which with the exception of the toplift, has already been prepared as previously described. It is secured in place by the American Lightning Heeling Machine, which performs its work rapidly and perfectly. The shoe is placed on a jack and the heel nails, which have already been stuck in the holes of a steel plate the form of the heel, are swung into position exactly over the heel and dropped automatically, into still another plate; so that they are located exactly over the points at which they are to be driven. On pressure of a foot lever by the operator, all the nails are driven by the machine at one time through the heel, upper and insole, and clinched back into the leather. The heads of the nails are left slightly protruding above the heel so as to retain the toplift, which is now placed in position. This toplift has been previously prepared. It is made from the best grades of leather and has been subjected to immense pressure, so as to weld the fibres of the leather securely together and give it shape. After it is placed in position, the operator again presses the foot lever, and the machine presses the toplift down over the heads of the nails. This operation is called "Blind Nailing." Some cement having been applied to its surface, it is held securely in place. The location of this toplift has a most important bearing on the operations afterward performed on the heel.

The next machine drives the small pieces of brass or other metal which protect the toplift from wear and which are called "slugs." This is done by the Slugging Machine, and the edge of the toplift serves for a guide in performing the work. They are accurately placed to any desired number, the machine automati-



30. Stitch separating machine



32. Toplift sanding machine



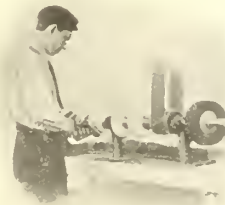
31. Twin edge setting machine



34. Buffing machine



33. Finishing machine



36. Finishing shaft



35. Namkeg buffing machine



38. Stamping machine



37. Stitch and upper cleaning machine



40. Vamp creasing machine



39. Freeing machine

cally driving and cutting them off as they are drawn from a continuous coil of wire, which is shown above the machine. The toplift is also of the exact size intended for the finished heel and serves further as a guide for the operator of the Heel Trimming Machine, in which a very rapidly revolving knife cuts away all the rough and surplus portions of the leather, leaving the edge of the heel smooth and with the exact contour intended.

A blower in connection with this machine removes all scrap and dust resulting from the operation. The breast of the heel, or that portion which extends over the sole at the shank, is now trimmed evenly across and with the desired slant, on the Heel Breast Machine. This machine is provided with adjustments which make it possible to force the knife through the various lifts of the leather with one clean thrust, cutting to the exact point at which the heel is joined to the outsole of the shoe, but without cutting into it, the curve of the knife, exactly conforming to the bevel of the sole. The edges of the heel, which were left slightly rough by the Heel Trimming Machine, are now scoured, to make them perfectly smooth and even, on the Heel Scouring Machine. Two rapidly revolving rolls on which moulded sandpaper has been fastened conform exactly to the contour of the heel and grind away all unevenness. This machinery is also provided with blowers, which carry away all dust resulting from this operation.

Trimming the Edge

The edge, or forepart of the shoe, which was left slightly rough from the chopping motion of the knife on the Rounder, is now made even and smooth, with just the desired bevel on the edge of the sole, by the Edge Trimming Machine, in which a little wheel made up of a series of blades revolving very rapidly, trims away the leather smoothly and evenly. The edges and welt of the shoe now receive a coating of special blacking, and the stitches which appear on the upper side of the welt are made to show separately by the Stitch Separating Machine, in which a little tool makes a series of indentations between the stitches, giving them an even and very pleasing appearance. This form of ornamentation is in universal use, and its artistic application is considered one of the fine points of shoemaking. This machine performs the work with great accuracy and is almost universally used.

In some instances it is preferred that the stitches made by the Goodyear Stitcher should be drawn into the welt slightly below its surface. This is called a "fudge stitch," and when it is done an impression wheel is used to make a series of indentations on the surface of the welt very similar to those made by the Stitch Separator. The little indentations are afterwards burnished on the Burnishing Machine, which does its work in a very efficient manner.

Finishing

As it is necessary that the edge of the shoe should have a very durable finish, it is now burnished by the use of the Twin Edge Setting Machine, in which there are two hot irons vibrating very rapidly. By holding the edge of the shoe to these irons they are made to move with great rapidity over the surface to which they are applied, with much the same motion with which the old fashioned shoemaker applied his rubbing stick to the edge of the shoe, only the vibrations are exceedingly rapid. This brings the edge of the shoe to a remarkably brilliant and lasting polish.

The surface of the toplift is now made perfectly

flat and even by the Toplift Sanding Machine, in which the surface of the toplift is pressed against the sanded face of a large revolving disc, and the breast of the heel is also scoured on a small machine in which there is a rapidly revolving cone-shaped disc, which brings this portion of the shoe to a proper finish.

The surface of the heel now receives its finish. It is coated with a special ink and pressed against the heel wheel of the Finishing Machine. This wheel is of a very peculiar construction, made up of a number of segments which lie diagonally across its surface and conform to the varying shapes of the heels. A little disc carries to the wheel a peculiar wax in a hot state, the wheel also being heated so that the wax is applied to the heel by a series of rubbing blows which beat it very thoroughly into the heel. It is then presented to a quite rapidly revolving brush—also a part of the machine—which brings it to a perfectly smooth surface of unusual brilliancy. This finish is very lasting.

Buffing

The shoe is now nearing the final operations. The stains which may have made their appearance on the sole of the shoe in the various operation through which it passed, are removed on the Buffing Machine, in which two rapidly revolving rolls covered with sandpaper remove all evidence of the handling it has received in its progress. This work is done with bewildering rapidity and a blower in connection with the machine removes all the dust resulting from the operation.

This buffing, however, does not accomplish all that is required; so the Naumkeag Buffing Machine—which is an entirely different type—is used. In this machine a little pad of rubber covered with very fine emery paper revolves about seven thousand times per minute. This is, of course, rapid enough to burn anything which comes in contact with it under ordinary circumstances; but the rubber pad is distended with a constantly renewed supply of air from an air pump which is a part of the machine. This combination gives the sole and shank a beautiful velvety appearance and makes possible a most desirable bottom finish.

Staining

The bottom is now blacked or stained and brought to a high gloss by the various brushes located on the finishing shaft. There is a portion of the shoe, however, which it is difficult to reach with any ordinary brushing. It is the stitches which have before been separated on the Stitch Separating Machine. For this purpose the Stitch and Upper Cleaning Machine is used in which rapidly revolving brushes do the work.

The Trade Mark

In order that the quality of the shoes may be recognized, manufacturers very often place their trade mark or trade name on the bottom of the sole or on the shank. This work is done by the Stamping Machine—a remarkable machine whereby the operator is enabled to press the heated die against the bottom of the sole under any pressure from 10 to 10,000 lbs., that he may desire. This leaves a lasting impression in the sole and makes it possible to stamp very handsome designs.

Treeing

The last over which the shoe has been drawn early in the making process has been allowed to remain in place through all the various operations so that the finished shoe may acquire exactly the shape desired,

and retain it. It is at this point drawn from the shoe, which is placed over the form of the Treering Machine. This form is the shape of the last, but arranged in such a peculiar manner that it is somewhat smaller. On pressure of a foot lever in this machine, this form is made to expand inside the shoe until it fills it entirely, and the operator, using various tools, rubs out every semblance of a wrinkle which may have made its appearance in the shoe upper, after which the form is made to contract by the releasing of the foot lever, and the shoe is removed without disturbing in any way a line of its beautiful finish.

It is then placed over the horn of the Vamp Creasing Machine, which makes three little creases across the vamp of the shoe where it would naturally crease

or break when the foot is bent. As the impressions made by this machine are regular, they cause the creases formed in wear to assume much more regular lines, and thereby greatly enhance the beauty and prolong the wear of the shoe.

The Finished Shoe

After a final brushing, to remove every semblance of dust, the shoe is carefully packed in a carton provided for that purpose and awaits the purchaser or wearer. In every portion of the world it will be found that wherever the highest grade of footwear is made this same process and the same machines are employed, varying only in unimportant details. We are indebted to the United Shoe Machinery Company for the information and illustrations of this article.

The Last Block Making Industry

An Important but Little Known Business—The Supply of Rock Maple Giving Out—Giving Birch a Trial

By Rowland W. Baird

I have been asked by the Editor of Footwear to write an article on the subject of last block manufacture, and I am sorry I have not the time to do justice to such an important and interesting subject. Next to the tanning of the hide, the block that the last is made from must be the initial start in the manufacture of the shoe. The enormous variety of styles in shoes and the continual change in those styles have been the means of increasing the demand for last blocks, in the last sixteen years, by leaps and bounds. So



Mr. Rowland W. Baird

rapidly is the demand increasing that it cannot be many years before the supply of maple will be exhausted and those of us engaged in the manufacture of last blocks, who are still alive, will have to migrate to the forests of South America and lumber the Persimmon, or some other southern hard wood, as a substitute for maple. We have an order for five carloads of birch last blocks this year as an experiment.

Sixteen years ago was my first experience in the manufacture of last blocks. At that time I hired out



Sawing Timber into "cartwheels." Note saw filer on left.

to the present head of the firm of Geo. Willard & Son, McNeills Crossing, Que., to help make last blocks. We got the outfit together, consisting of bedding, sundry cooking utensils, eatables, axes and cross-cut saws, and started for the camp in the woods to manufacture the season's cut. This we proceeded to do by cutting down the large maples and sawing them into wheels with a cross-cut saw. Afterwards we split the wheels with a broad-axe and maul and peeled the bark off by hitting with back of the axe.

Last season we lumbered and manufactured 125,000 feet of maple into last blocks and can safely say that we are the largest manufacturers of maple last



Last Block Mill, Geo. Willard & Son, McNeil's Crossing, Que

blocks in Canada. At the present time our mill has a capacity of 4,000 blocks every ten hours, and we run night and day, as much of the time as we have help to do so.

The maple log is rolled onto a saw carriage and the wheels are cut off by a 60-in. circular saw. The log is fed to the saw by steam feed, in the same manner as in a board saw mill. The splitting is the next operation, which is done with a 50-in. circular saw, by placing the wheel on a platform under which are trucks. The latter run on a V-shaped track, which is pushed on to the saw with the operator's knee. They are next trimmed or shaped for the roughing lathes, of which we have four, with a bench saw.



After the "cart-wheels" have been split. Note roughly shaped last blocks, in center of pile, that have just come through the mill.

Our lathes have a capacity of 1,000 to 1,200 every ten hours, according to the ability of the operator. This leaves the block in a shape the outline of which conforms to the shape of a last. They are then placed in a car and pulled up into the storage sheds to be piled up "cobhouse" style for drying.

Seven years ago, finding that the demand in the Canadian market was too small for the capacity of our mill, Mr. Geo. Willard made a trip to England to try to dispose of our surplus output there. He was very successful, as he has since been able to contract every year for all the blocks we have been able to manufacture, with the most reliable last makers in England.

During the present winter we have been fortunate in having sufficient snow to haul in our stock of logs, a great deal of them having to come eight miles. Most of our neighbors, however, were hung up high and dry for lack of snow.

A Popular Salesman

W. E. Gerrish—the well-known salesman for the P. J. Harney Shoe Company's product—has just started on his Spring trip with a line of women's shoes which he says makes unnecessary the "Pure Shoe" Law that is now being agitated in some of the states across the border. "Intrinsic merit," says Mr. Gerrish, "combined with quality and stylish appearance increased my sales in the Canadian provinces over two hundred per cent. last season, and this season we have the goods to double our Canadian business again, and we are going to do it.

Mr. Gerrish points with some degree of pride that one hundred thousand (100,000) women in the most critical city of North America—New York City—are satisfied wearers of P. J. Harney's shoes, and this is a selling record unsurpassed by any other manufacturer of shoes for any city of either the United States or Canada.

Cost of Shoes Steadily Advancing

The question of higher costs for material used to be a big bugbear to all shoe men. That was in the days when retailers felt that they must have shoes at certain prices to sell at certain prices, because they "couldn't get any more." That notion was long ago exploded and retailers find they can get \$4 just as well as \$3, and having found this out they are not so particular what they pay for a shoe so long as it fits, has value and style, and is worth what the manufacturer asks for it.

Said one manufacturer who has made a careful study of the situation: "The soles in the shoe today alone cost six cents a pair more than the did last season. The heels, welting, counters and other "sole stock" cost four cents and a fraction more, making this sole item, as we call it, more than 10 cents increase on a pair of shoes. Then wages have advanced and calfskin are away up. It looks like a pretty stiff advance—or get out of business. We are going to stay in because retailers are willing to pay the prices, for they know there is no way out of it." Retailer.

New Fall Styles

The Moore Shafer Shoe Manufacturing Company, of Brockport, N.Y., have got out a number of attractive Fall styles, among which are the following:—Last No. 88, which takes the place of their old No. 72 for Nurses' Comfort Cushion Turn and similar style shoes. The toes are moderate and stable shape and the ball measurement is designed for comfort and easy fitting. Last No. 89 is a strictly up-to-date English Walking-phast last, with a broad low flange heel and is fitted with polish upper of Tan or Gun Metal Calf with blind eyelets. This represents the very latest in women's footwear. Last No. 90 is a special style



Mr. L. B. Shafer

adapted from the English cut with a round, semi-high toe, with slightly higher heel. This conforms to the demand of the younger people who do not wish the receding toe. Last No. 91 is an exclusive model with a very broad toe, carrying a moderately low heel. This is sometimes called the Corn-Cure last. Last No. 92 is what is predicted by the firm to be a style for the present and coming demand.

Oil Tanned Shoepack Making



Portion of Tannery, showing vats and revolving drum.



One of the Drying Rooms.



Leather Finishing Department.



Cutting Room.



Portion of Stitching Room.



Sewing Room. This part of the work is done by hand.



Leisure Laughs

Superiority

Johnnie—"I wish I could be Tommy Jones."

Mother—"Why? You are stronger than he is, you have a better home, more toys, and more pocket money."

Johnnie—"Yes, I know; but he can wiggle his ears."

* * *

Wish Realized

Le Fanu, in his "Seventy Years of Irish Life," tells of a peasant who said to a gentleman:

"My poor father died last night, your honor."

"I'm sorry for that, now," answers the other, "and what doctor attended him?"

"Ah! my poor father wouldn't have a doctor; he always said he'd like to die a natural death."

* * *

Pleasing Sounds

"What is more delightful than the careless prattle of a child?" asked the fond father.

"Have you ever heard the rattle of a train for which you had been waiting nine hours at a lonely little station 750 miles from home?" replied the traveling man.

* * *

Donald and Jeanie were putting down a carpet. Donald banged the end of his thumb with the hammer and began to pour forth his soul in language befitting the occasion.

"Donald! Donald!" shrieked Jeanie, horrified. "Dinna swear that way!"

"Wummun," vociferated Donald, "if ye know a better way, now is the time to let me know it."—Current Literature.

* * *

"We want one more man to make up our poker party."

"I know one! Finest player I ever saw! He always takes home the—"

"Say you don't know much about poker parties if you think any poker party is ever looking for that kind of a man. Do you know any man with money who doesn't know how to play very well?"

A school boy gave the following illustration of the difference in meaning between "sit" and "set": "The British Empire is one on which the sun never sets, and the rest of the world never sits."

* * *

Customer—Arf pound o' butter.

Shopman—Yes, mum. The best?

Customer—Naw, the worst; same an we 'ad before.—Punch.

* * *

Some Women Want a Lot

Manager (five and ten-cent store)—"What did that lady who just went out want?"

Shopgirl—"She inquired if we had a shoe department."

* * *

Dr. Marcus Herz, of Berlin, is credited with saying to a patient, who read medical books diligently in order to prescribe for himself: "Be careful, my friends. Some fine day you'll die of a misprint."

* * *

A very absent minded professor was busily engaged in solving a scientific problem when the nurse hastily opened the door of his library and announced a great family event.

"The little stranger has arrived, professor."

"Eh?" said the professor.

"It is a little boy," said the nurse.

"Little boy, little boy," mused the professor. "Well, ask him what he wants."

How to Stop Pay When the Work Stops

A factory manager with a heavy pay roll found that when operators were laid off early in the forenoon or afternoon, they frequently loafed around the plant the full day, and passed out with the regular shift at night in order to get credit on the time slip, for a full day's work. To relieve the men from temptation and the pay roll from an overload this practice was adopted.

Whenever a man is laid off, the foreman gives him a pass-out order. This is made out in triplicate. The employee is given the duplicate. The second carbon copy is sent to the gateman. All employees are required to pass out at a certain gate, so that, at night, if the gateman does not hold passes which coincide both in number and outgoing time with those issued, the discrepancy can be located.

As soon as this system was installed, the discrepancies ceased, as the men know that there is nothing to be gained by remaining round the plant for any length of time after their passes have been issued.

You owe a certain amount of time to your business, but none the less you owe a certain amount to your physical welfare. See that you maintain a proper balance between the two.

Some men when they advance a step think they have arrived at a journey's end. These men naturally never get very far from the starting point.

Does an employee think he is helping the business by keeping to himself the knowledge of the little leaks and losses of the store?

What is the use of making mistakes if you are not going to profit by them?

General News and Personals

Happenings in the Shoe and Leather Trade

The Sussex Mercantile Company, Sussex, N.B., recently suffered a fire loss to the extent of \$20,000, when their branch store at Elgin, N.B., was burned.

Mr. H. Dallas, who is the Canadian representative for several English shoe firms, is now in England on a business trip.

Mr. P. H. Parrott will open his new boot and shoe store in Saskatoon, Sask., on March 15th.

D. A. MacKenzie & Company's big department store at Souris, Man., was completely gutted by fire last month. The loss is, building \$20,000; contents \$40,000. There was about \$20,000 insurance.

John Ament, shoe retailer, St. Thomas, Ont., has retired from business.

W. S. Baldwin, shoe retailer, Humboldt, Sask., has sold out to W. R. Stevenson.

Reid & Charles, shoe retailers, Kingston, Ont., have dissolved partnership.

Hariss' shoe factory at Deloraine, Man., commenced operations recently, and is working full force. Some new machinery has been installed.

B. Neilson has opened a boot and shoe store at Barons, Alta.

David Cohn has opened a men's furnishings and boot and shoe store at Calgary, Alta.

J. W. Elliott has opened a shoe store in Barton street, Hamilton.

Mr. Casselman has opened a shoe store on Dundas street, Toronto.

Mr. James Joyce has opened a shoe store on Nairn Ave., Toronto. It is known as the Citizen's Store.

J. F. Cairns has opened his new department store in Saskatoon. This is the biggest business of this kind in Saskatchewan.

W. Howarth, shoe retailer, has opened a branch store at 176 Main street, East Toronto.

The A. P. Cimon Shoe Manufacturing Company, Limited, is now in course of liquidation, a winding-up order having been granted. This company was recently heavily hit by the failure of the Boston Shoe Company, Montreal.

Mr. Kirvan, of Kirvan-Doig, Limited, has severed his connection with the company, and Mr. Doig is now general manager. The company will be carried on for some time under Mr. Doig's management and it is then probable that a reorganization will take place.

George A. Slater, Limited, Maisonneuve, have decided to extend their factory, and tentative plans have been drawn up with this object in view.

The firm of Jackson & Savage, Montreal, makers of the Boy Scout Shoes, has been incorporated with a capital stock of \$450,000, in shares of \$100 each.

E. J. P. Smith, of Toronto, is now representing the O. B. Shoe Company, of Drummondville, Que., and the Star Shoe Company, of Montreal, in Toronto and Western Ontario.

E. Arsenaull, of Montreal, will represent Blachford Davies & Company, of Toronto, in Montreal, in the Province of Quebec.

T. H. Bigwood has sold the Ideal Shoe Store, on Queen street, Toronto, to Mr. Harry Ben on.

Young Bros., Limited, Toronto, have been incorporated with a capital of \$10,000. They will manufacture novelties and leather goods.

The Plessisville Leather & Shoe Company have opened a factory for the manufacture of McKay's.

The Goodrich Rubber Company, of Akron, Ohio, will build a large factory at St. Catharines, Ont., which it is expected will employ 1,500 hands.

Mr. Ken Murray, the well-known popular Western Ontario representative of the Murray Shoe Company, has just returned from an eight-week trip throughout the West, having visited Seattle, San Francisco and Los Angeles. Ken

looks bigger and better than ever, if such can be imagined. He says the West is certainly some place worth while visiting, and all through his trip was given a royal good time. Ken says he always thought New York was about the liveliest town on the map, but comparing it with San Francisco he now feels that New York has not quite woken up. He must have been going some.

Mr. George Boulter, the Toronto representative of the Thompson Shoe Company, has been on a visit to Montreal. Messrs. J. M. Peterman and Morris Swartz are now in the West for the same company.

Mr. F. Perry, of Hoag & Walden, Lynn, Mass., has visited Montreal recently.

Mr. Richard, of J. H. Winchell & Company, Haverhill, Mass., has recently called on the Thompson Shoe Company, Montreal.

Ames-Holden-McCreedy, Limited, Montreal, have provided, at their headquarters, a room for travellers. This is nicely furnished, and provided with literature, chiefly of a trade character. The room is a convenient meeting place for the representatives of the company.

John Ament, shoe dealer, St. Thomas, Ont., is retiring from business.

W. S. Baldwin, clothing, shoes, etc., Humboldt, Sask., has sold his business to W. R. Stevenson.

Albert Chadwick, Toronto, Ont., is advertising his shoe business for sale.

One of the largest shoe factories in England, that of Messrs. Sexton & Sons, of Norwich, was destroyed by fire recently. The loss is estimated at \$500,000, fully insured. About 1,000 hands were thrown out of employment.

The Sunlight Shoe Company, a new Montreal concern, are putting on the market a number of boots and shoes, which will be sold through the A. E. Saucier Shoe Company, 15 Bonsecours street, Montreal. The goods include boys', youths' and little gents'—buttons, laces and oxfords—in McKays and imitation Goodyear welts; while misses' and childrens' shoes and women's pumps in McKays, turns, and imitation Goodyears will also be strong lines.

The Nickle Shoe Store, Winnipeg, recently suffered a fire loss to the extent of some \$20,000.

Three men entered the shoe store of J. C. Budreo, Queen street, Toronto, recently. One of them bought a pair of boots and gave the clerk a ten dollar bill in payment. The latter had to go out of the store to get change and on his return he found his customer's two companions missing, also a pair of boots. A detective gave chase and captured one man and one boot. Later in the day the other boot was thrown in the shop door.

It is reported that one of the biggest boot and shoe manufacturers in Montreal has bought some land at Maisonneuve.

Mr. R. C. Holden, of Ames-Holden-McCreedy, Limited, Montreal, has been seriously ill. A few weeks ago he was tied up with La Grippe, and on recovery left town for a rest. On his return, however, he was attacked with rheumatic fever, which at one time took a serious turn.

Mr. Leshe, who is well known to the shoe trade, has joined the staff of the Solid Leather Shoe Company, Limited, of Preston, Ont., and will cover the Northern Territories for his firm.

Mr. Harry McKellar, of McKellar Shoe Company, Berlin, Ont., has just returned from a successful trip to Winnipeg.

The Plymouth Rubber Company have made enquiry from the Town Council of Maisonneuve, P.Q., as to the terms which will be given should the company decide to locate in that city.

Mr. Dan McDonald, for the past number of years representing the Murray Shoe Company, Limited, and the Cleo Shoe Company, of London, Ont., selling their well-known shoe in the Maritime Provinces, will in future represent the Cleo Shoe Company, exclusively, in Western Ontario. This

is a change of territory and one that will enable Mr. McDonald to devote his salesmanship ability entirely to the Cleo shoe. Mr. McDonald's many friends in the shoe trade wish him every success in his new territory.

Mr. J. H. Porter, buyer for the shoe department of the R. Simpson Company, accompanied by the heads of two of the departments, has been in Maisonneuve on his way home from Boston, which he visited on business.

Mr. C. Davies, of Blatchford, Davies & Company, Toronto, recently visited Montreal and Quebec.

Mr. W. E. Short, the Western representative of the Kingsbury Footwear Company, Maisonneuve, is in the West with his tall samples.

The Kingsbury Footwear Company, Maisonneuve, are now occupying a portion of their addition to the factory. Alterations have been made to a section of the ground floor in the old building, with a view of extending the office accommodation, which has been too small for the company's increasing business.

Mr. F. W. Bishop, of the A. W. Redden Company, of Sydney, N.S., has been in Montreal visiting the trade, and also purchasing fixtures for their new store, which when completed will be one of the finest in Canada.

Mr. C. H. McGee, the "big" shoe salesman of the Maritime Provinces, will continue to make the selling of fine shoes his hobby. He is now representing the Murray Shoe Company and the Cleo Shoe Company, of London, Ont.

The Gutta Percha and Rubber Manufacturing Company, of Toronto, have acquired a property on St. James street, Montreal. It consists of 3,389 square feet.

Damage of about \$25,000 was done by a fire at one of the factories of the Canadian Consolidated Rubber Company, Montreal. The fire started on the third floor of the proofing department, and was kept in check by the volunteer brigade of the company until the arrival of the city fire force. The flames worked their way to the roof, and it took half an hour before they were under control.

Mr. Oscar Dufresne, of Dufresne & Locke, has been appointed chairman of the Finance Committee of the Maisonneuve City Council.

The following Board of Examiners, for the inspection of leather and raw hides, under the Dominion Inspection Law, has been appointed by the Council of the Montreal Board of Trade; E. Galibert, F. C. A. McIndoe, Thaxter Shaw, Clarence F. Smith, and J. Corliss Stevenson.

The shoe manufacturers business of A. Corbeil, Montreal, has been made into a limited liability company, with a capital stock of one million dollars. Their style is changed to Corbeil, Limited.

Mr. Tom Stedman, of the Tom Stedman Shoe Company, 719-21 Main street, Winnipeg, has been appointed a member of the Licensing Commission of Manitoba. The Commission now consists of Senator D. E. Sprague, and Messrs. Matthew Morrison and Tom Stedman.

It is intended to extend the business of the Dufresne Shoe Supply Company, Maisonneuve. The concern is to be incorporated, and the making of eyelets added to the present business of hook making. It is also proposed to establish a shop for repairing various machines used by boot and shoe manufacturers and for making the company's own machines.

Mr. Griffith Clarke, of A. R. Clarke & Company, Limited, has just returned to Toronto after a trip to Montreal and Quebec. While staying in Quebec arrangements were made with M. J. Scott to look after the interests of the firm in that vicinity. The firm have increased their capacity again and will now be able to handle the increased trade. Reports from well-informed sources are emphatic in stating that patent leather will be stronger than ever.

For the nine months ended January 31st, the sales of Ames-Holden-McCreedy, Limited, were over one million dollars more than in the same period of the previous year, and the directors anticipate that for 1913 the sales will be at least 35 per cent. larger than in 1912. Economies in manufacturing and distribution, it is understood, have also been effected in the past year, so that the earnings are expected to show a considerable increase over 1911-12.

The Riverdale Manufacturers' Hockey League have just finished their series of games and the team entered by A. R. Clarke & Company have succeeded in winning the cup presented by Hon. A. E. Kemp. The League was made up of the different teams from the factories in East Toronto, and

very keen competition was shown. However, Griff Clarke's boys from the tannery again showed that there was nothing like leather, and were presented with the silverware and gold watch fobs. The games attracted considerable attention all through the season.

S. Zimmerman, shoe retailer, Yonge street, Toronto, recently suffered a fire loss to the extent of some fifteen hundred dollars. It was fully covered by insurance.

Thomas Gillis, formerly employed by the W. L. Douglas Company, of Brockton, Mass., has taken charge of the treeing department in the factory of E. T. Wright Company, in their plant at St. Thomas, Ont.

Mr. K. D. Gahan, who has been employed by the J. & T. Bell Shoe Company, of Montreal, for the past eight years as finishing and treeing foreman, has accepted a position in the same capacity with the Slater Shoe Company. W. Perreault has taken the position made vacant by his resignation with the J. & T. Bell Company.

Eugene LePine, who is superintendent of the Kingsbury Footwear Company, of Montreal, Canada, was recently presented with a diamond ring by his business associates and friends in the shoe trade on his 43rd birthday. The presentation speech was made by Mr. Giroux, who is superintendent of the Regina Shoe Company, of the same city.

Mr. W. M. Myers and Mr. R. Younge will cover the West for the Rideau Shoe Company, of Maisonneuve, P.Q.

Mr. M. L. Savage will represent the McDermott Shoe Company, Maisonneuve, P.Q., in the West.

Mr. Alfred Minister, of the Minister Myles Shoe Company, Toronto, recently paid a visit to Rochester, N.Y.

Morris Swartz, and J. M. Petermann, western travellers of the Thompson Shoe Company, Montreal, left for the territories the first of the month.

After consulting the Shoe & Leather Manufacturers in Canada and the United States, the Jacobson Company, who have been promoting the Annual Boston Shoe and Leather Fair, have decided that none shall be held this year. It is their intention to hold the Boston Shoe and Leather Fair once every two years in future. The next will be arranged for July, 1914.

W. A. Hamilton, of the W. B. Hamilton Company, Toronto, Ont., recently paid a visit to Boston and Montreal.

W. Fisher, Medicine Hat, Alta., has sold out his boot and shoe business.

H. L. Carter, shoe retailer, Trenton, Ont., is selling out.

R. Jones has opened a boot and shoe store at Bruce Mines, Ont.

J. Powe, shoe retailer, of Collingwood, Ont., is announcing his retirement from business.

C. F. Spaulding has opened a shoe business in College street, Toronto.

Thornton Bros., of Bradford, Ont., have added a stock of boots and shoes.

J. Burnett has purchased the boot and shoe business of J. Scott in Galt, Ont.

R. Dack & Son, King street west, Toronto, have moved the retail part of their business across the street.

Beal Bros., whose tannery was burned at Uxbridge, Ont., some time ago, have erected temporary premises there.

The James Muir Company will remove from Quebec City to Maisonneuve about the middle of April.

Mr. H. A. Beatty, of the Slater Shoe Company, Montreal, has been visiting Toronto.

The firm of A. Corbeil, Montreal, boot and shoe manufacturers, have been incorporated under the title of Corbeil, Limited, with a capital of \$1,000,000, half of which is paid up. The president is Mr. A. Corbeil, and the vice-president Mr. E. Corbeil.

The Lynn Last Company, Lynn, Mass., gave a complimentary banquet to its employees on February 21.

J. J. Walsh, shoe dealer, of Lindsay, Ont., recently suffered a fire loss.

Mr. Charles F. Rannard, of the Rannard Shoe Company, Winnipeg, visited the Eastern and Southern States recently, and also all the shoe centres in Eastern Canada.

Mr. Peter Kramer has retired after nearly twenty-five years of active service with the Granby Rubber Company, Limited. He has been presented with a club bag and meerschau pipe by the local lodge of the I. O. F., and a silver

mounted toilet set by the Granby brass band. His son, Mr. F. W. Kramer, is the superintendent of the Dominion Rubber Company, at St. Jerome, Que.

Mr. Wettlaufer, representing Chas. A. Ahrens, Limited, of Berlin, Ont., in the Northwest Provinces, left for his territory the first of the month. The remainder of the company's travellers will be on their territories after Easter.

The Spanish Leather Company, of Berlin, Ont., recently suffered a fire loss.

Mrs. T. Carter, of Trenton, Ont., is closing out her boot and shoe business.

The Dominion Rubber of Toronto, have changed their style to the Eastern Rubber Company, Limited.

The Charles Webster Shoe Company has been registered in Montreal.

The Bargain Shoe Store has been registered in Montreal.

The Barrie Tanning Company are extending their plant so as to double their capacity.

John Carey & Company, leather manufacturers, and the Commercial Trunk and Sample Case Company, suffered losses of \$500 and \$800 respectively, through a recent fire at their premises on Yonge street, Toronto.

C. S. Hyman & Company, London, Ont., have changed their style to the C. S. Hyman Company, Limited. The re-organized company will have a capital stock of \$3,000,000.

Agnes E. Arthur, boot and shoe dealer, of Toronto, is out of business.

O. Paquin, shoe dealer, St. Johns, Que., is dead.

Donnovan & Dewsbury have opened a boot and shoe store at Mecheche, Alta.

Rutherford Bros. intend to open a boot and shoe store at Ogden, Alta., this month.

W. J. Webster, wholesale shoes, Montreal, has been succeeded by the Webster & Charles Shoe Company.

N. E. Kennedy, grocer and shoe retailer, of Wheatley, Ont., has sold out.

The Scout Shoe Company and Jackson & Savage, both of Montreal, have amalgamated their interests, and will henceforth do business under the style of Jackson & Savage, Limited.

B. D. Neily has purchased the shoe business of J. E. Lloyd & Company, Bridgetown, N.S.

Samuel Clarke, of Cobourg, Ont., is advertising his clothing and boot and shoe business for sale.

Roy & Darvean, Limited, have obtained a charter to carry on a wholesale shoe business at Quebec, Que.

La Tannerie Co-operative du Nord, Limited, have obtained a charter and will manufacture at Mont Kaurier, Que.

G. J. Galarneau, shoe retailer, of London, Ont., has discontinued.

The dry goods and shoe stock of Mrs. C. Couture, Montreal, was recently damaged by fire.

Geo. Nickle, shoe retailer, Winnipeg, recently suffered a fire loss.

McGee & Campbell, of Wingham, Ont., are advertising their clothing and boot and shoe business for sale.

The Worcester Slipper Company has been incorporated under the laws of the State of Massachusetts. The business will be conducted along the same conservative lines as formerly, and Mr. J. P. Grosvenor will remain with the company, as president.

Chas. S. Trick has taken over the retail boot and shoe business of E. G. Trick, at 836 Main street, Winnipeg.

The Minister Myles Shoe Company, Limited, Toronto, are the Canadian makers of Hawthorne's Seal'd Sole Shoes.

Mr. P. M. Goff, sales manager, O. B. Shoe Company, Limited, Drummond, P.Q., announces the following representatives for the company for the coming season: A. Martineau, Province of Quebec; Geo. H. Grills, Eastern Ontario; W. A. Buckler, Manitoba and Saskatchewan; E. J. P. Smith, Western Ontario; Geo. J. Scott, Port Arthur to Vancouver, and W. F. Tanner, Maritime Provinces. This company manufacture the well known "Nabob" shoe, which retails at \$3.50. Two of their new styles for the Fall trade are a heavy Tan Blucher on a Bull Moose last, and a Gun Metal Calf Blucher double sole on a Woodrow last. These retail at from \$4.00 to \$5.00.

General Store News of Western Canada

Where the Shoe Manufacturer May Find a Customer

Alberta

R. Engle has commenced a general store business at Rumsey.

W. A. Skinner has taken over the general store business of Trace and Briggs at Ranfury.

C. H. Williams has purchased the general store business of Bingham, Beggs & Co., at Ardrossan.

I. Fletcher has commenced a general store business at Monitor.

F. J. Elliott, general storekeeper at Milk River, has sold out to Coates & Jochem.

J. H. Hoolahan has disposed of his general store at St. Paul de Metis, to H. S. Auguse.

British Columbia

Dill Bros., Enderby, have succeeded to the general store business of J. W. Evans and Son.

Manitoba

Brown's Limited, general store proprietors at Portage la Prairie, are applying for authority to increase their capital from \$200,000 to \$500,000.

Marvin Bros., Edman, have sold out their general store business to Snelair Bros.

E. Shilson has opened a general store at Snow Flake.

Ray & Martin have opened a general store at Grand Clariere.

Saskatchewan

M. Gordon has opened a general store at Edenbridge.

Briedger & Abrams have opened a general store at Osler.

W. H. Brent has opened a general store at Hardy.

D. J. Kastner has opened a general store at Duck Lake.

Lee & Johnstone have opened a general store at West Shore.

The Taylor Proctor Co. have opened a general store at Senlac.

J. Conric has moved his general store from Mutrie to Kendal.

Lindberg & Rosetch, Dead Moose Lake, have opened a general store.

The Theodore Trading Company, Theodore, has opened a general store.

L. F. Madison of Mikado, has sold his general store to W. J. Britton.

Mattock & Chamber, general storekeepers, Leask, have sold to Harry Mattock.

Korbus & Gelman have succeeded to the general store business of Peteron Bros., Sturgis.

O. A. Johnston, general storekeeper, of Waldeck, has sold to Datoe & Prentice.

A Fielder, general storekeeper, of Ebenezer, has been succeeded by M. Margulies.



The Canadian Boy now-a-days is not content with the heavy, clumsy looking boot it was once his misfortune to wear, today he demands the same snappy footwear that the men enjoy, the boys' parents prefer the heavy, solid kind, but they cannot overcome the boys' objections to them, and they have to take the stylish boot. In the production of the "Canadian Boy Shoe" we have overcome the objections of both boys and parents, and have combined strength, solidity, and a maximum of wear in the most up-to-date and stylish boys' boot ever produced.

Mr. Dealer:—you have witnessed the little spats between mothers and boys when deciding on a pair of boots, but you have been helpless, stock "**Canadian Boy Shoes**" and you cannot fail to please both and win their esteem.

Our travellers will be only too pleased to show you our fall samples—You will decide.

The Reliance Shoe Co.

350 SORAUREN AVENUE

LIMITED

TORONTO

Wanted and For Sale Department

Publishers Notice:— Positions Wanted, 2 cents a word per insertion; minimum charge 50 cents. Advertisements under all other headings 3 cents a word per insertion; minimum charge 75 cents. For advertisements to be answered care of a box number in this office, six words should be allowed for address. All "Want" advertisements are payable in advance except from our regular advertisers.

Positions Vacant

WANTED—MEN TO REPRESENT us in Canada with a side line of soft sole baby shoes. One of the highest grade made in the States. Address Box 748, Footwear in Canada, Toronto, Ont. 3

WANTED AT ONCE—A SMART young salesman for the shoe business. Services to start at once. Apply in own handwriting, stating salary expected and experience. Farmer Bros., Shoe Merchants, Arnprior, Ont. 3

WANTED—COMPETENT MANAGER for shoe factory in Canada, capable of taking full charge of plant making men's and boys' boots. Good opportunity for young man who wishes to take financial interest in the business. Box 698, Footwear in Canada, Toronto, Ont. 2-3

SALESMEN—OUR LEADING LINE of Men's and Boys' unlined Milwaukee Shoes is available for Western Canada, Winnipeg and West. We are absolutely leaders in North America in our class of goods and offer the best values made in the country to-day. Line consists of all good sellers in Welts and St. Screws, Chrome leathers, all heights, Bluchers and Outings. Seasonable goods in stock. Strictly 5 per cent. commission only—no side lines, only territory open. Only real salesmen of experience need answer.

Albert H. Weinbrenner Co.,
Milwaukee, Wisconsin,
U.S.A.

3

Positions Wanted

YOUNG EXPERIENCED SHOE salesman, of eight years experience in the Western Provinces, is open to accept a position as travelling salesman for jobber or manufacturer. Box 726, Footwear in Canada, Toronto, Ont. 3

SHOW CARDS THAT ATTRACT TRADE

SEND FOR OUR COMPLETE FOUR page descriptive circular of show cards and price tickets, in air brush designs. Every storekeeper will find that they will increase his business wonderfully if properly displayed. G. R. Brine, P. O. Box 443, Inverness, N.S. 2

HENRY J. WELCH & COMPANY Chartered Accountants

Audits, Investigations 43 King St. W.
Cost and general systems Toronto
Assignments and liquidations Canada
Office and financial superintendence

We want to BUY for CASH all the PIECED HEEL STOCK you make

BROCKTON HEEL COMPANY
BROCKTON, MASS.

For Sale

FOR SALE—ONE LOT OF GENT'S wooden shanks. One lot of Gent's raw hide counters. One lot of youth's raw hide counters. One lot of boy's raw hide counters. One lot of women's heels, complete. One lot of women's top lifts. One lot of women's lifts. Everything to be sold inside of thirty days. The O. B. Shoe Company, Limited, Drummondville, Que. 11-3

**"Footwear"
Want Ads**


Bring Results

TRY ONE

Riemer's Wood Sole Boots and Shoes

Water-proof leather and water-proof wood sole. Best for wear in wet and damp places. Light, durable, sanitary, water-proof. Special Tarnage Oil Grain, High Cut Brogue Shoes, tongue and back strap, per pair, \$1.35. Special Tarnage Oil Grain Boots, per pair, \$2.00. Patent Steel Ribs on sole and heel, 90, per pair, \$1.50.

PATENTED
ALBERT H. RIEMER SHOE CO.
Manufacturers and Patentees, Milwaukee, Wis.



**Make Money
On Your Customers' Bunions**

The Fischer Bunion Protector not only fulfills every claim we make for it, but it sells shoes for the dealer, permitting a perfect fit direct from the shelves in any style shoe that strikes your customer's fancy. It affords comfort, satisfies the trade and holds their business. That gives you a big prestige among prospective buyers. It's the sort of advertising you can't purchase. The old "Pocket" method made NEW shoes look like OLD ones. It produced deformed and misshapen shoes, advertised your customer's trouble and caused discomfort and damaged trade.

The Fischer Mfg. Co., Milwaukee, Wis.
Sole Owners, Manufacturers and Patentees



PHOTOGRAPH OF A SHOE WORN OVER A BUNION NOT PROTECTED BY A FISCHER BUNION PROTECTOR

When you come to Rochester you'll be made welcome at

Hotel Eggleston
ROCHESTER, N. Y.

EUROPEAN PLAN

Excellence without extravagance. Splendid rooms \$1.00 and upward. Rooms with private bath and toilet \$1.50 and \$2.00 per day.

Moderate price in restaurant.

A. H. MCGREAL, W. G. GILBERT, Proprietors



North British Rubbers

Season 1913

- ¶ Our new samples showing the new shapes in Men's and Ladies' Rubbers, to fit the advanced Fall shoe shapes, are in the hands of our jobbers, and our own salesmen, calling on the Ontario trade.
- ¶ Rubber selling, Mr. Retailer, can be made profitable to-day if you buy a brand that is not sold by every shoe dealer in your town. North British Rubbers is the brand you will most likely buy, after you have seen all others. Our Dreadnought Duck Lumbermen's Rubber will out-wear two pair of ordinary rubbers.
- ¶ Dreadnought Duck is a specially woven English duck controlled by our Company and used exclusively in making our brand of Dreadnought Duck Lumbermen's. It is almost impossible to stub, crack or break this duck after it has been thoroughly coated with Para Gum.
- ¶ **Elephant Brand Rubbers:** so like other makers' firsts that they are acknowledged by the trade to be the best. Each pair is carefully examined and packed in a carton, and being made on the same lasts as firsts, commands almost as high a price, retail, as firsts.
- ¶ Mr. Retailer;—You can very greatly increase your rubber sales by placing your rubber order for 1913 with our jobbers, viz: Messrs. Roy & Darveau, Enrg., Quebec City, Messrs. Phaneuf, Larose & Co., Montreal, The Scottish Wholesale & Specialty Co., Winnipeg. Ontario trade will be looked after by our own salesmen.
- ¶ We have the stock in our Toronto Warehouse to fill all orders same day as received. We will greatly appreciate the early receipt of your orders through our jobbers.
-

The North British Rubber Co.

LIMITED

Executive Offices and Factories:
Edinburgh, Scotland

Canadian Branch:
43 Colborne Street, Toronto, Ont.



CORRUGATED FREIGHT BOXES



Mr. Manufacturer—

If you could eliminate all your packing expenses it would mean a mighty big item to you.

If you could eliminate one-half or one-third it would be of interest to you. This latter is possible by the use of our corrugated folding freight boxes, this is being proven every day by the manufacturers who are using them. Our boxes for packing up to 24 pair of shoes are equal to wood and very much cheaper.



Save space in your packing room, a corner that will hold 10 set up wood boxes, will hold 100 folding freight boxes.

A boy can set up and pack one of our boxes quicker than a man could pack and nail up a wood box.

Boxes are accepted by the Railway at same rate as wood cases. Send a trial order for 100 and prove for yourself.

The Thompson & Norris Co. of Canada, Limited

Niagara Falls, Canada

Factories: Brooklyn, N.Y. Boston, Mass. Brookville, Ind. London, Eng. Julich, Germany

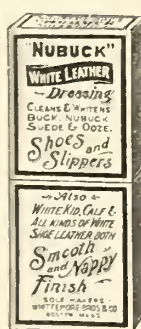
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**Finest
Quality**

**Whittemore's
Shoe Polishes**

**Largest
Variety**



Oldest and Largest Manufacturers of Shoe Polishes in the World.

"GILT EDGE" Oil Polish. The only Ladies' Shoe Dressing that positively contains OIL. Softens and preserves. Imparts a beautiful Black lustre. Always ready to use. Largest quantity. Finest quality. Polishes without rubbing. Retail 25c.

"ALBO" Cleans and Whitens Canvas, White Buck, Suede and Nubuck shoes. Each cake in a zinc-tin box with sponge (see cut). Retail 10c. Each cake in a handsome aluminum box with sponge. Retail 25c.

"NUBUCK" White Leather Dressing cleans and whitens Buck, Nubuck, Suede and Ooze leathers, both smooth and nappy finish. Retail 25c.

"DANDY" COMBINATION. For cleansing and polishing all kinds of russet, brown or yellow boots, shoes, saddles, bridles, etc. Retail 25c. "STAR" russet combination (10c size). Russet, Brown and Ox Blood pastes (5 sizes of each color).

"ELITE" COMBINATION. For those who take pride in having their shoes look A1. Restores color and lustre to all black shoes. Retail 25c. "BABY ELITE" COMBINATION (10c size). "ELITE" PASTE in 5 sizes.

"QUICK WHITE" makes dirty Canvas shoes Clean and White. In liquid form, so can be quickly and easily applied. A sponge in every packet so always ready for use. Two sizes, retail for 10c. and 25c.

Send for circulars giving full particulars of our other Polishes to WHITTEMORE BROS. & CO., Boston, Mass., U.S.A.

For Sale by the Shoe Findings and Shoe Jobbing Trades of all Canada



What Our Travellers Will Show You



- ¶ The most **comprehensive** range of Rubber Footwear which we have ever produced.
- ¶ **New** and **distinctive** styles designed to **appeal** to **your** particular trade.
- ¶ A **uniformly** high standard of quality—calculated to build both **your** reputation and **ours**—for **reliability**.
- ¶ This is a **plain, straightforward** statement of **facts**—upon which **you** can place the **utmost** reliance.

Don't You Think It Would Pay You To See Our Traveller Before Ordering?

These brands will help you build a **permanent** demand

“**Jacques Cartier**” “**Merchants**” “**Dominion**”
“**Anchor**” “**Challenge**”

Our delivery facilities are admittedly unequalled. This service feature is one you cannot afford to overlook before placing your order this season. Note our Sales branches—all of which carry complete stocks.

“**Granby**” and “**Maple Leaf**” Rubbers sold exclusively by
Ames-Holden-McCready, Limited.

Canadian Consolidated Rubber Co., Ltd.

SALES BRANCHES:

ST. JOHN, Halifax, Sydney, Yarmouth, Pictou, Moncton, Charlottetown, MONTREAL, Quebec, Granby, Ottawa, Kingston, TORONTO, Belleville, Hamilton, Brantford, London, Port Dalhousie, Berlin, WINNIPEG, Regina, Saskatoon, Calgary, Edmonton, VANCOUVER, Victoria.



New "Dominion" Rubbers



FOR YOUR BETTER TRADE

The urgent demand for light rubbers that would stand up under every test for quality, service and style, has led us to concentrate the resources of our immense plants upon their production. The result is "DOMINION" Rubbers.

We present them to you with the positive assurance that no better Light Rubbers can possibly be produced. Just examine our travellers' samples—they are convincing proof of the truth of this statement.

New Models Designed for Service



ASTOR—Full high toe, medium high heel, to fit medium high heel heavy sole boots and growing girls' boots.



GLOBE—Similar design to the "Astor," but made with slightly narrower heel than our present Portage last.

Special Lines of White and Tan Rubbers

Probably you have felt the increasing demand for white and tan rubbers. If you would be prepared to meet it this season, you will find what you want in our lines.

Look Out for "Foot Prints"

Canadian Consolidated Rubber Co.

SALES BRANCHES

Limited

ST. JOHN, Halifax, Sydney, Yarmouth, Moncton, Charlottetown, MONTREAL, Quebec, Granby, Ottawa, Kingston, TORONTO, Belleville, Hamilton, Brantford, London, Port Dalhousie, Berlin, WINNIPEG, Regina, Saskatoon, Calgary, Edmonton, VANCOUVER, Victoria.



Your Customers will
Look for the "Red-
man" Heel Lift—a
Strong Feature of



"Merchants" Rubbers

Have you gone thoroughly into the merits of "MERCHANTS" Rubbers? Considered them from business building standpoint? Then allow our traveller to show you this line. Let him explain why the "Redman" Heel Lift gives extra life to "MERCHANTS" Rubbers. Why the extra Rubber Counter and the re-enforced Counter add so much to the selling possibilities of this line. Then carefully note the new styles.

We feel that you will then appreciate our confidence in
"MERCHANTS" RUBBERS



HARVARD—Full High Toe, Full Ball, Medium Heel for men's high toe fine boots.

Two New
and
Distinctive
Styles
Sure to be
in Demand



DERBY—Similar to "Harvard," but slightly narrower. Excellent fitter for men's high toe, medium heel, leather boot.

Lumbermen and Rubber Boots

The famous "Redman Tuff Foot" sign on Rubber Boots and Lumbermen is your guarantee of quality. See it on our samples of "Merchants" Rubbers.

Note Our Branches Then Consider Our Service

Canadian Consolidated Rubber Co.

SALES BRANCHES

Limited

ST. JOHN, Halifax, Sydney, Yarmouth, Pictou, Moncton, Charlottetown, MONTREAL, Quebec, Granby, Ottawa, Kingston, TORONTO, Belleville, Hamilton, Brantford, London, Port Dalhousie, Berlin, WINNIPEG, Regina, Saskatoon, Calgary, Edmonton, VANCOUVER, Victoria.



The Name
 “Berlin”
 on Felt Footwear
 is Your Positive



Guarantee of Quality

You, no doubt, have come to recognise the **growing** importance of Felt Footwear as a **factor** in building your business. Having come to this conclusion, **you** are naturally anxious to stock **only** such lines as will **create** the **strongest** sentiment of public good-will in **your** favor.

If this is your view we would ask you to carefully examine our New Seasons' Styles in
 “BERLIN” FELT FOOTWEAR

You will note the superior quality of the felt, the smartness and variety of the styles, and the **unusually** careful attention that has been given to detail and finish. Such is the footwear that you can safely trust your reputation to, and at the same time realize a good margin of profit.

Our Traveller is On His Way to You

Remember that our delivery facilities are **unequaled**, enabling you to keep your stocks complete at all times.

Canadian Consolidated Rubber Co.

SALES BRANCHES

Limited

ST. JOHN, Halifax, Sydney, Yarmouth, Moncton, Charlottetown, MONTREAL, Quebec, Granby, Ottawa, Kingston, TORONTO, Belleville, Hamilton, Brantford, London, Port Dalhousie, Berlin, WINNIPEG, Regina, Saskatoon, Calgary, Edmonton, VANCOUVER, Victoria.

MOHLENE "A" adds the Quality that makes your leather a little better than the rest. Ask us about it.

Marden, Orth & Hastings

ESTABLISHED 1837

All Oils, Greases, Tannins and Tanning Extracts for Leather Manufacturers

NEW YORK OFFICE:
82 Wall Street.
SAN FRANCISCO
OFFICE AND WAREHOUSE:
340 Clay Street

BRANCH STORES:
CHICAGO
1030 North Branch Street.

201-225 Purchase Street,
73 High Street,
BOSTON, U.S.A.



H & C
GLAZED & KID
TRADE MARK

Fine, Flat Grain
Mellow, Full Feel
Yet Tight
Uniform in Weight
and Selection


Hitchings & Coulthurst Co.
122 South St. Boston

Pla-Mate Shoes

TRADE MARK REG. U. S. AND CANADA

**A Real Line for Boys and Girls
17 STYLES IN STOCK
and Strong on the New TANS**

This Strap Pump in Stock 'D' Width. 1463, Tan; 1461 Dull; 1460, Patent. Other leathers and widths to order.



Other Styles in Stock "D" Width Only

- 1400 Patent Pla-Mate Lace
- 1401 Dull Calf Pla-Mate Lace
- 1403 Tan Russia Pla-Mate Lace
- 1404 Glazed Kid Pla-Mate Lace
- 1440 Patent Pla-Mate Button
- 1441 Dull Calf Pla-Mate Button
- 1444 Patent Hi Pla-Mate Button
- 1444 Dull Calf Hi Pla-Mate Button
- 1443 Tan Russia Hi Pla-Mate Button
- 1443 Tan Russia Pla-Mate Button
- 1441 Glazed Kid Pla-Mate Button

TAN STRAP PUMP
\$1.25
\$1.45

ROCHESTER MADE
MEANS QUALITY

Send for illustrated Folder and Prices

WILLIAMS, HOYT & CO.
Manufacturers of Footwear, Hosiery and Millinery Goods

No. 6 Commercial St. - Rochester, N.Y.

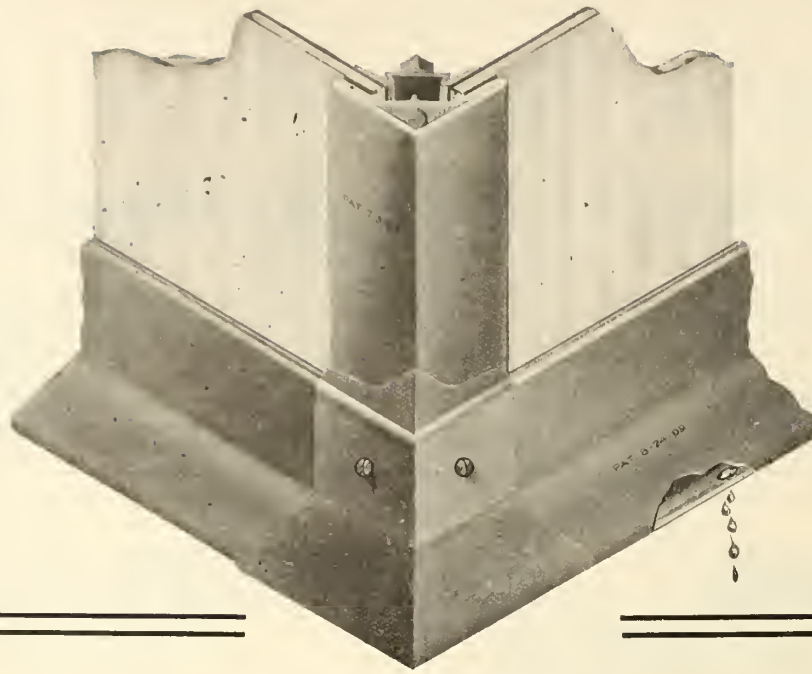
NEW BACKING FACTORY IN NEW YORK CITY

Fireproof—Brick—Concrete—Steel—Built like a fortress. New Machinery, based on 25 years' experience. All the leading Industries in America have been visited by our 3rd generation, at University Studios, with a letter from the Dean, in search of new ideas and latest scientific equipment for this factory. Satins, Velvets and Cloths—Backed and ready—returned same day. We pay transportation our way and cover with Fire Insurance while in process.

PETERS MANUFACTURING CO.

43-53 Lincoln Street, Boston, Mass. - - - 304-310 E. 22d Street, New York City

BACKING FOR THREE GENERATIONS



Your Store Front

IT takes an attractive store front to catch the public eye and an effective window display to bring that public into your store.

The Thorne Hold Fast Patent Metal Bar System is the one type of store front construction that will afford you the neat and attractive front you are after.

It provides a complete metal setting for the glass doing away with unsightly post and wooden frames. An "All Glass" effect is produced by the Thorne store front, so small is the portion of glass gripped by the metal holding.

Your request for a catalogue in no way obligates you.

Hobbs Manufacturing Co., Ltd.

Montreal Toronto London Winnipeg

McKellar Solid Shoes

are a specialized line made in a factory that makes nothing else but solid leather shoes.



The "Railroader"

McKellar's New Special Solid Shoe

has become a great favorite.

It Looks Good—It Feels Good

It Wears Well—It Sells Well

Made of high grade leather with a sole warranted to wear six months.

This is a great line for your solid shoe sales—
Try it out in your placing for Fall Trade.

McKellar Shoe Company
Berlin - Ontario



Dependable Shoes That Sell Well

That is what buyers all over the country say of the Ault Line

☞ You can get away with many a sale with our Shoes where other lines have failed; merely because Ault Shoes show dependability in every detail which is guaranteed by a responsible firm.

☞ In all our lines we guarantee a quality that helps your sales and ensures the satisfaction of your customers.

Our Lines for Fall 1913

Include a Special Showing of

Boots--Shoes--Rubbers
Oil Tan Packs--Felt Goods, Etc.

We are specially featuring our Exclusive Lines of the famous

Moose Head Brand

Oil Tan and Draw String Packs.

We are also carrying The Independent Rubber Company's Celebrated Brands of

Kant Krack--Dainty Mode
Royal and Bull Dog

We have made extra provision for an increased trade in

Felt Goods of all Kinds

including English, German and French Slippers and all the best Canadian makes.

Our extensive and varied stock has been considerably enlarged to enable us to give the best service to all our customers.

We can give immediate attention to all letter orders and make quick shipments of all rush business. Let us have your sorting order for immediate delivery—we will give you satisfaction.

It will pay you to see our samples--we are ready to handle your placing order for Fall Trade.

The A. W. Ault Company, Limited
Ottawa - Ontario

TWO NEW BOSTON LASTS



Women's 4-C Last. No. 2481

They have all the lines of the smart, up-to-date American lasts, with the fitting qualities so necessary to make them popular. Boots made on these lasts are bound to bring repeat orders.

These two new lasts, specially designed to meet the requirements of the Canadian trade in Men's and Women's shoes, are typical Boston Last Company's products.



Men's 7-D Last. No. 2397



BOSTON LAST COMPANY

MANUFACTURERS OF

Fine Last, Followers, Fillers, Trees, etc., also Maple Last Blocks

Makers of Electric Heating and Ironing Outfits for Shoe Factories
Simplex System

Canadian Factory: RICHMOND, QUE.

Charles Campbell, Manager

Factories: Boston, Mass., 44 Binford St., Phone Main 107 Richmond, Que., Phone

Stand a strain of
200 Lbs. to the
foot without
break-
ing



“N. F. 10” Shoe Laces Satisfy Your Customers

Absolutely the best value it is possible to secure—the strongest, longest wearing laces made for high shoes. Every pair guaranteed six months.

“N. F. 10” Laces Satisfy You

Good sellers and liberal profits—almost three times that of ordinary laces. Put up in individual cartons—easy to handle, easy to sell.

“N. F. 10” Shoe Laces

In Individual Sealed Cartons
Black or Tan

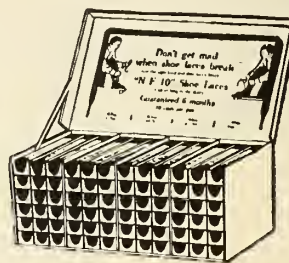
4 4	\$4.00	per gross
40 in.	4.50	“ “
5 4	4.00	“ “
6 4	4.50	“ “

Assortment Display Package

“N. F. 10” \$4.50 per gross

Assortment No. 1—18 pairs each
4/4, 40 in., 5/4, 6/4 Black or Tan

Assortment No. 2—36 pairs each
4/4, 40 in., Black or Tan



Terms 2%

For Sale by all Canadian Jobbers

Manufactured by

The Nufashond Shoe Lace Company
Reading, Pa., U. S. A.

**Tap
Star**



**Soles
Brand**

We have made this brand stand for something.

You can be absolutely certain of their quality.

There is no fluctuations in the various grades.

They cut with a minimum of waste.

These Soles will satisfy your customers when
used in repair work as no other brand has done.

BEARDMORE & CO.

Toronto

Montreal

Quebec

DEPENDABLE PATENT LEATHER

is made by

FISK

What we maintain and can prove about our Patent Leather is that shoes made of it have a beautiful and distinctive appearance which makes shoes made of the usual run of Patent Leather look common and cheap when they are seen in contrast.

It is well trimmed, cuts economically and works as easily and safely as the dull finished leather.

No delays for "reairing" no botched unsightly shoes to worry about.

Fisk Limited
Montreal

THE MOENCH LEATHER SPECIALTIES

We have been so fortunate as to produce several special leathers that have proved trade winners and money makers for shoe manufacturers.

Nechro

This leather fills an important place in the economy of the industry. It enables manufacturers to produce a medium cost shoe that looks like chrome, wears well and keeps its good looks. Made in plain and box.

Brown Russet

Here is a leather playing a star part. Considering cost and quality together there is nothing like it in the trade. This is a sweeping statement, easy to disprove if untrue.

Flexible Splits

Flexible splits up to date. Not the kind you are thinking of. It isn't so long ago tanners were swearing at accumulations of splits. Now we are swearing by our splits and customers swear because they don't accumulate fast enough.

*Write for samples or
information*

C. Moench Sons Co.

117 Beach Street, BOSTON, Mass.

TANNERIES
Gowanda, N.Y.
Siltman, N.Y.
Alpena, Mich.

Established
1865

STORES
Boston, Mass.
Chicago, Ill.
St. Louis, Mo.



Do you need any Help?

Is your Tan stock running a
uniform color?

Our **TAN RENOVATOR** and **TAN DRESSINGS** to match any stock will do the trick and every shoe will come through the same color.

Our **RENOVATORS** will fix up any window faded shoe so that it looks like new.

Our **SNOW DRIFT** White Buck Cleaner is a Dandy. No coating. The grain of the leather can be seen after the shoe is dressed.

If you want any samples drop us a card.

Canadian Blacking and Cement Co.

Hamilton, Canada



1910

1911

1912



1909



1908



1907



1906



1905

Growing Up

THE rapidly increasing sales of Cat's Paw Rubber Heels are due the advantages of these heels over other makes. If you would increase your rubber heel business insist upon having

Cat's Paw Rubber Heels

The patent friction plug in the back of the heel is located just at the point where the wear comes—it gives long life to the heel and prevents the wearer from slipping on a wet or greasy pavement.

Your customers are asking for Cat's Paw Rubber Heels—get our particulars and prices.

**Walpole Rubber
Company, Limited**

MONTREAL



QUICK SHIP SHOEMEN

THE THOMPSON TRAVELLING



W. S. PETTES, VICE-PRESIDENT
Eastern Ontario

Send for the
Thompson Catalogue

ONTARIO

Send for the
Thompson Catalogue



J. A. VALLARY
Western and Northern
Ontario



H. E. THOMPSON
President and General
Manager

Send for the
Thompson Catalogue

NORTH-WEST TERRITORIES

Send for the
Thompson Catalogue



J. M. PETERMAN
Western Territory



ONE OF THE SHOES
Men's Gun Metal Blucher Oxford
SEE CATALOGUE



ONE OF THE SHOES
Men's Patent Button. Always
Carried in Stock
SEE CATALOGUE

The Thompson Shoe Company Catalogue will help you any time—particularly in the rush seasons. A post card will bring it to you.

The Thompson
36 St. Genevieve Street
Montreal, Quebec

SHOE COMPANY

REPRESENTATIVES

SPECIALTY JOBBER



TOM WHITTLES
Montreal

Send for the
Thompson Catalogue

P. Q.

Send for the
Thompson Catalogue



W. L. SHAW
Accountant



J. E. DESLAURIER
Montreal and Province of Quebec



E. G. McCOLLOUGH
Lower Provinces



ONE OF THE SHOES
Women's Patent Colt Pump
SEE CATALOGUE

**Worth Your While
Specials
for
Immediate Shipment**

Women's "Turned Sole" Cushion Shoes of all kinds.

Women's Fine Goodyear and McKay Welts of all kinds.

Sole Agency
J. A. Winchell & Co.
Men's Fine Welts.

Our travellers are now on the road for sorting and Fall placing.



ONE OF THE SHOES
Women's Button Boot, Patent, Gun Metal or Tan Calf
SEE CATALOGUE

Shoe Company
189 Church Street
GEO. E. BOULTER Representative
Toronto, Ont.

The *B*  *th* Brand

Felt Heel Pads

Now Made in Canada by

The Booth Felt Co., Limited

GANANOQUE, ONT.

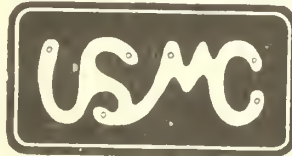


A full range
of qualities,
colors and
patterns.

Write for
information
and send us
sizes or pat-
terns.



IF IT BEARS
THIS MARK



YOU CAN RELY
UPON THE QUALITY

United Shoe Machinery Company of Canada

Lagauchetiere and St. Monique Sts., Montreal, Que.

122 Adelaide St. West, Toronto

492 St. Valier St., Quebec



NUGGET

WATERPROOF POLISHES

Right *now* is the time to get in your stock of polishes for the spring trade. Put in a line that is advertised and well known. Your customers will ask for "Nugget."

The Nugget Polish Co. Limited

9-11-13 Davenport Road

Toronto, Ontario



The Laird, Schober product is sold throughout the world wherever women's high grade shoes are worn.

Individuality of design, expert shoemaking and superior materials employed in this line have aided in establishing the reputation of Philadelphia as the leader in Quality Footwear for Women.

Laird, Schober & Co.
Philadelphia



Quicken Your Service

Modern stores cannot afford to have aisles crowded with impatient customers. People demand quick service. They do not excuse *old methods*.

With National receipt-printing registers in small purchase departments, change is made instantly. There is no waiting for money to return from some distant part of the store. There are none of the old delays or mistakes.

Your customers are satisfied, your sales-people can sell more goods, and *you can make more money*.

Ask us to send our representative to study the needs of your store.

Booklet Upon Request

The National Cash Register Company

285 Yonge Street, Toronto

Canadian Factory: Toronto



**We Can
Supply Anything
From a Tack
To a Full Factory
Equipment**

If there is anything
you want, write us

United Shoe Machinery Company of Canada

Lagauchetiere and St. Monique Sts., Montreal, Que.

122 Adelaide St. West, Toronto

492 St. Valier St., Quebec



The Williams Shoe

Williams Shoes are the best Solid "Shoe-Buy" on the market of the present day. They yield large returns from quick sales at fair profits.

Buy Your From a Solid

Back of the progress of every successful shoe manufacturer is some real service he has rendered the retail trade. The success of

The Williams Line

is due to the fact that the men at the back of it not only thoroughly understand the retailers' needs but have also rendered them good service in the way they have supplied those needs.

The experience and efforts of our expert organization have been directed towards making the shoes and building a service that would make money for our customers.

The Williams Brampton

We are putting an expert in charge
Give him a trial

Staple Lines Shoe Specialist

The general satisfaction we give is largely due to the perpetual freshness of this line. We are continually originating

New Solid Shoe Styles

to conform as near as possible to the prevailing styles of each successive season. While certain style features are necessary in all solid Shoes, the Williams Line will be found up-to-date with each repeat order.

Besides this the weight and general make of these shoes is changed with each of our yearly lines—the light weight for Spring lines and the heavy for Fall.

Shoe Company Ontario

of our mail order department.
for quick services.



The Williams Shoe

Williams Shoes will help to build an extensive and lasting trade for you with Solid Shoe customers of the kind that appreciate genuine value.



They Are Coming Back

STYLES change—A false, manufactured sentiment cannot maintain the sale of any type of footwear not approved by shoe retailers. 90% of the responses in the recent canvass of shoe retailers of this country, made by the National Shoe Retailers' Association, favored in unmistakable terms the purchase and sale of a larger number of shoes fitted with Laces. The customers worth while have faith in their dealers' judgment. Every consideration of fit, comfort and appearance favors the laced shoe. They're coming back, and when you order think of Diamond Brand Fast Color Eyelets.

United Fast Color Eyelet Co.
Boston, Mass.



When You Sell Union Made Goods You Make a Direct Appeal to One of the Largest Classes of Buyers in Your Community

☐ Throughout the country Union Labor represents a large proportion of the population and the retailer who wants to get the greatest possible profit out of his business must secure this class of trade.

☐ The present membership is enormous and constantly growing, thus is the purchasing power continually increasing and giving retailers greater opportunities every day.

☐ With a thorough knowledge of what the Union Stamp means to them, members insist upon its appearance on all shoes which they purchase and impress upon the members of their family the importance of buying nothing that does not bear the Union Stamp.

☐ The best shoes produced to-day are made by Union Labor and the manufacturer who employs these skilled workmen is supplying his customers with an honest product at the fairest prices and giving the most efficient service.

☐ The Union Stamp is the protection that is demanded by many people right in YOUR town. Are you catering to these prospective buyers? If not you cannot afford to delay longer in offering that which they insist upon having. With shoes bearing the Union Stamp you need make no excuses, it is proof sufficient that the goods are honestly made and will render the maximum of service.

Remember, no matter what any manufacturer may say, no shoes can be considered Union-Made unless they have the Union-Stamp

INTERNATIONAL HEADQUARTERS

Boot and Shoe Workers' Union

Affiliated with American Federation of Labor

246 Summer Street

BOSTON, MASSACHUSETTS

JOHN F. TOBIN
General President

CHAS. L. BAINE
General Sec.-Treas.



It Pays to Have an Attractive Store

A System of the Milbradt Rolling Step Ladders will pay for themselves in a short time by enabling you to wait on more trade, save the wear and tear on your fixtures and goods, as well as bring the appearance of your store up-to-date. Write for catalogue which shows various styles of ladders we manufacture.

Milbradt Mfg. Co.

2410 N. 10th Street
ST. LOUIS, MO.

Hope Webbing Co.

Providence, R. I., U. S. A.

Established 1883

Incorporated 1889

— Manufacturers of —
NARROW WOVEN FABRICS

For the Shoe Manufacturer:

Top Facings

Stay Webs

Pull Straps

and Tapes

Plain or with name or
trade mark woven in

Boot Webs

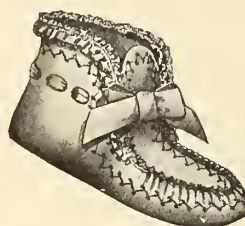
Large Factory

Modern Equipment

30 Years' Experience

Genesee Stepping-Stones Catch the Mothers

Mother buys a pair of "Genesee" Baby Shoes and is so pleased with them that she returns and buys her own shoes from you.



C-456 \$4.50 Doz.

We make the Nobbiest line of Moccasins on the market. All colors and styles.

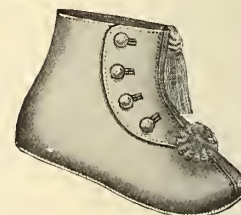


C-137
\$4.50 Doz.

We have One, Two and Three Strap Sandals in any color leather, velvet, satin, canvas or Suede.

C-457 \$4.50 Doz.

(Gypsy Button) All the rage. We make same in all colors of Leather, Suede, Velvet, Canvas, Satin or Silk. Trimmed with Silk tassels and Pearl buttons.



Mr. Retailer!

EASTER and the SPRING TRADE is near at hand so write to-day for our "QUICK SERVICE CATALOGUE" which will give you an idea what to select, or communicate with our ONTARIO REPRESENTATIVE who has full line of our latest styles. When you buy "GENESEE" Soft soles you buy the best.

Genesee
BABY SHOE CO. ROCHESTER, N.Y.

Ontario Representatives

HARDIE & MOORE, 189 Church St., Toronto

HEELS

THAT WILL NOT CHECK

All Grades, Denominations and Heights
A Full Line

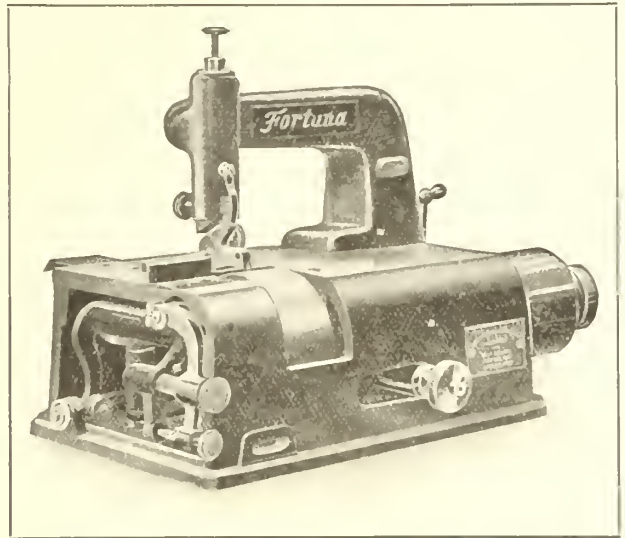


BOX TOES THAT COME ALIKE

made in leather, split, combination
leather, canvas and felt.

Independent Box Toe Co.
102 Christophe Colomb - Montreal

Fortuna Skiving Machine



For Manufacturers who Skive Leather, Felt,
Cork, Rubber or Paper

Used extensively by Manufacturers of
SHOES, BOX TOES, TRIMMINGS, INSOLES, ANKLE
SUPPORTERS, WELTING, ARCH SUPPORTERS

Sole Agents for Canada

Fortuna Machine Co.
127 Duane Street - NEW YORK

"THE EIFFEL" Shoe Stands

The most artistic line of shoe
fixtures ever designed

Heavy cast bases, standards and extensions
of heavy brass tubing. Made in all sizes,
with metal tops or Opalite glass tops.

Write for our new catalogue showing a complete
line of shoe fixtures.



No. 231
Opalite shoe stand



Double heel rest
(for a pair of shoes)



Single heel rest



No. 24
Eiffel shoe stand in all heights



No. 25

CLATWORTHY & SON, Limited



The largest makers of display fixtures in Canada

161 King Street West

TORONTO, ONT.

A Few Facts About
EYELETS

BETWEEN two shoe eyelets that present the same appearance in the shoes, there may be a world of difference in the wear. One can resist wear only to the extent of its none too reliable coating of enamel; underneath is the inevitable brass of the brassy eyelet. The other kind (if it is a **Fast Color Eyelet**) is constructed as shown above, and by the way, there is only one kind of eyelet that is **Fast Color**. They are all made this way, with celluloid tops of solid color and nickled non-corroding barrels. It is impossible for them to wear brassy. They preserve their bright, new appearance throughout the wear of the shoe.

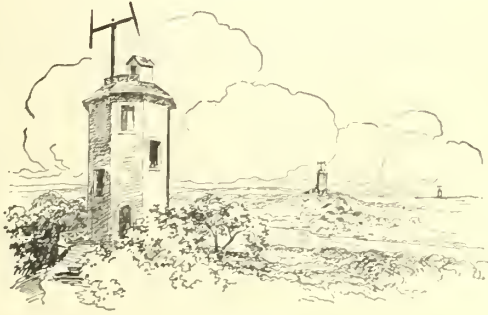
You will readily realize the importance of establishing the identity of those two classes of eyelets and there is a sure way—**Fast Color Eyelets** have a small diamond  trade-mark slightly raised on the surface of each eyelet. No others do. Just fix this fact in your mind, and you will be able to avoid mistakes. No diamond  trademark—no **Fast Color**.

United Shoe Machinery Company of Canada

Lagauchetiere and St. Monique Sts., Montreal, Que.

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC



THIS was the first telegraph—invented by Claude Chappe and adopted by the French government in 1794. The long arm and two short arms moved on pivots, permitting 94 different positions. These immense semaphores were mounted on towers about five miles apart and on clear days it

was possible to send a short word in about half an hour. A Russian word took all the morning.

¶ About this period it was the custom, in adding or subtracting, to write down all of the figures and then laboriously foot up each column mentally—a crude, slow and necessarily inaccurate method but the only one available.

¶ The semaphore has been superseded by the modern telegraph (wire and wireless) and by the telephone. No one would think of using it now, but strangely enough it is still a common practice to employ in bookkeeping the faulty old method of mentally adding, subtracting, multiplying and dividing, although a marvelous calculating device is obtainable which rivals the telegraph or telephone as a time saver.

¶ The value—Mr. Manufacturer or Merchant—of the Burroughs Adding Machine to *you* is this: your bookkeeper, if given the time and facilities for quickly handling figures, can dig out and analyze those hidden facts on which the success of your business rests. He can show you the relative ability of salesmen, the true cost of manufacture, which goods are selling, what your profits are and hundreds of other vital statistics.

¶ Let the Burroughs man call and talk these matters over with you—he is used to business problems and can help solve yours; or send for our book—“Cost Keeping Short Cuts” for manufacturers, or “Better Day’s Profits” for retailers.

Burroughs Adding Machine Co.

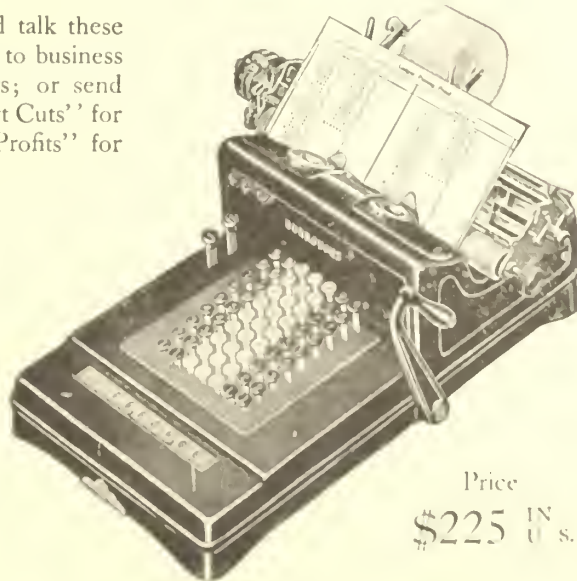
20 Burroughs Block, Detroit, Michigan

EUROPEAN OFFICE:

76 Cannon Street, London, E. C., England

Makers of adding and listing machines; listing and non-listing calculating machines; also keyboard or slide printing adding machines—86 models in 400 combinations of features—\$150 to \$150—U. S. Prices.

This model
Capacity \$99,999.99



Price
\$225 IN U. S.

A Complete Range of High Class Staple Goods

is shown in the new samples of

The Ahrens Line For Fall Trade

These include a number of new lasts in all styles. Every sample representing lines that are backed by our strong guarantee that every shoe bearing our name is of honest solid leather throughout.

Our representative has just left for the West with a full range of Fall samples. Wait for him.

Our Ontario representatives will be leaving for their districts immediately after Easter. Wait for them.

Charles A.
AHRENS
Limited
BERLIN, ONT.

The Largest Assortment of

FELT

of every description for

Shoe Manufacturers

—We make a specialty of Felt for—
Hard Insole Shoe Rack Cushion Insole
Shoe Roll Heel Pads Slippers
Lining Fillers
Piecing Vamps

also

Felt Heel Pads

Cut from several qualities of Felt with a large assortment of patterns.

We manufacture Felt for all purposes and can complete special orders at a moment's notice. Only one quality—The Best. Our price will interest you.

Is there anything you require in Felt? We have it.

Write for samples and prices

Kenworthy Bros. Company
110-112 Summer St., BOSTON, MASS.

The Shoeman



This Trade Mark represents the cleanest, handsomest, most - useful - to - the - dealer - and - clerk shoe journal in the United States.

Any Canadian shoe dealer, department buyer or retail shoe salesman who asks us for a specimen copy will find at least *two big useful features* they won't find elsewhere—send in for a copy and find out what these two things are.

A copy sent free on your postal request.

Published by
The Arthur L. Evans Co.
Inc.
183 Essex St., Boston, Mass., U. S. A.

Middle and Western Canada Demands the Best in Footwear

To successfully introduce your lines and maintain a satisfactory business you must interest the

General Merchants in the Prairie Provinces and British Columbia.

The General Merchants are Departmental Stores—in miniature—found in every hamlet, village, town, and city in the Great Western Provinces of Canada. Every General Merchant sells boots and shoes—there are no exceptions. No exclusive shoe paper can interest this trade, because the General Merchant is not an exclusive shoe dealer.

Established 1872
THE COMMERCIAL
THE WEEKLY FINANCIAL, COMMERCIAL &
GENERAL TRADE NEWSPAPER OF THE GREAT WEST.

Over 29 years in its field

“CANADA'S GREATEST TRADE PAPER.”

Issued every Saturday Morning at WINNIPEG, Canada.

Is the ONLY PAPER reaching the General Merchants in all points, Port Arthur and West to the Pacific Ocean

Get a sample, and advertising rates, of “The Western Paper that brings results,—“THE COMMERCIAL”

Branches at

VANCOUVER, TORONTO, MONTREAL, CHICAGO, NEW YORK, LONDON, ENG.

Dominion Die Co.

MANUFACTURERS OF

Cutting Dies

of Every Description



For Cutting
Leather, Rubber, Paper
Cloth, Etc.

ALL WORK WARRANTED

321 Aird Ave., Montreal

TOES



High grade box toes for Goodyear
wear

Also combination toes of all kinds

Men's, Boys' and Women's Heels
All Grades

Write for Prices

The Montreal Box Toe Co.
321 Aird Ave., Montreal

Oberholtzer Solid Leather Shoes



Oberholtzer solid leather shoes are models of good workmanship and will give your customers long and comfortable wear.

They are fashioned on sensible lasts and are in no way extreme or faddish.

"Oberholtzer" shoes are made in all sizes for men, women and children.

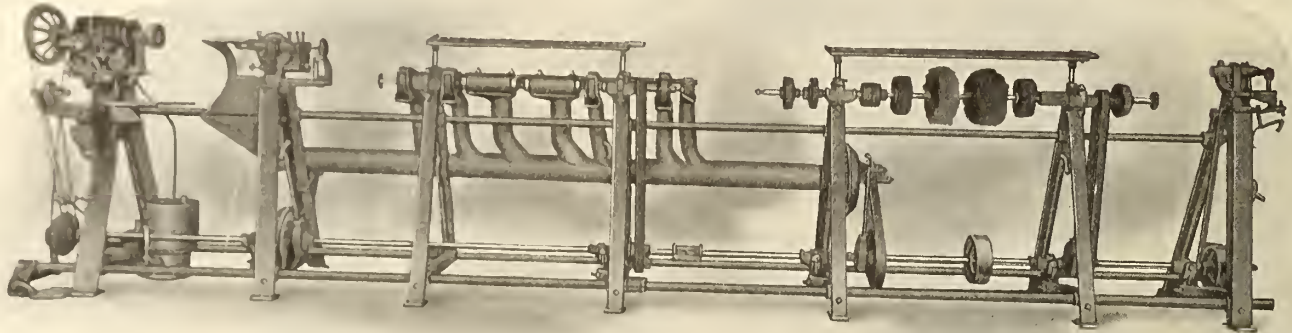
Be sure and see our traveller when he calls — give him an order.

Mail orders promptly executed

G. V. Oberholtzer & Company

Berlin, Ont.

22-Foot Goodyear Shoe Repairing Outfit



MODEL N.

THIS Outfit represents the highest development in shoe repairing machinery, and meets every demand of modern shoe repairing. It embraces all the essential processes for making new shoes from old ones, giving the maximum of equipment and efficiency in the minimum space. The Outfit has the Goodyear Stitching Machine with all its improvements, including a new style steam generator which uses gas or gasoline for generating the steam, and operates automatically, thereby insuring a uniform heat for keeping the wax in proper condition and requiring little attention from the operator. The Edge Trimming Machine has the new feature of the two shafts being operated by a single belt, and the cutter grinder is attached directly to the main shaft. This arrangement gives better results with less power.

The Buffing and Scouring Machine has a shaft 57 inches long and carries the following equipment:—

- | | |
|--|------------------------------|
| 2 Split Bottom Buffing Rolls | 1 Heel Breast Scouring Wheel |
| 2 Flat X-Ray Heel Scouring Wheels | 1 Pin Wheel Pad complete |
| 2 "C" Shape X-Ray Heel Scouring Wheels | |

A powerful Blower System removes the dust resulting from the trimming, buffing and scouring operations, and is designed to overcome certain objectionable features of other blowers.

The Finishing Machine has a 78 inch shaft which has all the necessary equipment for black or russet work:—

- | | |
|--|-------------------------|
| 2 Corrugated Rubber Shank Finishing Wheels | 2 Heel Brushes |
| 1 Corrugated Rubber Heel Finishing Wheel | 1 Stitch Cleaning Brush |
| 1 Corrugated Rubber Bottom Finishing Roll | 1 Levelling Roll |
| 2 Shank and Bottom Brushes | 1 Bead and Wheel |

At the end of the Outfit is the Oscillating Edge Setting Machine which is fitted with union irons and in its motions duplicates hand workmen with quicker and better results.

Each of the machines is operated independently by a friction drive pulley, so that it is necessary to use only those machines which the operator may require. This feature means a saving of power.

All the machines are firmly mounted on legs and driven by a countershaft with carefully adjusted bearings, so that the Outfit runs with very little vibration, and is in every way most efficient.

Full information furnished promptly on request.

United Shoe Machinery Company of Canada

Lagauchetiere and St. Monique Streets

122 Adelaide Street West, TORONTO

- - MONTREAL, QUE.

492 St. Valier Street, QUEBEC



Shoes Made for Hard Wear

must have a **guarantee**—some mark by which both the Retailers and their customers can be **certain** of satisfaction in the goods they are buying.

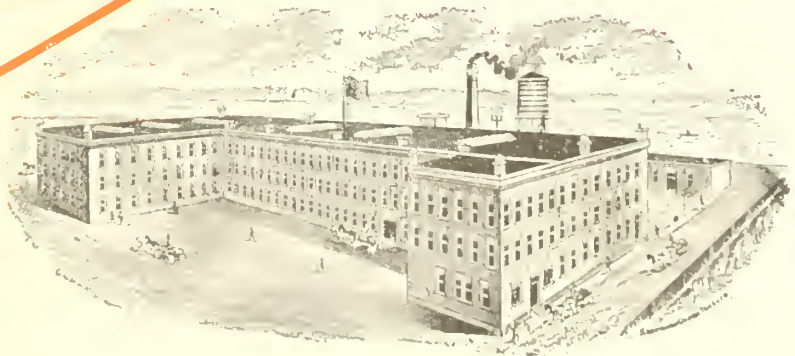
“Yamaska” Brand Shoes

are built for hard wear and comfort in heavy solid shoes for surveyors, prospectors, miners, workmen, etc.

The **guarantee** that this brand of shoes will give **long, hard wear with comfort all the time** is

This Trade Mark

stamped on every shoe—be sure and **insist** on seeing the trade mark. It means that the shoes were made of the **finest selected tanned hides** and **built good and strong by experienced workmen** in



The Famous Yamaska Brand Factory

We are putting out a particularly complete line of solid shoes and high laced boots for all kinds of out door use—every pair made to stand hard wear in all weather.

Our Line for Fall 1913

A New Line of Comfort Solid Shoes for Working Men. Standard Screwed McKay Sewn, also a strong line of Goodyear Welts in High Laced Boots in Black and Tan and a complete line of High Cut Sporting Bluchers in Black, Tan and Chocolate.

We are showing New Lasts and Styles in all our finer makes of shoes. For your Hard Wear Line for Fall Trade see the Yamaska Brand.

J. A. & M. COTE, ST. HYACINTHE
QUEBEC

The Largest Patent Leather Manufacturers in the British Empire



Over \$40,000.00 of Patent Leather in the Final Process

*Showing the Japan Shops and Sunning Space
of the Company, covering over five acres of land*

A. R. Clarke & Co., Limited, Toronto, Ontario

Footwear

In Canada



Miner and
Shefford



brands of

Rubber Footwear

are sold by

Jackson & Savage MONTREAL	J. M. Humphrey & Co. ST. JOHN, N. B.	Blachford Davies & Co., Ltd. TORONTO
R. B. Griffith & Co. HAMILTON	Coates, Burns & Wanless LONDON	Dowling & Greelman BRANDON, MAN
The William A. Marsh Company Western Limited		
WINNIPEG	CALGARY	EDMONTON

Their travellers are now on the way to show you our samples for the new season. Before placing your order for Fall requirements see these samples they will interest you.

The Miner Rubber Co., Limited

GRANBY
MONTREAL



TORONTO
QUEBEC

See other advertisement page 8



See the
Rideau Samples
For Fall Trade

**High Grade Shoes
For Men & Women
At Medium Goods Prices**

To the retailer who is not acquainted with Rideau Shoes we specially urge a scrutiny of our fall samples. Our salesmen are now in their territories—they will show you.

When you sell Rideau Shoes you give to your customers goods of a quality and workmanship that has been *proved* first class.

Wear, comfort and style are the primary considerations in their manufacture.

Rideau Shoes

will wear well, you can bank on that. Their comfort is recognized by all wearers and the style is apparent to all critics of the season's fashions.

Rideau Shoe Co., Limited
Montreal, Que.

"For a long pull, and a strong pull and a pull altogether"

Ralston
SHOES FOR MEN

Do You Want to Increase Your Sales?



Our new and very popular
"Houn' Dawg"

The Ralston proposition can and will help **you** just as it has helped hundreds of other retailers.

Our success—in seven years we increased in annual sales from \$360,000 to \$2,500,000—was made possible through the service and sales co-operation extended to our agents.

When you buy Ralstons, you are not buying simply **shoes** but sales-help—we are "Salesmakers" as well as "Shoemakers." The full details of our splendidly efficient selling plan will be sent upon inquiry. Send us a card—it will put you under no obligation—and learn the how of our proposition.

Six New Lasts for Fall

and hosts of new things in the way of patterns, leathers and novelties. This line is a revelation in advanced shoemaking you can't afford to miss. A post card to us will secure a call from our Canadian salesman.

Look Over the Fall Line—Don't Overlook It

Churchill & Alden Co.

(Ralston Health Shoemakers)

Campello, (Brockton) Mass.

The more a retailer offers his customers the quicker and larger are his sales—every little point of advantage about the goods is an inducement to buy.

Every advantage fulfilled by the goods themselves wins the confidence and future patronage of the purchaser.



Sell Goods Quality, Plus a

The Doctors' Antiseptic Shoe

is made in a factory where every particle of material is "the best that can be procured."

The guarantee of quality is backed by our name and reputation—and here is the sales argument.

The Doctor Shoe is treated with an antiseptic preparation which preserves the lining and innersole from decaying owing to perspiration and—it is absolutely antiseptic and watertight.

Let Our Fastest Sellers
It Will Make

Tebbutt Shoe
Company,
Three Rivers

That Offer Sales Argument

The Tebbutt New Boy's Shoe

We have commenced to manufacture this new Boy's shoe, and Retailers may now regard it as one of our regular specialized lines.

The entire line is new and up-to-date—made on new lasts in neat styles and with a solidity that will make a strong appeal wherever a boy's hard wear shoe is required.

The shoe is of the regular Tebbutt high grade manufacture, is backed by the Tebbutt reputation and will sustain that reputation in every sale.

The Boy's shoe is a new line we have recently added to our range and which is included in the samples we have put out for Fall Trade.

See this new Tebbutt Line—examine it carefully and judge for yourself its value to yourself and your boy customers—the price will suit you.

Your Main Staple Lines
Quick Sales For You

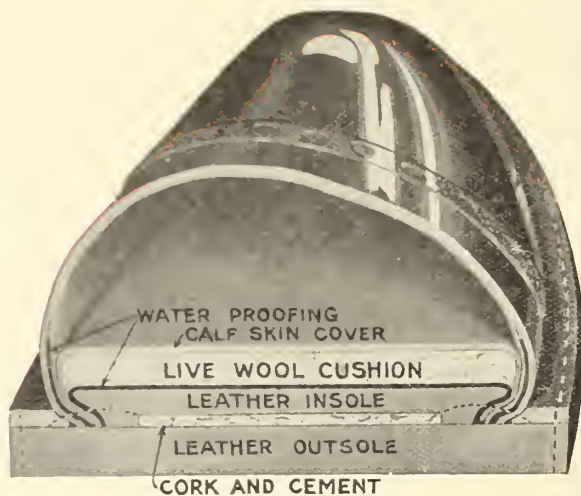
and Leather
Limited

Quebec

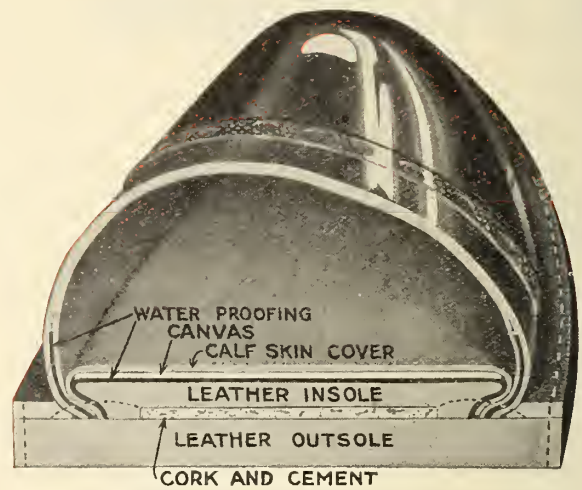


Hawthornes Seal'd Sole Shoes

A Real New Feature



[CANADA] PAT. JULY 4TH, 1911



[CANADA] PAT. JULY 4TH, 1911

Damp Feet are a menace to good health—Your customers know this and will welcome a really damp-proof shoe that is not hard on the feet. Offer your customers Hawthornes Seal'd Sole Shoes—ideal for comfort—insoles as smooth as velvet.

Hawthornes Seal'd Sole Shoes, are ideal for many reasons,—no acid from perspiration can enter leather insole and in seam (which causes insoles to break and curl up) relieves perspiring and burning feet—relieves corns, calouses, bunions, etc., in fact prevents and cures afflictions caused by ordinary shoes. No shoe trees needed in shoes not in use.

**Once You Wear Them
You Always Wear Them**

They don't sacrifice style for the above features.

The black line over insole, and extending part way up the sides between linings and vamps, shows where damp-proof material is placed in shoes.

This damp-proof-material is so compounded that neither heat, nor cold, nor perspiration has any effect on it.

Hawthornes Seal'd Sole Shoes are different from all other shoes, as no dampness penetrates soles or seams of soles to foot, have an insole that conforms to and fills every curve of the foot, distributing weight evenly and admits of perfect blood circulation.

**This is an All-the-Year-Shoe—Damp Proof and Dust Proof
Gives the acme of Health and Comfort in Shoes**

Sole Manufacturers

Minister Myles Shoe Co.
Toronto, Canada Limited

The Standard of Perfection in Highest Quality Footwear



Bersford



Minister Myles Shoe Co.

Toronto, Canada

Limited

Miner Tennis



Yachting Oxford

Send in a trial order so that we can convince you of the quality in "Miner Tennis."



Sporting Balmoral



Yachting Balmoral

Quick shipments can be made as we carry a complete stock of all lines.



Sporting Oxford

The Miner Rubber Co., Limited

Granby

Montreal

Toronto

Quebec

See front cover for list of selling agencies



Let Us Help You

select correct, paying stocks for Fall. We can show you one of the smartest ranges on the road and offer you the benefit of our experience in the styles, shapes and sizes to suit your particular trade.

Our Fall Range

includes—Misses and Childrens Shoes and Womens Pumps
in Mackays, Turns and Imitation Goodyear.

also

Boys', Youths' and Little Gents' Button and Lace Oxfords in
MacKays and Immitation Goodyear only.

We also make Misses' High Cuts in Gun Metal, Dongola and Patent Collars and are showing a range of samples in this line particularly suitable for Fall business.

Our shoes are of high grade manufacture, latest style and good quality, and are medium priced to suit the pocket of the average buyer.

They will give you a good margin of profit—let us help you in your placing for Fall. Our travellers are now on the road. Be sure and see our samples for Fall.

The Sunlight Shoe Co.

Montreal, - Quebec

Montreal Sample Rooms and Representatives:

The A. E. Saucier Shoe Co.

16 Bonsecours

Phone Main, 5456



Ames-Holden Shoes

McCready Shoes

The Leaders of Shoe Fashion and Comfort

THIS

combined with wear places our goods in the lead. Do not place your fall requirements until you see our new range. The most complete line ever shown.



Two Most Important Points in Choosing,

are these, to select not only the right make of Shoes but also the correct lasts to meet the full requirements of your trade—We have them.

We also carry the largest stock in Canada so as to give your necessary sorting the best of attention.



Do Not Forget we specialize in our different factories and make shoes for every walk in life.

A line from you to see one of our representatives will be looked after at once.

Ames Holden McCready, Limited

Montreal Toronto Calgary Vancouver St. John Winnipeg Edmonton



Black Imported Suede Button Boot,
Goodyear Welt, 414 Last, 158 Heel.
F. 9526 price \$3.00



Patent Leather Button Boot, Black
Cloth Top, Goodyear Welt, 414 Last,
158 Heel.
F 8004 price \$2.60



Gun Metal Button Boot, Goodyear
Welt, 402 Last, 148 Heel.
F 8026 price \$2.60

Are You Handling Strootman Shoes For Next Fall?

Does the offer of Strootman Shoes come to you as a new proposition?—If you are open to new suggestions in your business, you will be ready to consider

The Strootman Line

We can offer you a range of **perfect fitting** shoes calculated to **arouse the buying interest** of your entire trade.

We Want You to Take a Look at Our Samples

You will note the finish in the **manufacture** and the **attractiveness of style and design**.

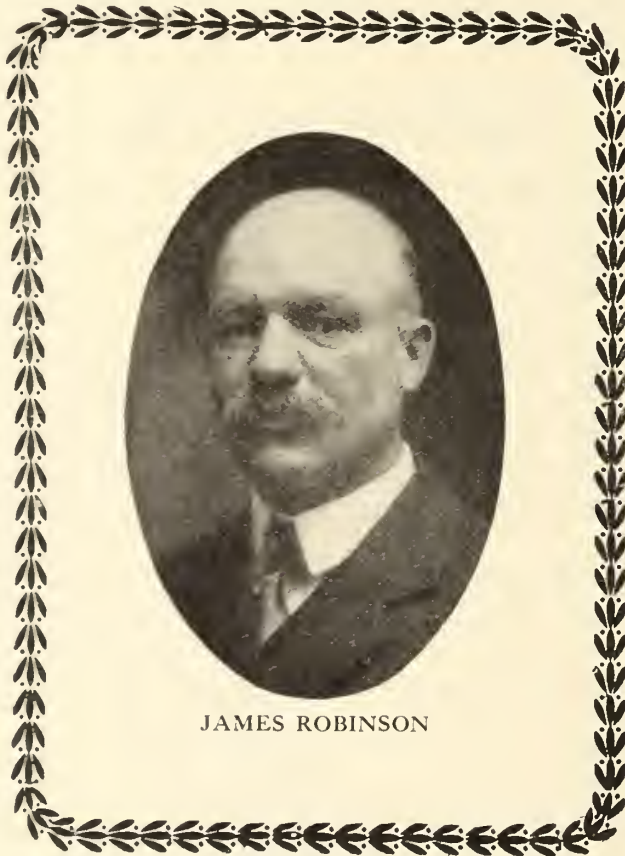
The **Comfort, Fit and Wear** of Strootman Shoes is **guaranteed** by the makers—a **guarantee of a firm that has been in business for over 100 years**.

You can bank on Strootman Shoes holding all the trade that comes your way.

See our Samples for Fall.

*"John Strootman
Shoe Co."*
Buffalo, N. Y.

Hardie & Moore
189 Church St., Toronto, Ont.



JAMES ROBINSON



The Goods Are their Own

A Range of Fine Rubbers

I am offering my customers Independent Brands of Rubber Footwear as usual for Fall placing. I find these Brands of

Kant Krack—Dainty Mode Royal Brand—Bull Dog

most popular with the general public and in the greatest demand by all retailers.

Every retailer knows these brands but there are some who have not had experience in selling them—to such I would say—

Check up my price list with any other rubber prices—also check the quality of these brands—it will pay you to do so before placing your order for Rubbers for Fall.

My Letter Order Department will increase the value of your store to your customer—think it over.

JAMES R

MONTRE

Sell Recommendation

**A Safe Line
to tie to**

I am going to more than maintain my reputation for supplying "shoes that sell to advantage," in my line of

Bostonian Shoes

I have selected this line from many others with the full confidence that they will exactly supply the general requirements of my customers.

Any retailer doing a general high grade trade will do wisely to see this line—it is well built in the comfort shape, smart, up-to-date and made on new stylish lasts.

These shoes will certainly be among the favourites for Fall and will sell well—to both yours and your customer's advantage.

I want you to "size up" my samples of Shoes and Rubbers for Fall—It will pay you to see for yourself.

ROBINSON

L., P. Q.





To the Retail Shoe Merchant

***Are you buying under economical
and profit producing methods?***

¶ These questions essential to your business, you will find answered in the

“CLEO” samples for Fall 1913.

¶ Constructed with the shoe merchants' interest built right in the shoe, guaranteeing unexcelled Quality, Exclusive Designs, Advanced Shapes, and above all, that profit necessary to a healthy business.

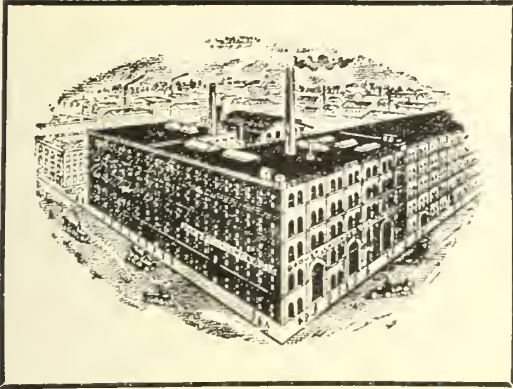


**The Cleo Shoe
Company
London Canada**

Representatives

C. H. McGee; Maritime Provinces
J. G. Settle; Eastern Ontario and Quebec
Dan. McDonald; Western Ontario
J. F. Sharpe; Northern Ontario
A. M. Jarvis; Western Canada

Our salesmen will call upon you in good season with a proposition certainly interesting to you.



Rockbottom
Pegged and
Standard screw
Manufactured in
No. 1 Factory

Follow out
the First Principles
of Salesmanship
with

“Paris” & “Rockbottom” Shoes

Fit your customers correctly, scientifically—or not at all.

To sell shoes conditional upon good fit place a heavy restriction on your sales unless you can rely implicitly on the fitting qualities of the shoes you stock.

“Paris” and “Rockbottom” Shoes

are scientifically constructed to the natural shape of the foot. These are two brands you can rely on to give your customers perfect freedom and at the same time a perfect fit. Quality, superfine and high grade finish with a style that will be the rage for Fall.

Our samples for Fall Trade are now out. It will pay you to see them.

Daoust Lalonde

and Company
Montreal, P. Q.



Paris Brand in
Goodyear Welts
and High class
Mackays Manufactured in No. 2
Factory

Mr. Retailer

Everywhere in Canada

☐ In response to your insistent demands we have stocked our popular Roundup in Tan and Gun Metal, button and blucher, D. width, sizes 5 to 10.

☐ The bluchers are slip sole and the buttons heavy single—**Price \$3.50.**

☐ Orders filled the same day as received—Wire, phone or write—at your service.

☐ Our young men are showing other money makers. Do not fail to see them.

The Cook-FitzGerald
Company, Limited
LONDON

☐ Have you seen the Cook-FitzGerald line for fall and winter of 1913-14?

☐ If you haven't you will, if you don't want to miss Canada's finest line of welts that retail from \$5.00 upwards.

☐ They will please you in every respect—style, quality and shoemaking.

☐ If you can't wait for our young men to call, wire, phone or write—at your service.

The Cook-FitzGerald Co.

London, Ontario

Limited

ASTORIA and LIBERTY SHOES



SPECIALISTS IN

Men's Women's and Children's McKAY FOOTWEAR

Preston Shoes



Preston Queen

are essentially designed for those who desire to combine fashion, fit and service.

Men's, Boy's, Women's and Big Girls' in Blucher and Button.



Preston Solid Leather Shoe

Don't overlook them in placing orders for Fall

The
"Snappiest"
up-to-date
Shoes
Made



Home of the Preston Shoe

See the New
Fall Samples.
For direct ship-
ment from the
factory

Solid Leather Shoe Co.

Preston, Ontario Limited

F. P. BAKER, Representative in Ontario, West and North
MARTINEAU BROS., Representatives in Montreal,
Montreal and Quebec

J. M. REDMOND, Representative in Ontario, East
and North
WM. LESLIE, Representative North West Territories

HARTT
SHOES



HARTT
SHOES

Hartt Fall Styles

As specialists in the manufacture of men's high class shoes we offer you some unusually attractive models for fall trade.

Models that will look well in your windows—bring trade into your store and prove stylish and lasting footwear for your customers.

We illustrate here four of our most popular fall models.

If you wish to stock the product of Canada's Best Shoemakers advise us and we will have a salesman call upon you with samples for Fall 1913.

"Canada's Best Shoemakers"

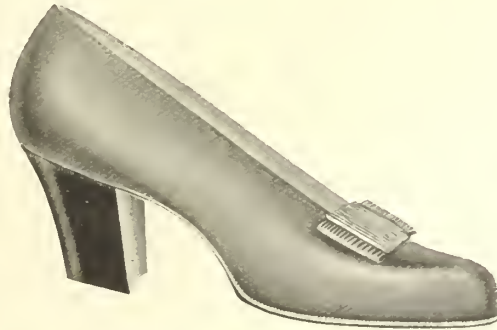
Hartt Boot & Shoe
Co., Ltd.

Fredericton, N. B.

HARTT
SHOES



HARTT
SHOES



The illustration shows one of the most popular "Security" street pumps for ladies. It is neat and stylish in appearance and a marvel for wearing qualities.

The "Security" line includes all styles and sizes in black, tan and patent leather for men, women and children.

"Security" footwear is Goodyear welted and MacKay sewn.

"Security" travellers are now covering Western Canada.

Prices and Particulars on Request.

A. A. Durkee & Co.

Limited

Truro, - Nova Scotia



Tally-ho

\$5.00 Shoe



When the game breaks cover—in the hunt—
“Tally-Ho” is the cry—and away they go.

My new Shoe is in the open—“Tally-Ho” is
what I have named it—and it is ready for its
rapid run towards success.

By-the-way—How do you like that name
“Tally-Ho” for a shoe? Isn't it a peach?
Doesn't it conjure up all the good things in
life that you ever hoped for? And—believe
me—it is all the “good things” that a good
shoe can be—and its price is only \$5.00.

Which reminds me that the “Tally-Ho”
Syndicate of Agents is only going to have a
hundred members—and you are going to be

lucky if you are elected the “Tally-Ho”
Member from your district.

Better write me about it—NOW—while it is
on your mind.

“Tally-Ho” Syndicate Members are going
to make more shoe-money with less shoe-
trouble than any shoe proposition I ever
knew. And—I've been knowing and seeing
and hearing for about 35 years in the shoe-
world.

But there will only be 100—lucky ones. Get
busy. Just say—“Tell me about the ‘Tally-
Ho Syndicate’ and the ‘Tally-Ho’ \$5.00
Shoe.”

Charles E. Slater

Late President and General Manager of the Slater Shoe Co., Ltd.

Canadian Address: 704 E. T. Bank Bldg., Montreal

American Address: 117 Lincoln St., Boston

English Address: 3 Regent Street, S.W., London



Our Fall Samples,

now complete, have been our *special effort* and *we guarantee* all our goods to be *up to sample* in quality and appearance.



Full Value For Money

To successfully meet the demand for medium price footwear you must give full value for money—full value in material and manufacture.

Every retailer who caters for the demand for good shoes at popular prices will be interested in

CORBEIL SHOES

Good selected leather and high grade workmanship are put into every pair of our shoes—men's and boys' in two new smart lasts for Fall.

We have also one of the biggest ranges in Canada of wet-proof, double sole, leather-lined shoes in both tan and black.

To our mutual benefit—let us show you our samples for Fall.



Our Travellers

are now leaving for their respective territories. Wait for them — it will pay you to inspect our samples before placing for Fall.

Corbeil Limited

71 to 79 St. Paul St.

Montreal



“McKellar Brand” Solid Leather Shoes

All we ask of any dealer is a conscientious investigation of the style and value qualities of our Solid Leather Shoes—beyond that his judgment will be reflected by the size of his order.

The call for the Fall is for Solid Leather staples—the McKellar Brand will give satisfaction.

Every shoe is made in our own factory and is guaranteed Solid Leather.

McKellar Shoe Co.

Berlin

Ont.



**McKellar Brand
solid leather shoes**

are made **just smart
enough** to suit the
customers who buy
serviceable shoes. But
the main feature is

Honest Solid Leather



“Just Wright” Salesmen



F. A. MACFARLANE
Port Arthur west to the coast



W. W. LINDSLEY
From Montreal east to the coast



J. M. MACFARLANE
From Port Arthur to and including Montreal

Are on their way with the New Fall
Samples of

“JUST WRIGHT” SHOES

E. T. Wright & Co., Inc.

ST. THOMAS, ONT.

ROCKLAND, MASS.



The *Just Wright*
SHOE



Pug Last. Circular Seam Bal
1/2 inch heel.

“MADE IN CANADA”



Gotuit Last. A new style of
high toe.

Just Wright

YOU CAN MAKE
BUYING “JUST



Avenue Last. Seamless Blucher.
1 inch Heel.

THE REASON

The JUST WRIGHT line for fall, 1913, is composed of shoes made from the finest stocks on lasts and patterns that attract and please, and is offered at prices that allow you a long profit.

SEE THE SAMPLES

E. T. WRIGHT
ST. THOMAS, ONT.

The *Just Wright*
SHOE

The Just Wright
MADE IN CANADA SHOE

Styles for Fall.

RE MONEY BY
GHT" SHOES



Blazer Last. High toe with sharp outside swing.

“MADE IN CANADA”



Nifty Last. Custom Bal.

THE RESULT

You can make this your banner year. You will increase your sales—reduce your fitting troubles—make satisfied customers—and a larger bank surplus.

WRITE NOW

CO., INC.
ROCKLAND, MASS.



Goinsum Last.
Round High Toe.

The Just Wright
MADE IN CANADA SHOE

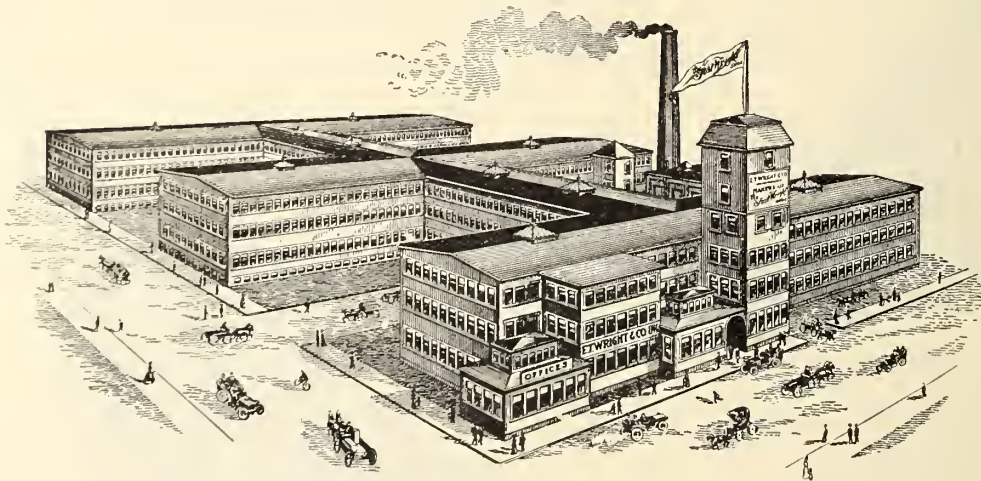
The Just Wright
MADE IN CANADA
SHOE

The Just Wright
MADE IN CANADA
SHOE

The Factories Back of "JUST WRIGHT" Shoes



The new factory at St. Thomas, Ontario, now in construction



Home of the "JUST RIGHT" shoe at Rockland, Mass.
CAPACITY, 3,000 PAIR DAILY

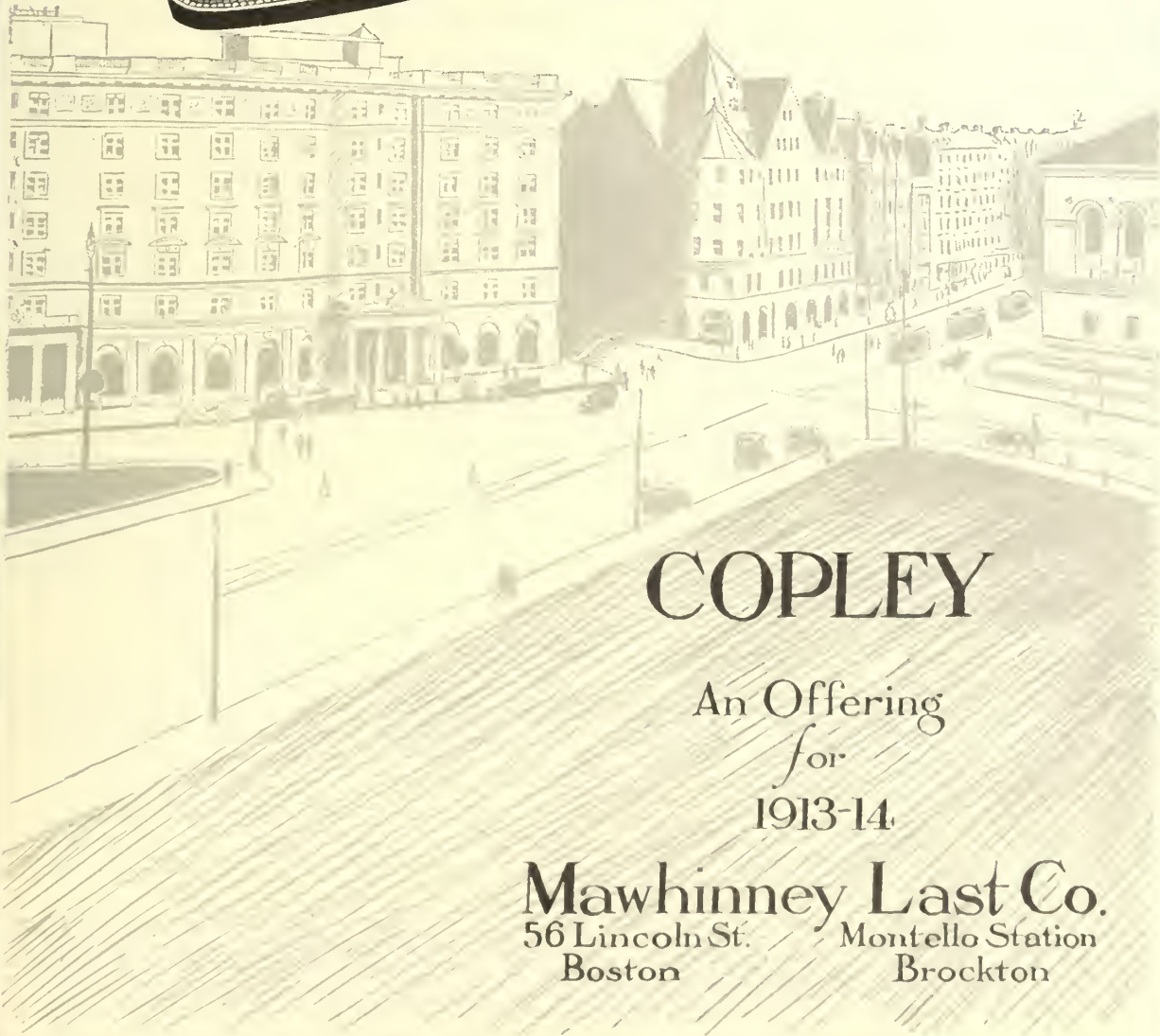
E. T. Wright & Co. Inc.

ST. THOMAS, ONT.

ROCKLAND, MASS.

The Just Wright
MADE IN CANADA
SHOE

The Just Wright
MADE IN CANADA
SHOE



COPLEY

An Offering
for
1913-14.

Mawhinney Last Co.
56 Lincoln St. Montello Station
Boston Brockton

Murray-Made Shoes

“Without a Fault”

Derby Shoes

“Built Up to Quality”

Get the “Murray Habit”



Whatever you want—

Whether it is the Metropolitan effect you desire or the extreme high toe or year round staples, you will find all proved selling styles in the Murray line for Fall, 1913.

Sell Murray made shoes—not once, but all the time.

If you have sold them once you know the good value and up-to-date style given in our lines.

Derby and Murray-Made shoes will give you good profit and benefit your business.

The Murray Shoe Company

London,

-

Ontario

C. H. McGee—Maritime Provinces

J. G. Settle—Eastern Ontario and Quebec

Ken. Murray—Western Ontario J. F. Sharpe—Northern Ontario

A. M. Jarvis—Western Canada

Selby Shoes

are the product of Twenty-five years of study and experience



No. 670 Welt
Dull Calf on 202 Last
A to D 3 to 7
Price \$2.35



No. 34 Welt
Black Suede, Cloth Top on
216 Last
AA to D 3 to 7
Price \$2.60



No. 77 Welt
Patent, Dull Top with Low
Heel on 226 Last
A to D 2½ to 8
Price \$2.50

STOCK

ONE HUNDRED and
TWENTY-FIVE of the
BEST SELLERS in
OUR LINE are IN
STOCK



No. 70 Welt
Dull Calf on 227 Last
AA to D 3 to 8
Price \$2.50

Put SELBY SHOES in your store and make it the best store in town. A trial order on these numbers will show you why! Write now for our attractive in-stock catalog.

SELBY SHOE CO., Portsmouth, Ohio, U.S.A.

Canadian Representative, J. B. HARPER, Enderlin, N.D., U.S.A.

REED'S

The Shoes You Need

Shoes in stock cost no more and sell as quickly, you save the
and avoid the bargain table, your money in the bank does no

Try Out Our Stock Department



No. 565 Welt \$2.50

White Buck Button Ox. Widths A to D. Sizes 2½ to 7



No. 510 Welt \$2.85

Tan Calf Lace. Widths A to D. Sizes 2½ to 7



No. 564 Welt \$2.50

Black Suede Button Ox. Widths A to D
Sizes 2½ to 7



No. 555 Welt \$2.85

White Buck Button Boot. Widths A to D. Sizes 2½ to 7



No. 506 Welt \$2.75

Tan Calf English Lace. Widths A to D
Sizes 2½ to 7



No. 500 Welt \$2.60

Black Suede Button. Widths A to D. Sizes 2½ to 7

If you would like to have
Salesmen call, write us

E. P. REED & CO

REED

Available When You Need Them

Get them when you want them. Have only the sizes needed of style, shoes on the shelf may.

Will Make You Money



No. 560 Welt \$2.25

Gun Metal Button Ox. Widths A to D
Sizes 2½ to 7



No. 551 Welt \$2.50

Tan Calf Pump. Widths A to D
Sizes 2½ to 7



No. 567 Welt \$2.25

Patent Button Ox. Width A to D
Sizes 2½ to 7



No. 548 Welt \$2.50

Gun Metal Button. Widths A to D. Sizes 2½ to 7



No. 519 Welt \$2.85

Tan Calf Button. Widths A to D
Sizes 2½ to 7



No. 501 Welt \$2.50

Cloth top, Button Ox. Widths A to D
Sizes 2½ to 7

DORCHESTER, N. Y.

WRITE FOR CATALOGUE

P. J. Harney Shoe Company

Lynn, Mass., U. S. A.

are carrying these Women's Fine Goodyear Welt
SHOES IN STOCK
 ready for immediate delivery



ORDER BY STYLE NUMBER

Style No.	806	Tan Russia Calf	Button Boot	44 last, 15.8 heel,	Price \$2.60
	900	oth Top Patent Colt	" "	" "	2.25
	923	" Gun Metal	" "	" "	" "
	940	Mat. " Patent Colt	" "	" "	" "
	941	" Gun Metal	" "	" "	" "
	954	Gun Metal	3 Eyelet Sailor Tie	33 "	14.8 "
	955	Tan Russ. Calf	" "	" "	15.8 "
	960	Patent Colt	" "	99 "	" "
	962	White Nubuck Seamless Pump	" "	67 "	14.8 "
	963	Gun Metal	" "	" "	" "
	964	" "	" "	84 "	12.8 "
	966	Mat. Top Patent Colt	Button Oxford	44 "	15.8 "
	967	" Gun Metal	" "	" "	" "

**Styles and values that cannot be excelled—
 all are seasonable goods**

Mail your orders to the P. J. HARNEY SHOE CO., Lynn, Mass., U. S. A.

GROSVENOR'S FIRFELTS



No. 171—Price 75c.



No. 223—Price 75c.



No. 38 Price \$2.00

We show on this page, six of our fascinating Styles, which are only a few, of many, in our line for Season of 1913.

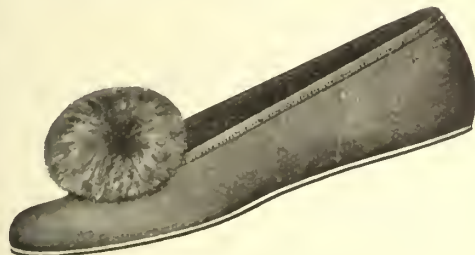
Be sure and wait for our salesmen, or send for Samples, before placing you Fall orders.

Beautiful illustrated Catalogue, in colors, sent on application.

Your choice of 21 shades in best grade of goods.



No. 733 Price \$1.50



No. 1284 Price 75c.



No. 44 Price 75c.

Worcester Slipper Company

360 to 370 Park Ave - Worcester, Mass.

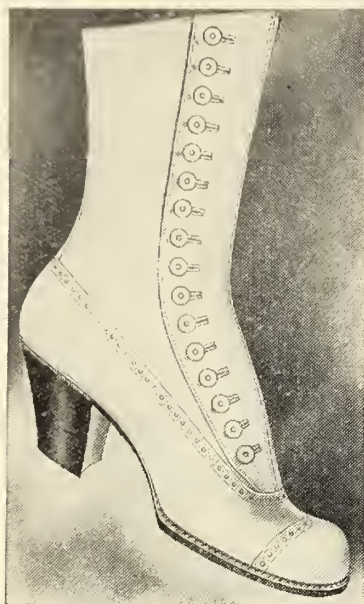
Get These Styles Now

In Stock for Prompt Shipment



GUN METAL
 No. R930—Gun Metal Calf, 13 buttons, made over famous Cub last, welt.
\$2.60

TAN RUSSIA
 No. R931—Tan Russia Calf, 13 buttons, made over famous Cub last, welt.
\$2.65



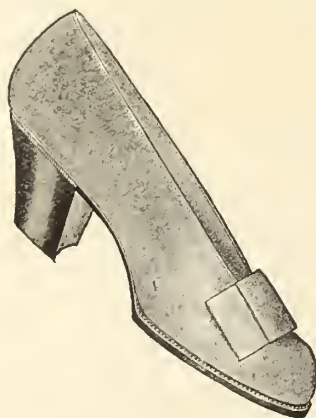
WHITE BUCK
 No. R935—White Buck, 16 Milo buttons, Cub last, welt.
\$2.85



PATENT
 No. R939—Black Cloth Top, Patent Vamp, light welt, Cuban heel, new Reeding Toe, Plaza last.
\$2.60



GUN METAL
 No. R937—Gun Metal, 16 buttons, famous Cub last, high Cuban heel, rope stitich, welt.
\$2.75



WHITE BUCK
 No. R702—White Buck, Ae-ro last, welt.
\$2.25
 Same Pump in Colonial at \$2.35.



PATENT
 No. R936—Patent, Mat Calf Top, 13 buttons, heavy welt.
\$2.60

IN STOCK
 2½ to 7; AA to D
TERMS
 4% 10 days; 3% 30 days; Net, 60 days
 Send for **STOCK LIST**

Moore-Shafer Shoe Mfg. Company

Brockport, N.Y., U.S.A.

L. B. Shafer, Canadian Salesman

New High and Low Cuts

Now Ready for Shipment



No. R253—Glazed Kid, thirteen-button, Welt Boot, on our new Nurse's Comfort last, Flexible Sole, Medium Heel. \$2.35.



No. R254—Glazed Kid Blucher, lace, same as No. 253. \$2.35.



No. R938—Glazed Kid, Lace Boot, Cushion Turn Sole, Medium Heel, our new Cushion Turn Last. \$2.50.



No. R704—Gun Metal, Low Heel, Welt Pump, Cute Last. \$2.25.
Same Pump in Colonial at \$2.35.



No. R941—Hazel Brown Calf, Blind eyelet lace, Heavy Welt, Extension Sole and Shank, our new English Hi toe Last, Low Heel. \$2.85.



No. R940—Same as #11 in Gun Metal. \$2.75.



No. R703—Gun Metal, Welt Pump, Medium Sole, Cuban Heel, Aero Last, Leather Bow. \$2.25.
Same Pump in Colonial at \$2.35.



No. R733—Gun Metal Oxford, Blind eyelet lace, Medium Sole, Military Heel, Plaza Last. \$2.25.



No. R734—Gun Metal, four button, Oxford, Medium Welt Sole, Military Heel. \$2.25.

Moore-Shafer Shoe Mfg. Company

Brockport, N.Y., U.S.A.

L. B. Shafer, Canadian Salesman

Also Give Your Customers The Latest Ideas



Our New Balkan Last

Carries between a high and low toe with straight effect. New pull strap. Cloth top giving smart appearance and good wear. This style will be a big seller next season—see it.



Whatever priced shoes you sell, serve your trade with the highest value for money, in quality and style—also give your customers the latest ideas—it helps business.

Bright new ideas in shoes cost you nothing, but they considerably enhance the saleability of the goods and will make good business out of many a doubtful purchaser.

Let our New Ideas and our High Values help to make big business for you.

The New Pull Strap—On all the Better Grades of Tetrault Shoes

—a great improvement over the old style webbing tag. Much neater—quicker to handle and easier to grip—stronger than webbing and cannot pull off.



A Popular Idea for Fall and Winter

Rubber Soles and Heels—Included in our samples for Fall is a special line with this new feature. Note metal toe (screwed on) to prevent toe from wearing down—and the famous Catspaw Rubber for the heels—maximum comfort and wear.

Be sure and see the latest Tetrault Improvements

Tetrault shoes with all their new features can be had from the leading jobbers in Toronto, Hamilton, London, Winnipeg, Vancouver, Montreal, Quebec and Moncton.

Travellers are now on the road to you

Tetrault Shoe Manufacturing Co., Montreal, Canada.

WHAT'S IN A NAME ?



Just as Much as You Make
the Name Stand for

We set out to make the best Boys' Boots in Canada. And then we gave them a name. That name must be lived up to. And that name must always stand for Canada's best Boys' Footwear.



We have in our factory equipment, experience and ability enough to accomplish our aim, we are young and aggressive and embody 20th century ideas in our shoemaking and we ask you to judge us by our works.

See Our Fall Samples and Buy From Them

We specialize and we offer you just a little better than any other house is in a position to do

The Reliance Shoe Co., Limited, Toronto

MOSCO LEATHERS

☐ These leathers are made in our four large Tanneries, where every effort is concentrated in producing a few good lines in large volume.

☐ MOSCO leathers are not the cheapest leathers on the market, but they are the most economical in cutting.

☐ Remember the sweetness of low prices never equals the bitterness of poor quality or service.

☐ Get samples of MOSCO — the leather you will eventually use— NOW.

ESTABLISHED 1865

C. MOENCH SONS CO. 107 Beach St.
BOSTON, MASS.

TANNERIES:
Gowanda, N. Y. Salamanca, N. Y. Alpena, Mich.

STORES:
Boston, Mass. Chicago, Ill. St. Louis, Mo.



This is the Sign
that will attract
the healthiest
Trade in your
Town

Get the Slater
Agency, hang
out the Slater
Sign—and get
the Big Business

We will help you

DO IT NOW

The Easiest - to - Sell Shoe in Canada to-day

It has the Quality

It has the Make

IT HAS THE NAME

for Satisfaction and Dependability.

Prove it

Ask anyone in your town if they
know the Slater Shoe and ask
them their opinion of it. That's all.

Slater Shoes

have

A World Wide Reputation

and

Universal Popularity

It will pay you to handle Slater Shoes—the shoes that
never fail to give satisfaction and are the “Easiest-to-
Sell” Shoes in Canada.

If you want the genuine Slater
Agency for your town, apply to-day.

Join our great 1913 Retail Advertising Campaign—We
will help our agents get the business of their town.

SEND FOR PARTICULARS NOW.

The Slater Shoe

Company, Limited

Montreal

-

Que.



Why Not Try The Thompson Idea of Shoe Selling?

We are with you right along to make your shoe business a success, regardless of the volume of your sales—we give you the greatest help to make each individual sale a success—With Thompson Shoes you don't have to rely on the profit on some sales making up for the loss of dead ones on your shelves.

All Thompson Shoes are tried, tested, solid business builders, quick sellers and good profit makers. You don't have to load up on Thompson Shoes in order to have a saleable stock from week to week or month to month. You just order as you want them—just enough to keep your stock even—and have them delivered immediately.

We carry a large stock on hand at all times for ready shipment the same day as order is received.

Get acquainted with us and our methods and take advantage of our stock department.



No. 390

Was fine Dongola whole quarter lace boot, rubber heel, Thompson Kusion turn sole.
 Sizes 2-8 Price 2.40

**STOCK THIS LINE
—IT IS A WINNER**

No Mistakes

No Delay

Send us your order now, and

"Make it while you live"
 —Thompson

Thompson Shoe Company

Limited

38 St. Genevieve Street

Montreal

Que.

"Our Brands"

"Jacques
Cartier"
"Dominion"
"Merchants"

We Advise
You
To Place Your

"Our Brands"

"Anchor"
"Challenge"
"Fleet Foot"

Rubber Footwear Orders Now

For the following "business" reasons—
Immediate orders mean early deliveries.

Giving you ample time in which to arrange
your stocks to the best advantage.

And satisfy the early demands of your customers
—in a manner calculated to increase your prestige.

An immediate order also means that you won't
be caught unawares and have to pay expressage
on a rush delivery.

**By Placing Orders At Once You Will Be
Protected Against The Future**

This is the situation as it stands—now.

And we urge you again of the wisdom of acting
immediately.

**If Our Traveller Has Not Yet Called Upon You
Please Notify Our Nearest Branch**

*REMEMBER—We guarantee deliveries
only on orders placed in good time*

Canadian Consolidated Rubber Co., Limited
MONTREAL

Sale Branches;

St. John, Halifax, Sydney, Yarmouth, Pictou, Moncton, Charelottetown, Montreal, Quebec, Granby, Ottawa,
Kingston, Toronto, Belleville, Hamilton, Brantford, London, Port Dalhousie, Berlin,
Winnipeg, Regina, Saskatoon, Calgary, Edmonton, Vancouver, Victoria.

Footwear

in Canada

A Journal of its Findings, Making and Sale.
Published for the Good of the
Trade by

HUGH C. MACLEAN, LIMITED

HUGH C. MacLEAN, Winnipeg, President.
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Retailer versus Mail Order

We hear much these days from the small town and country merchant about the unfair competition of the mail order house and it seems to us sometimes that the best advertising the latter receives is from the small dealers themselves, who are always shouting out that they cannot compete with their bigger rival. It would be better for the shoe retailer or general store merchant to advertise that they can compete with the mail order house and sell goods of the same class just as cheaply. This should be demonstrated occasionally by offering for sale certain lines at prices equally as low.

In regard to the better grade of merchandise, make your advertisements talk **quality** and din it into the ears of the public that if they **do** pay you more for these goods than for what they would get for an apparently similar article from the mail order house, that in purchasing from you, they are getting something that is of better quality and will last longer.

The personal element in selling is all in favor of the retailer and should be taken advantage of by him to the utmost. This important factor in selling is the subject of an article, in this issue, which should be read by all retailers wishing to extend their business.

The big trade now being done by mail order houses can be reduced. Active action on the part of retail merchants throughout the country would very considerably lessen the orders which now go to their big

rivals, but if the volume of the mail order business of this country is to be reduced the retail dealer will have to do it.

* * *

Sales by Suggestion

The merchandising system of today is not only to sell the man what he asks for, but several additional articles as well. A good example of this has probably happened to every reader of "Footwear." We have all gone into, say, a gent's furnishing store, to buy a couple of collars and come out with three shirts, two neckties and several pairs of socks in addition to our initial purchase. In coming in contact with this principle, one is meeting with one of the biggest, most up-to-date and successful methods employed in modern merchandising.

In endeavoring to sell more to the customer than he asks for, care must be exercised and he must not be approached in the wrong manner, or the sale is pretty sure to be lost. He should be handled so deftly and diplomatically that he will not realize until after the purchase is made that the salesman has sold him more than he expected to buy upon entering the store. Retail merchants should encourage their sales people to make this a strong point. After all, it is the real test of a salesman. Anyone can hand a customer what he asks for and take the money for it, but it takes a salesman to sell what the customer is not particularly desirous of purchasing at the moment. It would be profitable if proprietors or managers of stores would give their clerks short talks along this line and good results would be shown in a short time. The clerk who has generally sold only the article asked for would be trained to double or triple the amount of his sales.

* * *

Selling and Travelling Men

Time was when the best salesman was the one who could tell the biggest lies, drink the most whiskey and show his customers the liveliest time. Today the best salesman is distinguished by truth and trustworthiness, together with a fine knowledge of the goods he is selling.

The man who sells goods must be prepared to hear from nearly every man that his price is too high. If the buyers would always tell the truth, then the salesman who sold the most goods would simply be the one who actually sold at the lowest price. Price does not mean everything. It is high or low only when quality is taken into consideration. The man who sells merchandise, or anything, must be thoroughly acquainted himself with the thing he sells. He must be reliable, he must give good measure, he must keep his word.

We hear a good deal about the live-wire, rapid fire salesman, who goes out on his initial trip and comes back with a bagful of orders. It must be remembered that ever and always there is the law of compensation to take into consideration. The salesman who bags a lot of orders on the first trip does not get so many the second time. He has colored his picture too highly

on the first trip. He has made too many side promises, too many mis-statements, and the customer finds out he cannot be believed, and this smooth article of a salesman is not as welcome in the buyer's office the second trip. On the other hand and in strict accordance with the law of compensation, the salesman who tells the truth, who moves quickly, who does what he agrees to and knows what he is talking about, who talks convincingly and attends strictly to business will eventually succeed.

Wonder workers who start out with a burst of speed and smash records in the matter of selling will still be salesmen at fifty years of age, for you can't go fast far. These wonder workers change frequently. They flit from house to house. They work because they need the money to have a good time with, and as soon as they get the money they proceed to have a good time until their little pile runs out, and then they get another job. Business men know this wonder worker well. Go into any wholesale house and you will find them. They are living in the past and relating their conquests. They never speak of the present but always of the past. They have done things they can't do again. The good salesman is doing things now better than he has done in the past. The permanently successful salesman does not cut much of a figure in the matter of dress. He is not as handsome as the wonder worker. In fact, he may be physically uncouth, but he has a heart under his rough exterior. The customers he mingles with have confidence in him. They know he will do what he promises, and finally this man is the one who builds up a good trade. At fifty years of age he has a place of his own, sends salesmen on the road, and his house does a good business, because his policy permeates the institution, and the customers have confidence in the house because he is at the head of it, and they are familiar with his methods and practice.

Some buyers seem to think that it is necessary for them to give the impression to the seller that they are buying at lower prices than the seller quotes. The wonder worker tries to make each customer believe that he is buying at the lowest price. The common sense salesman does not resort to such tactics. The average buyer does not concern himself so much about being able to buy cheaper as he does to feel sure that his competitor does not get better treatment than he does. In the matter of selling there is no one thing that ultimately proves so successful as the one price plan. By this we mean the same price to all who purchase the same quantity or the same amount in a given time.

The more elastic and variable your prices, the more ingenuity is required to keep the knowledge of these cut prices from getting into the hands of your customers. This matter of cutting prices causes no end of worry. In proportion as you indulge in this practice, so in proportion you will receive an increased number of cut price offers. Let it be known that your prices

are subject to reduction at the hands of a smooth buyer, and the news will travel fast. Let it be known that you don't cut prices and that news will gain currency in the trade, and you will not have cut prices offered you. There is something in the matter of selling beyond dollars and cents, and that is dollars and sense.

Remember this, when you sell goods you are also selling reputation. If your goods are bad your reputation will be bad too. You can't have a good reputation and sell bad goods and make a permanent success. Remember, every sale you make is an advertisement. Remember, that while it is possible to take advantage of the buyer one or twice, if you wish to hold his trade you must be fair with him. Smooth tactics that bring in present money re-act and lose trade for you later on.

* * *

Trial Advertising

The failure of a trial advertisement has set more business men against advertising than any other factor in publicity. This is a pity when the indefiniteness of a trial advertisement is considered. A trial advertisement represents low-water mark—absolute bottom. It is not decisive. It has no more value as evidence than a first meeting with an individual who afterwards becomes your friend.

Of course, you can't determine what the harvest will be the next day after you sow the seed. But sowing is not a gamble at that. If you have good seed, and plant enough of it in good soil, and cultivate it when it begins to come up, you are bound to get good results.

A good newspaper—good advertising in that newspaper—persisted in—backed up by the right kind of merchandise and the right kind of store service—that's a combination that will spell Success for any merchant who has foresight and understanding enough to give it a fair trial.

If you were an employee in your firm—

What could the firm do for you that would make you do more for them?

If you were a customer of your firm—

Which of your methods would you first criticize?

The mental habit of occasionally looking at yourself from other people's viewpoint is extremely profitable.

Try it.

Shoe Window Display and Backgrounds

Simple, Practical and Inexpensive Methods—The Snappy Window Compells Attention—Ticket Each Shoe—Value of Good Display

Every shoe retailer needs a snappy window display to attract the public to his store. This is to a certain extent true of every retail merchant, but it is particularly so in the case of the shoeman, because there is a certain amount of sameness and lack of variety about his goods which necessitates considerable thought and planning in the way of new devices and settings for his window displays if he is to get away from the general run of these, which are more or less stiff in arrangement, and get the greatest good out of them.

There are many practical ideas which can be developed by anyone who is handy with the saw and hammer and is not afraid of a little manual labor. If it is impossible to spare the time to construct the stands and fixtures you require, turn them over to the local carpenter, who will be glad to do it for a small sum. Suggestions once begun can be followed out in

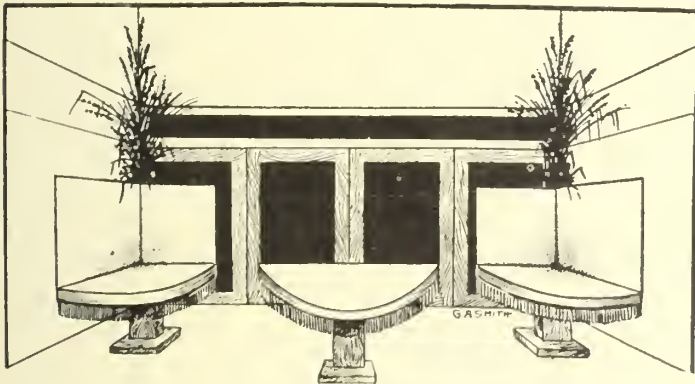


Fig. 1. A Neat and Inexpensive Background

so many different ways that will be surprising, and will all be contrived from the original window trim. It is a good thing to remember in planning a window trim, that it is the unusual that attracts attention and brings people to the store. A good plan to follow is to have a scrap book handy in which to place every article found relating to shoe displays. By this method a set of ideas and designs will be accumulated from which you can draw upon whenever desired.

Fig. 1 shows a very neat and inexpensive background for a shoe window. The type of slab placed on the pedestals is out of the ordinary and will hold many pairs of shoes. It can be made out of composition board or any timber, cut to desired shape. Sizes are left entirely to the window dresser or merchant, and can be made according to the area and shape of the window in which they are to be placed.

To construct this slab, it will be necessary to cut the two corner pieces exactly the same size and shape, and the blocks on which they stand must be exactly the same height. The block for the center slab may be the same height as the other two. When the slab is mounted on the block, tack white cardboard around the edges, cut to fit flush. Next cover the entire slab with felt, cotton, flannel or burlap in light colors. Then attach drapery fringe around the entire front at the lower part. This can be obtained in the house furnishing department of any departmental store or

from a local furnishing dealer. In selecting the fringe be sure that it corresponds with the covering. The two pedestals on either side are made to fit snugly into the corners and have a backing of lumber nailed on the back. Cover with the same material. The background itself is very simple consisting of a four panel back and a long frieze at the top. Cut inch wide panel straps into suitable lengths for the panels. Cover these with imitation wood paper and fill in by stretching burlap, denim or felt across the back.

Fig. 2 carries out the background in a unique and unusual way and does not interfere in the least with the arrangement of merchandise. It is made first by building a frame of 1 by 3 inch lumber, to the dimensions of the back of the window, and the side. It should not be more than five feet high. The main body of the background should be of composition board of some sort, in a light green tint, or in a gray tint. The large mantel arrangement should be placed "cat-a-corner" in one corner of the window, and the mantel shelf can be used to show shoes on. Where the mirror is shown in the sketch, composition board may be substituted, with a neatly lettered announcement to take the place of the show card. The light above, covered by creepers or foliage, will illuminate this sign sufficiently to give it the prominence it deserves. The column on the left should be of one-inch boards not more than fifteen inches wide, and should extend, as indicated, above the background. On this column, at about the height indicated, a little box should be built, extending out about four inches, to accommodate a little foliage.

Panelwork Plan

The panelwork of inch boards to the right of this column should be about four inches wide, with the little shoe stands firmly attached. Below these, the shelf as shown will accommodate a pair of shoes or two.

To the right of the mantel is a mirror covered with tarlatan or chiffon, draped. But instead of this, if desired, the panel arrangement might be continued, to correspond with those to the left of the mantel. The floral decorations can be varied to suit the season.



Fig. 2. A Unique and Unusual Idea for a Shoe Window Background

Each shoe should be ticketed not with a big bold-lettered affair, but with a rather small ticket, with good plain figures. This would keep them more in line with the scheme of the whole window.

If, as suggested above, the composition board in the background be tinted a light green, the wood-work—all of it—should be stained dark green. This would give the outline of the window a strong relief, and show the shoes (which are mostly black) to excellent advantage. In any event, the floor of the window should be white.

The objection may be raised to such a handsome

setting that it wouldn't do for sale time. But there is a distinct advantage in the fact that it is an eye catcher—and that is half the battle won. But to increase its effectiveness, or in other words, to make such a setting fully worth while, the display should be frequently changed. Work shoes and boots lose nothing by being shown in such a window as this; on the contrary, they gain very noticeably. Of course, the heavier goods should be confined to the floor, so that the decorative background may be given to showing shoes with a style appeal. We are indebted to the Shoe & Leather Gazette for the two trims shown.

The Personal Element in Selling

We are hearing a lot just now from the retailer and retail dealer's associations, as to the ruin that faces the trade if a system of Parcels Post is inaugurated in Canada. This, they claim, will enable their great enemy—that hideous octopus the mail order house, that is ever stretching out new tentacles and gathering the country's trade closer into its embrace—to corral the country's retail business absolutely. We are on the side of the retailer, against the mail order house every time, but we do not believe in useless lamentations about the iniquity of the latter and of the politician that allows him to exist. The mail order house, undoubtedly, possesses many merchandising advantages over the retail dealer and a Parcels Post system would add to these. At the same time there are many advantages possessed by the retail dealer, and some of these no amount of legislation can deprive him of. One of the factors that counts to the benefit of the retailer is the personal element. Mail order influence is big. Mail order houses have advantages over the local store, but when it comes to the personal element in business, the merchant has everything in his favor, and personal interest is a winning weapon if carefully used.

As the first step towards making the most of your main chance, get a list of the names of all the people for miles around your store. This particularly applies to the small town dealer, the larger portion of whose trade is from the rural community. Before you decide that it is too much bother to get this list, just consider this one point: Such lists of names are the very backbone of the mail order business! Thousands of dollars have been spent to secure them! You can easily get your local names at a low cost. Surely it is worth while; for in personal, individual treatment of customers and possible customers, lies your big opportunity.

Now divide your list into two sections; customers, and possible customers. Next, divide according to likely needs. Take a long while to do this, if necessary. For here you deal with the pivot upon which the most of your later effort must swing. Unless each of the people on your list is considered closely and carefully, your whole subsequent plan will miss fire. You have a great advantage in this respect over the mail order house, and with this basic information sorted into useable form, you have an exact standard by which to buy. No more need you trust to the average estimates as to what kind of goods will win your local people's trade, for you know definitely what proportion of your buyers need the snappy, stylish stuff and what the good old staples. You will avoid over-stocking on some lines and under-stocking on others.

and you will have a very close idea before you buy of what will sell and what will stick.

Isn't that, alone, well worth all the trouble and time you put on your list? The value to you as a sales help, however, is still greater. Instead of reaching out for business indiscriminately, you can now make your appeals personal. You can make them hit home and bring you the money which ordinarily would respond to a catalogue's coaxing.

A point to remember in sending out these letters is that they should all be personally signed. This gives an intimate touch to them and places you in closer relation with the probable customer than the formal printed or typed signature. In the letter you must show sympathetic understanding of the prospective buyer's present needs and play up his or her side of the question, leaving mention of your goods last and only incidental. Remember that even the mail order catalogue can talk goods. What you are after, to begin with, is personal interest and personal contact. Orders will come later. Always talk to them from the individual buyer's point of view. Strive to give the impression that you know exactly what each customer desires and requires.

At the outset the amount of this kind of creative work which you are called upon to do will be large. And in many cases it may fail to produce immediate results. Let neither of these things deter you. It is bound to be hard work at first; but, as you gain the inner confidence of buyers, new and old, you will be able to slacken a little in your efforts. It is always harder work starting something than it is keeping on going. At the same time, it will not do to drop your "personal contact" methods altogether once you have the interest started. You should arrange for systematic conduct of your original ideas on a smaller scale.

Intimate appeal to self-interest is a big lever in business. So that the appeal can be made intimate and specific is the reason why most of the firms you buy from send travellers to you. The human touch wins from you more business than would the unaccompanied samples. Never forget that your customer is as human as you are. He or she is not a mere price-comparing machine, but a combination of preferences, impulses and prejudices. The mail order catalogue cannot study and play upon these qualities. You can—at first hand—and therein lies your main selling chance. To the degree with which you apply real energy and ingenuity in the development of this chance will you win and hold trade.

Leaders in the Shoe and Leather Trade

EDWARD L. RISING—WHOLESALE AND RETAILER

In June, 1877, just 36 years ago, St. John, N.B., was visited by disastrous fire which destroyed more than two-thirds of the city. The memory of this visitation is still vivid in the minds of the older inhabitants and it is always spoken of as "the fire," no fire before or since having approached it in magnitude. Just previous to the time of the fire St. John, N.B., was one of the busiest little towns on the Atlantic seaboard, of the North American continent. Shipbuilding was the principal industry carried on and St. John, at this period of her history, was about the fourth port of register in the world. Her harbor teemed with shipping and the townspeople were prosperous. Attracted by the prosperity, many industries sprang up and flourished. The town was also garrisoned by British troops in those days and altogether was as busy, prosperous and gay a place of its size, as could be found anywhere in the world. The great fire altered all this, however. In one day the town with its many industries, was almost wiped off the map and even some of the shipping in the harbour was destroyed. Just before the fire St. John had begun to feel the advent of the iron ship which was slowly but surely replacing the wooden argosy of former days. The fire which destroyed the shipbuilding, therefore, dealt a death blow to this industry in St. John, and the many people who depended upon it for livelihood had to seek other means of sustenance. But as all the other industries in the town had also been wiped out by the fire, no employment could be had for the greater part of the inhabitants, who emigrated in great numbers to the New England States, which were now having a run of prosperity.

In 1828, the year after the fire, Chas. E. Vaughn who conducted a small retail shoe store on union trade, became affected with the immigration fever and decided to locate in Lynn, Mass. He disposed of his business to two young half brothers, Edward L. Rising and Geo. H. Waterbury, both natives of St. John. These two young men had considerable experience along this line and had also spent some time at shoe cutting. The new firm took the name of Waterbury

& Rising. This was started, one of the largest and most progressive wholesale and retail shoe establishments of the Maritime Provinces.

Upon taking over this business, neither member of the firm had yet reached man's estate and they just had about enough capital between them to acquire the business. But in spite of wealth and the slim state of their finances, they possessed other assets which counted far towards the carrying on of a successful business, viz., ambition, energy and progressive-ness.

The average retailer, and particularly shoe retailer, in those days was a rather conservative and unprogressive type of business man. In 1882 when the opportunity came of securing the business of J. E. Ballyntyne & Company, they did not hesitate to make the venture. They now had two stores and their business had increased vastly since they first established it, but the brothers realized that a hard fight confronted them before their success would be assured, for previously many bright young men after struggling for a time had been compelled to throw up the sponge, and that they would have to work hard and plan wisely if they hoped to succeed where others failed. The young firm were determined to succeed and, breaking loose from the traditional methods in vogue, started out with a well developed scheme, which though slow in meeting recognition from the purchasing public, eventually laid the

foundation for the present immense business.

In 1910 the firm dissolved, Mr. Waterbury, retiring Mr. E. L. Rising the remaining member, formed a joint stock company under the name of Waterbury & Rising, Limited, and after obtaining a charter from the Provincial Government, the following officers were elected: President and general manager, Edward L. Rising; vice-president, Wm. C. Rising; secretary treasurer, Harold W. Rising; directors, C. H. Smyth, R. J. Walsh and P. M. Rising. The company now conducts three retail stores in St. John together with an immense wholesale business, which necessitates the service of eight travellers.

Mr. E. L. Rising, the genial president, still a young



Mr. Edward L. Rising

man, enjoys the respect and esteem of all with whom he comes in contact. Born in St. John of loyalist stock, he possesses in a marked degree the characteristics that constitute the successful merchant. At the annual banquet of the company, held recently, the following glowing tribute was paid him by one of the speakers: "Quiet, inmostentious and of a modest demeanor, he is one of the most approachable men in the city." His employees respect him, which is evidenced by the fact that they seldom change; men who entered his employment twenty-five, thirty and thirty-five years ago being still actively associated with the business. In all matters appertaining to the development of the affairs of the company, he confers with them and is influenced by their judgment. His three sons are now associated with him in the business and give evidence that they inherit the ability and untiring energy of their father.

Mr. Rising is a member and trustee of the German Street Baptist Church, a Director of the Y. M. C. A., Canadian Club, Board of Trade, Exhibition Association and St. Andrews Curling Club, and is prominently identified with many of the leading organizations of the city. His charity is well known and a worthy cause invariably enlists his sympathy and support.

To Catch Trade

Mr. E. O. Scratch, a popular shoe man, of Kingsville, Ont., is a "live wire" and is always thinking of some scheme to keep his store before the attention of the general public. His latest idea is to get out a card, vest pocket size, an attractive advertisement on one side and the time-table of the local street railway on the other.

Carries Soft Sole Shoes



Mr. Geo. H. Wilkinson

Mr. Geo. H. Wilkinson, proprietor of the Wilkinson Shoe Shop, 31 Sandwich St. W., Windsor, Ont., is one of the most progressive and promising young business men of that town. He is local agent for the "Kant Crack" rubber and manufactures elk skin shoes for boys and men. On his letterhead is a crest comprised of a pig with the motto "Wilkinson Shoes wear like a pig's nose." Speaking of the advisability of handling children's soft sole shoes, Mr. Wilkinson says: "I cannot,

of course, refer to other than my own business. We handle a general trade and keep a department specially for children's shoes. Soft sole shoes make up a large part of our children's trade, and we carry a lot of them. They do not run into a great deal of money and the profits are fair. In addition to a general business I believe that I should have everything in the shoe line so that each member of the family may get fitted and suited. Now-a-days the range of children's soft sole shoes is so various and the combinations of colors are made so attractive that a fair profit can be obtained from this line. If you cater to the family trade you must stock soft sole shoes."

Children's Barefoot Sandals

Messrs. Phillip Jacobi are again on the market with their Non-rip Barefoot Sandals which had such a phenomenal sale last year. Arrangements have been made to double the output for the coming season. These are made of the very best leather, are great sellers, and every shoe retailer could profitably stock them. The firm also carries a cheaper grade of sandals which they guarantee to give satisfaction. Both of these grades are very stylish in appearance.



Barefoot Sandal

Ames-Holden-McCready Styles

No better indication of the progress of Ames-Holden-McCready Limited, Montreal, can be adduced than the fact that for the ten months of the current year the increase in production has been 560,000 pairs of boots and shoes, and that the sales have gone up by \$1,200,000.

For the fall, the company have about 1,000 different lines, having just added 25 samples of men's exclusive high grade boots and shoes, and 20 samples of women's footwear. These lines are primarily intended for sale in the large cities, and include seven new lasts, some with medium high toe and others with low half-inch heels, while a few have fabric tops and blind eyelets. Other samples are of the plain ball type. The city lines are built up with American stocks only, and very fine calf trimmings. We notice among the samples some nice looking custom finished bottoms, the heels being slugged with old fashioned pegs instead of nails—a new feature of high grade footwear.

Another feature of the samples is a "Dinky" pull strap, an insertion of a piece of leather which does away with the untidy appearance of long straps. The new last with the medium high toe is known as the "Gink"; the medium wide toe is named the "Balkan," and the long vamp recede toe with low flat heel is known as the "Ritz."

Among the women's samples there are many turned slippers for evening wear, handsomely trimmed, the new slipper lasts shown this season being known as the "Vesper." A medium wide toe in women's welts is called the "Suffragette," while the recede toe city lasts are, as in the men's goods, designated as the "Ritz." In the latter are found some fine tan goods, with blind eyelets, panel effects, and fibre tops.

There is a walking boot with handsome stitching on the uppers and champagne kid trimmings and the same colored linings, while an attractive sample is of gunmetal with a fawn-colored top, and called the "Point-Spray" button. In the company's black lines we were shown some patents with grey mixture and black cloth tops.

In a conversation with Mr. W. V. Mathews, the general superintendent, he mentioned that the company were going out for the high grade trade in addition to the medium and popular grades—a new department for Ames-Holden-McCready, Limited. The samples which we inspected are very excellent ones and the fact that the business is so rapidly increasing is proof that the retailers are alive to the benefits of choosing from a wide variety of goods with a reputation behind them.

The American Disease of Flat Foot

How Caused and the Cure—The Right and Wrong Ways of Walking—The Proper Shoes to Wear

By E. W. Burt, Shoe Manufacturer and Health Instructor.

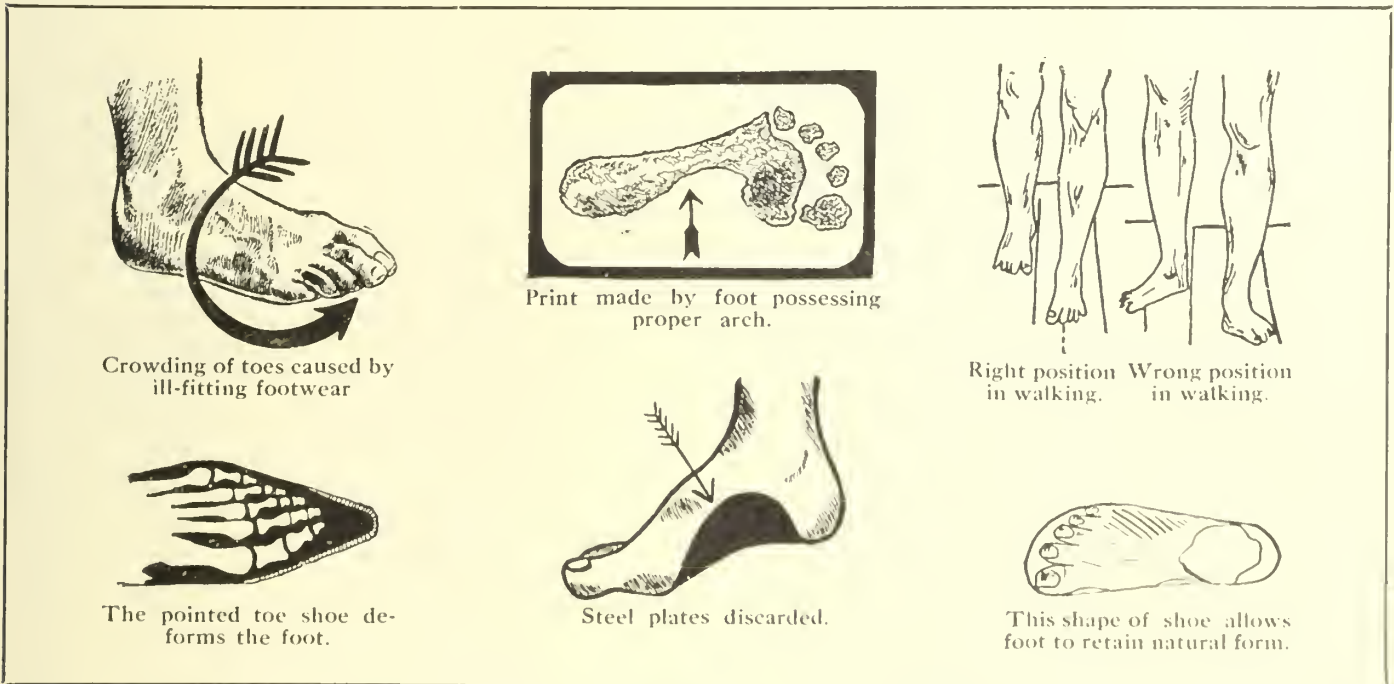
Why is it that so many men and women, particularly the latter, are suffering from the common foot ailment, known as Talipes Planus to the medical men and to the laymen as flat foot. It is hereditary, or acquired after birth? Students of the subject have found the etiology of this disease is primarily caused by improperly shaped, narrow-toed shoes with high heels and stiff, rigid shanks. The wrong position of toeing outward, allows the line of body weight to fall over the great toe instead of over the second toe, as it should do, which brings too great a strain upon the ligaments and muscles of the arch. This causes the latter to drop down.

The human foot is like a machine properly balanced on three points, viz., the heel bone (os calcis)

simply because of the belief that relief can be obtained by propping and pushing into place the fallen, distorted bones. The fallacy of this false doctrine is self-evident.

Can you strengthen an arm simply by placing it in a sling? Certainly not. No more can you bring the foot back to the natural position by an upward pressure against the arch. In time this "upward pressure" will cause worse displacement and more pain than before, the foot only tries to get away from the plate and twists itself into mal-position without any permanent relief.

It has come to the mind and knowledge of a student of this serious foot trouble and writer of this article, that to have proper balancing with the swing-



heads on the first and fifth metatarsal bones, similar to the tripod, which under these normal conditions allows the weight to be thrown upon the inner arch when standing or walking, which is supported by the tibialis anticus and tendons which reach to the foot of the astragalus bone. The foot is simply a lever to propel and raise the body, the tarsal bone acting as a fulcrum over which the weight is to be lifted. The calf muscle, which is five times as strong as all of the other muscles combined, serves as the lifting power. If the foot mechanism is "out of line," the muscles give way and down goes the arch by lateral displacement (abduction), the knees come together and flat foot is the result, in most cases, severe to such an extent that the scaphoid bone rests upon the ground.

What must the sufferer do for relief? Past history tells us to insert plates into the shoes, arch protectors built under the arch, or build up the arch with plates,

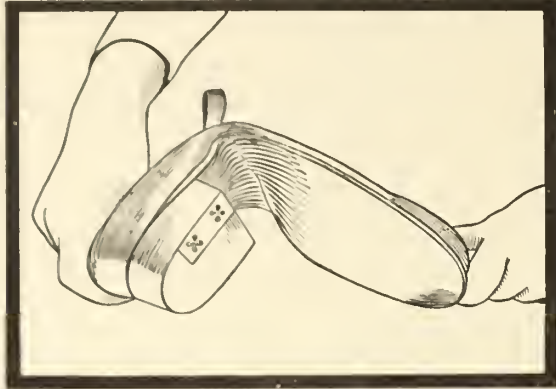
ing inward of the big toe and the straight line of the outside of the foot bearing the body weight and the arch bending down with the shoe at each step, permanent relief from flat foot is possible.

Working on these principles which is exactly the opposite to those preached and practiced by medical men, shoe dealers and manufacturers in the past, and with the scientific and correct knowledge of the laws of hygiene, a shoe was designed, constructed and patented called "Ground Gripper." This shoe was tried out on the worst cases of flat foot with the most astonishing results. Sufferers for years have been able in the short space of two months by exercise, proper walking and absolute foot freedom, to throw away their plates and relocate their distorted and twisted feet.

Since that time hospitals have discontinued making plates and arch protectors. In the High Schools of Boston, the pupils are taught to stand toeing

straight ahead instead of outward. For a proper course of treatment, special exercises are necessary and the patient is put into the low shoes only, for perfect ankle freedom. The shoe as perfected, will do

GROUND GRIPPER SHOE



Pat. Feb. 14th, 1911. E.W. BURT & CO.

more for curing bunion joints, flat foot and other ailments than has ever been occasioned before in the history of shoe making.

U. S. Leather for Royal Family

One thousand two hundred sides of sole leather for the Royal household of England has been ordered in the United States. Commenting upon this "Shoe Topic" says:—

"When King George rides along with his American soled shoes upon his feet the British free traders will cheer him as loyally as ever. But if President Wilson should walk along Pennsylvania avenue with a pair of English shoes upon his feet the shoemakers of the nation couldn't get a Presidential recall in operation fast enough. There sure would be something doing if any such thing happened in this country."

Has Had Wide Experience

Mr. Arthur H. Allin knows all about leather, and has had a pretty wide experience of the business. An Englishman by birth, he has lived in Australia, Canada, and the United States, and now represents in Montreal the William Amer Company, of Philadelphia, who are makers of the King Kid brand of glace kid, made from Brazilian and Curacao pelts. His office is at 587 and 589 St. Paul street. Mr. Allin knows the practical side of the leather trade, in which he has been engaged all his life. In addition to representing the Amer Company, Mr. Allin is a manufacturer of inks and dressings for shoe factories. It may be added that he is a graduate of London, Eng., University.

Personal Supervision Pays

A young shoe manufacturer, who is making money, says:—

"I'm in the shop every minute, because it pays. If I'm away one day, things go bad, away two days, things go worse, and away three days, things go worst. While there are all sorts of scientific ways of doing business I find that the only successful way is to personally supervise it."

No man is down and out until he has lost faith in himself.

A Thorough Shoeman

From very small beginnings, Mr. Hipolyte, Chalifoux, a partner in Leclair & Chalifoux, de Lanau-diere street, Montreal, has built up a business which, although not to be compared with some of the other concerns in the city, is creditable to the man who had the courage to venture under very unfavorable conditions. He is a native of Montreal, and for the greater part of his life worked in both Canadian and United States factories. When he was 14 years of age, he went into the shoe factory of William Stafford, Lemoine street, Montreal. These were the days of hand-made shoes, for the most part, pegging and McKay machines being the only ones in use. After three years he moved to the factory of James McCready, and also worked in other factories; after which he had a desire to go to the States, and settled in Chicago for two years, for a time forsaking the shoe business. He returned to Montreal, however, going back to his trade; another period in the States followed, he being employed in the Plant factory at Lynn, Mass.

The attractions of Montreal again lured him to the Canadian metropolis; where he has since remained, working in various factories until five years ago, when he left the Tetreault Shoe Mfg. Co. to start for himself, with a meagre capital. Mr. Chalifoux began with making slippers, and in this he was assisted by his wife. His place of business was at the present address, although as trade increased he has added to his accommodation. During the second year he was able to increase the staff, and slipper making was practically dropped, the manufacture of boots and shoes being



Mr. H. Chalifoux.

undertaken. McKays and infants' shoes were the chief lines. Two years ago he added misses', child's and infants', and now boys', youths' and little gents'. Women's pumps are also included in the list.

In the fall of last year Mr. Leo Leclair, who was formerly in the wholesale trade with Dufresne & Gali-peau, Montreal, joined the firm, and now looks after the financial and outdoor business, while Mr. Chalifoux superintends the factory. Naturally the equipment has improved as the sales have expanded, and the firm are putting out finer lines than at any previous period. Their sales are to jobbers only.

Display Card and Window Suggestions

Go After the Sporting Trade in Spring—How to Get the Boys to Advertise Your Store—Treatment of Cards

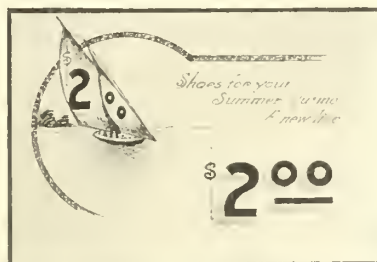
Even if March did rob April of a strong attraction by taking Easter, April still enjoys the unique season situation of really opening up Spring and Summer trade. This will compensate for the lack of anything special or holidays. This same "opening up" idea extends to outside sports and pastimes. The fan enthusiasts

of the various ball games; lacrosse, cricket, golf, tennis and basket ball are now coming forth from their hibernating quarters of curling and hockey. Then there are the water sports. Rowing, motor-boating, sailing and yachting, fishing and bathing. The chauffeurs and motor cyclists are also preparing for their summer doings. Why not take advantage of this? Why not tell them how well you are prepared to supply the various shoes

needed for these different sportsmen and athletes; baseball players' shoes, lacrosse players' shoes, tennis shoes, boating shoes, fishermen's long rubber boots, etc. Then emphasize new footwear for the fans, benchers and box seaters. Tell the people to get ready for the summer season of sports. Tell them nothing will make them look more like real sports than a pair of your IXL brand of Blucher cut kid shoes, at \$4.50, latest design and make. Tell the ladies you have the correct thing for the tennis tourney—a \$4.75 shoe that is worth more, but that's your price.

With all these special lines, however, do not forget your regular ones. April is the month in which you should make a big push for Spring and Summer trade. Another line that may come in for special attention is rubbers. This will depend largely on the weather. Usually "April showers," that work such prolificness with May flowers, aid greatly in the sale of these goods, but should the month happen to be dry it will materially affect this line and the sales.

It may be a wise business turn to cater to the children at this season of the year. It is now the small boy brings out balls, bats, mitts and masks and hies him to the vacant lots and commons to be sport himself in that great diamond game—baseball. Offer a baseball bat with a pair of boy's shoes. Advertise to give a baseball bat on a certain day to the first 50 or 100 or 200 customers, according to your trade. Make the sale on Monday at 4 o'clock. Dress your window with these bats and the line of shoes you propose to give them with. You will have every boy in town



talking about your store, and there is no better advertiser than a small boy who wants something. He will keep up a never-ceasing dinging at his parents that will keep your store before them even though they do not become customers at that particular time. Describe the shoes well in your advertising. Tell the quality

of the leather. The style of cut, brand or make. In fact make a real nice little readable story about them, holding out their great value. Then cap it all by saying you will give absolutely FREE a good hardwood bat with every pair of shoes sold on that day and the following day. Be sure that your name is well printed on the bats.

Treatment of Cards

The cards may also seem a little in advance of the season, but it is better to be

a little in advance than a little behind. The \$2.00 card is a pretty little outing scene suggestive of the summer outing and should make people begin to think. If done in colors the boat can be in natural colors, the sky grey or blue, and the water similar in tint to the sky. The lettering is in black and the figures in red.

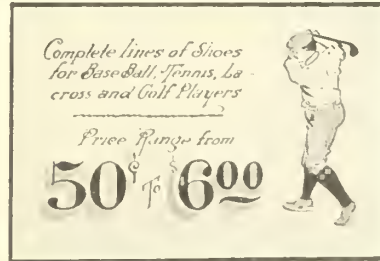
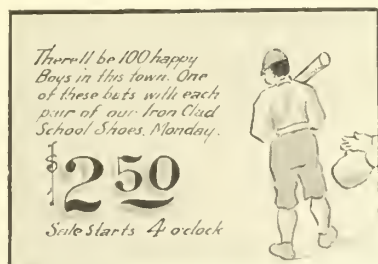
The \$2.50 card is one to use with your gift bats and it will make a strong drawing card. It is sporty in character and will catch the boys' eyes. The colors of the suits should be those of your most popular home team. The figures may be in black and shaded with grey.

The \$5.00 card is an air brush design in brown. The lettering and figures are in a dark brown and shaded in a brown tint.

The \$5.50 card is a unique design to call attention to the ball season and incidentally to the fact that a pair of the \$5.50 shoes will enhance the pleasures of the game to those who wear these shoes. The figure may have a coat of yellow and a hat of red or these colors may be reversed. The trousers are black. The price may be in red and shaded with grey.

The 50c to \$6.00 card is one to call attention to your sporting shoes, that is, shoes for the players. The figure may be of any color from flashy red to purple. The lettering should be in black and the price in contrast to suit.

You can't know too much about the goods you have to sell. There is every now and then a customer who asks new questions.



The Newest Styles

The lines for fall and winter, which are being shown by the Cook-Fitzgerald Company, representatives, throughout the Dominion, are the smoothest and best balanced shoes ever turned out by the popular London establishment. They embrace every detail of fine shoemaking and many novel and appealing designs will prove of undoubted interest to the trade. All leathers and combinations of cloth and leather are in the display. The best of the United States and Canadian tanners are represented in both light and heavy stock and there are many classy novelties in the way of pull straps, hooks and other details that go to make the line notable.

There are half a dozen new lasts to fortify those already in favor, the "Stampede," which very properly



Tan calf bal, whole vamp, medium high toe, fancy perforated toe cap, "Stampede" last—Cook-Fitzgerald Company.

follows the "Roundup," proving itself a winner already, thousands of pairs having been booked on it, with the season only three weeks old. It is a moderate high toe. The "Harvard" is a low toe, with fitting qualifications, that make friends at a glance. The "Archease" is a new last, designed by a renowned foot specialist, to alleviate the sufferings of those who have weak or broken down arches. This shoe is a decided boom, as it replaces the heavy, artificial supports and long counters, employed hitherto, to relieve this trouble. It is made with a very narrow shank, hand-sewed, and so constructed that it grips the ankle at every stride. The "University" is another new last that is bound to make friends, especially among that class which wants style, but not at the expense of comfort. It is a "gentleman's" last, to use a much abused term.

In the heavier lines the harness stitch is used with telling effect, while the "crush" stitch on the soles is a perfect representation of hand-work. Instead of the Astoria and Liberty lines coming in the grades as formerly, there will in future be only two. Nine representatives are showing the Cook-Fitzgerald line for the coming trade: J. G. McDiarmid has the large towns in the Northwest; A. A. Orendorff, Western Ontario; Jas. T. Sutherland, Toronto to Quebec; L. W. Johnston, the Maritime Provinces and a portion

of Quebec and Ontario; while five representatives of W. G. Downing & Company, of Brandon, will show the line in the Northwest, on the territory not covered by Mr. McDiarmid.

Another Big White Season

The white boot is very near to woman's heart—if one may be permitted the expression—and gladly does she welcome the return of the season when white footwear may be worn constantly. Never does she feel so daintily dressed, nor does her costume ever more satisfactorily express her femininity, than when her feet are shod in white boots or slippers and white silk stockings to match.

This summer white footwear is to be more fashionable than ever—as the styles for the southland attest—and the conventional white footwear for out-of-door occasions will be the well-cut buttoned boot of white buckskin with a moderate Cuban heel and vamp on the new, long lines now considered patrician and distinguished.

With the smart buttoned boot are shown two new types of piazza footwear; a colonial pump of white calf with a covered heel and an odd trimming of black patent leather laid under a row of perforations. The buckle is of patent leather studded with rhinestones. To the woman who adores novel effects, the white buckskin oxford will appeal. The arrangement of the buttons on alternating scallops of the white buckskin and black patent leather is an entirely new note in footwear.

Latest Paris Fad

One of the latest fads among the ladies of Paris is the wearing of barefoot sandals. The fashion was set by Mme. Bartet, the famous actress. She and her coterie of followers believe that people should take as much care of the feet as of the hands and that the former is as beautiful as the latter. Mme. Bartet attributes much of the nervousness, headaches, and neuralgia suffered by society women to shoe wearing, and says from ten to fourteen out of twenty-four hours the most civilized men and women torture their feet by ill-fitting footwear. The new footgear is finding ready manufacturers and several smart boot shops display sandals in the windows.



Boy's gunmetal blucher, circular vamp, fancy perforated quarter, medium high toe—Tebbutt Shoe & Leather Company.

Talks on Trade Topics

Interviews of Interest to Retailer, Jobber and Manufacturer. The Opinions of Experts on Bettering Business Conditions

Attend to Business

If a man is in business and wishes to remain in it, the only way to do is to attend to it. These remarks are caused by the tendency of a certain shoe retailer to indulge in outside activities, which consist mainly in following sport, and leaving the work of his store to be carried on by clerks. Between baseball, duck shooting and similar sports in season, the clerks have to do the work and we have several times seen customers go away from the store without having their wants supplied.

Recently a man entered the store and wished to get some tan shoe polish, the stock had been allowed to run down and another store got the order. Now, there is not a very great profit in this line, perhaps, nor was this particular order a very large one, but the fact remains that the customer lost his time and was disappointed in visiting the store, while he was accommodated by a rival establishment, which will probably get his trade in the future. If a customer fails to get his wants supplied in a store it is a very poor advertisement for the proprietor.

Sport is alright in its place and shoe merchants cannot afford to neglect developing friendship with the sporting element. It is good business to mix with ball players, hockey players and other sportsmen, but when it comes to business or sport, business should be attended to first.

* * *

Lost Time Selling Button Shoes

An observing commercial man says: "I went into a certain shoe store the other day to buy a pair of shoes, and as I was not in a hurry, I told the salesman to go ahead and attend to some ladies. He sold two pairs of button shoes, and had to change the buttons on each pair. I am sure that he could have sold four pairs of bals or bluchers in less time and with less expenditure of energy, patience, effort and have made more money. He told me that he did not get any more for a button boot than he did for a laced production on the same last and of the same material. I told him that he was very foolish as, if time was money, he should certainly charge at least a quarter more for the button boot. He agreed with me and thought that retailers should come to some understanding whereby they should get more for this kind of shoe."

* * *

Make Your Own Cartons

A shoe factory employee recently said: "At a factory where I once worked, owing to mismanagement and misjudgment on the part of the man in charge of the orders and the day sheet, the deliveries were all behind and consequently orders were much later for the following season. The retailer will stand for having his goods in a little ahead of time, but not for having them shipped too late. When they are not sent on the date specified he will either return them or claim an allowance. Sometimes the delay in shipment of

shoes is caused by waiting for cartons and labels. Often on going through a packing or shipping room, you will see long lines of shoes ready to pack, standing on the floor. These sometimes remain for days waiting for cartons. This dearth of cartons is due to not ordering a sufficient quantity or early enough, and in many cases the box manufacturer has not been able to fill his orders as promptly as he should, whatever the cause, it means to the shoe manufacturer a loss of money and sometimes of valuable customers.

"Generally speaking, however, when a shortage of cartons occurs at a shoe factory it is the fault of the box manufacturer. It often occurs that boxes are ordered for shoes when these are still in the stitching room, but nevertheless, when they are ready for packing, the boxes are not at hand. I have never known any shoe manufacturer who is entirely free from this kind of trouble nor any box maker who would not for the sake of his own profit, set aside the work of a regular customer in order to rush through some other order which must be delivered at a certain date. For this reason a great many manufacturers have grown tired of being dependent upon the box makers, and have started to make their own cartons; in this way they not only supply themselves, but can save the box maker's profit. The additional floor space required is not much more than would ordinarily be required to store boxes brought from the box makers and delivered when not wanted. When you have a box making department in connection with your factory you can start making the boxes as the shoes enter the finishing room, or even later, and when the shoes are ready for packing the cartons are awaiting them. A factory making from one to two thousand pairs per day will certainly profit by making their own boxes. It has long been the custom with some of the larger factories to manufacture their own boxes and now the smaller concerns are adding this department as well. If the employees of the packing room have any spare time they are sometimes employed in the box making room."

* * *

Stick to Your Last

Recently a man entered the office of a certain newspaper to insert an advertisement so as to secure a position. Inquiry brought from him the following facts:

A few years ago he owned a controlling interest in a prosperous retail shoe business. He was a good business man and was receiving a fairly adequate return for the time and money invested. One day someone came along and made him an offer for his share of the business, which he accepted. He now had several thousand dollars in cash and wondered what to do with the money. Finally he ran up against a promoter with a plausible scheme and invested his money and his service in the enterprise. Within a short time he had lost all his money, was without a situation, and had finally to accept a position as clerk behind the counter at a comparatively small wage. This man's experience

should carry a moral and the reason for his failure will point it.

In the first place, like many others, he was not content to grow with the business in a modest way, building upon a firm foundation, but wished to "get rich quick." However, he was familiar with only one line of business and when he was engaged in something else he was out of his element and became an easy prey for the sharp and unscrupulous. Then again he invested his money without making or having made for him, a searching investigation into the proposition presented to him, with the inevitable disastrous results.

It is only exceptional men who can expect to make more than a steady moderate progress and it is the height of foolishness to invest in an unknown enter-

prise, the details of which you are not familiar with. Ambition is laudable and the man without it is poor indeed. At the same time, however, we must not forget that ambition should take the direction of getting better results from what we are doing, rather than getting outside of it and entering into a new and unknown field. The only outside investment which a retail merchant should make is to place his surplus, each year as it is earned, into some safe channel, where the risk of loss is at a minimum and where returns will be received without the services of the investor. Experience and money are earned at too great a cost for any man to risk losing either or both of them in something he knows little about, where he is liable to be "done" by those who are lying in wait for him.

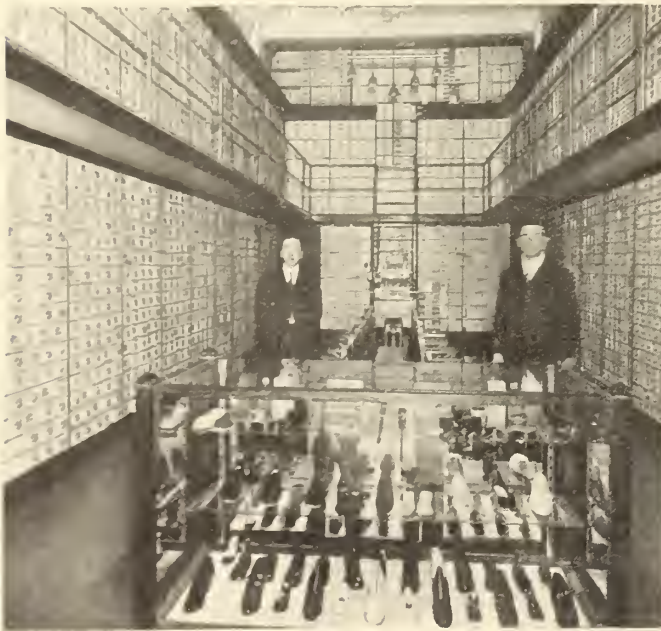
An Enterprising Vancouver Shoe Firm

Operate Three Large Stores on Principal Street—Description of Newest Store—Modern Methods and Equipment Pay

One of the most enterprising shoe firms at the coast is that of the C. E. McKeen Shoe Company, Vancouver, which operates three large well equipped stores on Hastings street, the main business artery of the city. The company's newest branch store, located at 187 Hastings street east, was opened last summer, and is considered one of the most attractive in Vancouver. This store has a length of 70 feet and is 20 feet in width. The show windows each measure 6

feet across the front, and are 8 feet deep. Glass panels above the windows admit daylight to the interior, which is well illuminated, both as regards artificial and natural light. The store is lit at night by electricity, forty-two 50-candle power tungsten lamps providing ample lighting for the window space, while the interior is brightened by 15 100 candle power tungstens, attached to three brass chandeliers of unique design.

A feature of this store is the time-saving individual shelving system which is employed for all shoes. The best United States line in women's footwear kept in stock is the "Aborn" shoe, while C. E. McKeen's specially designed shoe takes premier place in men's lines. Strong & Garfield's men's dress shoes and the "Classic" brand in children's lines are also stocked.



Everything handy and no space wasted

feet across the front, and are 8 feet deep. Glass panels above the windows admit daylight to the interior, which is well illuminated, both as regards artificial and natural light. The store is lit at night by electricity, forty-two 50-candle power tungsten lamps providing ample lighting for the window space, while the interior is brightened by 15 100 candle power tungstens, attached to three brass chandeliers of unique design.

A balcony three feet in width extending round three sides of the interior permits of the rapid handling of

Cleaning Shoes

Even the simple task of cleaning shoes requires more skill than formerly. Once, a boy with a box of blacking and a brush put a shine on shoes for a nickel, to the satisfaction of most persons. Now that fine leathers are common, particularly colored leathers, the cleaning of shoes has become an occupation requiring skill, and commanding a surprisingly large income for those engaged in it. The "Boot Black King" of Boston is credited with an annual income of \$75,000 by the public press.

People could clean their shoes at home, if they chose to do so. One of the simplest and best methods of cleaning Russia calf and white buck shoes, the most popular colored shoes, is to wash them with warm water and good soap and then dry them thoroughly and dress them. But most people like to have their shoes cleaned at the boot blacks, just as they like to have their collars washed at the laundry. Expenses for shining shoes are, by the way, one of the smaller items for the high costs of living.

Although boot blacks are more skillful than the average persons in cleaning and dressing shoes, yet there is still much room for improvement in their methods. Tanners who patronize boot black stands notice with alarm that many of the shine artists use strong acid cleaners, and do not remove them thoroughly from the surface of the leather before applying the wax dressing. The consequence of this carelessness is often conspicuous on tan shoes, for the leather turns dark and mottled, the spots being the mixture of dirt and cleaner that the boot black failed to remove in his haste.

Shoe Trade Advertising

Discussion of Principles Involved in Effective Publicity—Examples of Good Display—Retail Shoe Stores Invited to Submit Advertisements for Criticism

**YOUR OPPORTUNITY
OUR LOSS**

G. R. BRINE'S

ANNUAL STOCK REDUCING SALE

Starts Saturday January the 4th at 10 A. M.
AND CONTINUES FOR 15 DAYS ONLY

To miss this great Sale is like losing money

Every January we hold a great clearing sale of all our winter stock. You who have attended our January Sale in the past know the many money saving opportunities which we offer. But this year's sale will be higher and longer than ever before. Our stock is larger than in any year in the past, because our 15 day store is now in every part of the town. WE WANT THE MORE!—and we want it gone, so we will sell it at a lower price than ever. As you come here, you will see many new styles and you will see an opportunity to get the best of the winter stock. Our stock includes: Boys' and Men's Clothing, Fur, Hats, Mittens, Underwear, Men's, Women's and Children's Shoes, Socks, and Rubber Footwear. There is also a great lot of new styles in all these lines. Don't miss this great sale at prices never before seen.

And keep in mind our opportunity to see the new styles. Come out on the 4th. If you see anything you like, buy it now.

Bargain Sales

A bargain sale of the right sort once in a while is good business. It affords an opportunity to clear out broken lines, slow-selling stock and changing styles to make way for new and more saleable goods.

Sometimes it may involve a loss, or at any rate a substantial cut in profits, on some of the lines cleared out; but it is better to take a little loss to-day, if necessary, than to stand a greater

loss to-morrow—to make way at once for saleable, profitable lines rather than to continue to carry in stock goods that don't sell, that represent just so much locked up capital that should be working in your business, and which at the same time are subject to more or less depreciation. Between the bargain sale of this sort, that offers genuine quality at genuine price reductions, and the chronic bargain sale that is trumped up every few weeks upon the slenderest provocation, or with no provocation at all there is a big difference. The one, as we have already said, is good business; the other has come to be one of the curses of retail trade against which honest advertisers and honest merchants in all lines of retail business are becoming more and more united in opposition.

A Well-Planned Advertisement

Our first illustration this month is a reproduction of the opening sheet of a two-page 24 x 18 circular issued by G. R. Brine, of Inverness, C.B. It is noteworthy in the first place for its size. It is also noteworthy, however, on account of its careful planning and excellent arrangement. Allowing for the probable limitation of the printing office, and also for the unusually large size of the sheet, it is a creditable piece of advertising that would be sure to be read by the people of Inverness; and its story is so well told that the reader who started at the beginning would be likely to read down the first page at any rate and then, if curiosity didn't take him to the second sheet with its detailed description of lines and prices, it would only be because he had no money to spend. Not a single woman reader, probably, would miss the fascinating list of bargains that the big sheet offers, and after all, the bulk of the buying for the home is done by the women of the home.

Several points are worth notice in connection with the planning as well as the advertising of this sale. The point is clearly made that it is an annual sale, with a strict time limit. The story of this annual sale

is then told crisply and concisely in the paragraph that follows. The invitation to "Come and see the goods," the injunction "If you can beat our prices, don't buy," and also the footnote to the effect that the store will be closed all day Friday to arrange and mark down goods—these are all carefully calculated to make an impression upon possible purchasers. The second sheet of the circular, which we do not reproduce, was devoted to a detailed list of the goods offered. In connection with each item just a word or two of description was given, but the principal importance when so many lines were quoted was necessarily placed upon prices. These were so displayed that they formed the outstanding feature of this second sheet, and could not fail to attract attention. Here and there an error escaped the proof reader, but the announcement throughout shows the work of a good man of business who has also gone a long way on the road to really effective advertising. If the bargains in the store looked half as good as they were made to look on paper, we believe Mr. Brine must have had a very successful sale.

Too Much Illustration

Our second illustration is a reproduction of a full-page advertisement of the Johnston Shoe Store, of

FACTORY SHOE SALE

READ THIS SPECIAL SHOE AD. IN SPECIAL WE OF GREAT VALUE TO THE... (small text)

1.45	3.95	2.45	2.95	3.45	50c
2.48	4.95	2.25	3.45	2.99	
2.95	3.95	1.85	1.95	2.95	
2.95	1.45	1.45	3.45	2.95	
2.95	5.45	1.65	1.15	50c	
2.95		60c		2.95	

JOHNSTON'S BIG SHOE HOUSE LTD
610 Hastings Street, West, Inverness, B.C.

JOHNSTON PURCHASES THE ENTIRE OUTPUT

Vancouver. It occupied large space, a great many good cuts were used, prices were freely quoted, and the whole announcement had the advantage of a striking special border design. All these things are good, but notwithstanding the effect of the advertisement is disappointing. The border is much too heavy and intrusive. It almost stares the reader out of countenance. The effect of the many cuts used is much the same, and the impression of the whole advertisement is one of confusion. There is so much presented to the eye, that the eye fails altogether to take it in. And failing to grasp any definite impression the effect of the advertisement to a large extent is lost. In the use of simple typography it is possible to **overplay** display. The result is a blurred and confused impression. In the present instance the same effect is produced as the result of **overplaying** illustration.

Thought and Attention Would Have Improved

Our third illustration shows a 13 x 9 inch handbill used by F. O. Scratch, of Kingsville, Ont. It is good, but a little more care and a little more polishing would have made it better. The last two paragraphs in particular would have benefitted from more careful thinking, more thoughtful statement, and a little better display. In neither particular do they equal the earlier paragraphs. An inconsistency that is at once noticeable and is carried throughout the whole circular is the frequent change from the singular to the plural. The heading says "Just give me your attention." The signature carries out the same idea even to the "Yours sincerely, The Shoeman." Obviously, therefore, the singular should be used throughout. The effect of the change from the one to the other is specially noticeable in the third paragraph. This and the final paragraph, although each has something to say, is so worded as to give the impression that it would not have mattered very much if it had been left unsaid. The sentence or two on boy's shoes would certainly not arouse a boy's enthusiasm, and hardly the enthusiasm of a boy-loving parent. The next sentence falls down rather amusingly through the omission of only two little words. Doubtless it should have read "from shoes for daddy down to shoes for the baby," but what it says is quite different.

The final sentence in the third paragraph and the



Just give me your attention for a few minutes

and I will tell you something which will be of interest to you.

As my regular drawing near you will undoubtedly require

Something new in Footwear

We have it, our stock is complete.

In ladies' and gentlemen's fine goods, we have a selection of

the latest make in Canada

BECAUSE they are made of the best material procurable and made on the American style lasts which fit the foot perfectly, ensuring ease, comfort and satisfaction in every respect.

In Men's heavy working shoes we handle

The Famous Williams Shoes

illustrated the sale of these shoes in Kingsville. They are guaranteed all solid, that is, solid, combed, solid metal, solid slip sole, double over the toe, with solid rubber for sole. In fact they contain all the requirements which go to make a perfect shoe.

In Boys' Shoes I have a complete assortment of patent and

also carry a large assortment of

TRUNKS and VALISES at the Lowest Possible Prices

If you will kindly give me a portion of your trade this coming spring and summer it will be highly appreciated and I will endeavor to treat you fairly. Many thanks for your patronage in the past and hoping for a continuance of the same in the future. I wish you a prosperous summer and a bountiful harvest.

Yours sincerely

F. O. SCRATCH, The Shoe Man

whole wording of the fourth is reminiscent of the formal, featureless advertising of twenty years ago. Avoid such phrases as "At the lowest possible prices" or "Large and varied assortment." Even though you wish to convey these ideas, you should aim to state them freshly, in crisp, modern business language. Then, as you would not expect to send one a personal letter in the form of an open handbill, it would be better not to use a letter form of signature, and if you

are giving good values and good service, don't be afraid to say so. Invite the public to come and see your goods, to test your values and your service, but place the emphasis upon straight business upon modern business lines, upon honest return for the buyer's good money, rather than upon the kindly patronage that belongs largely to the advertising phraseology of the past. In the main, as we have already said, the advertisement is fairly satisfactory, but it is the advertisement of a man who is likely to do a good deal better, with thoughtful work, as time goes on. Practice—and study—make for perfection.



Shipping Department Palmer-McLellan Shoepack Company, Fredericton, N. B.

The Fellow Down Street

Why is it that so many merchants think that the fellow down the street is a "bad actor?" Is it not because he does not know his competitor and because the farmer customer, shrewdest of buyers, is all the time endeavouring to make one merchant believe that the other is cutting prices or giving unwarranted concessions?

This is not an unreasonable surmise, for the advertisements that sometimes come from retailers in the same town show that there is more than legitimate competition; that there is war to the knife.

Now such a condition of affairs is deplorable. Every retail merchant is fighting the enemy common to all, the retail mail order competition. For that reason all the merchants in a town should band themselves together to do everything in their power to keep all the business they can at home and prevent it from going to the retail catalog houses.

For such co-operation is laudable and will benefit all. Furthermore, when we know our competitor, we will surely find that he does not have the cloven hoof or the forked tail.

The man who never does anything until he is told to do it will never be told to do anything very important.

Argue if you must, but do it outside of the store and with people whose patronage you do not value. Argument never makes friends.

You may not think it wise to sell on a strictly cash basis, but it is certainly never a mistake to buy on that basis.

The Best Retail Shoe Advertising

A Practical Paper Read at Meeting of Indiana Retail Shoe Dealers' Association—Copy That Everyone Reads

By Roy C. Kanouse

My subject for a ten minute paper—"The Best Kind of Advertising for Shoe Retailers," will be dealt with from my own practical experience in advertising and not from any theories I might advance. The greatest benefits I have received from these annual meetings is in the exchange of ideas on practical, everyday lines and not theories. I don't feel that any one shoeman knows it all, by any means, but that we can each learn something from the other.

The very best advertising any shoe retailer can have is a satisfied customer. They can do more to bring their friends and new faces into your store than any other kind of advertising. We are all human, and if we will take note of the things that satisfy us when we are buying for ourselves, we will have no trouble in figuring out how to satisfy the customers that come to us. Absolute honesty in all our dealings will do as much to hold a customer as absolute honesty in advertising did to get him. Don't advertise a \$4.00 shoe for \$2.39 unless it really is a \$4.00 shoe. People are wise to the fake adds. of \$4.00 shoes for \$2.39, when the shoe never sold in the first place for more than, possibly, \$2.50. If you must advertise something for nothing—give it to them—but under no circumstances advertise something for nothing, or something you cannot do, unless you wish to advertise yourself as a fraud. If a customer has been attracted to your store by fake advertising he soon detects the deception and you lose his confidence right in the

start. It's like Josh Billings once said, "A reputashun onct broken may be mended, but the World will allus keep its eyes whur the crack wuz."

Cheerfulness, in a store is another splendid advertising asset. Always have a smile and a pleasant word for everybody entering your store. If they come in with a grouch send them away smiling and they will want to come back again. Even the lady that takes up your time being fitted on a busy Saturday afternoon, only to inform you that she intended to send to Sears Roebuck & Co. for a pair and wanted to know what size to send for. It may be a little hard to smile sometimes and be pleasant and polite in cases of this kind, but it pays. The store with a "Grouch" will never be a very busy one. It may be that I am getting away from my text a little and talking store service, but good store service is splendid advertising also. Inducing the people to come to your store so you can give them the service is the real thought of advertising.

As to the means or influence that is best in attracting people into our stores, I am sure the newspapers offer the greatest facilities for reaching the people, because nearly everyone takes the leading daily paper in his town. The size of your space does not always insure you that your adds. will be read, however, for if it is crowded full of reading matter in small type people merely glance at it and pass it by. Rather say just a few words that can be read at a glance, for as a rule people are too busy these days to pay much at-



Exhibit of Nugget Polishes at Children's Welfare Exhibition in London, Eng.

tenum to the advertising—what they want to read is news—so the real problem, as I have found it, is in getting the people to read the ads.

I have a little six-inch column space in just one of our leading dailies that does me more good than the ordinary kind of advertising would if taken in all the papers. I change the matter daily and make it so attractive that people look for it the first thing when they get their papers. I am not supposing they do this either—I know it because hundreds of my customers have told me they did and the editor of the paper said he had increased his subscription list on account of it. Ask any reader of the "Indianapolis News" if he reads "Abe Martin," and nine out of ten will tell you that's the first thing they look for. That's where I got the idea of my advertising and what it has done for me it will do for any other shoeman, and to that end I am now having a year's series printed. Only one dealer in a town may use it and the first ones making application will receive it. A two cent stamp will bring a month's sample series without the cut, while the year's series of 313 ads will sell for \$36.00. Address all communications to Roy C. Kanouse, "The Shoe Feller," Greensburg, Ind.

Just by way of illustration I will give you a few I have used recently:—

"Tom Palirey ast a feller et Vincennes when he first got acquainted with his wife, en the feller sed the first time he disagreed with her after they wuz married." Now if you will only get acquainted with the line of shoes we carry you will have absolute foot comfort. Ralston shoes at \$4.00 and \$4.50 the pair are not only comfortable fitters but long wearers.

"Sam Schwartz sez et blamed ef it dont look like the older he gits the purtier the girls git." The older a rubber boot gets the less its worth and when you buy of us you get fresh rubber because we sell so many pairs of "Arrow" Brand that we never have any old ones on hand. Priced at \$4.50.

"Earl Kinnear sez et the main objection tu a revolving door iz et you cant slam the blamed thing when you git mad." One of the main objections you will find in buying shoes from "Factory to You," is that they don't wear you well. Buy of your own home dealer who stands back of his shoes and does not advertise something for nothing.

"C. I. Slipper sez its blamed hard tellin which iz the worst nuisance, the feller et's allus wantin tu borry money er the one et you can't borry frum." It certainly is a nuisance to step out in a bit of rain and get your feet wet, but it can be stopped with one application of "Dri-Seal." Try a 25c can. It may be the means of saving you a \$25 doctor bill.

"J. B. Walsh sez he despizes tu be in a big city whur no one seems tu know he's there, en when he does git spoke to its some one tellin' him tu move on." And isn't it despicable to be in the city—or any place else with a tight pair of shoes on. Our system of measuring your feet and fitting them with comfortable shoes insures you against tight shoes.

"Blamed ef I wouldn't ruther take the hereafter chances uv the feller et's cussed sum en drank a little en paid hiz debts than the feller at made long prayers en didn't pay." You take no chances when you buy a Ralston Shoe for they are honest all through. Spring styles now ready in the popular new English last with low heels and receding toes. Priced at \$4.50 the pair.

A feller et Jim Anderson wuz shavin said, "Gee Whiz, that razer do pull," en Jim sed, "you hadn't ort tu kick you don't hev tu pull it." The main reason

we don't like to sell cheap shoes is because we don't like to hear the kicks about them. We would much rather hear the kick on a higher priced shoe when you buy it because you will forget the price long before the shoe is worn out. Ralstons are only \$4.00 and \$4.50.

"Clyde Warner sez et he hez allus noticed et the real clean feller et's afraid uv germs will grab hold of a dirty five dollar bill ez quick ez anyone else." Have you noticed that Bench Made leather lined shoe for men in our window at \$5.00 the pair? It's a "Just Right" shoe and it lives up to its name. When a better one is made for the price we will be selling it.

I might say, right here, that this kind of advertising would be no good for a grouchy merchant, because it's advertising that has to be lived when the customer comes to your store.

I have another little stunt which I have been pulling off each month and it has brought me large returns. This is the giving of a pair of 25c moccasins to each baby born in the county during the month. I obtain the names of the babies from the secretary of the Board of Health and address the baby direct on a neat little white card printed in baby blue ink. It reads like this—Master Joseph Edward:—In starting this life its very necessary that you get started at the right place to buy your footwear. Now if you will speak to your mama about bringing you to my store I will present you with your first pair of moccasins free of charge. Kindly bring this card with you. Respectfully, Roy C. Kanouse, "The Shoe Feller," Greensburg, Ind.

This card I enclose in a small envelope and mail to the baby, in care of the father, of course, to aid the postman in its delivery. Nine out of ten mothers bring their babies to my store and most of them buy something else when they come and I have made another new customer. This little ad is far reaching in its effect for babies first shoes are usually saved and the giver not forgotten. I have made 81 new customers the past year with this little ad alone. While its purpose is to get new customers yet I have found it a mighty good thing to gain a stronger hold on my old ones for they like to know you have interest enough in them to even know the new babies' names.

Improvements in Bootjacks

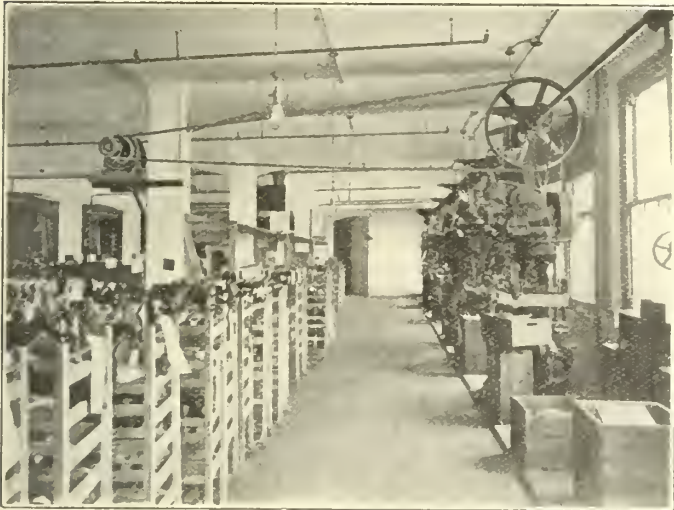
Even the bootjack has been improved lately. The newest kind of a jack has a throat that is automatically adjustable to the size of any heel, and that will grip the heel of a boot as firmly as a dentist grasps a tooth with his forceps.

Criticism of the English Last

American manufacturers of women's shoes find that the English last which was introduced into their lines this season, does not satisfy their customers. The forepart of the shoe is considered good, but the heel is too low for the American foot. American women have the habit of wearing high heel shoes. Their feet have become moulded to high heel shoes. Women who left off the American style shoes, with two-inch heels this season, to put on English style shoes, with one-inch heels, find that the absence of one inch of leather beneath the heels of their feet stretched the muscles of their ankles and limbs, and caused leg weariness. Those manufacturers who will put English styles into their fall and winter samples will make the heels high, in the American style.

Electric Motive Power in the Shoe Factory and Tannery

Up to a few years ago steam power was employed almost universally for shoe factory drives with transmission by means of belts and shafting. Many installations during the past several years, however, have successfully employed the electric motor as driving power for all machinery. The application of electric



7½ H.P. 550 volt motor driving heeling machines

power to the driving of shoe machinery has proved advantageous not only in the direct reduction of power cost but also in the increased production for a given factory equipment.

Numerous mechanical improvements have been made in the shoe making tools and more especially in power machinery. Out of from 75 to 100 operations performed on each pair of shoes, about 70 per cent. are now performed by machine. This machinery is of necessity small power apparatus requiring, for example, on the large sole cutting machines, a maximum of 2½ h.p., and on many of the small machines less than 0.1 of a horse power for full load operation. The power requirements on these machines are almost without exception intermittent and group drive is employed as combining the most economical method of operation and the lowest initial expense.

Advantages of Electric Drive

The advantages of electrically operated shoe machinery may be briefly enumerated as follows:

Economical power transmission.

Uninterrupted service.

Flexibility.

Uniform speed.

Improved natural lighting facilities.

The unquestioned superiority of the electrical transmission of energy as compared with mechanical methods is so universally acknowledged that it is now quite generally employed, especially when the prime mover is located at any appreciable distance from the driven machines. It is now possible by means of electric motors, to operate a plant containing several buildings from a single generating station, at a power cost far below that of mechanically driven plants. It is also a simple matter to segregate the power costs for

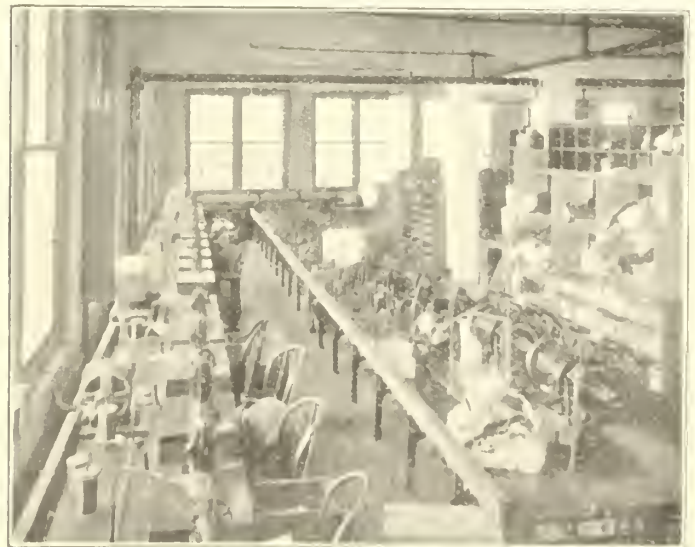
various departments and thereby locate and cut down unnecessary losses.

The reliability of the electric motor and especially of the polyphase induction type is sufficient to insure uninterrupted service with attendance limited to an occasional inspection and oiling. With central station supply, or with duplicate generating equipment, a complete shut down is almost impossible.

The flexibility of motor drive allows for extensions or additions to manufacturing equipment without interrupting the operation of that already installed. This feature of electrically operated factories is also responsible for the elimination of the inefficient and cumbersome "mill stand drives," quarter turn belts and other contrivances for interconnecting line shafts running at right angles to each other. By use of a separate motor for each line shaft, the available power is applied with the least possible loss directly to the point required. This arrangement also permits economical overtime operation of individual parts of the factory.

Speed regulation is an important factor in driving shoe machinery since all machines must be operated at the highest speed possible in order to obtain maximum production. By arranging the machinery in small groups and thus reducing the fluctuation in speed, which is unavoidable with transmission by belts and shafting, a practically constant speed is maintained. On edge trimmers and similar machines uniform speed is of vital importance since too high a rate of cutting will burn the leather while varying speed conditions produce imperfect work.

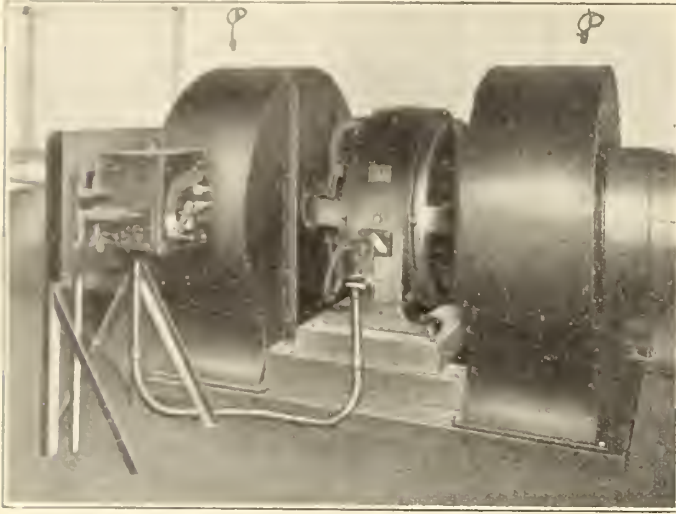
In the past very little attention has been given to the methods of supplying power to shoe factories. As long as the engine had continued to furnish the neces-



Sewing machines, eyeletting and button-holing machines driven by 2 H.P. and 1½ H.P. induction motors

sary power, the equipment has been considered perfectly satisfactory. In almost every case the matter of efficiency has been entirely overlooked and many instances have been found where the major portion of the power generated was used in overcoming friction

when, by application of the electric motor, this loss could have been materially reduced. The cost of power, as generated by steam plants in quantities suitable for the ordinary shoe factory, and where the coal used as fuel costs from \$1.00 to \$5.00 per ton, is usually from \$60 to \$75 per horse power per year. For



Exhausters driven by 35 H.P. direct current motor

purposes of illustration, a plant requires 100 horse power for a 10-hour day; the average cost is \$50 per horse power per year, an annual expenditure of \$5,000; at least 20 per cent. of this cost could be saved by the installation of an up-to-date electrical equipment. This saving means \$1,000 per year, and would pay interest on double the investment to furnish or install a complete modern generating plant. In other words, an electric equipment, including engine, generator, and motors with lighting and the necessary heating devices, would pay for its cost in a comparatively short time. In some cases, dependent upon local conditions, even a greater saving can be made by purchasing central station power, thus avoiding the cost of installing and maintaining an electric generating plant.

The shoe manufacturer ordinarily spends much valuable time in endeavoring to cut down cost of raw materials used for manufacturing purposes and feels well repaid when he succeeds in saving a small fraction of a cent per pound on the cost of leather. At the same time he cheerfully pays for the coal which is used in generating his power without even knowing the cost per horse power, or the amount of power being generated.

With electric drive the exact amount of power being used is registered on the meters, and where central station power is used the cost is very nearly proportional to the work done. An accurate record is also available for calculating the cost of energy consumed. Many shoe factories have been using electric power for the past fifteen or twenty years and others have been changed over from mechanical to electric drive with a saving in the cost of power in some cases of from one-half to three-quarters of a cent per pair.

A striking example of excessive friction losses is the use of "mill stands" which are practically a necessity in mechanically driven factories. In the average shoe factory a line of shafting is suspended from the floor timbers along the side of the building and driven from the main line shaft. In order to take full advantage of the available floor space and the natural lighting a similar line of shafting is usually required at the

end of the building, running at right angles to both main and line shafts. In order to make the turn necessary to supply power to this shaft, a "mill stand" is usually employed. This contrivance requires the use of two idler pulleys supported on a vertical shaft and a very tight belt to carry the required load, with the result that considerable power is used simply to operate the belts and shafting.

By the use of an electric motor of the required size belted to each line shaft, this loss in transmission is largely eliminated, and furthermore a uniformly constant speed is insured to the shoe machinery. The belt tightening device which is ordinarily supplied with each motor provides a simple means for keeping the belt at just the proper tension to avoid slipping.

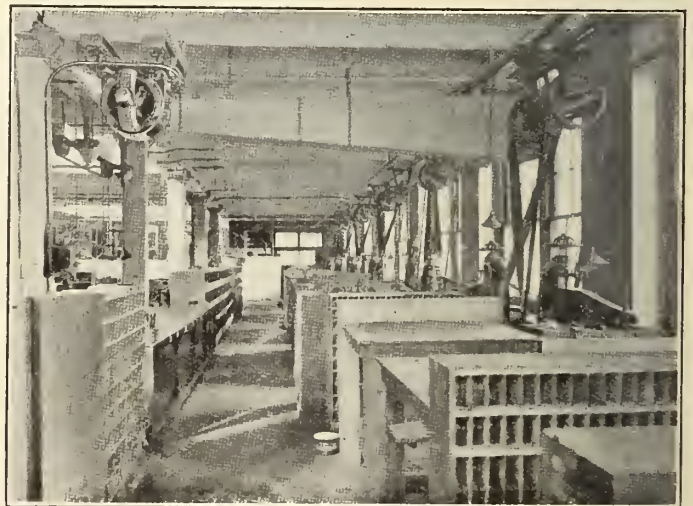
All of the energy consumed by the main line and counter shafts, and quarter turns with the necessary belts, represents wasted power from which absolutely no revenue is derived, and any reduction of this loss means a greater profit in the selling of the finished product.

Another important advantage of the electric motor drive over mechanical methods is the increase of available floor space made possible by the elimination of heavy belting and counter shafts employed to transmit power from one floor to another. It is thus possible to locate the shoe machinery with respect to the natural sequence of operations, thus decreasing the length of time required to make each shoe and materially increasing the capacity of a given equipment.

Another annoying and expensive feature of mechanical drives is the liability of accident to the main driving pulley or belt. Not only is the entire working force held up and production delayed but the disabled machine is, temporarily, earning no return on the investment. Where motors are used an accident to motors or line shafting affects only a small group of machines and comparatively few machines and operatives are made idle. Repairs can also be made with greater facility on account of the lighter equipment.

Central Station or Isolated Plant Supply

Where central station power can be obtained at reasonable rates, it is usually advisable to purchase



10 H.P. motor driving 26 upper cutting machines

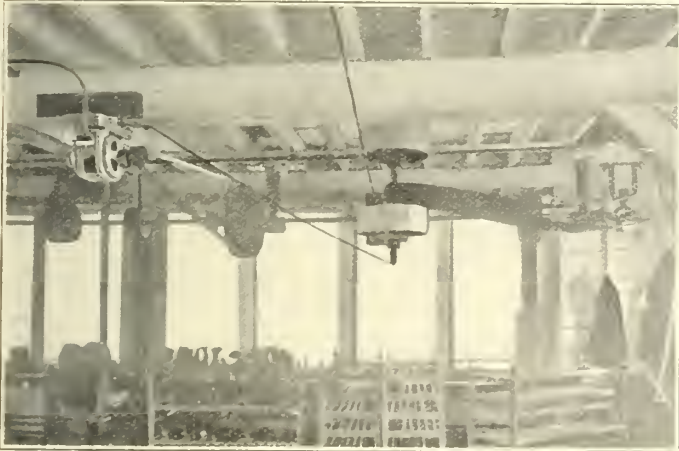
energy and by this means to save the first cost of generating equipment and the additional expenses of attendance and maintenance. Low rates are usually available on account of the desirable character of the shoe factory load and establishments purchasing a

large quantity of power are frequently able to obtain a combined minimum rate for both power and lighting circuits. In some localities, however, it is impracticable to make use of outside supply and for these cases the Curtis steam turbine with alternating current generator furnishes an ideal equipment. This unit is designed to operate at a very high efficiency over a wide range of loads and may be supplied for any ordinary steam pressure.

Alternating or Direct Current

In the operation of shoe machinery there is no necessity for variation of speed, and for this reason the polyphase induction motor is well suited to the driving of all machinery. This motor embodies the elements of durability and simplicity in construction, which adapt it to conditions requiring continuous service, with little attention. It is designed to carry varying loads at a comparatively high efficiency and is capable of taking care of heavy overloads for short periods. Standard motors are manufactured for 25-40 and 60 cycles and all standard voltages.

Where alternating current is not easily supplied and direct current is available, the direct current shunt wound motor may be easily adapted to this work. In case it is desired to make use of storage battery trucks



3 H.P. 220 induction motor replacing "mill stand drive"

direct current will be found more adaptable than alternating current for charging purposes.

Motor Driven Exhausters

From 30 to 40 per cent. of all power required in shoe factories is used to operate exhausters for removing dust, chips and shavings of leather which are collected from the buffing and grinding machines, edge trimmers and similar apparatus. The exhausters are ordinarily operated in pairs, preferably by a motor with shaft extended at each end. The load carried by these units is fairly constant varying with the number of intakes in use. Either alternating or direct current standard motors can be adapted to this work by the use of a special shaft designed to carry a fan at both ends.

Stitching Room Motors

Small motors 5 h.p. or below, are ordinarily employed for driving sewing machines and correlated apparatus, including eyeletting and buttonhole stitching machines, small skivers, bobbin winders, etc. The motor is usually connected to the countershaft under the work benches by means of silent chain or belt, from 10 to 30 machines being driven from each motor. Since the line shafts operate at about 350 revolutions per

minute, motors designed to operate at 1200 revolutions are utilized allowing a speed reduction of approximately 3 to 1. In some cases the motor is suspended from the ceiling below and the chain or belt drive carried up through the floor to the line shaft. A neater installation, however, is obtained by locating the motors at the back of the work bench and protecting them by wire screen covers.

Electric Heating Devices

Many small irons and other tools which have been previously heated by gas flame are now giving place to electrically heated appliances. The most popular application at present is the shoe ironing tool, which is used in "treeing" or shaping the shoe to the last. The use of an electrically heated iron provides a uniform heat which is essential to the proper treatment of leather. A small rheostat is usually supplied to provide for temperature variations. Embossing dies are also manufactured with electric heating elements and in some factories the ordinary household flatiron is used for some of the operations.

Electric Drive for Tanneries

The output of the 951 establishments reported in the last United States census as engaged in the manufacture of leather shows an increase in 1909 of approximately 10 per cent. over that of 1904, the total production for 1909 being more than 142,700,000 hides and skins. While comparatively few of these tanneries are electrified a large number have installed partial equipments to meet the requirements for additional capacity. In general, the application of electric motors to the driving of tannery machinery offers the same advantages as in other industries, with the distinctly important features of decreased power consumption and increased production for a given equipment.

Owing to the extended areas over which power must be transmitted the losses incurred in steam driven plants, due to friction and belt transmission, frequently constitute from 35 to 70 per cent. of the total energy consumed. In addition to this loss several engines and isolated boiler equipments are usually necessary with high cost for attendance and maintenance. The major portion of this power cost may be eliminated by the application of the motive power direct to the various machines. The cost of energy in a plant operated in this manner becomes very nearly proportional to the work done.

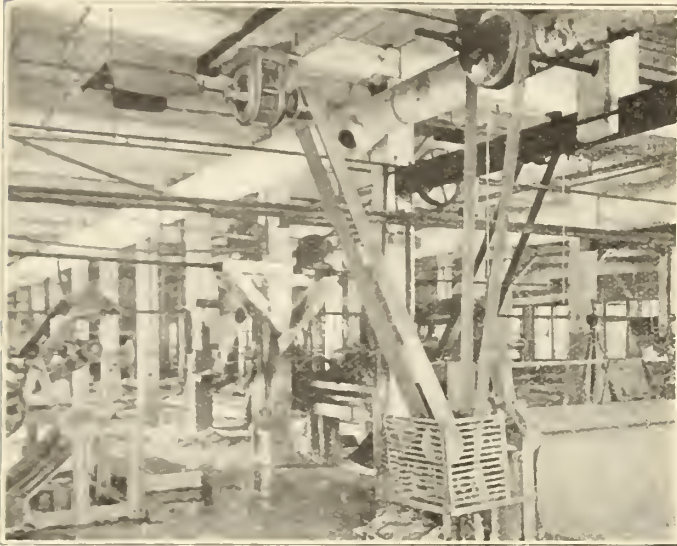
Existing installations of electric motors for tanning machinery have already proved that a given equipment will do more work when electrically driven, due mainly to the greater uniformity of speed attained and to improved control. Other advantages which indirectly affect the cost and quality of the product are: greater cleanliness, materially reducing the percentage of damaged leather in the final process of finishing; most convenient and logical arrangement of machines, insuring the handling of the hides from one machine to another quickly and economically; reliability of operation since failure of any driving motor can affect only a small part of the plant machinery. This factor is of vital importance in tanneries since the failure of power at certain stages of the process will frequently entail a heavy loss.

Group or Individual Drive

A larger part of the existing installations of electric motors in tanneries are arranged under what is known as the group system of drive, one motor being employed to operate several machines through a

countershaft and chain or belt drives. As a matter of fact, many of the machines used for preparing leather are best adapted to group drive on account of the intermittent power requirements. This feature is especially notable on the heavy staking, rolling and glazing machines having reciprocating motion with the load applied only during a portion of the stroke.

On the other hand, machines requiring power for



7½ and 10 H.P. motors driving unhairing and fleshing machines

longer periods or high speed apparatus can well be driven by individual motors. The clumsy and expensive belt shifting device can be replaced by the electric switch conveniently arranged for control by the operator. Additional machines may be installed without interfering with the operation of those already in service and with no additional outlay except for motors and installation. Overtime work can also be economically provided for either in large or small quantity, the power requirements being directly proportional to the work done.

Central Station or Isolated Plant Supply

Washing, tanning and dyeing operations require large quantities of steam and hot water and for this reason manufacturers are sometimes reluctant to purchase outside power, preferring to install electric generators operated from steam engines formerly used to drive factory line shafts. A careful investigation will frequently show that operating costs can be materially reduced by taking energy from local supply systems, since both investment and cost of maintenance are reduced. In localities remote from large hydro-electric developments, or other central station plants, the steam turbine with alternating current generator offers an ideal unit for supplying electric power. By the addition of a "bleeder" valve, low pressure steam may be taken from one of the turbines to supply all factory requirements. This unit is practically noiseless in operation, requires little attention and has a high efficiency over a wide range of load.

Alternating or Direct Current Motors

On account of the presence of large quantities of moisture, steam, and acids or strong alkalis, the motors must be exceptionally well insulated to insure uninterrupted service. The squirrel cage type induction motor as manufactured by the General Electric Company combines features of simplicity and durability

which enable it to withstand the most adverse conditions as may be seen from accompanying illustrations.

Aside from the inherent superiority of the induction motor over the direct current type for rough service, the alternating current system offers further advantages because of the possibility of efficient transmission of power over large areas. Not only can this energy be transmitted at small loss but the cost of the initial installation is lessened owing to the saving in the amount of copper required for transmission wires.

Pumps and Fans

A large number of pumps is necessary in tanning establishments for transferring water and tanning liquors. These pumps when electrically operated may be direct connected to the driving motor and started or stopped by throwing the controlling switch. It is also possible to place the pump in the most convenient location regardless of the source of power.

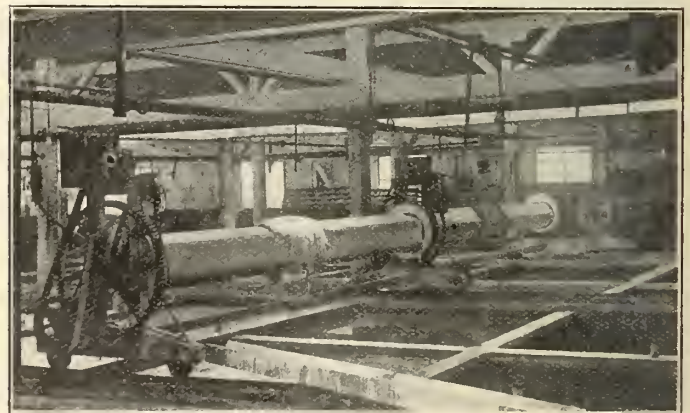
Several fans are usually employed to expedite the drying of the hides or skins between the various operations of tanning, washing and dyeing and these are also most satisfactorily driven by direct connected motors. Many of these fans are required to operate twenty-four hours a day under conditions which require frequent attention and repairs, when driven by mechanical means. The energy can be transmitted electrically, with small loss, to the most remote parts of the plant and controlled by conveniently located switches.

In Shoe Factory and Tannery

The many applications of electric motors to the operations entailed in the manufacture of shoes and the tanning of leather are well exemplified by the equipment of Endicott, Johnson & Company, Endicott, N.Y. The extent to which electricity is employed in this establishment is shown by the combined ratings of the motors installed, totalling about 1650 h.p. for the 160 motors now in service. About 75 per cent. of these motors are of General Electric manufacture.

General Equipment

Two electrical generating stations at Endicott, with a total capacity of 1600 kw., supply current for the motor and lighting load. The most recent addition to this plant is a 625 kv.a. Curtis steam turbine generating set which supplies 60 cycle, 2220 volt current for operation in parallel with several other units. Energy is



Hide reels driven by 1½ H.P. induction motor

transmitted at 2200 volts and stepped down through suitable three-phase and single-phase transformers to 220 volts for motor service and 110 volts for lighting. In addition to the electrical generating station three Corliss engines, each of 500 h.p. capacity, are used for

driving the shoe factories and a portion of this power is also converted into electricity by three belted alternators rated 200, 150 and 75 kw. The two last-named generators are used for lighting and power in the Lestershire factories.

Shoe Factories

About forty motors, all of the squirrel cage induction type ranging in capacity from 3 to 10 h.p., are employed for driving shoe machinery. These motors have been installed in different parts of the factories for operating various types of machinery, thereby relieving excessive loads on the engine drives and improving speed conditions. Practically all of the stitching room machinery is driven by 5 h.p. motors located under the benches and driving through countershafts. Groups of sole cutting machines, lasting and pulling over machines, upper cutting, Goodyear stitching and other machines required for the manufacture of boots and shoes are group driven by motors rated from 5 to 10 h.p. A 40 h.p. motor direct connected to two 60 in. exhaust fans furnishes power for the boiler system. This outfit is mounted in a bracket on the outside of the building.

Tanneries

The electrical equipment of the tanneries includes about 120 motors with a combined rating of nearly 1400 h.p. Both the group and the individual system of drive are exemplified, but the latter seems to be the most in favor. The method of driving the fleshing and unhairing machines is a good example of the application of separate motors to each machine.

The lime mixers throughout the plant are provided with standard 3 h.p. motors with back gear for speed reduction. This back geared motor is also used effectively for operating portable lime reels. The use of this device allows a much more compact arrangement than could be obtained by belting or by using one large gear for speed reduction. It is a simple matter, therefore, to totally enclose the motor and gearing, thus protecting it from liquids in the vats over which these reels are required to operate. The paddle wheels for washing the hides in various solutions are mainly operated in pairs by 5 or 7½ h.p. motors.

Owing to the uniformity of operating speed, the squirrel cage type induction motor is especially suitable for driving belt knife splitters, producing leather of a much more uniform thickness than is possible with the varying speed conditions which are unavoidable with mechanical drive. These machines are driven by 7½ h.p. motors suspended from the ceiling, the controlling switch being conveniently placed for manipulation by the operator.

The tanning and washing drums in the Endicott Johnson plant are mainly driven in groups, requiring somewhat less horse power in motors than would be necessary with individual drive. The shaving and shanking machines are driven in groups by motors rated from 7½ to 15 h.p.

In one instance five shanking machines are individually driven by 5 h.p. motors, each motor being controlled by the operator through a specially constructed switch.

Two methods are employed for operating the rockers in the tanning vats. Eight 5 h.p. back geared motors are each geared to a countershaft operating rockers for twelve vats. This arrangement is of great advantage on account of the flexibility which allows

the shutting down of small groups of the rockers as the tanning operations require.

A setting out machine with five tables having a capacity 2000 sides of leather per day is driven by a 5 h.p. back geared motor suspended from the ceiling. Hide wringers for partially drying the sole leather are operated by 10 h.p. motors. Other instances of individual drive are the blacking machines and leather presses driven by 5 h.p. motors.

Following the usual practice, group drive is employed for glazing jacks, seven machines being operated from a 10 h.p. motor. Staking machines are driven in the same manner, a 15 h.p. motor in one case driving six machines. 15 h.p. motors are also arranged for driving groups of four rolling machines each, for finishing the sole leather. The upper floor in each of the tanneries is utilized for drying the finished leather and ventilation is supplied by a number of fans driven by individual motors of about 10 h.p. capacity.

In addition to the tanning operations, electric drive is employed for operating all elevators, and the extensive machine and woodworking shops. The factory buildings are lighted entirely by incandescent lamps, mostly tungstens, in 60, 100 and 250 watt sizes.

The Fraserville Shoe Company Progressing

The Fraserville Shoe Company, Limited, of Fraserville, Quebec, report a big increase in business for the past year. They are enlarging their field of operation and have lately entered the Ontario market where they are meeting with much success, through Mr. W. Davis, their Ontario representative. Their leading lines, "New York" for men and "Albani" for women, are becoming popular with the trade as high class medium price shoes. Their "Tiger" brand working shoes for railway construction and mining work as well as their "Tiger" brand shoepacks are also meeting with much favor. Besides these lines they carry a general line of men's, women's and children's shoes. They have recently found it necessary to make large additions to their property. Mr. A. Lemieux, the general manager, is an experienced shoe man of many years standing and is well known throughout the lower provinces. Mr. W. Davis, of 27 Triller avenue, Toronto, represents them in Ontario. Their other travellers are W. D. McDougal, Cape Breton, H. D. Lewis, Nova Scotia; A. LeMieux, Jr., New Brunswick; A. Arsenault, W. A. Gofien, Quebec.

A Useful Book

We have received a copy of the Shoe and Leather Lexicon, which is got out by the Boot & Shoe Recorder Publishing Company, of Boston, Mass. It contains adequate and comprehensive definitions of practically all trade names and terms in use. These are arranged alphabetically. The booklet is printed of good stock with many illustrations, and will prove invaluable to any person engaged in the shoe and leather trades. The price is 40 cents.

Shoe Factories Then and Now

In the early part of the 19th century shoe factories were constructed of wood or brick and had a finished basement. The bottom stock was kept in the basement. The cutting room and store room were on the first floor and so was the office. The packing room and sales room were on the second floor. No salesmen were sent out on the road selling shoes.

With the Genial Knights of the Grip

What the Shoe Travellers are Doing and Saying—Footwear Solicits Photographs and Other Material for this Department

Travels in Lasts

Mr. Frank H. Coleman, who represents the Mawhinney Last Company in the United States and Canada, has been recently calling on shoe manufacturers in the eastern part of the Dominion. He is a native of Canada and has been connected with the last business during the greater part of his life. The product of the company he represents is having a greatly increased demand among Canadian shoe manufacturers.

Transferred to Western Ontario

Mr. Dan McDonald has for some time been representing the Murray Shoe Company and the Cleo Shoe Company, of London, throughout the Maritime Provinces. He is now handling the output of the lat-

Rapid Growth of Business

The Reliance Shoe Company, Limited, Toronto, have met with a great measure of success in their first year's business. The firm was organized in January, 1912, every individual member being practically unknown to the trade. It is easy to realize therefore that they had more than the ordinary share of hardships and obstacles to overcome in their fight for a footing in the market. At the outset, the members of the firm voiced their intentions of one day having the largest factory on the Continent, making boy's boots exclusively. This is a big undertaking, but pluck and determination have accomplished much before, and the firm has already passed the creeping stage.

So far has their business been growing that before the end of the year they were compelled to move into



Mr. Frank H. Coleman,
The Mawhinney Last Company



Mr. Dan McDonald,
The Murray Shoe Company



Mr. W. E. Gerrish,
The P. J. Harney Shoe Company

ter company exclusively in Western Ontario. He is one of the most popular of travellers and is an energetic and thoroughly efficient salesman.

"Pink" Gerrish

Mr. W. E. Gerish, the popular Canadian salesman of The P. J. Harney Shoe Company, is now on his Canadian territory and is meeting with much success. He is know to the trade as "Pink" Gerish, owing to the fact that he is seldom seen without a pink carnation in his buttonhole. Like every other traveller of the United States, who has spent some time in Canada, "Pink" is enthusiastic about this country and its future. He is building up a big trade on this side of the border for his firm.

larger quarters in order to cope with the volume of business turned in by the travellers. The popularity their shoes have obtained is due to the fact that they possess the necessary wearing qualities as well as an attractive and stylish appearance. The firm are now well settled into their stride, and their new fall samples for 1913 are one of the best line of boy's boots ever shown. Footwear congratulates them heartily and wishes them continued success and the realization of their ambition.

It is all right to do a thing well, but don't be satisfied with doing it well. Do it the very best you can.

Suede calf in women's styles has unquestionably been gaining in favor.

The Way to Retain Your Customers

¶ The customer who leaves, why he leaves, and what to do towards holding him, is the subject of the following interesting paper which was read by Mr. A. Bert Weyl, a prominent shoe retailer of Franklin, Indiana, at the recent meeting of the Indiana Shoe Retailers' Convention held at Indianapolis. In this article the author also points out the many advantages the retail dealer possesses over the mail order house. Every live retail shoeman will be interested in reading Mr. Weyl's views on these subjects.

Down in our town there lives an old lady who delights in trading at the five and ten cent stores. She does not trade there because she has only dimes to spend—she has dollars in plenty. She doesn't trade there because she has to but because she likes to. It has become a fixed habit with her to get into the 5 and 10 cent stores whenever she gets up-town and to talk enthusiastically to her neighbors about her purchases. One of her neighbors tells the story that she went into one of these stores last Fall when the weather began to get cooler and after looking round inquired for a union-suit "I am very sorry Mrs. Brown but we have no underwear," said the clerk. "Oh, all right." "If you haven't it then I won't wear any," she replied. "Where will I find the stockings?"

Now unfortunately, few of our customers are of this disposition. Some of them we can't please,—some **won't** be pleased. In either case he (or she) is quite likely to walk out without buying anything. He goes into another shoe store with no better result. Or perhaps, he may even find a shoe to suit but has trouble in finding a suit at the local clothiers or she a cloak at the local dry goods store. Being unable to get what he wants at home, off he goes to another market, if he is able to get there, and if he is not able to go there is no doubt a mail order catalogue on his table at home. He is headed the wrong way and may gradually conclude that his home market is not good enough for him in any line.

There are other classes of customers, other reasons and motives but the fact is that perhaps three out of five customers who habitually trade away from home are made up of these two classes,—those who **can't** be pleased at home and those who **won't**. Then in addition there is the party who might be suited at home but don't know it and the party who thinks he can get a better price in another market and has not been convinced of his error.

Now of these, the party whom we cannot please at home, we deserve to **lose**—looking at the matter fairly and in accord with modern business principles,—because he deserves to "be pleased" in return for his money, and further unless he be really pleased, the sale, should we succeed in making it, would profit us but for the moment and only further influence his inclination to try another market. What is necessary in his case is an improvement in store service,—nothing more. He has shown that he wants to trade with us,—we must take care of his wants. He is not lost to us and it is merely up to us to get him back.

As for the party who **won't** be pleased—him (or her as is perhaps more often the case) the other fellow may have and welcome.

Let us now consider the third class, the party who might be suited at home but "thinks he can't." Why doesn't he know that we have the goods he wants? Have we not neglected our opportunity to cultivate the customer that is really ours? Is it not due to inferior advertising, coupled with a lack of enterprize on our part towards properly displaying the goods we really have ready on our shelves? We must not sit

back and find fault with him for not coming into our store,—we must do something to get him there. Once in, no opportunity should be overlooked to let him know, beyond dispute that we are prepared to take care of his wants.

To start with, no matter how small our store we can make it attractive. He probably passes our windows every day, while he gets to the larger city but once or twice a month at the most. Maybe we think we are giving our windows attention, but are we giving them the attention they really merit and if so why should this party "think" that we cannot properly serve him if we can? Then, do we do all we might towards so displaying our stock inside the store that he may get the right idea of how well we can serve him?

Take the case of Mrs. Brown, for instance—why does she **enjoy** trading at the 5 and 10 cent stores? She could buy the same articles no doubt, in many other stores,—but she likes to go in and "browse around," she likes to shop, and she wants to do her own choosing with as little trouble to others as possible. She perhaps don't know what she wants when she goes in, may indeed not want anything, but the stock is there, carefully arranged with the idea of **making her want it** and she usually buys before she gets out. These 5 and 10 cent store syndicates have we shoe dealers clearly outclassed, "backed off the boards, in fact," in the matter of making a buyer out of an ordinary shopper. They have the idea of displaying their stock **for this purpose** worked down to a system. We always find something new on their counters—something we have not seen before in their windows. It may be that to-day they have only moved some line from the back of the store to the front, but certain it is that their stock seems different each time we go in—seems newer, brighter and more attractive with each visit, until we have formed the habit of dropping in occasionally "just to look round" and we buy before we get out.

We shoe dealers cannot of course, keep shifting our stock of goods around in this manner, so far as the stock itself is concerned, but we might manage to **display** something new—inside the store and out—each week. We might profit by the methods of the 5 and 10 cent stores too in making it easier for our customers to find what they want. We might, by having instead of an unchanging display of more or less delapidated pasteboard cartons, more of the goods themselves attractively displayed with neat price cards attached. We might indeed carry this through so well that we could get the customers in the habit of coming in "just to browse around" and have them leave with a package under their arm. Much more might be said about this party who in error "thinks" that he cannot be suited at home but suppose we leave him with this one suggestion.

Now for the other party,—he who thinks he may get a better price elsewhere. Is this also a case of not properly cultivating trade which by means ours? How does he form this opinion? Why has he formed it? Whose is the fault? What have we done to er-

vince him of his error. We merchants in the smaller towns and cities cannot admit that this customer is justified in his opinion. We buy our goods, if we buy them right as low as the big store. Our expenses, figuring rents, taxes, clerk-hire salaries and general store expense on the basis of sales, are, or should be, considerably less. We live cheaper—and by what I would not imply that we live less comfortably. We should sell goods as low with a better margin of profit, or lower with the same margin than the big store in the city. If we don't do it—**then here's another class of customers we deserve to lose.** If we do do it and don't convince the party of it—having as we do the advantage of everyday personal contact with him—the fault is still ours and should be remedied.

He has, no doubt, been influenced by better planned, more forcible advertising than we are doing ourselves. The constant round of special sales offered by the city merchants—legitimate and illegitimate—have impressed him that he may get goods at a sacrifice at any time in the city. The "Sample Shoe Store" advertising, the "Bankrupt Sale" advertising, the "Factory Damaged Sale" and "Fire Sale" advertising have influenced his mind. Now, as a matter of fact, the city merchant does not actually make more or greater sacrifices of his goods than we do in the smaller places—he merely advertises them better and he and his city get the credit for them among the buying public.

Then too, no doubt, he gets more help from his fellow merchants through contemporaneous advertising. Did you ever stop to think what it means to you to have a lot of really live merchants in your town and what a loss to you every dead one represents? That every effective advertisement put out by a fellow merchant is indirectly an advertisement for your business also? That every time the big dry goods store next door reaches out for business it helps to get a prospect to pass your store? That every buyer it pulls into your town offers you an opportunity to extend your business? That every real bargain it puts out helps to convince the customer that yours is really a good market?

A great deal may be done through active co-operation among the merchants of your city towards convincing the people thereabouts that it is really a good place to trade and the same effort will usually result in extending the business territory of your place. Down home last year we tried it out thoroughly and successfully. The merchants met together, raised a sum for the purpose and conducted a series of "Eight-day Co-operative Special Sales." The plans were successfully prepared and carried through, each store offering price inducements that were really worth while. The sales were efficiently advertised, at an unusually small outlay, by means of big 16-page "Co-operative Bargain Bulletins" printed on yellow paper. These were distributed over carefully planned routes which covered our own county and reached well over into adjacent counties, by automobiles furnished and driven by the merchants themselves. For the sale each merchant made an especially strong display of his stock and the streets and stores were decorated with huge yellow banners bearing the inscription, FRANKLIN—A GOOD TRADING POINT. A prize plan, calculated especially to draw the people right into the stores, into every store, was employed and it really succeeded in accomplishing its purpose. The town was filled with people from the start to the finish of the sale—not

only that, but they got into the stores and spent their money. As a means of demonstrating how well they could be served and what splendid advantages our city offered as a trading point, no more successful result could have been desired. As a means of clinching trade which naturally belonged to the city no better plan could have been employed. This is but one of the plans which might be employed, but a small item indeed in the constant effort necessary if we are to hold the trade which is ours by right—but of this we may be sure, that the trade we are really in position to serve as it should be served can be held at home if our efforts to hold it are strong enough and persistent enough.

One proposition we have hardly touched upon as yet, except in a general way—it is that regarding the party who stays at home and sends away for the goods he wants. What about the mail order house? My own idea of this proposition—viewing it especially from the standpoint of a shoe dealer—is so well expressed by the following story and the application given it, both of which are taken bodily from an article in last month's issue of "System" that I cannot resist the temptation to appropriate them:

Andrew Jackson was once holding court in Tennessee. A noted gunman, the terror of the region, entered the room and created a disturbance.

"Eject that man" ordered Jackson. The terrified sheriff dared not move.

"Call in your deputies and eject him" said Jackson. Still the terrified sheriff did not move. The court-room was silent—court officers, witnesses, spectators, all paralysed with fear, except the judge himself.

"This court is adjourned for five minutes" said Judge Jackson. Leaving the bench he walked straight up to the bully and looked him directly in the eye. The latter after a moment of endeavor to meet the Judge's gaze weakened, shifted from one foot to the other, dropped his gun and sank into a chair. Jackson seized him by the collar dragged him outside and kicked him down the steps.

The man was terrible only to those who thought him so.

Really, now, if we look this mail order proposition straight in the face, is it a serious problem? Is there any good reason for us to fear it? The disadvantages are all with the mail order house—the advantages all with the local merchant. This is especially true in the shoe business. All we need do is to utilize our advantage.

Let us compare the position the catalogue house occupies with our own. Let us suppose, for instance, that a store proposing to compete with you in the shoe business were to open up next door. The men in charge entire strangers in your community, not a pair of shoes in stock, not a shoe in the show windows, these containing only fair illustrations of the goods intended for sale. Within the store the same conditions—nothing to show the customer except a picture, nothing to rely upon but highly exaggerated claims by a salesman in whom the customer has no especial reason for confidence. The customer given no opportunity to examine a single shoe, no chance to try one on. He is asked to hand over his money and wait a week for a pair of shoes to be delivered to him. If they fit him—and only a practical shoe man knows what a big *if* that is—he has his first opportunity to examine his purchase and compare the value with what he might have got with less trouble at your store. If they do not fit—he may bring them in, turn over the amount

of the express charges both ways, and in **another** week he may have **another** "try-on."

How would you like to be in charge of the store next door? How would you trade your chance for business with his? And how much would it worry you to have such a joint open next door? Would you not wake up pretty quick to your advantages, employ your personality, liven up your store and go out after his customers? In other words would you not, looking the proposition squarely in the face, walk up to him after a time, take him by the collar and march him out of town?

Now the only unfair thing about this comparison and illustration is that the mail order house would never be content to merely open up that store and rely upon the customer to come to it. They take their store, such as it is, to the customer. If the customer pays no attention this week they return to the attack next week and they keep pounding away until they eventually overcome the disadvantage they labor under and, if not persistently opposed, capture the prize which is ours, if we but reach out to take it. In this too, however, the advantage is all ours,—we too may take our store to him every week—do it as effectively as they can and at less expense, with less wasted effort, because we are on the ground and know who to appeal to and who to leave alone. Every mail order house has a card record of possible customers—we can have one ten times as valuable with half the trouble and expense, for it is far easier for us to know all about the people in our community than for them. It is only a question of whether ours is to be lost sight of or discarded while doing effective work,—theirs is not dependent upon that.

In this problem too co-operation may play its part. The idea suggested itself to me when I was reviewing the advertising methods we used in the co-operative sale mentioned above, that, if the right sort of co-operation could be arranged among the merchants of the smaller city, their newspaper advertising could carry, at regular intervals, some well planned thoughts on the mail order subject. As an instance, during the sale mentioned, the committee in charge of the general advertising prepared copy for an advertisement comprising the single sentence, "WATCH FOR THE BIG YELLOW BULLETIN—IT'S WORTH YOUR WHILE" this they asked every merchant to publish in

his regular space in the local papers the day previous to the distribution of the bulletin. The effect was truly startling. The ads were uniformly set in rather small type in the center of each space, and the impression made upon the mind of every reader by the sudden appearance of this simple sentence surrounded by so much white space may be imagined—there was absolutely no way for him to get away from the message intended to reach him.

Why may this not give us the basis for an idea to combat the mail order house? Suppose every merchant in your turn were to-morrow to publish a uniform advertisement reading for example,—YOUR HOME MERCHANT IS HERE, READY TO MAKE HIS GOODS WORTH YOUR MONEY—THE CATALOGUE HOUSE IS A HUNDRED MILES AWAY"; suppose next week this were followed up by another thought along this line and one day the following week by another. If this were done with intelligence, could not the mail order business be given a body blow and practically be "kicked out" of your community.

This is but a suggestion, suppose some of us try it out and report on it at our next meeting. Much more might be said upon the subject but we have the time for a more extended discussion.

Summed up then, this trouble of the customer who leaves home, and the remedy, as I see it,—this remedy to be forcibly administered at regular intervals—lies somewhere within these elements:

Better Store Service, including a more comprehensive display of our stocks and the creation of the closest, most courteous relationship with our trade.

Better Planned, More Persistent Advertising, as applied not only to the printed matter we send out but to the personal influence we may exert among the people of our community.

Closer Co-operation Among All Our Merchants, for the general benefit of the trade of our city. This, not alone for the purpose of holding the business which naturally belongs to our city, but to assist in bringing into the solution the last element entering into the remedy, which is to **Broaden Our Trading Territory** by bringing in new trade and strengthening the old, to replace that which may get away in spite of all our efforts.

General News and Personals

Happenings in the Shoe and Leather Trade

Mr. A. Lockhard has started a boot and shoe business in Lucknow, Ont.

Felsen's Shoe & Harness shop has been opened in Pembina, Ont.

Mr. J. Planty, shoe repairer, Bathurst street, Toronto, has started into the retailing end of the business.

Mr. M. Rosenstein has opened a retail shoe store at 615 Queen street west, Toronto.

Mr. Jno. Fishkin has opened a retail shoe store at 615 Queen street west, Toronto.

Mr. Aaron Hoffer has purchased the retail shoe business of W. C. Metz, at Elmira, Ont.

Mr. A. J. Starkman has opened a retail shoe store on Arthur street, Toronto.

The McCall Shoe Company, of Toronto, have purchased the retail shoe business of Mr. Arthur Wellwood, at 1250

Bloor street west. This company now possesses four retail shoe stores in that city.

Mr. H. L. Seythes, 611 Dundas street, Toronto, has retired from the shoe business.

Getty & Scott, Limited, Galt, Ont. have been appointed Canadian agents for the A. W. Plateau Company, of London, Eng. The latter firm are celebrated for their evening slippers of which they turn out a complete variety.

Mr. A. A. Shaw, formerly of the Regal Shoe Company Whitman, Mass. has taken charge of the cut sole factory of Ames-Holden-McCready Limited. He succeeds Mr. Finney who has returned to the States. Mr. Lincoln of Whitman Mass. follows Mr. Silver as foreman of the stock fitting department, Factory No. 1.

Dr. J. T. Donald Montreal read a paper before the Society of Chemical Industry, Montreal, on "Modern Shoe Polishes and Dressings." Dr. Donald discussed the compos-

and history of shoe dressings, and exhibited raw material and finished products, showing the advance that had been made in the industry. We hope to give a detailed account of the paper in a later issue.

Mr. W. F. Martin, sales manager of the Kingsbury Footwear Company, Limited, Maisonneuve, has been on a visit to New York, Boston and other American cities.

At a reception given in his honour, Mr. Thos. Scott, mechanical superintendent of the United Shoe Machinery Company of Canada, Maisonneuve, was presented with a very handsome gold watch and chain. The presentation was made by Mr. W. E. King, financial secretary on behalf of the employees of the company. The occasion was the anniversary of Mr. Scott's birthday. The presentation was followed by a dance and musical programme.

With two or three exceptions, all the factories in Montreal and Maisonneuve are very quiet. They have had an exceptionally busy season and now that the Spring orders have been practically finished, the usual dull period about this time appears to be worse than it ordinarily is. Most of the travellers are out with the Fall samples, and several manufacturers report that the early orders received indicate that the Fall trade will be very good.

Mr. G. J. Trudeau has resigned the position of District Sales Manager for Slater Shoe Company, and is forming a company which will manufacture a finish for leather which will give it a patent leather surface.

Mr. Thomas R. Trudeau who is well known in the West as representative for Corbeil, Limited, Montreal, was married on April 5th, to Miss Mariette Marien, of Montreal. The honeymoon will be spent in California.

The Brandon Shoe Company, Limited, Brantford, Ont., report sales to date for Fall season are 50 per cent. over same date last year.

Mr. A. R. Trudeau, manager of Brockton Shoe Store, Toronto, has just returned from Montreal, having had a successful buying trip.

The shoe store formerly occupied by The Slater Shoe Company, on St. Catherine's street, Montreal, has been leased to The Brockton Shoe Company, \$8,000 having been paid for same. Mr. T. R. Trudeau will be in charge as manager.

The solid Leather Shoe Company, of Preston, Ont., are showing samples of Fall season, which are up-to-the-minute in design and workmanship.

Mr. Griffith Clarke, the president of A. R. Clarke Company, Limited, Toronto, is now enjoying a trip through Europe. He will be away three months and will visit England, Germany, France and Italy.

The management of Ames-Holden-McCready, Limited, Montreal, held the annual sales convention at the head offices in Montreal, when questions relating to the sales force and methods of salesmanship were discussed. The following were present: Messrs. W. B. Louson, general sales manager, Montreal; A. R. Angus, assistant sales manager, Montreal; A. L. Johnson, Western manager, Winnipeg; E. A. Dagg, Calgary; F. M. Morgan, Edmonton; A. B. Erskine, Vancouver; Charles Bonnick, Toronto, and W. M. Angus, St. John, N.B. The company proposes to hold a travellers' convention in July next.

The Breithaupt Leather Company, Limited, of Berlin, Canada, has just built a large new brick rolling-house and a brick addition to their Eagle Tannery at Berlin, Ontario. This tannery has also installed a modern and up-to-date tunnel-drying system. Their large sole-leather tannery at Penetang, on the Georgian Bay, is also running at full force. This company is one of the largest in Canada making hemlock and oak soles and they have also a department for the manufacture of cut soles, counters, etc. A subsidiary company, The Hastings Tanning Company, Limited, of Hastings, Ontario, makes union-oak harness leather. This plant has also been undergoing changes, improvements, and additions. The power for the Hastings plant is generated by its own water-power privilege. This firm reports a good encouraging outlook for business.

The "New Westminster Columbian" states that the R. B. Johnston Shoe Company, capitalized at \$25,000, which is to be located at Port Coquitlam, B.C., is now an established fact, and the factory will be in operation shortly, as the machinery is now being installed. Space is provided in the building for the manufacture of 350 pairs of shoes daily and, for the present at least, only heavy and medium grades of shoes will be made. It is the intention of the company,

later on, however, to manufacture all kinds and varieties of footwear. Local capital to the amount of 49 per cent. of the subscribed stock of the company has been invested and the Board of Directors is composed entirely of local men, with the exception of the managing director, Mr. R. B. Johnston, who is from Vancouver. The other officials are: Secretary-treasurer, R. C. Galer; Directors, J. R. McKenzie, J. Rowland, R. Martin and R. C. Welch.

Ames-Holden McCready, Limited, Montreal, have purchased a considerable number of very attractive showboards painted in colors. One has for its motto "McCready Shoes Every Wear—Everywhere," and another, "Ames-Holden—The Shoe that has a Foothold on Popularity."

Mr. Clarence F. Smith, general manager of Ames-Holden-McCready Limited, is now in Atlantic City.

Mr. H. A. Beatty, of the Slater Shoe Company, Montreal, is on a visit to various parts of Ontario in the interests of the firm.

J. A. Baudoin, who has held the position of lasting room foreman at No. 2 factory of Ames-Holden-McCready Company, Montreal, has resigned his position. He will be replaced by Mr. Bert Cote, who comes from the Thos. G. Plant Company, of Boston, Mass.

H. Noonan is now packing room foreman of the Slater Shoe Company at Montreal.

J. M. Humphrey & Company, of Halifax, N.S., report that they have been compelled to do night work in their shoe factory in order to fill their heavy orders, and that these must now be placed a considerable time in advance.

In the Supreme Court, Montreal, a question has been decided arising out of the sale of goods by the Florsheim Shoe Company, Chicago, to the Boston Shoe Company, Limited, now being wound up. The question briefly was as to whether the latter company have taken delivery of thirty cases of goods containing 1,000 pair of boots and shoes, the petitioner claiming that legal delivery had not been made, while the liquidator claimed the goods as part of the estate. The arguments were almost entirely of a legal character, and Mr. Justice Beaudin decided that the petitioner was entitled to five cases of goods which were delivered within thirty days of the insolvency; as to the balance of twenty-five cases, his Lordship held they were part of the estate, having been delivered more than thirty days before the insolvency.

The Boston Shoe Company has taken over the business of the Dominion Shoe Company at Winnipeg, Man.

C. S. Pace has established a boot and shoe store at Saskatoon, Sask.

The Boot and Shoe Recorder has acquired by direct purchase, the entire circulation, goodwill, trade name and business assets of the Shoe & Leather Gazette, an attractive and long established publication which is exceptionally strong in the Middle West and Southern States.

Spaner Bros. have suffered loss by fire in connection with their clothing and boot and shoe store at Edson, Alta.

R. Bradley & Company have moved the stock of their harness and boot and shoe business at Manor, Sask., to Omega.

Louis P. Pelletier has been registered to carry on a retail boot and shoe business in Montreal.

The erection of the factory of the Edmonton Leather & Shoe Co. of Edmonton, Alta., will probably be delayed as at present there appears to be no prospects of obtaining power to run it. Several other proposed factories at that place are delaying their plants for the same reason.

The Canadian General and Shoe Machinery Company, Levis, P.Q., has gone into liquidation, Mr. A. E. Lefevre being appointed provisional liquidator. The statement shows assets of \$581,161 and liabilities of \$618,028, or a deficiency of \$31,866. The business of the company will be continued by the liquidator and the inspector of liquidation.

Mr. Zimri Seely, an old and respected shoe dealer, of Iroquois, Ont., recently passed away in his 75th year. The business will be carried on in the same style as formerly, viz., "Seelys Shoe Store," by his two sons, Z. A. Seely and H. R. Seely.

S. Miller, Shoe Retailer, Ottawa, Ont., has discontinued his Elgin street store.

F. C. Taylor, shoe retailer, Ottawa, Ont., has closed his branch store.

E. Brisebois is removing his tannery from Monique, Que., to Mont Laurier.

John Kimble & Son, St. John, N.B., are applying for incorporation as Jno. Kimble & Son, Limited, to carry on business as dealers in wool and hides.

Meeting in Montreal, the Creditmen's Association have passed a resolution in favor of a Dominion bankruptcy law superseding all provincial legislation, providing for compulsory assignment, and the discharge of the honest debt. Mr. P. J. Valentine, the secretary, reported that the clearing house department of the association had made the exchange of credit information an important addition to safety in extending credit; while the interchange of ledger information in Montreal had been well supported. The board of governors were in favor of the opening of an adjustment department; it was decided by a vote of the members that a collection department should not be organized, but that the work of investigation should be entrusted to an investigation department who would work for the good of all the members of the association.

J. E. Langelier has taken a position as assistant foreman of the finishing and treeing department of the J. & T. Bell Company, of Montreal. Mr. Langelier was formerly employed by the U. S. M. Co.

Robert Wilson, Canadian salesman for the Whitman & Keith Company, of Brockton, is covering his territory from Winnipeg to Quebec.

The National Shoe Stock Company, Limited, of Quebec City, has been organized with a capital stock of \$20,000. They will manufacture box toes, false soles, heels and other material for boots and shoes.

A new general store firm has been registered in the city of Winnipeg under the style of Lurie's, Limited, with a capital stock of \$20,000.

The Dominion Commercial Travellers' Association have made representations to the Hon. L. A. Taschereau, Minister of Public Works, Province of Quebec, as to unsanitary conditions and poor accommodation offered to commercial travellers in that province. The deputation stated that in many hotels the facilities were wretched, and that the sanitary conditions could hardly be discussed. The result was severe illnesses, while the rates charged were far too high. Mr. H. M. Levine said that the system in Manitoba by which each traveller had a card on which he reported unsatisfactory conditions had resulted in the improvement of hotels by 75 per cent. Failure to alter bad conditions was followed by the revocation of the license. Mr. Taschereau promised that a system of hotel inspection should be inaugurated at an early date, and that temperance hotels should come within the inspection.

Mr. Jno. F. Shea, one of the oldest shoe retailers in Hamilton, Ont., has discontinued business.

Mr. J. H. Begin, wholesale and retail shoe dealer, of Quebec City, has sold his retail stock to I. A. Fortin.

MacLean & Hutchins, of Battleford, Sask., have been succeeded by Burlingham & Spurs.

Mr. J. Vaundell has accepted the position of foreman of the making room for the Slater Shoe Company. He comes from Boston, Mass. Mr. A. Fontaine, who formerly held this position, has joined the staff of the Whalen Shoe Company of Montreal.

Mr. E. C. Door, making room foreman for Ames-Holden McCready, Limited, Montreal, has resigned that position and joined the staff of the Pontiac Shoe Company, of Pontiac, Ill.

J. H. Buffet, shoe retailer, of Moose Jaw, has sold out to Anderson Bros.

A legal question arising out of damage to stock at the premises of Daoust, Lalonde & Company, Limited, Montreal, was decided in the Superior Court. The stock was damaged by a break in the sprinkler pipe, and insurance was paid by the Casualty Company, who sued the owners of the building for compensation, as the accident was due to the settling of the structure. The reply of the owners was that Daoust, Lalonde & Company were responsible for the repairs, but it was argued by the plaintiff that the agreement did not cover the foundations. Judgment was given against the owners of the building.

W. M. Carroll has opened a boot and shoe store in Kentville, N.S.

G. J. Galarneau, shoe retailer, of London, Ont., has discontinued business.

M. E. Henry has opened a boot and shoe store at Wainwright, Alta.

P. A. Trudeau has opened a shoe store in Waterloo, Ont. Alteen & Company have started a boot and shoe business in Cobalt, Ont.

L. E. Gowing, of Burk's Falls, Ont., has put in a boot and shoe stock.

J. Huycke, of Cobourg, Ont., has added a shoe stock to his furniture business.

W. H. Gordon, saddler, of Acton, Ont., has added a shoe stock.

Norman Leach has opened a shoe store at Smith's Falls, Ont.

B. F. Potts, of Smithfield, Ont., has added a stock of shoes to his business.

A. Langlois, shoe merchant, 641 Ontario street east, Montreal, is moving to 685 Ontario street early in May.

W. Foster has opened a shoe store in Medicine Hat, Alta.

Geo. G. Gales & Company, of Montreal, are opening a branch store at the corner of St. Denis and St. Catherine Sts.

The Canadian Consolidated Rubber Company had a very successful year. In presiding at the annual meeting, held in Montreal, Mr. D. Lorne McGibbon stated that the total profits of the company and subsidiaries amounted to \$832,846.86. Bond interest, interest on borrowed money, prepayment allowances to customers, dividends on preferred and common stocks, as well as dividends to minority shareholders of the Canadian Rubber Company, amounted to \$813,843.86. The sum of \$19,003 was carried forward to surplus, bringing the latter up to \$1,991,627. Total sales for the year amounted to upwards of \$8,000,000, business in rubber footwear showing an increase of 24 per cent., and in general rubber goods of 28 per cent. Mr. McGibbon stated that a new warehouse had been built at Winnipeg during the year at a cost of \$113,000 and a modern tyre factory was being built at Berlin at a cost of \$600,000. Owing to the continued decline in the price of crude rubber during the last two years, the directors had decided to commence the coming year by a complete revaluation of not only raw materials, but all manufactured stocks and goods in process of manufacture. This had been done on a most conservative basis. "The outlook for the coming year is very satisfactory," said the president. "The organization of the company's manufacturing and selling staffs is most complete and effective. The plan of dealing direct with the retail trade has been successfully carried out, and your directors feel that the results for the coming year will demonstrate in a most tangible form the wisdom of adopting this policy." The board was elected as follows—Messrs. D. Lorne McGibbon, president; I. H. McKechnie and T. H. Reider, vice-presidents; Shirley Ogilvie, Victor E. Mitchell, D. Coulson, Toronto; E. W. Nesbitt, Woodstock, Ont.; W. R. Allan, Winnipeg; A. J. Kimmel, Berlin, Ont.; F. H. Ward, Montreal; S. P. Colt, H. F. Sawyer, and E. S. Williams, New York.

An increase of 89 per cent. was made during 1912 in the sales of the Canadian Consolidated Felt Company, the annual meeting of which was held in Montreal. Mr. D. Lorne McGibbon, the president, in his report, stated that this increase was made notwithstanding unfavorable weather. He continued: A good portion of the increase is due to the wider range of goods manufactured, but more especially to the plan adopted at the commencement of the year, whereby the sale of the company's brands was apportioned as follows: "Kimmel" brand, sold exclusively by Ames-Holden McCready Limited; "Berlin" brand sold exclusively by the Canadian Consolidated Rubber Company, Limited, and "Felmira" brand sold by the wholesale shoe trade, east and west. The prices fixed in January, 1912, provided the usual percentage of profit, but your company was committed to over ninety per cent. of the year's sales in the first few months, after which unforeseen and most unusual advances took place in the cost of both wools and leathers, which are the principal raw materials. In spite of this, the net profits amounted to \$113,229.87, out of which has been paid: Bond interest, \$21,070; preferred stock dividends, \$35,000; total, \$56,070; leaving a balance of \$57,159.87. Provision has been made for all repairs and possible depreciations, as well as accrued interest on bonds to December 31, also a reserve has been set aside for interest on deferred terms of payment for certain sales. The whole provision amounts to \$25,411.71, leaving a net increase of surplus for the year after all deductions, of \$23,

715 16 The demand is now about equal for each of the three brands, and with the recently completed addition to the plant at the Berlin Felt Boot Company, the manufacturing facilities are capable of handling the increased volume of orders already in hand for 1913 delivery. Mr. D. Lorne McGibbon was re-elected president of the Company following the meeting. Mr. G. Rumpel was elected 1st vice-president, and Mr. A. J. Kimmell, 2nd vice-president and general manager. The other directors are Messrs. J. H. McKechnie, H. D. McKellar, Victor E. Mitchell, T. H. Rieder, Oscar Rumpel and F. H. Ward.

Only a small portion of the assets of the Cimon Shoe Manufacturing Company, Limited, in liquidation, was sold at the auction in Montreal. Mr. J. G. Watson purchased the boots and shoes, valued at nearly \$6,000, for 72½ cents on the dollar, but the land, factory, machinery, lasts, etc., valued at \$80,000, were withdrawn at \$39,000.

Under the liquidation of the Boston Shoe Store Company, Limited, the effects were offered for sale by auction

in Montreal on April 2. The stock of \$24,000 in bond, with a liability of 30 per cent. duty, was sold to Mr. Freedman, for 75 cents on the dollar. The stock and fixtures on the premises, St. Catherine street west, valued at \$55,500, was bid up to 60 cents on the dollar, but were withdrawn. A brisk discussion followed on the lease being put up—this has a year to run from 1st of May next, at a rent of \$5,000. There is an option for another three years, the rents being increased on a graduated scale to \$6,500 per annum. In answer to questions, the liquidator stated that Frank & Company claimed that the option belongs to them, although legal opinion was to the effect that it is vested in the Boston Shoe Store Company, which was connected with the Frank Company. The liquidator offered the lease with whatever rights there are, but declined to indemnify the purchaser against any legal action. After an animated discussion, Mr. James Robinson, on behalf of the creditors, withdrew the lease, and stated that they would obtain the opinion of the court as to the validity of the option. When this has been settled, the lease and stock in the store will be put up for auction.

General Store News of Western Canada

Where the Shoe Manufacturer May Find a Customer

Alberta

H. Shute has opened a general store at Langdon.

J. L. Hay, general merchant, of Ryley, has opened a branch at Dodds.

N. W. Urquhart, general merchant, of Crossfield, has opened a branch store at Sampsonston.

The Alberta Trading Company have opened a wholesale and retail general merchandise business at Lethbridge.

Gordon & Gordon have sold their general store at Chipman to Martin Wiltzen & Son.

Elliott & Gilchrist have sold out their general store business at Islay to Yeoman & Herridge.

British Columbia

Ryan & McKenney, Limited, has been organized in British Columbia with a stock capital of \$50,000. They will carry on general store business with headquarters at the city of Vancouver.

Neehaco Stores, Limited, has been organized at British Columbia, with a capital stock of \$15,000. Headquarters will be at Port George. They will carry on general store business.

C. W. Lester, general storekeeper at Crescent Valley, has sold out.

Manitoba

W. Neiman has sold the stock of his general store at Rosenfeld to S. Noziek & Company.

Saskatchewan

Mr. V. Yargan has opened a general store at Arborfield. Davidner Bros. have opened a general store at Saskatoon.

X. S. Fitch, general merchant at Odessa, has been succeeded by Fitch & Schroeder.

Lowe, Moore & Worth, Limited, of Roleau, have opened a branch general store at Avonlea.

John Long has opened a general store at Czar.

H. Hyman, general merchant at Athabasca Landing, has opened a branch store at Clyde.

D. Wells has opened a general store at Readlyn.

J. T. Ruggles has sold his general store at Sutherland to M. J. Becker.

J. Temandy has purchased the general store of Climie & Son at Jansen.

Robert Burns has sold his general store at Rosthern to W. A. Hepburn.

Reginald Drayson has been succeeded in his general store business at Griffin by Wedin & Wilbrecht.

Elliott & Gilchrist have sold out their general store on a general store business with headquarters at the city of

C. W. Lester, general storekeeper at Crescent Valley,

D. Wells has opened a general store at Readlyn,

Morris Tadman has opened a general store at Limerick.

Hoas & Nelson have been succeeded in their general store business at Dundurn by Hogal & Taylor.

The general store of Donovan & Co. has been sold at Langham, to D. A. Scott & Son.

Bokofsky Bros. have been succeeded in their general store business at Jansen by the Jansen Supply Company.

F. X. Poitras, general storekeeper at Ituna, has been succeeded by F. E. Henry.

McMillan & Bradshaw, general storekeepers, at Pense, have been succeeded by E. C. Dycr.



PHOTOGRAPH OF A SHOE WORN OVER A BUNION NOT PROTECTED BY A FISCHER BUNION PROTECTOR

Over One-Third

of the entire population of this country is troubled to a greater or less extent with bunions. Just think of that a moment, Mr. Shoe Dealer. These deformed feet must be fitted to shoes and there is only one way you can do it. The market and the device are at your disposal. That means profit for you.

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Moderate price in restaurant.

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 Broad and flat where the bows are tied for beauty

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Remember that our service insures prompt deliveries.

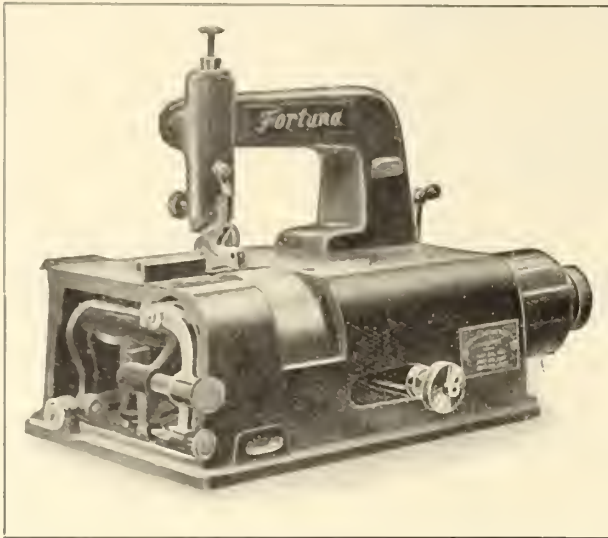
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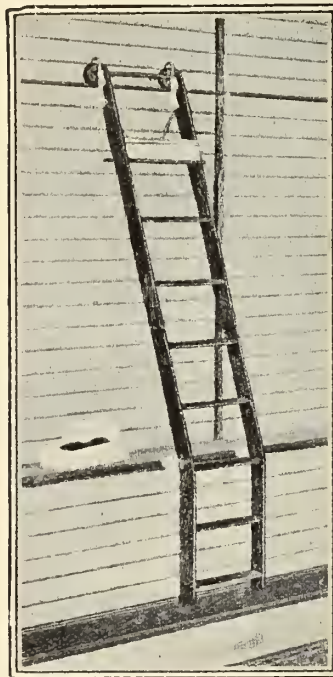
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PRESTON CANADA



It Pays to Have an Attractive Store

A System of the Milbradt Rolling Step Ladders will pay for themselves in a short time by enabling you to wait on more trade, save the wear and tear on your fixtures and goods, as well as bring the appearance of your store up-to-date. Write for catalogue which shows various styles of ladders we manufacture.

Milbradt Mfg. Co.

2410 N. 10th Street
ST. LOUIS, MO.

NEW LASTS

The latest styles in lasts may always be had from our factory. We make nothing else but lasts for ladies' footwear and have the most up-to-date plant in America devoted to that purpose.

Our salesman will call if you so request.

Rochester Last Works
Rochester, N. Y.

ROCHESTER LAST WORKS

Lasts For
Ladies' Shoes

MOHLENE "A" adds the Quality that makes your leather a little better than the rest. Ask us about it.

Marden, Orth & Hastings

ESTABLISHED 1837

All Oils, Greases, Tannins and Tanning Extracts for Leather Manufacturers

NEW YORK OFFICE:
82 Wall Street.
SAN FRANCISCO
OFFICE AND WAREHOUSE:
340 Clay Street

BRANCH STORES:

CHICAGO

1030 North Branch Street.

201-225 Purchase Street,
73 High Street,

BOSTON, U.S.A.



H & KID
GLAZED & C
TRADE MARK

Fine, Flat Grain,
Mellow, Full Feel,
Yet Tight
Uniform in Weight
and Selection

Hitchings & Coulturst Co.
122 South St. Boston.


Pla-Mate

TRADE MARK REG. U. S. AND CANADA

Shoes

A Real Line for Boys and Girls
17 STYLES IN STOCK
and Strong on the New TANS


This Strap Pump in Stock "D" Width, 1463, Tan; 1461 Du.; 1460, Patent. Other leathers and widths to order.



Other Styles in Stock "D" Width Only

- 1100 Patent Pla-Mate Lace
- 1101 Dull Cali Pla-Mate Lace
- 1403 Tan Russia Pla-Mate Lace
- 1104 Glazed Kid Pla-Mate Lace
- 1410 Patent Pla-Mate Button
- 1441 Dull Cali Pla-Mate Button
- 11140 Patent Hi Pla-Mate Button
- 11141 Dull Cali Hi Pla-Mate Button
- H1443 Tan Russia Hi Pla-Mate Button
- 1443 Tan Russia Pla-Mate Button
- 1114 Glazed Kid Pla-Mate Button

TAN STRAP PUMP
\$1.25
\$1.45



Send for illustrated Folder and Prices

WILLIAMS, HOYT & CO.
Makers of men's, children's, women's and growing girl's shoes and slippers

No. 6 Commercial St. - Rochester, N.Y.

"Doubler"—is the word used by English Shoe Manufacturers for what we call "Backing Cloth."

"Doubler" is expressive, because soft cotton cloth, stuck on to Leather with soft, odorless, dry process adhesive, certainly Doubles the Leather in wearing strength and value.

PETERS MANUFACTURING CO.

43-53 Lincoln Street, Boston, Mass.

304-310 E. 22d Street, New York City

BACKING SPECIALTY SINCE 1860

THE
AHRENS
SHOE

Charles A.
AHRENS
Limited
BERLIN, ONT.
Manufacturers of
Solid Leather Shoes

THE
AHRENS
SHOE

Middle and Western Canada Demands the Best in Footwear

To successfully introduce your lines and maintain a satisfactory business you must interest the
General Merchants in the Prairie Provinces and British Columbia.

The General Merchants are Departmental Stores—in miniature—found in every hamlet, village, town, and city in the Great Western Provinces of Canada. Every General Merchant sells boots and shoes—there are no exceptions. No exclusive shoe paper can interest this trade, because the General Merchant is not an exclusive shoe dealer.

Established 1877
THE COMMERCIAL
Winnipeg Financial Commercial Co.
General Trade Newspaper of the Great West.

Over 29 years in its field

"CANADA'S GREATEST TRADE PAPER."

Issued every Saturday Morning at WINNIPEG, Canada.

Is the ONLY PAPER reaching the General Merchants in all points, Port Arthur and West to the Pacific Ocean

Get a sample, and advertising rates, of "That Western Paper that brings results.—"THE COMMERCIAL"

Branches at

VANCOUVER, TORONTO, MONTREAL, CHICAGO, NEW YORK, LONDON, ENG.

Genesee Stepping-Stones Catch the Mothers

Mother buys a pair of "Genesee" Baby Shoes and is so pleased with them that she returns and buys her own shoes from you.



C-456 \$4.50 Doz.

We make the Nobbiest line of Moccasins on the market. All colors and styles.



C-137
\$4.50 Doz.

We have One, Two and Three Strap Sandals in any color leather, velvet, satin, canvas or Suede.

C-457 \$4.50 Doz.
(Gypsy Button) All the rage. We make same in all colors of Leather, Suede, Velvet, Canvas, Satin or Silk. Trimmed with Silk tassels and Pearl buttons.



Mr. Retailer!

Write to-day for our "QUICK SERVICE CATALOGUE" which will give you an idea what to select, or communicate with our ONTARIO REPRESENTATIVE who has full line of our latest styles. When you buy "GENESEE" Soft soles you buy the best.

GENESEE
BABY SHOE CO. ROCHESTER, N.Y.

Ontario Representatives
HARDIE & MOORE, 189 Church St., Toronto

“THE EIFFEL” Shoe Stands

The most artistic line of shoe fixtures ever designed

Heavy cast bases, standards and extensions of heavy brass tubing. Made in all sizes, with metal tops or Opalite glass tops.

Write for our new catalogue showing a complete line of shoe fixtures.



No. 231
Opalite shoe stand



Double heel rest
(for a pair of shoes)



Single heel rest



No. 231
Eiffel shoe stands in all heights



No. 232
Eiffel shoe stands in all heights

CLATWORTHY & SON, Limited

The largest makers of display fixtures in Canada

161 King Street West

TORONTO, ONT.



- ¶ The Laird, Schober product is sold throughout the world wherever women's high grade shoes are worn.
- ¶ Individuality of design, expert shoemaking and superior materials employed in this line have aided in establishing the reputation of Philadelphia as the leader in Quality Footwear for women.

Laird, Schober & Co.
Philadelphia



Real Hard Wear in Cat's Paw Rubber Heels

These heels are made with a Patent Canvas Friction Plug which is vulcanised right into the heel and extends from the wearing surface right through the thickness of the rubber.

This Plug absolutely prevents slipping and adds miles of walking to the life of the heel.

The Walpole Rubber Co., Limited
Eastern Townships Bank Bldg., Montreal, Que.



To get results, YOU must have the best material.

That is why the Wise Foremen insist on getting

C. B. C.

**Inks, Dressings, Waxes, Toe Gum
and Cements**

Each Product Guaranteed to be A 1 Quality

Made in Canada by

Canadian Blacking & Cement Company
Hamilton, Ontario



**We Can
Supply Anything
From a Tack
To a Full Factory
Equipment**

If there is anything
you want, write us

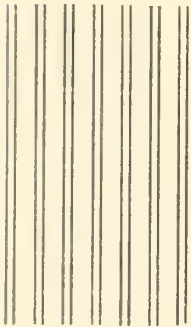
United Shoe Machinery Company of Canada

Lagauchetiere and St. Monique Sts., Montreal, Que.

122 Adelaide St. West, Toronto

492 St. Valier St., Quebec

Union Made Shoes Should be on Your Shelves for the Coming Season, Mr. Retailer



When the salesmen visit you this season, Mr. Retailer ask if his shoes are Union Made. The Retailer who carries the largest volume of business, who is seeking better profits, honest footwear and maximum service invariably carries Union Made footwear.

The Union Stamp has been widely advertised in all the leading labor journals of the country, and the Union Made Shoe is absolutely demanded by Union workers throughout the United States.

The Union man understands the value of the Union Shoe which he demands not only for himself alone but for his family.

Retailers have come to realize that the best made shoes are the product of Union labor, which means footwear of quality produced by the most efficient workmen, and sold at reasonable prices.

No Stamp is the seal of Union labor except the official Stamp of the Boot and Shoe Workers' Union. This Stamp, and this stamp alone, is the one genuine guarantee of Union made shoes.

With shoes bearing the Union Stamp you are prepared to cater to *everybody*, with shoes that represent the highest quality in footwear for men, women and children.

INTERNATIONAL HEADQUARTERS

Boot and Shoe Workers' Union

Affiliated with American Federation of Labor

246 Summer Street

BOSTON, MASSACHUSETTS

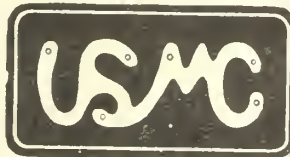
JOHN F. TOBIN
General President

CHAS. L. BAINE
General Sec.-Treas.

Shoe Machinery

For Every Department from Lasting to Finishing

TRADE



MARK

**Goodyear
Welt and Turn
Systems**

**Consolidated
Hand Method
Lasting Machines**

**Model-C
Ideal Clicking
Machines**

**Rapid Standard
Screw
Machines**

**Davey
Horn Pegging
Machines**

Heel Protector, Driving, Heel Compressing, Loading and Attaching Machines, Heel Trimming, Breasting, Scouring and Finishing Machines; Loose Nailing and Slugging Machines; Cementing, Buffing and Skiving Machines; Gem Insole Machines, Eyeletting Machines; Eyelets, Shanks, Brushes, Etc.

United Shoe Machinery Company of Canada

122 Adelaide Street West, TORONTO

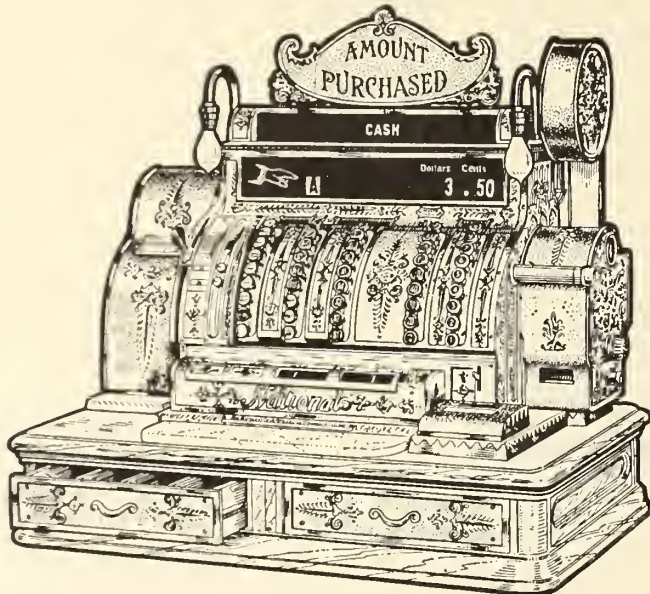
MONTREAL, QUE.

492 St. Valier St., QUEBEC.

There is just one best way to do anything

In the handling of money or the keeping of records

This is IT



IT'S perfection is acknowledged by every nation on earth—212 different kinds of businesses have granted its superiority over all other systems for

Recording Sales

Checking losses

Safeguarding profits

Protecting the integrity of employer and employees

Warranting a square deal to customers

Made in over 500 styles and sizes—each with a distinct difference and each difference based on the peculiar conditions of a specific business.

No store is too small—no institution is too large to operate to the best advantage without a National.

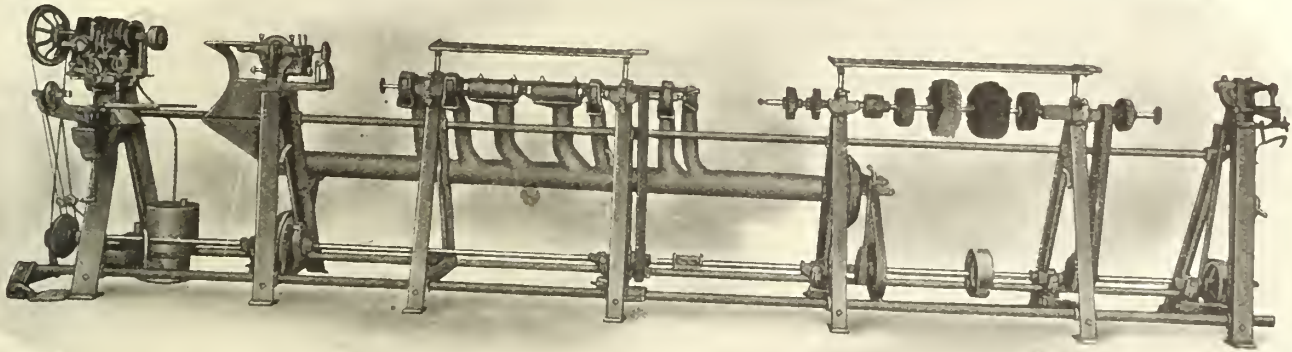
No matter who you are, what you do, or where you do it—if you handle money or keep records, write and find just what sort and size of National Cash Register is build to meet your especial requirements.

THE NATIONAL CASH REGISTER COMPANY

285 Yonge Street, TORONTO

Canadian Factory, Toronto

22-Foot Goodyear Shoe Repairing Outfit



MODEL N.

THIS Outfit represents the highest development in shoe repairing machinery, and meets every demand of modern shoe repairing. It embraces all the essential processes for making new shoes from old ones, giving the maximum of equipment and efficiency in the minimum space. The Outfit has the Goodyear Stitching Machine with all its improvements, including a new style steam generator which uses gas or gasoline for generating the steam, and operates automatically, thereby insuring a uniform heat for keeping the wax in proper condition and requiring little attention from the operator. The Edge Trimming Machine has the new feature of the two shafts being operated by a single belt, and the cutter grinder is attached directly to the main shaft. This arrangement gives better results with less power.

The Buffing and Scouring Machine has a shaft 57 inches long and carries the following equipment:—

- | | |
|--|------------------------------|
| 2 Split Bottom Buffing Rolls | 1 Heel Breast Scouring Wheel |
| 2 Flat X-Ray Heel Scouring Wheels | 1 Pin Wheel Pad complete |
| 2 "C" Shape X-Ray Heel Scouring Wheels | |

A powerful Blower System removes the dust resulting from the trimming, buffing and scouring operations, and is designed to overcome certain objectionable features of other blowers.

The Finishing Machine has a 78 inch shaft which has all the necessary equipment for black or russet work:—

- | | |
|--|-------------------------|
| 2 Corrugated Rubber Shank Finishing Wheels | 2 Heel Brushes |
| 1 Corrugated Rubber Heel Finishing Wheel | 1 Stitch Cleaning Brush |
| 1 Corrugated Rubber Bottom Finishing Roll | 1 Levelling Roll |
| 2 Shank and Bottom Brushes | 1 Bead and Wheel |

At the end of the Outfit is the Oscillating Edge Setting Machine which is fitted with union irons and in its motions duplicates hand workmen with quicker and better results.

Each of the machines is operated independently by a friction drive pulley, so that it is necessary to use only those machines which the operator may require. This feature means a saving of power.

All the machines are firmly mounted on legs and driven by a countershaft with carefully adjusted bearings, so that the Outfit runs with very little vibration, and is in every way most efficient.

Full information furnished promptly on request.

United Shoe Machinery Company of Canada

Lagauchetiere and St. Monique Streets

122 Adelaide Street West, TORONTO

MONTREAL, QUE.

492 St. Valier Street, QUEBEC



Stands Out by Itself

Its superior quality makes it the favorite with your customers.

Our extensive advertising makes "Nugget" a household word.

Price shows you a good margin of profit.

Should you not be pushing a line that has such excellent selling qualities?

The Nugget Polish © **Limited**

9, 11 and 13 Davenport Road

Toronto, Ont.

FOOTWEAR IN CANADA

YOUR



USMC



**GUARANTEE
FOR QUALITY**

United Shoe Machinery Company of Canada

Lagauchetiere and St. Monique Streets, Montreal, Que.

122 Adelaide Street, West, Toronto

492 St. Valier Street, Que.



ESTABLISHED IN 1852

The Leading Manufacturer of Patent in the British Empire

Makes this Statement

Discriminating buyers of Canadian Footwear.

Will Always Ask!

“is CLARKE’S PATENT Leather in these shoes.”

Just Inquire, Mr. Retailer

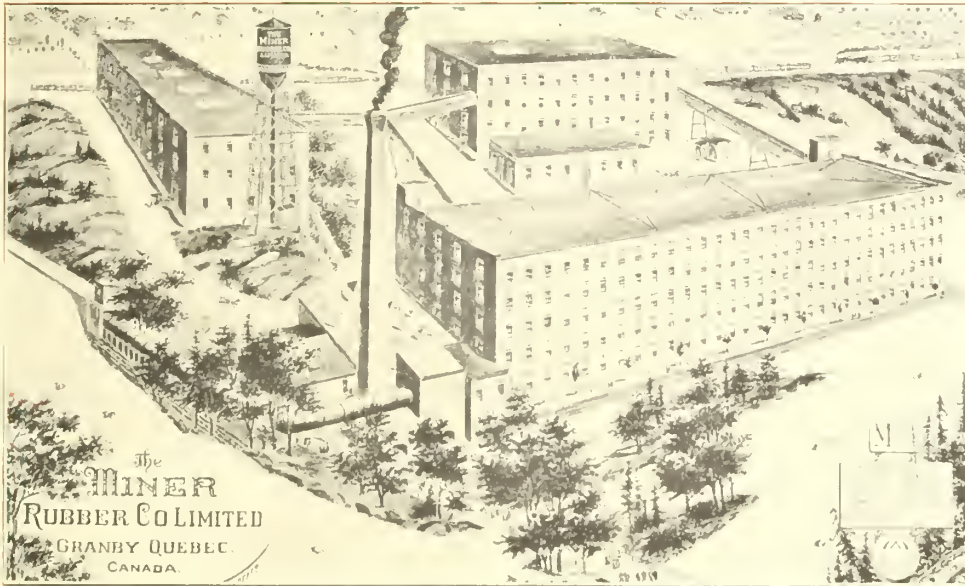
You will find our patent in all HIGH CLASS SHOES.

A. R. Clarke & Co., Limited

Toronto and Montreal

SIXTY YEARS OF SUCCESSFUL BUSINESS

Footwear In Canada



Home of The Miner Rubber Company, Limited

Miner Tennis

are sold by

Jackson & Savage
MONTREAL

R. B. Griffith & Co.
HAMILTON

J. M. Humphrey & Co.
ST. JOHN, N.B.

Coates, Burns & Wanless
LONDON

Blachford, Davies & Co., Ltd.
TORONTO

Dowling & Greelman
BRANDON, MAN.

The William A. Marsh Company Western Limited
WINNIPEG

CALGARY

EDMONTON



The Miner Rubber Co.

GRANBY
MONTREAL

TORONTO
QUEBEC

Limited

See other advertisement page 8

If These Two Lines

Would make more Money for you
Wouldn't you want to know them?

Retailers who stock Tebbutt Shoes report increased sales at good profits in these lines.

What others have done with Tebbutt Shoes, you too can do.

We want you to prove it to yourself.



The "Doctors" Cock O' the North Waterproof Shoe

is a neat, high-class, plain design shoe—strongly made of the best grade leather only—stylish enough for city streets—strong for country roads. A patented waterproof non-perspiro shoe made on hygienic lines to keep the feet healthy—always dry and comfortable,

The Tebbutt New Boys' Shoe

is a stout, strong shoe made essentially for hard wear. It is particularly neat in appearance and is made on comfort-shape lasts. Made from best selected leather—it is wet-proof and cold-proof. This New Boys' Shoe is backed by the Tebbutt reputation and will give all the service looked for in boys' footwear.

Your jobber will show you samples of all our lines—it will pay you to see them, particularly

The "Doctors"
Waterproof Shoe

&

The Tebbutt
New Boys' Shoe

Tebbutt Shoe & Leather Co.

Three Rivers, Quebec

Limited



“Here’s a New One out of Brockton”

FARNUM
FARNUM

Shoes to Retail in Canada for \$5.00

A New and Complete Line at \$2.50

Here is just the line of popular priced American made men’s welts which you need

Our FARNUM shoes are Union Made in Brockton (this in itself is an assurance of style and workmanship) — they are made of genuine calfskins, (NOT side leather), and they are sold to you without retail selling price restrictions of any sort. They will be carried in stock for Fall without price stamp.

Satisfy yourself (without obligations to us) as to the exceptional merits of this line by writing us to-day.

CHURCHILL & ALDEN COMPANY

Manufacturers of the famous Ralston Shoe
CAMPELLO (Brockton,) MASS



Your Future Business

Depends on your customers
opinion of the goods you sell
to-day

Rideau Shoes

give you a certainty of your customers
good opinion at every sale.

**Smart Style — Easy Fit
Good Quality — Big Profits**

**New Lasts in
the Fall Range**

Let your next placing order be
Rideaus. We will show you our line.

Rideau Shoe Co.

Montreal, Que.



Ames-Holden Shoes

McCready Shoes

The Leaders

for

Shoe Fashion and Comfort

THIS

combined with wear places our goods in the lead. Do not place your fall requirements until you see our new range. The most complete line ever shown.



Two Most Important Points in Choosing,

are these, to select not only the right make of Shoes but also the correct lasts to meet the full requirements of your trade—We have them.

We also carry the largest stock in Canada so as to give your necessary sorting the best of attention.



Do Not Forget we specialize in our different factories and make shoes for every walk in life.

A line from you to see one of our representatives will be looked after at once.

Ames Holden McCready, Limited
TORONTO

Montreal

St. John

Calgary

Winnipeg

Vancouver

Edmonton



Black Imported Suede Button Boot, Goodyear Welt, 114 Last, 1 5/8 Heel. F 9526 price \$3.00.



Patent Leather Button Boot, Black Cloth Top, Goodyear Welt, 114 Last, 1 5/8 Heel. F 8004 price \$2.60.



Gun Metal Button Boot, Goodyear Welt, 102 Last, 1 1/8 Heel. F 8026 price \$2.60.



Patent Leather Button Boot, Dull Top, large Buttons, Goodyear Welt, 110 Last, 1 1/8 Heel. F 8001 price \$4.00.

Are You Handling Strootman Shoes

For Next Fall?

Does the offer of Strootman Shoes come to you as a new proposition?—If you are open to new suggestions in your business, you will be ready to consider

The Strootman Line

We can offer you a range of **perfect fitting** shoes calculated to **arouse the buying interest** of your entire trade.

**We Want You to Take a
Look at Our Samples**

You will note the finish in the **manufacture** and the **attractiveness of style and design.**

The **Comfort, Fit and Wear** of Strootman Shoes is **guaranteed** by the making—a **guarantee of shoes that have been made continuously for over 100 years.**

You can bank on Strootman Shoes holding all the trade that comes your way.

See our Samples for Fall.

*"John Strootman
Shoe Co."*
Buffalo, N.Y.

Hardie & Moore
189 Church St., Toronto, Ont.

Miner Tennis



Yachting Oxford

Send in a trial order so that we can convince you of the quality in "Miner Tennis."



Sporting Balmoral



Yachting Balmoral

Quick Shipments can be made as we carry a complete stock of all lines.



Sporting Oxford

The Miner Rubber Co., Limited

Granby

Montreal

Toronto

Quebec

See front cover for list of selling agencies

You will be interested to learn our prices—Our Salesmen will tell you.

We Manufacture

Misses' and Children's Shoes and Women's Pumps, in Mackays, Turns and imitation Goodyear.

Also

Boys', Youths' and Little Gents' button and lace Oxfords in Mackays and imitation Goodyear only.

We also make Misses' high cuts in gun metal, Dongola and Patent Collars, and are showing a range of samples in this line particularly suitable for Fall business.

Good Shoes— Good Service

That is the reason for the increase of the popularity and in the sales of

Sunlight Shoes

It is quality, up-to-date service and good judgment combined in the most attractive styles that has helped the success of our shoes to make successful business for all retailers selling them.

Are you in the lineup for live business in the Fall?

We mean business—

See our Samples



The Sunlight Shoe Co.

Montreal, Que.

Montreal Sample Rooms and Representatives:

The A. E. Saucier Shoe Co., 16 Bonsecours.

Phone Main 5456.

An Established Shoe Service For Every Retailer

The Imperial Shoe

Made in all fine leathers—Goodyear Welts and McKay Sewn.

Beau Brummel

Superior quality Goodyear Welts—All with last minute touch.

Maple Leaf Brand

Solid leather working shoes every pair guaranteed.

Beaver Brand

An extra fine line of men's Goodyear Welts.

Little Canadian

Misses' and Children's fine shoes.

Best
ENGLISH
and
GERMAN
Slippers

WE offer the Retailer a service that will count for something in the making of his sales.

A service that gives the offer of the best values on the entire American and European markets.

With all our goods we give a guarantee of unquestionable reliability—based on their manufacture in the world's finest shoe factories.

Our regular lines are carefully selected for style and quality and constitute the pick of the season's range.

We also offer the latest styles in a new range of Spring Shoes for immediate shipment.

Agents for Ontario for

The Famous Witch-Elk

**Sporting and Hunting
Boots**

Moose Mocassins

Oil Tans

Lumbermens'

Knit Socks

Wool Lined

Sheepskin Socks

and Wanigans

RUBBERS

"DAINTY MODE"

"KANT KRACK"

"BULLDOG"

"ROYAL"

Full lines of these trade builders always on hand

McLaren & Dallas

Wholesale Distributors

BOOTS

SHOES

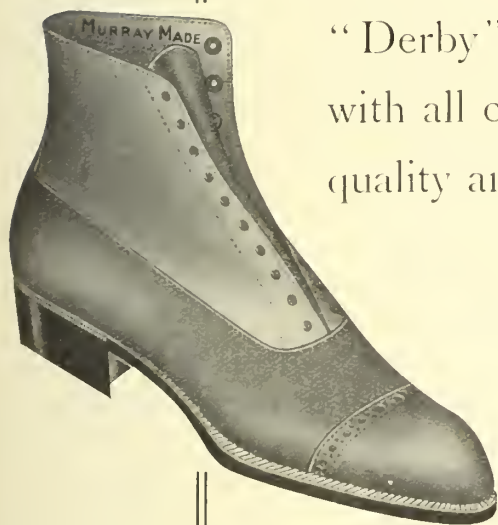
RUBBERS

30 Front Street West

Toronto, Canada

Try the "Murray-Way" to Success

"Derby" and "Murray-made" Shoes have *won* with all classes of retailers by their superiority of quality and originality of style.



Murray's Shoes

give you a sound business proposition to offer your customers—high values in the very latest effects and styles to satisfy the most exacting demands.

The Murray Line

includes five new pronounced models—custom effects in patterns and construction—unexcelled quality in materials.

*In the best interests of your business—
See our Samples and try the
"Murray-Way."*

The MURRAY SHOE CO., Ltd.
London, Ontario

C. H. McGee—Maritime Provinces J. G. Settle—Eastern Ontario and Quebec
Ken. Murray—Western Ontario J. F. Sharpe—Northern Ontario
A. M. Jarvis—Western Canada

“Paris” & “Rockbottom” Shoes

Are guaranteed to make good with every wearer—they make satisfied customers. Does that mean anything to you? If so, see our samples, if they satisfy you, give them a trial—they will **make good** with **your customers**.



“Paris”



“Paris”

“Paris” Shoes represent superfine quality, and high grade finish with a style that will be the rage for Fall.

The “Rockbottom” is a working man’s shoe specially built to stand rough usage and hard wear. The strongest seller for a working man’s trade.

Our samples for fall trade are now out. It will pay you to see them.

Daoust Lalonde & Company

Montreal, - - Que.



*Astoria and Liberty
Shoes for Men*

*Prices at retail \$5.00 to \$7.00
and higher.*

Mr. Retailer

Rome wasn't built in a day nor is a reputation for shoe merit achieved in a single season.

A manufacturer must deliver the goods and then repeat the performance.

The way the trade is buying our in-stock "Roundup" is proof positive that our shoes come right.

Wire, phone or write, at your service.

The Cook-Fitzgerald Co., Ltd.

Prices retail \$5.00 and higher.

The Cook-Fitzgerald Co., Limited

Makers of Astoria and Liberty Brands

London

Ontario

HARTT
SHOESHARTT
SHOES

Hartt Fall Styles

AS specialists in the manufacture of men's high class shoes we offer you some unusually attractive models for fall trade.

Models that will look well in your windows—bring trade into your store and prove stylish and lasting footwear for your customers.

We illustrate here four of our most popular fall models.

If you wish to stock the product of Canada's Best Shoemakers advise us and we will have a salesman call upon you with samples for Fall 1913.

"Canada's Best Shoemakers"

Hartt Boot & Shoe Co., Ltd.

Fredericton, N. B.

HARTT
SHOESHARTT
SHOES

You Require

a well made

Solid Leather Shoe

with style and finish unsurpassed.

Make it a point to see samples of
the Preston Solid Leather
Shoe and judge for
yourself.

Men's, Women's, Boys'
and Big Girls'
McKay Footwear.



Preston Queen



Preston Solid Leather Shoe



Home of the Preston Shoe

All shoes made by experienced operators in our own factory.

SEE OUR NEW FALL SAMPLES, READY
FOR DIRECT SHIPMENT FROM FACTORY

Solid Leather Shoe Co., Ltd.

PRESTON - ONTARIO

F. P. BAKER, Representative in Ontario, West and North
MARTINEAU BROS., Representatives in Montreal,
Montreal and Quebec.

J. M. REDMOND, Representative in Ontario, East
and North
WM. LESLIE, Representative North West Territories



Special Offer

WE recently made a large purchase of stock at an exceptional price and can offer you a snap in Men's Goodyear Welts while they last. All Shoes have Grain Insoles, Solid Counters, Solid Heels, Light Slip and good outsoles, drill lined, on our popular 57 last. Men's Box Kip, Long Foxed, Perforated, Blucher Cut, Goodyear \$2.90.

Men's Velour finished side, long fox, Blucher Cut, Goodyear \$2.75.

Sold in thirty pairs only. Orders filled in rotation while the stock lasts. The values unequalled.

Send your order now. Terms 60 days net.

A. A. Durkee & Co.

Limited

Truro, - Nova Scotia



This is NOT a Talk about Shoes

I am saving that for next time—when I will tell you something about shoes that you—perhaps—do not know.

THIS TALK IS ABOUT A PLAN

“Tally-Ho” Syndicate members have a plan

It is a plan of shoe selling—that is as far ahead of the ordinary method of retailing foot-wear—as the modern automobile is ahead of the old ox-team.

It gets there—and does it with neatness and despatch.

Every “Tally-Ho” Syndicate member is entitled to it. It is one of the things he falls heir to when he joins.



The “Tally-Ho” Plan of merchandizing does these things:-

It guarantees a certain generous profit.

It gives a protected—above competition line.

It builds a trade that is your own.

It supplies a branded, advertised and trade marked shoe.

It stamps you as a merchant of the highest class.



But—the Syndicate is to be limited in membership
Only 100 can qualify. If YOU want to be the member for your district—do not delay. Get the particulars early. You may be too late now.

*Better write me today—for full particulars about the Plan
—the “Tally-Ho” Syndicate and the “Tally-Ho” \$5.00 Shoe.*

Charles E. Slater

Late President and General Manager of the Slater Shoe Co., Ltd

Canadian Address: 704 E. T. Bank Bldg., Montreal

American Address: 117 Lincoln St., Boston

English Address: 3 Regent Street, S.W., London



Shoes that Make Good

for us are the shoes that will make good for you.

Our Fall line is meeting with universal approbation and is creating sales wherever shown.

When our Traveller comes to show you

Our Travellers

are now leaving for their respective territories. Wait for them — it will pay you to inspect our samples before placing for Fall.



Corbeil Shoes



Our Fall Samples,

now complete, have been our *special effort* and *we guarantee* all our goods to be *up to sample* in quality and appearance.

you have an opportunity to stock up into a line that will make

Big Fall Sales

a foregone conclusion.

Make good with the line that has made good for us.

Good Shoes to Retail at \$3.50 to \$5.00

Corbeil Limited

71 to 79 St. Paul St.

Montreal





"AUTO"
Patent Bal.



"DANDY"
Men's Patent Blucher, full round toe,
circular boxing.

A Line for At-Once Delivery

We are now putting out our line for Fall and we want you, Mr. Retailer, to know thoroughly our goods and our policy and to appreciate the truth of our slogan

Where Quality Counts We Win

If you give us an opportunity of presenting ourselves to you just once you will become sufficiently interested to wish to see our Fall samples.

We have increased our factory to the capacity of 1,000 pairs per day and in lines of Winter shoes for immediate sale we can satisfy your requirements from stock.

Makers of the famous "Monarch" and "Brandon" Shoes.

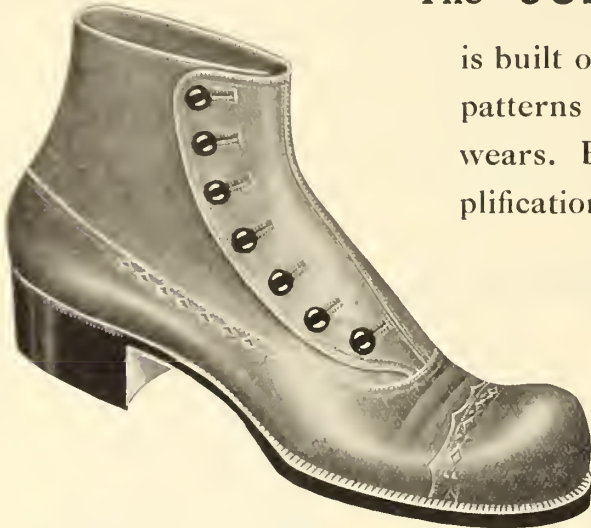
*Let us have your name and address now—
we have something special to show you.*

The Brandon Shoe Company, Limited
BRANTFORD, ONTARIO

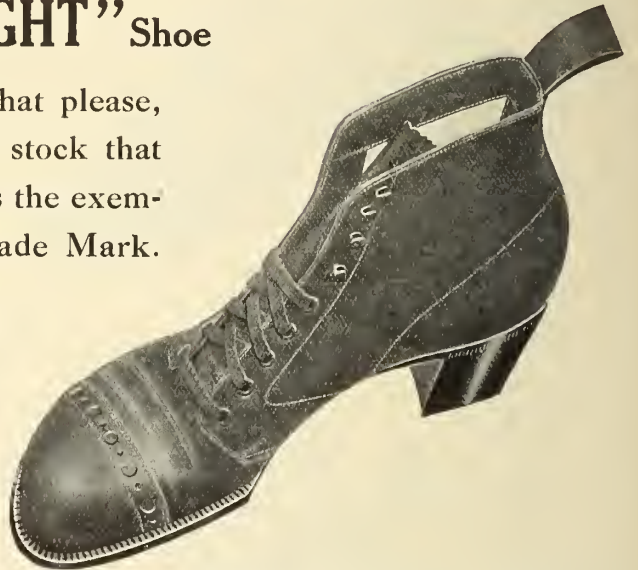
—If You Want The Most Popular Line of Men's Shoes in Canada

The "JUST WRIGHT" Shoe

is built on the lines that please, patterns that fit, and stock that wears. Every shoe is the exemplification of our Trade Mark.



"Gotuit" Last. A new style of high toe.



"Blazer" Last. High toe with sharp outside swing

EASY
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"Avenue" Last. Seamless Blucher. 1 inch heel.

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The *Just Wright*
TRADE MARK SHOE

The *Just Wright*
TRADE MARK SHOE

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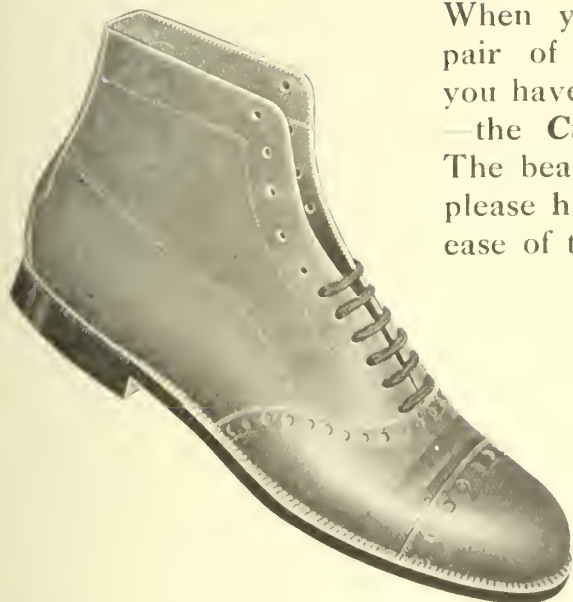
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“Nifty” Last. Custom Bal.

“JUST WRIGHT” SATISFACTION

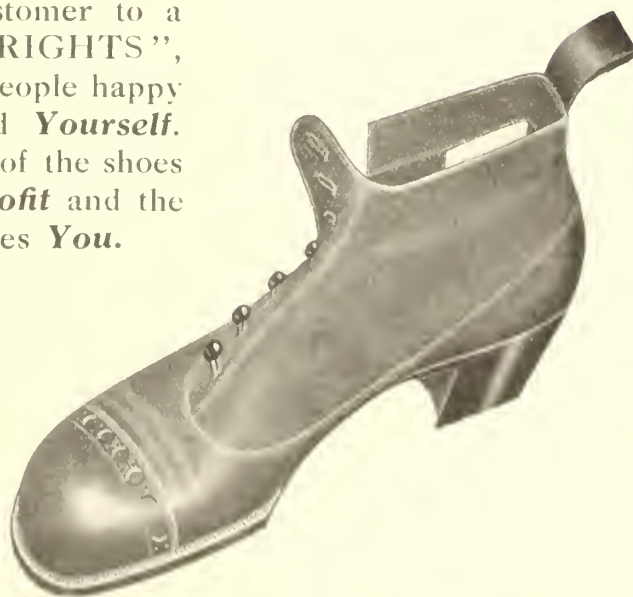
When you fit a customer to a pair of “JUST WRIGHTS”, you have made two people happy—the *Customer* and *Yourself*. The beauty and ease of the shoes please him. The *Profit* and the ease of the sale pleases *You*.



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“Pug” Last. Circular Seam Bal. ½ inch heel.

“Goinsum” Last. Round high toe.

E. T. WRIGHT & CO., INC. ST. THOMAS, ONT.
ROCKLAND, MASS.

Ultimate Results

Are the best Evidence
of Real Value in Shoes



You are judged by the ultimate results of the shoes you sell—It is up to you to get the shoes that will give your customers the best ultimate results.

The Ultimate Results of
Last Season's Sales of

Star Brand Shoes

was a doubly increased demand for next Season's stocks.

We are now working to the utmost limit of our capacity on orders that will not be finished for another month.

We have more than doubled our capacity, and in the future we will be able to deliver goods promptly as ordered.

Send in your order now for Fall placing on "**Star**" **Brand Shoes**—You will be securing the best ultimate results for your customers.



Star Shoe Limited

MONTREAL

Makers of "Star" Brand Shoes

Shoes Made Over
Mawhinney Lasts



Sold 'round the World

Mawhinney Last Co.
Brockton, Mass.

REED'S CREED!

"The Shoes You Need---Delivered When You Need Them"
Black and White Suggestions



No. B598—Black Suede Pump, Flat Ribbed Silk Bow, Welt, No. 30 Last, 2 in. Heel, Widths A to D., Sizes 2½ to 7. Price \$2.25.



No. B500—Black Suede, 3-4 Foxed, 14 Buttons, No. 44 Last, 1½ in. Heel, Welt, Widths A to D. Sizes 2½ to 7. Price \$2.60.



No. B564—Black Suede Button Oxford, 6 Buttons, No. 41 Last, 1½ in. Heel, Welt, Widths A to D Sizes 2½ to 7. Price \$2.50



No. B552—White Buck Pump, Flat Buck Bow, Welt, No. 31 Last, 1½ in. Heel, Widths A to D Sizes 2½ to 7. Price \$2.25



No. B555—White Buck, 7 Fox., But., 16 Buttons, No. 36 Last, 1½ in. Heel, Welt, Widths A to D. Sizes 2½ to 7. Price \$2.85.



No. B565—White Buck Button Oxford, 7 Buttons, No. 44 Last, 1½ in. Heel, Welt, Widths A to D. Sizes 2½ to 7. Price \$2.50.

STOCK DEPARTMENTS

E. P. REED & CO., Rochester, N. Y. 19 So. Fifth Ave., Chicago, Ill.

209 Fifth Avenue, Room 607
New York

SAMPLES AT
Caswell Building, Room 300
Milwaukee, Wis.

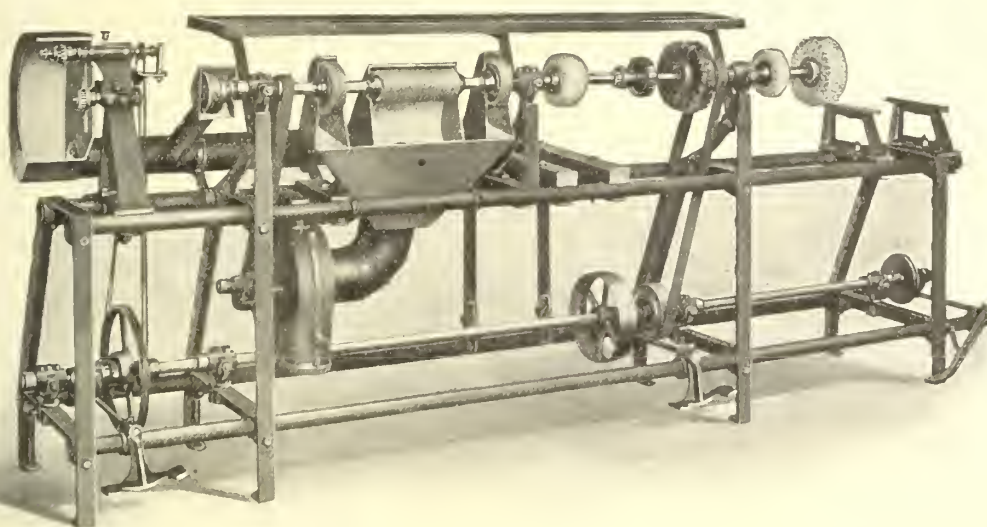
Broadway Central Building, Room 308
Los Angeles, Cal

Send For This Catalogue of Progressive Shoe Machines To-day

Send for catalog M

The new 1913 Catalog of Progressive Shoe Machines is now ready.

It shows twenty (24) four different models of Progressive Finishers, the best shoe finishing machinery manufactured.



This is our No. 7 outfit, a completely equipped machine to meet the needs of the average shop. This machine can be furnished with or without the stitcher extension and trimmer. We have 23 other models.

You will find in this catalog just the machine you want. Motor driven, foot-power and combination power and foot-power machines. Also machines built specially for the shop of small floor space.

Progressive Shoe Machines enable your shop to turn out more work, do it at less cost, and make better profits.

Your investment in a Progressive Finisher need not be large. You can start with any size machine and equipment you desire and add to it as you need more. You do not have to throw away the original investment when you want a larger machine. You simply buy the new sections and equipment and add to the original machine.

Smooth running and built to last.

Sold for cash or on payment plan.

Let us send you testimonials from many pleased users.

Send for catalog M

Progressive Shoe Machinery Co.

Minneapolis, Minn., U. S. A.

The best Shoe Finishing Machinery Manufactured

Why You Should Adopt SELBY SHOES

They are made from the best materials procurable by skillful and contented workmen. They are

STYLISH and ATTRACTIVE

without sacrificing

COMFORT or WEARING QUALITIES

The best styles are

**CARRIED
IN**



No. 648 Welt
Dull Calf on 214 Last
A to D 3 to 7
Price \$2.35



No. 775 Welt
White Canvas on 214 Last
B to D 3 to 7
Price \$2.00



STOCK

and are procurable

on a

DAY'S NOTICE



No. 681 Welt
Patent with Low Heel on 226 Last
B to E 2½ to 7
Price \$2.25



No. 670 Welt
Dull Calf on 202 Last
AA to D 3 to 8
Price \$2.35

Better write us TODAY for the EXCLUSIVE AGENCY for your locality. It will mean a start toward a bigger business and larger profits. To convince yourself: Try a dozen pairs of the above styles—the order will be shipped same day it reaches us.

The SELBY SHOE CO., Portsmouth, Ohio, U.S.A.

Canadian Representative, J. B. HARPER, Enderlin, N.D., U.S.A.

P. J. Harney Shoe Company

Lynn, Mass., U. S. A.

are carrying these Women's Fine Goodyear Welt
SHOES IN STOCK
 ready for immediate delivery



ORDER BY STYLE NUMBER

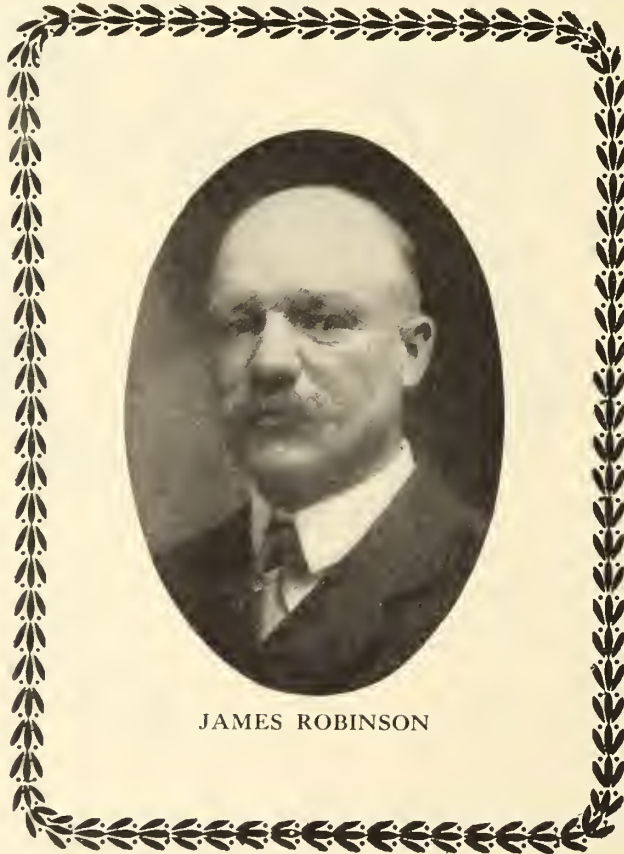
Style No. 806	Tan Russia Calf	Button Boot	44 last, 15 8 heel, Price \$2.60
900	Cloth Top Patent Colt	" "	2.25
923	" " Gun Metal	" "	" "
940	Mat. " Patent Colt	" "	" "
941	" " Gun Metal	" "	" "
954	Gun Metal	3 Eyelet Sailor Tie	33 " 14 8 " " "
955	Tan Russ. Calf	" " " "	" " 15 8 " " "
960	Patent Colt	" " " "	99 " " " " "
962	White Nubuck Seamless Pump	" " " "	67 " 14 8 " " "
963	Gun Metal	" " " "	" " " " " "
964	" " " "	" " " "	84 " 12 8 " " "
966	Mat. Top Patent Colt Button Oxford	" " " "	44 " 15 8 " " "
967	" " Gun Metal	" " " "	" " " " " "

Styles and values that cannot be excelled—
 all are seasonable goods

Mail your orders to the P. J. HARNEY SHOE CO., Lynn, Mass., U. S. A.



My Letter Order Department will increase the value of your store to your customer—think it over.



JAMES ROBINSON



My Orders for Fa

That is Proof of the Satisfaction I give

This Increase is due

First—To the high values I give in good quality shoes and rubbers.

Second—To my large and varied selection of the pick of the shoe market.

Third—To my satisfied customers.

My brands of Rubbers

are the famous time-tested

DAINTY MODE ROYAL BRAND
KANT KRACK BULL DOG

These brands are of proven quality and will secure you the confidence of all your customers by their unfailing good service. At the same time they will give you a margin of profit that will make your rubber stock a good investment.

Wait for my travellers

JAMES I

MONTE



How a Big Increase

I "Deliver the Goods" in the best kind of way

With the Class of Goods

That are right in line with the consumers requirements.
 —at prices which have been carefully studied and arranged for the retailers' profits.
 —Deliveries complete, on time, of the goods that sell.

I want you to "size up" my samples of Shoes and Rubbers for Fall—It will pay you to see for yourself.



The Bostonian Shoe
 This special shoe which I have added to my Fall range is a complete line of Fall Style Footwear made in both
MEN'S AND WOMEN'S
 In Ten New Lasts
 Men's in Goodyear Welts only, 6 lasts.
 Women's in Goodyear and Fine McKay, 4 lasts.
 In Velour, Calf, Tan, Gunmetal and Patent.

Direct my Samples for Fall

ROBINSON

L., P. Q.





Buying Shoes **On Reputation**

When any article has consistently "made good" with the public for over 40 years, it must be a SAFE article to buy. No inferior product can stand the acid test of time.

Literally MILLIONS of Canadians have bought and re-bought the genuine Slater Shoe during its 40 odd years on the market. From Halifax to Vancouver it has been put to the trial tests of hard wear and often rough usage, year after year.

The sales of the Slater Shoe are greater to-day than ever in its history. More people are wearing it. More people are satisfied by actual trial and hearsay that the Sign of the Slate on a shoe stands for extra COMFORT, more VALUE and BETTER WEAR.

The genuine Slater Shoe is a SAFE Shoe to buy. It has a reputation to maintain, which the makers have spent over 40 years and thousands of dollars to build up. Beware of imitations. Look for the Slate Mark on the sole.

The Genuine Has The Slate Trademark On The Sole




Why The Slater Shoe Gives Better Wear

The genuine Slater Shoe is made to live up to a standard selling price, which is fixed by the factory and plainly stamped on the sole BEFORE the shoes are shipped. This puts the responsibility of VALUE up to the factory. The shoes must "make good" in style, workmanship and material, otherwise the makers couldn't afford to spend thousands of dollars in advertising their product as THE BEST FOR THE PRICE.

For over 40 years the genuine Slater Shoe has been advertised as the standard of value at the price stamped on the sole. During that time their sales have CONSTANTLY INCREASED year by year. There must be a REASON. The reason is that Slater Shoes (the genuine) wear better than other shoes. They are built to a rigid standard of VALUE, which is THE BEST POSSIBLE TO OBTAIN FOR THE STAMPED PRICE.

The Genuine Has The Slate Trademark On The Sole




Retail Helps for

The
Newspaper

Are only a portion of the Slater

These advertisements, and others to follow, are arranged to appear in your own local newspaper over Your own name. To all intents and purposes they will be your own advertising—Your Own Sales Talks—arguments to Your Own public regarding the Slater Shoe. Instead of being our advertising it will be strictly advertising over your signature in your own language—personal to your own store.

These ads were not written to please or flatter Us. Nor were they written to please or flatter you.

They were written with the sole aim, object and intention to please, attract and convince the man in your Town who is thinking of buying shoes and to lead him into your store with a sold-in-advance conviction that the Slater Shoe is the best shoe for him to buy.

Every point and argument advanced in these advertisements is just such a point and argument as you, yourself would like to hear regarding goods you wished to buy.

They are the same simple, sincere, Selling Points and

The Slater Shoe Co.



**The Pillow-Cushion Feature
For Sensitive Feet**

The new Slater Shoe line comprises so many different Styles has so many distinctive and SPECIAL features that count for Wear, Value, and Comfort, it is hard to discriminate in telling about them.

Here, for instance, is a Special Slater Shoe for sensitive feet. Under the regular insole of this shoe, full length from toe point to heel is a special Pillow-Cushion sole of special sanitized Cotton—plush—white, downy, clean.

This Pillow-Cushion sole is carefully and snugly fitted to EXACT inside

size. It is not merely SLIPPED in, but fitted and fastened in—can not slip, shift, slide or glide. This special Pillow-Cushion sole is exceptionally grateful and comforting to tender sensitive feet. It is a restful and soothing by day as an ostermoor mattress at night.

This extra comfort is one of the EXCLUSIVE and VALUABLE features which make the new SLATER SHOE line important to every man who wants the MOST and BEST for his money in shoes.

The Genuine Bears The Slate Mark On The Sole



**Shoes That Make
You Feel Younger**

Millions of dollars a year are spent for rubber heels on the OUTSIDE of shoes. They save shock, resist impact and preserve health.

But here is a soft invisible rubber cushion on the INSIDE of the shoe, where it ought to be and where it properly belongs, a new patented arrangement to be found only in SLATER Tred-Air Shoes.

This new TRED-AIR Cushion is BUILT INTO the heel of Slater Shoes

—countersunk under the insole, where it will do the most good. Not a solid heavy chunk of hard rubber but a light elastic CUSHION of genuine rubber, soft and SPRINGY as a rubber ball.

Come in and let us explain to you the great advantage of the Slater Tred-Air Cushion over ordinary rubber heels. There is no extra charge for this valuable patented feature in Slater Shoes.

The Genuine Bears The Slate Trademark On The Sole



Slater Agents

Above
Advertisements

Shoe Advertising Campaign for 1913

the same personal Human-interest presentation of facts that your best salesman would or should, make to a customer in your store. They will attract interest. They will arouse curiosity. They will draw trade. They will convince, in advance, the doubtful prospect that the Slater Shoe has positive and definite claims of Value, Worth, and Superiority not found in other shoes.

Read these ads carefully. Get your clerks to read and study their valuable selling points.

Co-operate with us in presenting these original, forceful Sales Arguments to your public in your local papers and the result is Certain—you will find inside of a short time a definite tangible increase in your sales of Slater Shoes of 30 to 50 per cent.

In offering you these ads we feel that we are giving you the sort of practical Sales Help and Assistance that you will appreciate, and that no other shoe manufacturer in Canada has seen fit to offer you so far. "Goods well advertised are half sold."

Limited, Montreal, Que.



You can double your business by doubling your order for

Classic Shoes



Classic Shoes give best values to your customer and best values to you.



A Special Appeal to of the Retailer who **Classic**

IT is necessary for you to have in your store a range of shoes for Misses and Children. If you cannot supply the demand for a good child's shoe you are turning business away—good business too—family business, of the particular kind—the kind that when satisfied comes back.

If you are stocking Women's, Misses' and Children's shoes isn't it better to work up the best possible trade in these lines while you are at it? You cannot give efficient service by putting in a miscellaneous stock of these shoes.

You are not taking any chance in stocking "Classic" Shoes—remember that hundreds upon hundreds of retailers all over the country are buying "Classic" Shoes right along and selling them with the very greatest success.

Getty &
CLAS
GAL

Business Sense as never Stocked Shoes

THE "Classic" line is absolutely finished in its completeness and contains not only every shape in demand but the very styles that form the season's attractions—every shoe made up to the top notch in quality by process and workmanship that defies criticism.

See our line and you will realize what we are doing to help you to increase your sales of Women's, Misses' and Children's shoes and make this section of your trade a success.

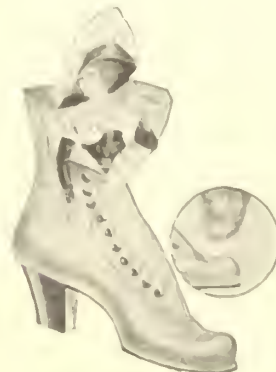


You need the Women's, Misses' and Children's Trade—get it with

Classic Shoes



Classic Shoes have assisted many Retailers to secure the most satisfactory trade in their town.



Scott

ES
NT.



Progressive Style— Constant Quality

These are two characteristics of Cleo Shoes—a style that always moves in the forefront of the season's demand, and a quality that never varies—always the highest.

For Women's good quality shoes in the most advanced shapes see

Cleo Footwear

Flexsole Goodyear Welts to Retail at \$4.00 to \$5.00

The Cleo Shoe Company
London, - Ontario



**There's a Big Demand for
Good Quality Shoes
with a
Good Style**

Here's One



Vassar



**Minister Myles Shoe Company
Limited**

Toronto, Canada

Are You Prepared To Meet The Demand For

FLEET FOOT
BEST QUALITY
SPORTING SHOES.

This month you will be "feeling" the demand for "FLEET FOOT."

A demand which will be strongly stimulated by wide-spread advertising.

Now is the time to plan how much of this increased business you intend to get.

We—on our part—stand ready to meet your requirements promptly—to ship your goods when you want them—when your customers want them.



Our service—a chain of well-stocked branches from coast to coast—means the quickest possible delivery of your orders.



Canadian Consolidated Rubber Co., Ltd.

SALES BRANCHES:

ST. JOHN, Halifax, Sydney, Yarmouth, Pictou, Moncton, Charlottetown, MONTREAL, Quebec, Granby, Ottawa, Kingston, TORONTO, Belleville, Hamilton, Brantford, London, Port Dalhousie, Berlin, WINNIPEG, Regina, Saskatoon, Calgary, Edmonton, VANCOUVER, Victoria.

Footwear

in Canada

A Journal of its Findings, Making and Sale.
Published for the Good of the
Trade by

HUGH C. MACLEAN, LIMITED

HUGH C. MacLEAN, Winnipeg, President.
THOMAS S. YOUNG, General Manager.

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MONTREAL - Tel. Main 2299 - Room 119, Board of Trade
WINNIPEG - Telephone Garry 856 - 404 Travellers' Bldg.
VANCOUVER - Tel. Seymour 2013 - Hutchison Block
NEW YORK - Telephone 3108 Beekman - 931 Tribune Bldg.
BOSTON - - - Main 1024 - - - 643 Old South Building
CHICAGO - Graceland 3748 - 4059 Perry Street
LONDON, ENG. - - - - - 3 Regent St., S.W.

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Single copies 15 cents

Vol. 3 May, 1913 No. 5

Early Closing

In these days of strenuous competition it is necessary that every business man should have a certain amount of recreation. This applies equally as well to the owner of a small store doing a \$10,000 or \$15,000 business, as it does to the head of a million dollar corporation. Nevertheless, the manager of a big business takes more time for recreation than does the man who controls the destinies of the small one. The former goes to his office at 9 o'clock in the morning, takes an hour or two for lunch and closes up at 5 or 5.30 in the afternoon. The latter opens his store at seven in the morning and often keeps it ready to receive customers until 9, or even later, in the evening. The result is that the little fellow is worn out before his day's work is commenced. His intellect is not as bright as it should be, nor is he as efficient as he ought to be.

We are now at the time of the year when every man, and every woman, requires recreation and change from the weary, monotonous round of grinding for a daily existence. The summer weather makes us all long for the open air and the proprietor and clerk are both eager for closing time so that they may get out of doors. In some of our towns and cities the merchants have got together and agreed to some system of early closing with perhaps a weekly half-holiday, while in other centres the majority of the retailers are

opposed to this co-operation for mutual benefit and maintain that each man should have the right to act independently as he pleases, or even in some cases maintaining that they must keep open shop for some fourteen hours out of twenty-four in order to eke out an existence and remain in business.

When these differences of opinions occur among the retail merchants in the same town or locality, it causes confusion and ill-feeling and generally results in long hours for all. The retailer who is in favor of early closing will say, "What can I do? My competitor across the street keeps open at all hours and in order to protect myself, I must do likewise."

While there may be individual instances where it is necessary, for one reason or another, for shoe retailers to keep their stores open from early in the morning until late at night, yet it is not generally the case, and the only remedy for long hours is for the merchants in the town to get together. Let them decide on a proper opening hour and a proper closing hour and agree to govern themselves accordingly. There is no other way out of it. A man cannot possibly burn the candle at both ends and in the middle as well and last as long or do as good work as he should.

Here is another phase of the subject. A man owes more to his family than food and clothing and a roof to shelter them. He should give them his companionship. He should help them by his presence in their midst. This he cannot do if he is at the store from early morning until late at night working with hands and brain every minute. He is not in shape to do his duty by those who are depending upon him, in a large measure, for their happiness; besides a man owes something to the community in which he lives. He should do his part in making that town an attractive place in which to live by promoting social intercourse in the homes. This he cannot do if he stays in the store all hours of the night.

Last, but not least, does it pay? You don't know until you find out. In order to do so, keep a careful account of all the business you do from six o'clock in the evening until closing time and from seven in the morning until 8.30. Is the profit on this large enough to compensate for the loss of efficiency, for the lack of social intercourse with your friends and for the loss of the companionship of those nearest and dearest to you?

* * *

Circular Letters

The art of letter writing is one in which few attain perfection. Never-the-less, thought and study will improve the letters you send out to your customers. In writing a letter, particularly a selling one, which is intended to bring you in business, it is well to endeavor to place yourself in the position of the recipient.

It is now Spring. What would you desire in the way of footwear for Spring and Summer; what would you wish to know about the footwear before you purchase and what would you wish to be told by the man

from whom you are thinking of buying? The answering of these questions is likely to result in a sales letter that is a real result bringer. The trouble with most circular letters is that there is too much "I" and "We" about them to be really effective. Here is a typical sentence, "We have assembled in our store the finest assortment of Spring footwear that we could find and we know that it will please you." Contrast the above sentence with the following: "There is awaiting your inspection, at the Blank Shoe Store, the finest line of Spring footwear obtainable. It was assembled with the view of giving you and your neighbors just what you will need at this season of the year."

The first sentence tells what the writer has done, and the second tells the service that the Blank Shoe Store has performed for the recipient of the letter—two very different things. Put yourself in the background: the name on the letterhead, or the signature, identifies you all that is necessary.

* * *

Association of Ideas

That our minds follow grouped subjects is a well known fact. For instance, if we are purchasing footwear, we would be in a more receptive mood for an argument for the sale of shoe findings or hosiery than for, say the consideration of a real estate proposition. For the time being our thoughts are directed towards the care of our feet and we are therefore more easily influenced towards shoe findings or hosiery matters than towards a totally distinct subject such as real estate. It is for this reason that the shoe store is the place to sell hosiery and should such a department be installed and conducted along proper lines, it is bound to be a success.

Still following along the line of association of ideas, it is a good plan to put into wrapped up packages of shoes, a little circular speaking of the shoe dressings that are carried in your store. Very few of your customers know how to treat the shoes they purchase, and a series of circulars covering the different kinds of shoe stocks and drawing attention to the particular dressing required in each case, would instruct him, and incidentally increase your shoe dressing sales. This would also apply to the sale of white dressing and white canvas shoes. The sale of shoe findings and other accessories might be pushed in a somewhat similar manner.

* * *

The U. S. Tariff

Considerable has been said and written recently, by our neighbors to the South, on the subject of the tariff reduction proposed by the Democratic party now in power. A bitter wail went up from all the manufacturers who would be affected by the passing of this measure and much talk was indulged in about the ruination of the shoe and leather industries of the United States that would surely follow the inauguration of this measure. It was predicted that the

European shoe manufacturer would dump his wares into the United States by the ship load and some parties even expected the Canadian shoe manufacturer—who cannot as yet fully supply his own trade—to be rushing cheap shoes across the boarder by the carload, to the detriment of the United States manufacturer who pays such high wages to his skilled help that he could not hope to compete against foreign "cheap labor." The truth of the matter in regard to Canadian shoe manufacturers is, however, that they cannot as yet produce enough to satisfy the home demand, and the wages paid in the Canadian shoe factories are so much in excess of those paid in the United States, that the wage item alone forms a serious obstacle against Canadian shoe firms competing with those of the United States in any open market. It is probable, however, that manufacturers of Canadian sole leather would profit by this tariff reduction, and it is even possible that a few of our manufacturers of high grade shoes may venture into the United States market to a limited extent. The immediate effect of the operation of the free list bill on the Canadian shoe and leather trade will be practically nil, although in time we may develop the industry sufficiently to be able to invade the United States market and compete on equal terms with the native manufacturer. This is, however, a dream of the future.

In this issue will be found expressions of opinions from leading Canadian shoe and leather manufacturers, upon the effect that the free list bill will have upon the Canadian trade.

Some men have that within them which always spurs them on; while some need artificial initiative, outside encouragement.

Some men extend themselves under stern discipline; some respond only to a gentle rein.

Some men need driving; some coaxing. Some need the spur; some the sugar lump.

Some men do their best with work piled shoulder-high; some must have it given them a piece at a time.

Some men thrive on discouragement; some cannot work without cheerfulness.

Study men—the men over you, under you, around you. Study them and learn how to get from each the most that is in him.

Ordering For Fall and Winter Trade

Points for the Buyer to Remember—What Will Sell and What Will Stick—A Forecast for Next Season

Shoe retailers are still exercising their minds and endeavoring to come to a decision on styles in connection with their advanced orders for Fall and Winter selling. A wide range of lasts are being shown, from the low receding toe with broad tread and low heel, to high round toes with corresponding height



Men's tan calf button, low broad heel, recede toe, whole vamp, fancy perforated quarter and toe cap.

of heel. A point that may be generally noted is the lengthening of the vamps, which is brought about principally through the increasing number of low receding toes shown in the Fall styles. Dull blacks predominate with a strong showing of tans. Colored footwear has made big strides towards popularity in the best grades. Although the style trend is now much more defined than it has been for several seasons, there are a number of important details to which shoe retailers are now giving serious attention.

One of the most important of these is the question of how strong the demand will be for fabric shoes and cloth tops. Present indications point to a larger increase in the demand for these classes of goods. Cloth shoes have had an increased sale during the past six months which shows that they meet the approval of the consumer. Economy is also effected by replacing leather with cloths. It is the retailer, however, upon whom it devolves to establish such a vogue,

although it is to the interests of both manufacturer and consumer, in view of the high leather market, to go in for fabrics. This being the case, the retailer should make a careful selection of such a number of reasonably suitable styles in cloth top button boots that would be most likely to suit the requirements of his trade. Conservatism should be exercised in ordering novelty effects until the demand is more clearly defined, as present indications show the general trend of the public demand to be for conservative styles and largely for black material where cloth tops are used. Most manufacturers' lines include a plentiful sprinkling of fabric and cloth top shoes, many of which can be ordered with confidence, the principal point to be observed being to confine purchases to conservative patterns until the selling value of novelties or exaggerated patterns becomes apparent.

Lace Boots for Women

Another question which is puzzling some of our readers is whether or not lace boots for women will be in demand this fall. The majority of our manufacturers are showing a variety of lace patterns in women's, and there has been considerable talk of an increased demand for the lace shoe.

This expected demand seems in a fair way to become realized in the cities, although in the smaller centres the button still holds its own. The low heel



Men's lace oxford, blucher pattern, circular vamp, medium high toe and heel, fancy perforated toe cap.

walking shoe for women is having a certain sale, although some doubt is entertained as to the permanency of this demand. This doubt is based on the belief that the low heel and flat shank are impracticable for women and cause fallen arches and similar foot troubles. However it may be with women, the low heel is practicable and saleable for growing girls, and we venture the opinion that it is practicable also for women who have never deformed their feet by wearing excessively high heels. The latter, of course, have forced the bones of the feet out of position so that any return to normal conditions in footwear is bound to cause them pain and inconvenience.

Men's Buttons

In regard to the button shoes for men, the retailer will be well advised to stock lightly in this respect, although some manufacturers are going as strong as ever on them. Indications point to the decline in its



Women's gunmetal, fabric top, 14 button, three-quarter vamp, medium toe and heel.

popularity and the retailer who stocks heavily in this direction is apt to have them left on his hands. The growing popularity of the laced boot both in men's and women's is finding favor with the retail trade in general, owing to the fact that the fitting of the button shoes takes up considerable time and their sale thereby entails more trouble and expense than is the case with the lace shoes.

White Shoes and Findings

As stated in our previous issues, white shoes will have an enormous vogue during the coming summer months for every occasion upon which they can possibly be worn. As a result of this, more white cleaners and dressings will be sold than ever before, and here is a chance for the alert shoe retailer to earn an added profit. The sale of all branches of shoe findings and accessories is rapidly increasing and the shoe retailer who neglects to look after this end of his business properly, will sooner or later be a back number, unless he wakes up.

A New Shoe and a New Sales Plan

When a man has the pioneering instinct in his blood it is difficult to restrain him from striking into new fields; he is always endeavoring to improve existing chances and trying to do old things in a new way. A short time ago Mr. Chas. E. Slater was referred to in these columns as having been a pioneer in the Canadian shoe industry. His record of 35 years in the creative shoe field entitles him to be so styled, and we have at the moment further evidence of his restless enterprise. He is busy just now with a new idea, which is the establishing of a market for a special one price, advertised and branded shoe. This, he claims, will possess advantages both to dealer and consumer that will be both positive and apparent.

His proposition is as follows: The shoe is to be branded and sold for \$5, everywhere. In this instance **everywhere** means all over Canada, the United States and Great Britain. The \$5 price is for all kinds and styles, including rubber soles and heels, leather-lined and a lot of special features which are usually made the reason for getting special high prices. The shoe will have a special sanitary lining which will keep the foot well ventilated and comfortable. It is claimed that this shoe will produce a greater profit for the retailer than the ordinary branded and advertised shoe. The dealer is offered a price ranging from \$3 to \$3.50, no charge for cases, freight equalized to all points, free advertising, unique selling helps and plans and absolute protection to the agent in his territory as to the brand and name.

Mr. Slater claims that his offer should be a bonanza to the dealer lucky enough to secure the agency in his town and district, as the brand under Mr. Slater's special agreement, is practically the dealer's own and the latter will get the benefit of all the general advertising, besides participating in a big line of local advertising at no expense to himself. His profits are guaranteed by this unusual agreement, which Mr. Slater signs and gives his agents, without asking them to sign anything whatever.

"Tally-Ho" is the name of the new shoe. Although this name is a new one for footwear, it has stood for centuries for enjoyment, comfort and recreation. It has been the cry of the chase and was, and is, the name of a type of pleasure coach, the joy of all lovers of the good things of life. Mr. Slater intends that, when his plans are perfected and put into operation, the name "Tally-Ho" will convey to every wearer of footwear that the best possible thing to clothe the feet will be "Tally-Ho" \$5.00 shoes.

Whether the parcel post and the mail order houses put a man out of business or not depends very largely upon how much energy and business ability and FIGHT the man has.

When business is slow in town, see if you can't interest the other merchants in doing some co-operative work to bring in outside trade, instead of every man spending the time trying to get his neighbors' customers.

If a salesman cannot sell cheerfully, how can he expect his customers to buy cheerfully?

The merchant whose help prove of the most value to him is invariably the man who proves to be of the most value to his help.

Displaying Shoes to Best Advantage

Push your Pumps and Oxfords Now—An Outdoor Setting for Shoe Window—How to Arrange Attractively

Now for low shoes! That's the sum total of the shoe situation at this time of the year. It is the popular thought, along with the anticipation of sunshine and outdoor sports, and it affords new opportunities for display.

The first consideration in arranging the shoe window is that of getting the eye, and an important factor in getting the eye is to show the merchandise in use or in surroundings highly suggestive of their use.

Outdoor Setting

In the case of shoes, it could hardly be said that a pair of low shoes shown on the feet of a form would be unusually attractive, but the fact that thoughts of shoes nowadays are linked with thoughts of the great outdoors makes a garden setting or something similar very appropriate for shoes.

On this page is shown an example of such a setting. It is simple to construct, and in fact, its very simplicity is a point in its favor.

The background may be plain. The setting is composed of nothing more than composition board cut and mounted on wooden frames. The uprights are of two different sizes, as can be readily noted, the taller one extending to a point a little above the background line, as indicated.

The garden effect is produced by a profusion of artificial shrubs intermingled with ferns and small flowers and an occasional vine trailed here and there, emphasizing the natural effect and giving to the whole the appearance of an Italian garden scene or a terrace effect with flower embankment.

Mirror Background

This setting would be even more effective if the background were a mirror, for this would serve to double the depth of the terrace and of the garden, thus giving "distance" to the scene and enhancing its natural effect.

The uprights, and, in fact, the whole terrace, might be treated with rock salt and sprayed with color to give it a semblance of stone.

A number of shoes laid out in a window with a background of this sort would undoubtedly be attractive and the entire display would have considerable value because of its timeliness.

Divide by Colors

It might be well to depart from the common custom of mixing colors in the display. For instance, in

place of having a women's and men's display, the shoes might be divided according to color—a group of tans might be shown, a group of blacks, and again a group of white shoes for the ladies and misses.

Baby shoes always make an attractive addition to a shoe window, and would be particularly interesting at this time of the year, since outdoor days suggest to mothers the need of new shoes for baby.

Boys' Shoes Important

This is a good time to call attention to the sturdiness of boys' shoes, for summer days mean lots of romping outdoors and this generally gives the boys' shoes good exercise. It is well to point out in a window display how strong and well put together the boys' shoes are.

The opening of a new season with its new merchandise generally offers ideas for originality in show card work, as well as in the display.

Effective Window Card

An example of this was brought home very effectively

when a window trimmer put into his first Oxford display a large card showing a man in the act of cheering.

On this card appeared in large letters "Hurrah for Oxfords." Then below this in smaller letters—"No, not for the college; it's our low cuts we're cheering for. You will, too, when you wear a pair."

This is mighty effective publicity and the window show card should be force-

ful publicity. The Drygoodsman & General Merchant.

The store full of customers may mean a big business, but it is worth remembering that big business is not the same thing as profitable business in every case.

The man who is always worrying for fear he won't get his money's worth out of his employees is very likely to find his fears coming true.

It is not the size of the window or the display that draws the crowd. It is novelty of arrangement or stock shown. You can make a small window pull as well as a big one.

The business man who will not help boost the business of the town does not deserve to have the town's people help boost his business.



A simple but very effective Spring background arrangement.

Some of the Startling Novelties Worn by the Freak Trade

The watch slipper is the very latest whim of fashion, and it is, after all, no more bizarre than the watch bracelet, for on one's instep the watch is surely most conveniently placed, and it should not receive as many hard knocks as the watch set in a bracelet on the arm. The small timepiece is encased in a tiny pocket placed on the toe of the slipper, much as an ordinary buckle would be placed. The watch, in its metal rim, looks rather like a round slipper ornament at first glance. These watches are usually worn with buttoned strap slippers, which are just now fashionable as well as safer than the pump or slipper.

A novelty lately placed upon the market is an anklet, designed to be used by the ultra-fashionable; more particularly in conjunction with the slashed skirt. It is made up in various styles and of many materials, sometimes of gold, ornamented with Chinese jade or with rhinestones.

Ancient Footwear Reviewed

The last word in footgear is a dainty high-heeled shoe called the 1913 Cothurn. This is generally fashioned in gold or silver cloth and is laced across with bands of satin ribbon or metal cloth. It is worn with stockings to match. The Cothurn shoe, as it was known to the ancients, had, we are told, a thick sole and no heel. As the two shoes were both fashioned exactly alike they could be worn on either feet.

The fashionable "Cothurn" is now made with large eyelet holes—which, of course, carry the ribbons—and these eyelet holes are often rimmed with tiny precious stones; diamonds for the evening and seed-pearls on cothurns of white glove kid for wearing with lingerie frocks.

The correct thing is to have three large eyelet holes on either side of the shoe, and the ribbons must



The Ultra-fashionable are wearing anklets.

be crossed three times in front and then tied at the back of the leg. The genuine Cothurn has no heel, but the Parisiennes are wearing these shoes in modified form, with correct ribbons, but with heels of Louis XV. outline.

China Heels

Heels of Dresden china is the latest eccentricity among the extremists of fashion in Paris. These heels are worn in the evening with foot apparel which have silk or satin uppers. It is predicted, however, that patriotism will cause the French women to adopt heels of Sevres china, instead of the Dresden article, which is made by the hated Teuton.

Exquisite Hosiery

Among the rather startling novelties which the hosiery makers sometimes bring out, the metal and silk stockings are surely the most unusual and novel we have had for a long time.

They are very lustrous, indeed, and have the sparkle and gleam of the metal in addition to the silk. They are made of real metal threads and there is some of the precious metal in each stocking, which accounts for the quite high price at which they are marked.

They are not at all heavy and feel much like the natural silk, and are so woven that the silk alone is next the skin and the metal threads come through to the outer surface to gleam and glitter like the real gold and silver.

Made in Europe, they are extremely expensive, but will doubtless delight those women who wish something exclusive and unusual and who have, incidentally, unlimited pin money.

Patents with cloth or kid tops are in strong demand. The demand for nubuck and white canvas is increasing rapidly and it is generally considered that it will be fully as strong this summer as last. The popular novelty appears to be the English pumps in tan, gunmetal, white buck and black ooze. English oxfords are also receiving considerable attention. The demand for English boots is good but not so strong as for the pumps and oxfords. There is still a steady demand for high toes and short vamps.

Electric lights in show cases are a wonderful help considering how little it costs to maintain them. In a store that is inclined to be a trifle dark, the illuminated show case stands out like the proverbial sore thumb, and cannot escape attention.

Isn't there some space in your store where goods could be displayed, space that just now isn't working for your profit?

No matter how ridiculous a mistake a customer may make it is the business of the salesman to keep his face straight and ovoid making the other uncomfortable.

Leaders in the Shoe and Leather Trade

H. J. FISK—TANNER

Although Canada is an importing country, and is likely to be so for many years, we are happily more and more relying on our own resources, and establishing industries which are displacing goods manufactured in other lands. Patent leather and glace kid are instances of this character. For many years France and Germany, particularly the former, exported large quantities of these leathers to Canada, but today we have factories turning out goods of the highest quality, and making us less dependent on supplies from foreign sources than formerly.

One of the pioneers is Mr. H. J. Fisk, head of Fisk, Limited, Montreal, who has been connected with the trade all his business life. Born and educated in the United States, Mr. Fisk came to Canada more than forty years ago. He was here for pleasure, but stayed for business. With Col. Whitehead, he started in Montreal as an importer of French and German leathers; after three or four years, the partnership was dissolved, and the business continued, with Mr. Wardlow, under the title of Fisk & Wardlow. The latter gentleman subsequently joined the firm of Whitney & Wardlow. Mr. Fisk then had Mr. L. S. Odell as partner, the firm name being H. J. Fisk & Co., which on incorporation was changed to Fisk, Limited.

After trading as importers for twenty years, Mr. Fisk and his partner decided that it was cheaper to manufacture than to be middlemen, and accordingly a factory was taken and the goods made in Canada. Six years ago the manufacture of cement was added, the factories for both leather and cement being situated at Laclaire, near Montreal, while the office and stock room is in the latter place. They also have a large shoe findings business, which has been carried on for many years. The company have a branch office in Toronto, with Mr. Odell as resident partner.

Of all branches of the leather trade, there is none requiring more attention to detail in manufacture, none more exacting, than that of patent leather. An important leather manufacturer, who has experienced its peculiar difficulties and quit the business, aptly expressed his opinion thus: "I would rather run a dynamite

factory than a patent leather one." Millions of dollars have been lost in the business by men who believed they had discovered the golden secret of making a perfect patent leather. They have found to their cost that their methods, however well they may have stood experimental tests, did not survive the practical use of every day wear.

Within recent years the processes of manufacture have greatly improved, and the firm of Fisk, Limited, have done their share in solving the problem of making an article which can be relied on—not absolutely, for no firm will absolutely guarantee patent leather. While firms are continually experimenting with a view to attain the perfect, so far they have not been able to overcome all obstacles. One peculiar essential in the making of the goods is that the leather must be exposed to the action of the sun's rays for a certain time, although it has already been baked in hot ovens for 24 to 48 hours, and it will be readily seen that in the event of inclement weather, there is danger of all operations being stopped for the time being. Faults, too, will develop from unexplainable causes, however carefully the processes are supervised, because it is not yet a perfect science. There are, so to speak, invisible sources of trouble to reckon with, which the aid of the chemists is gradually overcoming.

The public demand for patent leather boots and shoes increases every year, and Fisk, Limited, have a liberal share of the

business placed by boot and shoe firms, because of the superior qualities of the leather their long experience and knowledge of the business enables them to produce. Various kinds of hides and skins are used—coltskins from Russia, where horses are raised for their meat in the same way as cattle are raised here; kid skins from India and Europe; and cattle hides from all over the world, of which only the choicest grades are used for patent leather. An objection which used to be raised against the wearing of patent leather was that the enamel filled the pores of the leather, so that the air could not get through. That same objection remains still, but other leathers have no advantage in this respect.



Mr. H. J. Fisk.

Would a Reduction in the U.S. Tariff Effect Canadian Manufacturers?

A great deal has been said of late about the proposed reduction in the tariff of the United States and how it would be likely to effect the Canadian shoe and leather manufacturers. In view of this discussion and of the probable carrying into effect of this tariff reduction, it may be of interest to our readers to peruse the opinions of some of Canada's leading shoe and leather manufacturers, on this subject. We first publish a letter received from one of Canada's most expert shoe men who writes as follows in the *nom de plume* of "A Canadian manufacturer."

Montreal, April 26th, 1913.

The Editor Footwear in Canada:

Your letter of April 10th relevant to the proposed removal of duty on leather and shoes by the United States Congress received and noted.

The Canadian hide market is so small that the Canadian tanners have to buy large quantities of hides in the United States and European markets in competition with the United States tanners, then the latter have the advantage of the control of the American market, also a large surplus of labor to select from and every other condition in their favor; so, in my opinion, it will be a long time before any appreciable amount of Canadian leather is imported into the United States.

Regarding shoes, of course, the United States market is a very large one and would be a very nice field for the Canadian manufacturer to conquer, if he were in the position to do so, but there are great difficulties to overcome even with the duty completely removed from shoes.

The public in the United States are very much prejudiced against imported footwear and the fact that their country leads the world in the production of footwear is generally known in all sections of the country, and any foreign footwear would have a hard task to gain a foothold in the trade. Again, while the United States manufacturer, and also the politicians from all arguments used against the repeal of the duty on shoes, seem to have the impression that we have a very cheap labor cost here and can make shoes for almost nothing, such is not the case. In the city of Montreal the labor cost of making men's welt shoes runs from 62c to 72c a pair which is higher for the grade of shoes made, than is paid to the finest shoemaker in the city of Brockton, Mass., where the labor cost on the third grade shoe is 50c per pair and in the best shops from 56c to 62c per pair. In the city of Marlboro, Mass., shoes are made—and they are good shoes—at a labor cost of from 38c to 45c. In the city of Webster, Mass., a very large shoe factory makes shoes with the Union label at a labor cost of 40c to 45c per pair, and all through New Hampshire and Maine the country shops make footwear that will look as good as anything made in Canada at a labor cost of from 35c to 42c per pair. On account of this last difference in the cost of labor—and it is generally very skilful labor—and the other conditions which exist in the United States shoe trade and operate against Canadian manufacturers, I do not think that we can at the present time compete with them, nor can hope to for years to come.

Canada is a growing country and thousands of people are coming every day. There seems to be plenty

of room for an increase in production if we only get after the business in our own country properly and start something that will entice the Canadian public to favor Canadian-made shoes and call for them, instead of those made in the United States, as they now do, and devise some means to have the Canadian retailers buy Canadian shoes in preference to United States shoes.

The labor prices and conditions which now prevail in Canada, together with the high leather market, make it absolutely impossible for the Canadian manufacturer to manufacture a shoe to retail at \$4.00, and live. Also, the cheap Goodyear shoes market is pretty nearly taken up by the cheap welt shoe from the United States, so if the Canadian shoemaker wants work, and the Canadian manufacturer wants business, it would be well for them both to get together and recapture the Canadian \$4.00 shoe market, which is now held by the United States manufacturer, and leave the United States shoe market alone until we can secure a good hold on our market here.

Yours truly,

A Canadian Manufacturer.

No Immediate Benefit to Canada

Getty & Scott, Limited, Galt, Ont.—"We do not look for Canadian manufacturers to profit to any great extent. There may be a few lines of staple goods that will be worked in but under conditions as they exist today we do not expect to see any large amount of business result. Conditions may, however, change very rapidly and certainly Canadian shoe manufacturers at the present time are making good progress and improving their product and it may be that at a later date some business will result."

The Murray Shoe Company, Limited, London, Ont.—"Canadian manufacturers cannot purchase the necessary supplies which go into the making of shoes as cheaply as they can be bought in the United States, and our market is such that our factories cannot manufacture on the same economical basis as can be done to the south of us. By the latter we mean that our restricted market does not enable Canadian factories to produce on the same tremendous scale as is the case in the United States. We cannot see how the Canadian manufacturers can hope to do business in the United States until our industry is developed to the same tremendous size as is the case in that country. It would be possible for the Canadian maker to take advantage of the customs drawback privileges and thus obtain his supplies and goods exported as cheaply practically, as they can be had in the United States, but we feel that other conditions, viz., the small expensive production here and the expensive merchandising of our product would be for a long time unsurmountable against the importation of Canadian shoes in any large quantities in the United States."

The Rideau Shoe Company, Limited, Maisonneuve, Que.—"Although a broader market might be opened, the Canadian shoe manufacturer would not be in a position to reap any advantage from it, as he is today paying a duty of 10 to 35 per cent. on his raw materials; and we do not think for an instant that the Canadian manufacturers of leather and supplies are not taking advantage of this rate of protection."

"The Canadian shoe manufacturer is paying more for his labor than the United States manufacturer and even should he be able to import his materials free of duty, this added cost of production would place him outside competition.

"We doubt very much whether a Canadian house could place their own brand of goods in the United States dealers' hands, as the latter has no confidence in Canadian-made goods of any description, and the prospect of flying the British flag over his store would appeal to him about as strongly.

"In order for the Canadian shoe manufacturer to enter the United States market, it would be necessary for him to import his raw materials and manufacture for export; thus making his raw materials free, and then distribute through a United States jobber under the latter's own brand, and at that the higher costs in Canada would restrict his sales.

"The greatest effect the adoption of the measure would have, would tend towards increasing the cost of leather, as the Canadian tanner already benefits by free hides, and, should he manufacture for the United States market, the supply here would materially lessen and a restricted supply always means increased values. We think that if the Canadian tanner can get his tannery running more on the United States system, he can give the latter tanner a run, as our leather is superior for wear, but woefully lacking in assorting for selections, weights and spreads.

On the whole, we think it would benefit the Canadian tanner, but we fail to see any benefit accrue to the shoe manufacturer, or the public, as the application of the measure will certainly increase rather than decrease the cost of footwear.

"Do you not think that the American tanner would be inclined to retaliate in some manner if the Canadian tanner went into competition with him? We very much doubt if they would supply the sinews of war, i.e., hides."

Sole Leather Tanners Might Benefit

Mr. J. Daoust, President of Daoust, Lalonde & Company, Limited, Montreal, said.—"I do not think that the Canadian shoe manufacturers will benefit much by the change in the United States tariff. My reason for this is that we Canadian manufacturers have all we can do to look after the home trade. Then I do not believe that we can manufacture any cheaper than the United States manufacturers. If anything, I think it is the other way, as if our own government would put shoes on the free list, this country would be flooded with shoes from the United States. Even now, with a 30 per cent. protection, there is a pretty large amount of shoes coming in.

"The only people that I think would reap any advantage out of the change, would be the sole leather tanners, on account of the Canadian hemlock which is plentiful in this country, but the fact of exporting sole leather in any quantity across the line would have the effect of keeping up prices of sole leather on this side. The removal of the duty on sole leather would have the same effect as the removal of the duty on hides a few years ago, which was just the reverse of what was expected and hides have been advancing in price ever since."

Should Help Some

J. A. & M. Cote, Boot & Shoe Manufacturers, St. Hyacinthe, Que.—"The reduction of the United States tariff on Canadian boots and shoes will do no harm, and ought to help some the export of boots and shoes

to the other side, but we do not believe, however, that the reduction will be sufficient to enable the Canadian manufacturer to compete with the United States manufacturer, as in many instances we have to import from the United States goods on which we have to pay duty, and do not see how, after manufacturing these goods here, with parts of United States products, we could go and sell the manufactured article in competition with them when they produce it all, without having any duty to pay.

Canadian Makers of High Grades Would Profit

Mr. J. W. Phillips, manager, The Solid Leather Shoe Company, of Preston, Limited.—"Being a resident of the United States for eighteen years and familiar with boots and shoes on both sides of the line, also raw material, it is my impression that the reduction in tariff rates on boots and shoes would benefit the high grade boot and shoes manufacturers of Canada because our top grade boots and shoes are sold cheaper in Canada than they are in the United States and we are producing shoes in Canada to-day equal to any.

"Regarding the raw material, as sole leather in Canada can be bought a little lower than in the United States, I would expect that Canadian tanners of sole leather to find a good opening in the United States for their product, if all import duty was off; that being the case, it naturally would affect the Canadian shoe trade by making sole leather a scarcer article in the Canadian market than it is to-day. Regarding upper leather for shoe topping, I do not think it would make any difference to the producers of Canadian footwear."

Mr. V. Lemieux, Fraserville Shoe Co., Fraserville, P.Q.—"The placing of shoes upon the free list by the Democratic party in the United States will, in my opinion, not affect the manufacturers and wholesalers of Canada. If it were not for the present Canadian tariff on boots and shoes made in the United States, our market would be flooded with these. This fact speaks for itself, and in my estimation the day is far ahead when Canadian shoes will find a market in the United States, taking into consideration the present amount of the United States shoes imported into this country in the face of 30 per cent. duty."

Tanners' Opinions

Mr. Paul Galibert, Leather Manufacturer, Montreal.—"Of course horse and cattle hides were already on the free list. The only change that the Democrats propose to make is placing leather on the free list. As regards dressed leather, that will make very little difference to us. They have as many, if not more, facilities for dressing as we have, and although Canadian dealers will not be harmed by the changes, they will not benefit either. But as regards sole leather, we will be the gainers. Canada has a practical monopoly of bark for tanning, so far as this continent is concerned, and we will be able to undersell the United States dealers, at least with our tanned sole leather. This is where the proposed tariff changes are of tremendous value to sole leather tanners throughout Canada."

Will Broaden Our Market

Mr. J. C. Breithaupt, of the Breithaupt Leather Company, Berlin, Ont.—"The placing of leather on the free list by the United States Congress will give us a chance to send leather across the line and will naturally have the tendency to broaden our market. It will not make any difference so far as prices are concerned, for they are about the same on both sides

of the line. As long as Canada is not asked to reciprocate it will be of advantage to us, and although it will not strengthen the price, it is likely to give us a larger market, on the same basis as wheat or flour with the duty removed. One thing is sure, it will not do us any harm and may do us some good."

No Immediate Benefit

Fisk Limited, Leather Manufacturers & Shoe Goods, Montreal.—"We do not see that the proposed changes in the United States tariff if carried out will be of any immediate or appreciable advantage to Canadian leather and shoe manufacturers, for the reason that Canadian manufacturers have not at this time the essential facilities for producing these lines as cheaply as they are produced in the United States.

To compete successfully in the United States, Canadian manufacturers would need more extensive plants, a greater abundance of skilled labor and the many

startling, for at the end of ten weeks the leather was considerably worn, and the boots again needed repairing. About the same time he had another pair of boots soled and heeled with best sole butt. The work was hand sewn and cost \$1.00. This pair was in wear quite a year before the sole was worn enough to require further repairs. In both cases the boots were worn every other day, so that the comparative costs for a year would work out as below:

5 weeks' wear at \$.60 equals \$3.00 per year
 26 weeks' wear at 1.00 equals 2.00 per year.

Besides the remarkable saving by the use of the best sole leather, there is the fact to be taken into consideration that a pair of boots is of little value after being thrice repaired. Assuming, therefore, that new pairs soled with common leather are bought for \$2.52 per pair, and subsequently repaired at the cheap rate, while two good pairs costing, say, \$5.04 per pair, are afterwards repaired with best sole leather, the fol-

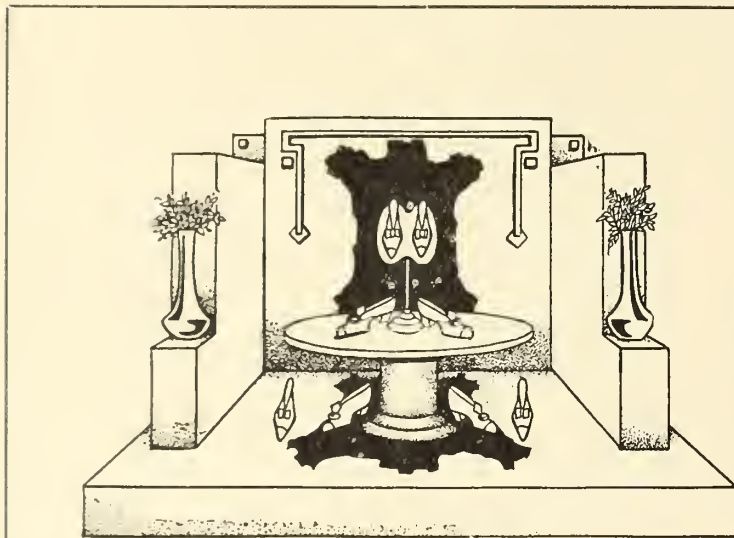


Figure 1

Figure 1—Shows a new and striking display device for showing footwear. The thickness of the base should be 6 inches, and the dividers and side sections 4 inches wide. The remainder of the design must be completed according to the dimensions of the window in which it will be installed. The ornaments on centre panel are made from 1 inch strips of lumber.

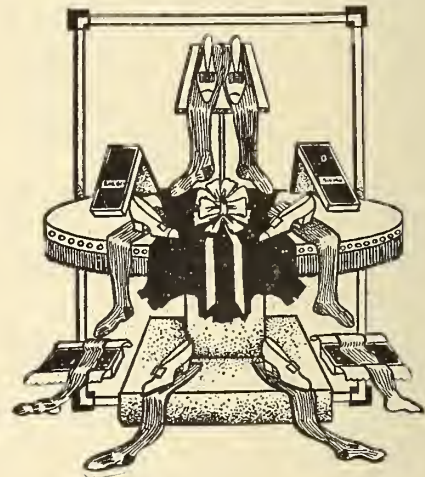


Figure 2

Figure 2—Illustrates combination display of hosiery and shoes. A special feature of the grouping is the trimming of the heavy wooden slab, which is cut oval shape from common 1 inch lumber and covered with cotton, flannel, felt or plush, to which upholstery fringe is fastened by means of heavy brass tacks. We are indebted to the "The Shoe Retailer" for these two designs.

other advantages which time, money and experience have given our neighbors. Should a free market in the United States for Canadian leather and shoes become an assured and permanent fact, Canadian manufacturers will no doubt ultimately find ways and means to make the most of their opportunities. In the meantime we have a tariff of our own with which we need to be more deeply concerned if we are to protect ourselves against the floods of cheap United States leathers which have been rolling in upon us ever since the rate of duty was lowered.

The Best Leather is the Cheapest

A director of a large firm of leather merchants has given particulars of a test which shows in an unmistakable manner the poor value of cheap boot repairing with common leather. The first pair tested were soled and heeled for 60 cents, a not uncommon price, but one for which it is impossible to use good sound leather at its present value. The result was somewhat

lowing are the respective boot bills for three years on the hypothesis of the above tests:

Eight pairs new boots (common sole leather)	
at \$2.52	\$20.16
22 times soled and heeled, .60	13.20
	<hr/>
	\$33.36
Boot bill for the year	11.12
Two pairs new boots at \$5.04	10.08
Four times soled and heeled (best butts), \$1.	4.00
	<hr/>
	\$14.08
Boot bill for the year	4.67

Apart from the great advantages of keeping the feet dry, it would appear from the above figures that the best sole leather is by far the cheapest.—The Shoe Repairer & Dealer.

To keep on trusting a man who already owes you more than he can pay is to throw good money after bad. Yet many merchants do it.

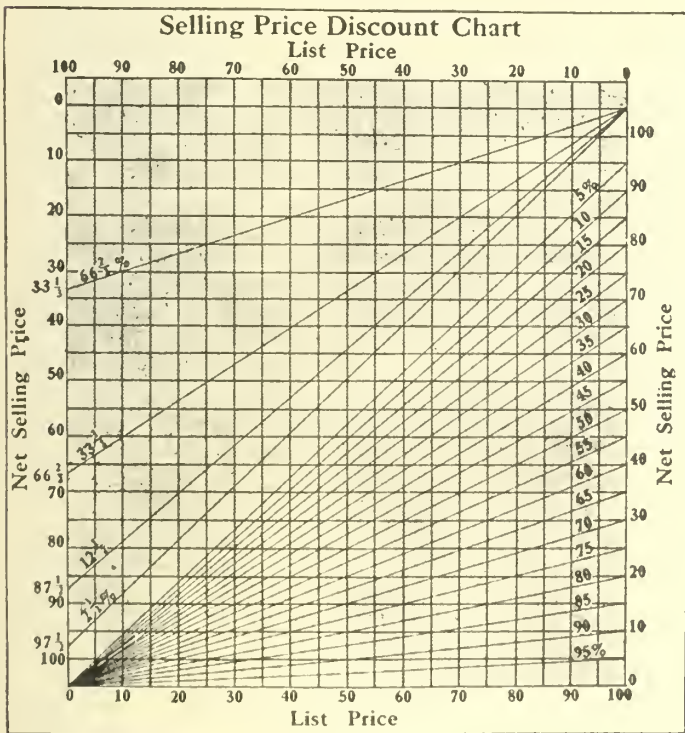
Business Helps for the Busy Merchant

Methods that Save Time and Money—The Good Ideas of the Other Man—Plans Worth Knowing

Short Cuts in Computing Discounts

To find instantly the "net selling price" from the "list" is the embarrassing demand that is made of nearly every salesman. With the aid of the "selling price discount chart" shown in the illustration on this page, these discounts may be computed quickly and accurately.

If, for example, the list price is eighty, and there is a thirty-five per cent. discount, the salesman, to determine the net selling price, would follow the line marked eighty to its intersection with the diagonal designated as thirty-five, and then along the hori-



zontal from that point to the marginal line on the right. The point of intersection of these two is two spaces above fifty. Fifty-two is the net price.

If the discount is fractional, then it is necessary to look to the top of the chart for the list price, run down the vertical lines to the diagonal lines designating fractional discounts, and discover the net selling price on the left margin of the chart.

* * *

Economy in Signing Checks

A manufacturing concern in Toronto that encourages its employes to offer suggestions which will ensure greater efficiency in factory or office, a short time ago received a suggestion from one of its clerks regarding economy in writing out checks.

His suggestion was that check books with stub attachment should be discarded and others printed with four checks to the page, and that alternating with each page should be a sheet of plain paper on which,

by the use of carbon paper, a reproduction of the check would be made when the latter was being written.

The company, which is the largest of its kind in Canada, adopted the suggestion, and it has been found to greatly economize the time in writing out the checks, which run into several hundred monthly. A glass pencil, which makes no mark on the check, is employed when it is necessary to make a special note or entry on the carbon reproduction.

* * *

Short Cuts in Division

The two following short cuts in division, are both simple, although not generally used. The following series of examples illustrates:

To divide by—

5	multiply by	.2
12½	"	.08
25	"	.04
33 1/3	"	.03
50	"	.02
75	"	.01 1/3

So also, if a figure in the quotient is repeated, the deduction can be made by using the figures used in a preceding deduction, without writing down the amount.

Example: Divide 3,461,224 by 52.

New way	Old way
52)3,461,224(66,562	52)3,461,224(66,562
312	312
341	341
292	292
260	260
322	322
312	312
104	104
104	104

* * *

Short Cuts in Multiplication

When multiplying, it is not necessary to put down the multiplier, except in cases where the amount is large. This saves the time usually taken in writing that amount.

Example: Multiply 739,162 by 3,612

739162	739162
3612	
1178924	1178924
2957848	2957848
4136772	4136772
2218386	2218386
2693120604	2693120604

If the figure in the multiplier is divisible by a

subsequent multiple, or vice versa, further time is saved by using the ratio the lowest bears to the larger. This can be seen by reference to the foregoing computations.

After multiplication by two, twice the product gives the result for four times; then three times gives the result for six times; while one-half the last figure gives the result for three times. For some it may be easier to add the first two results to obtaining the six times.

Profit Possibilities in Wood Sole Shoes

The largest percentage of shoe retailers are neglecting one of the greatest sales-helpers and profit makers, viz., wood sole shoes, because they have an idea they are worn only by some few foreigners who still cling to their Old Country customs. If these dealers, however, will just investigate in their laundries, meat markets, creameries, packing houses, fisheries, dye houses, in fact anywhere where men are obliged to stand or work in cold and wet places they will find many of these men wearing wood sole shoes that they purchased from their trade supply houses, because their shoe dealer either never carried them or did not display them. The sale of, and demand for, wood sole shoes has more than doubled in the past two years, due to the wearers finding them a more practical and economical shoe than an ordinary leather shoe. The soles on these shoes are cut from full 2-in. seasoned lumber and are shaped so as to make walking just as easy as leather shoes and then covered with a cushion to make them comfortable. To this sole, the upper, generally a soft plump oil grain, is securely fastened in a groove, making the shoes practically waterproof, and wood, being a non-conductor of heat and cold, keeps the natural warmth of the foot in the shoe, consequently insuring warm feet when used in cold places. Besides the trades mentioned above, there are innumerable others that use them extensively, the acid house employees because acid burns the sole leather, smelters and moulders for the same reasons. Farmers and dairymen find them the best footwear for winter chores. Those who use wood sole shoes on cement



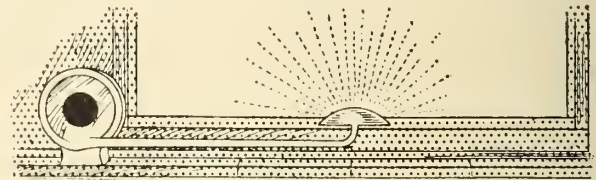
Iron heel and sole rim and black oil grain, one buckle, wood sole shoe.

floors or in mines generally have narrow iron rims placed on soles and heels to give extra wear and protection. Special efforts are made by some wood sole shoe manufacturers to make perfect fitting shoes and make them in a variety of styles, regular height shoes, 10-in., 12-in. and 14-in. high cut bluchers and in boots. These shoes are cheaper than all leather shoes, allow the dealer a good long profit and never depreciate in value on account of changes in styles or lasts. Many

enterprising dealers by a little advertising, displays in show windows and show cases, and by explaining the advantages of wood sole shoes have built up a large steady trade on them, gaining not only the men who wear them as customers, but their entire family as well.

Device to Prevent Steaming of Store Windows

A simple but very effective device for preventing the steaming or fogging of store windows during cold weather has been invented, and is being installed by shopkeepers. The invention consists of a short nozzle, shaped like a fan and fastened in an upright position to the end of a pipe which extends along the bottom of the window on the inside. Through this nozzle, which



Air current prevents frosting or steaming

is provided with a number of small holes, a strong current of dry air is forced over the surface of the window by means of a blower attached to an electric motor, thus preventing entirely the gathering of moisture upon the glass. This nozzle, which can scarcely be seen from the outside of the window, is finished in silver, gilt or bronze, and the motor can be operated from any lighting circuit.

A Unique Booklet

The Boston Last Company, of Richmond, P.Q., have recently got out a very attractive booklet, showing latest designs in lasts and also illustrations of shoes made from the latter. This booklet was planned and got up entirely by the management of the Richmond factory and the cover was designed by one of the factory's model makers. All the photos were also taken at the Richmond factory. It is generally thought that when a firm in the United States opens up a Canadian branch, that the latter is merely an auxiliary for the purpose of saving duty. The Richmond plant of the Boston Last Company, however, is able to stand on its own feet, to originate and to adapt. It has peculiar advantages, as it has command of all the New York and Boston samples and the benefit of dealing direct with the Canadian trade and working out for them the United States ideas to their satisfaction.

At the Boston factory of the firm, not only lasts are made, but also electric heating and ironing outfits for shoe factories. The firm has recently issued an illustrated booklet showing illustrations of the latter and giving full descriptions.

An industrial commission was looking over a mill. While the investigators were busy the whistle blew. The workmen put up their tools and vanished like magic.

"Do all of the workmen drop their tools the moment the whistle blows?" asked one of the commission.

"No, not at all," said the workman who was acting as guide, "the more orderly men have their tools all put away before that time."

A Model Shoe Store on the Pacific Coast

Well Planned and Laid Out—Good Situation—Brilliantly Lighted—Attractive Displays—Caters only to City Trade

A good example of a modern and attractive store interior is that afforded by the Edward Stark Shoe Company's store situated at 623 Hastings street west, in the centre of the shopping district of Vancouver. The windows have a depth of 8 feet, and a width on each side of the entrance of 9 feet, both on the street at the back, the total frontage amounting to 25 feet. The sides, back and floors of the windows are panelled with polished oak, and nickel plated fixtures are used for display purposes.



A well planned interior.

A notable feature in the organization of this store is the attractive window display which it habitually exhibits, and upon the recent visit of a representative of Footwear, it was found that the usual high standard in this respect had been fully maintained. The left-hand window was occupied by the latest summer styles in men's footwear, the Nettleton, Slater and Gold Bond shoes, for which this firm have the sole agency in Vancouver, forming the chief attraction. The opposite window was given over exclusively to the exhibition of ladies' summer styles in "Sorosis" footwear, this being considered the best selling line in women's shoes carried by the company.

Artificial light is provided by 16-60 candle power tungsten lamps set in the ceiling of each window, while the lighting of the interior consists of four chandeliers, each having 5-100 candle power tungsten lamps, suspended at intervals down the centre of the store.

The store itself is of rectangular shape, and exclusive of window space, measures 117 feet long by 25 feet in width. The sides are lined down their entire length with shelves for carrying stock and the furnishings of the interior are complete and up to date. In the centre of the floor facing the entrance a large glass show case is placed, and in it are displayed a number of tasteful samples of children's wear, and of ladies' house and ball slippers. Beyond this are two long rows of fumed oak armchairs placed back to back, with a dividing space between them, the left-hand group

being devoted to the men's fitting department, with the ladies' and children's department on the right. Tasteful strips of carpet are placed in front of each group, and a number of fitting stools are added to complete the equipment.

Four full length mirrors are provided—two on each side, and a number of smaller mirrors are placed on the floor for the convenience of customers. The office and reserve storage space situated at the extreme end of the premises, is separated from the rest of the interior by a glass partition. A window at the rear of the store extends the whole width of the building and admits a plentiful supply of light to this portion of the interior.

This enterprising firm, owning two of the leading stores at the Coast, caters only to the city's best trade and enjoys an excellent reputation for the quality of all its stock. Mr. A. F. Calder, the capable manager of the company's headquarters on Hastings street, spent eight years in the employ of the Hudson Bay Company in Vancouver, previous to taking up his present position in 1910. Possessing the qualities of unusual organizing ability, and an unflinching courtesy he is well fitted for the post he now occupies, and is popular alike with customers and members of the trade.

British Shoe Traders' Conference

The half-yearly conference of the National Federation of Boot Trades Association was held in Bradford, England, in April. About 60 delegates from various associations in England and Wales attended. The federation was formed in 1904 and there are now 46 associations affiliated with it.

At the conference it was stated that the prices of boots were lower than they should be in proportion to the advance in leather, which was 15 to 25 per cent. higher than it was three years ago, the cause of dear leather being the enormous American and Continental demand for British hides. Among the resolutions that were carried was one to the effect that the time had arrived when the Government should give power to the Local Government Board to enforce a quality standard in all boots and shoes manufactured or sold within the British Isles. It was stated that cheap footwear, with "blotting paper insoles," caused tuberculosis more than anything else.

A resolution was also carried supporting the Boot Manufacturers' Federation in recommending the tanners to adopt a system of selling leather by measurement, believing this to be a solution of the evil of adulterated leather. In this connection it was stated that the adulteration of leather is on the increase and that steps ought to be taken by the Government to stop such a "criminal practice."

When you agree to order something special for a customer the advantage all lies in ordering it right away. The waiting customer soon becomes the disgruntled customer.

Shoe Trade Advertising

Discussion of Principles Involved in Effective Publicity—Examples of Good Display—Retail Shoe Stores Invited to Submit Advertisements for Criticism



The retail merchant, whatever the line he handles, has taken a good long step in the direction of successful advertising when he comes to realize that advertising goods is **business**. There are still a good many men in the wholesale and manufacturing branches of the business, as well as amongst the retailers, who look upon advertising as charity, as a

gamble, or as something of little or no importance, that can be neglected with impunity or put off till one has nothing else to do. The result is advertising that is never **planned**, that is seldom even well thought out or well worded, that is rushed to the printing office at the very last moment, and must then be deciphered—often quite a problem in itself—be rushed into type by a compositor conscious of the fact that he isn't "getting a fair show," and be printed with little thought of anything else than of getting the journal out. Is there any wonder that much of the advertising that is turned out in this way fails to bring home the business? It is the advertiser who takes his advertising seriously, and gives to it just the same kind of careful planning and thought that he gives to any other department of the business, who is likely to have an advertisement that looks worth while, that has the right sort of a business ring about it, and that actually brings the customers' money where it is wanted.

The three advertisements that we reproduce this month all bear the marks of real planning. Two were comparatively small-space announcements, only about five inches double column, but in each case the space has been turned to good account.

A Distinctive Advertisement

Fred R. Foley, of Bowmanville, has an advertisement that is distinctive in several particulars, and an advertisement that is distinctive, that has some individuality about it, will be noticed, and be read, even though it occupy small space and is surrounded by many larger spaces filled with larger and bolder type. The border is neat and effective, the cuts are satisfactory, the display lines are well chosen and well displayed, the argument is good and the wording throughout shows careful preparation. In this respect the advertisement also shows two or three traces of commendable individuality. The catch-phrase "If it's new

we have it—if we have it it's new," though not original, is thoroughly appropriate, and is given just sufficient prominence by the use of the italic type-face and underscore. The invitation to "Meet us in our new store on the 'Sunny Side,'" suggests at once a bright, cheery welcome at the Foley store, and the phrase the "Parlor Boot Shop" conveys by a single word the idea of well arranged comfort. Such happy expressions, that get away from the thread-bare phraseology of much small-city advertising and suggest much more than they say, add to the distinctiveness of a very creditable newspaper announcement.

A General Store Announcement

The second advertisement reproduced this month is a full-page announcement of the Sussex Mercantile Company, Sussex, N.B. The page shows tolerably good arrangement, but we have no hesitation in saying that the space used by the footwear department is used to much the best advantage. This panel, if taken out of the page, cut off just above the line "Shoes for Baby," and finished with an appropriate signature, would form an admirable advertisement for any shoe store. The display lines are well chosen, and are brought out with regard to proportion that is lacking in several of the other panels. For the sake of comparison just glance at the panel devoted to Hamburg Flouncings. Here larger type is used, prices are brought out in big staring figures, a bold face body type is used, but the impression is confused, the prices though in large type are hard to read, and the many cut up black-face lines produce an effect of over-display and fail to drive home any one idea from the many statements made. In the matter of wording as well as in the display,

First Showing of Summer Dress Goods

See Cloths, Drills, Calatras, Borneo Cloths, Prints, etc. These are specially selected for customers' and suits.

For orders write to our showing: Bedford Street, Fredericton, N.B., or to our branch: 1000 St. John Street, St. John's, N.B.

The early to wear these goods but not too early to buy them. They are not some idea of this line if you see our window display.

Hamburg Flouncings
 12 1/2 inch wide, 36 inch long, 100 yds.
 Price per dozen \$10.00 to \$15.00

Heavy Sole Walking Boots
 Made of the best quality leather, with heavy sole, and lined with soft material. They are the best for walking, and are very comfortable to wear.

Winter Walking Shoes for Women
 Made of the best quality leather, with heavy sole, and lined with soft material. They are the best for walking, and are very comfortable to wear.

Shoes for Baby
 Made of the best quality leather, with heavy sole, and lined with soft material. They are the best for walking, and are very comfortable to wear.

Good School Shoes

Boys	School Shoes	1 to 3	\$1.50 to \$2.00
Boys	School Shoes	3 to 5	\$2.00 to \$2.50
Boys	School Shoes	5 to 7	\$2.50 to \$3.00
Boys	School Shoes	7 to 9	\$3.00 to \$3.50
Boys	School Shoes	9 to 11	\$3.50 to \$4.00

The Sussex Mercantile Co., Ltd.

the footwear panel shows more careful and thoughtful preparation than most of the other sections. There are many of them fashioned too much upon the old-fashioned catalogue repetition of lines handled. They lack in suggestiveness. There is little that is interesting about them—nothing to make anyone read them, or to make them wish for the goods. To take just one example of what we mean, it is of no interest whatever to the average man that soft shirts, even in new patterns, have just arrived. This announcement, which has been made the principal display line of that section of the

COMPANY'S SHOE STORE

SPRING AND SUMMER SHOES

Our new footwear for the coming season is now all in and we're ready for business.

We are showing everything that's good, the best shoes we could select from the products of the most skilled shoe manufacturers.

It will be well worth the time for you to come and see our Spring and Summer Footwear.

We have the Best of Shoes—the sort of shoes that have made our Store Business so Successful.

For Men Men's Spring Shoes in Lace, Button or Blucher cut. The best of leather that can be put into shoes.

For Women We have the new straight lace Ballarat, but also our Blucher cut in all leathers.

Shoes of Quality, Style and Comfort of Wear—Moderately priced.

J. T. STENSON & SONS
 304 George Street

advertisement, would not influence one man in five hundred to buy. But tell the good points of these special shirts—that they are the well-known Tooke shirts, made as well as shirts can be made, of generous size, fast colors, very latest patterns and so on; or if you like, describe specifically one of the new patterns that is sure to be popular, and give reasons why, and you will be likely to gain the attention, the interest, and finally the business of well dressed men.

More Thought Required

The J. T. Stenson advertisement, reproduced as our third illustration, hails from Peterborough, Ont. It occupies the same size space as the Foley advertisement already referred to, and also is creditably

arranged, makes use of a good illustration, and there is not much fault to find with the choice and arrangement of types. While every sentence in the Foley announcement carries its own message, however, there is a certain amount of repetition in this latter example. Compare the second and fourth paragraphs. It is a plan that we have recommended more than once in these criticisms to carefully re-read and revise every advertisement—two or three times, if necessary—cutting out every word that adds nothing to the message. Then, when all unnecessary words are cut out there is likely to be space enough to say all the good things that really should be said. A little more thoughtful revision on these lines would have improved what is already a very good advertisement.

Interesting Facts About Leather

Most shoe retailers choose leather by its finish. They judge it by its exterior appearance, which is quite natural, for a great many things in the world are judged by their exterior appearance. But there are many people, among whom are shoe dealers, who want to know what is beneath the surface. For the benefit of these inquisitive, and at the same time keenly intelligent retailers, the following short sketch is given of what makes up the finish of leather. So that it will not be confusing, technicalities and formalities are omitted, perhaps to the disgust of practical tanners, but, let it be hoped, to the satisfaction of shoe dealers.

Leather must be of good substance to take a good finish. A goodly exterior appearance cannot be put on to a piece of pulpy leather any more than plaster of Paris can be made to look like genuine marble. But some surprisingly good imitations of finishes of high grade leather can be put on to shoddy leather, and the careful shoe retailer will be watchful that he is not deceived thereby.

In one factory, which makes a specialty of finishing leather, thousands of yards of cotton cloth are received each month, and are treated with much the same chemicals and machines that are used for finishing leather. This cotton imitation of leather is used chiefly for bookbinding, upholstery, and novelties. But some of it drifts into the shoe trade.

What Makes Leather Soft

Leather that is of good substance must be made of well nourished skins; that is, of pelts of animals so well fed that their pelts, as well as their flesh, are solid and substantial. The fibres of such skins are strong, and are firmly woven together. The chrome tannage, or the combination processes of tanning, preserve in the pelts the network of fibres, and the gelatine substances around them. And, if the pelts are of good quality, and well tanned, the foundation is laid for a good finish, or the excellent exterior appearance that the shoe retailer and the shoe wearer appreciate.

In former times, tanners were content to tan their leather sufficiently to preserve the pelts, and then to dress it with oil, or grease. The famous "russet leather" of England, which was used for clothing by Robin Hood and his merry men, was bark tanned and finished "natural" as we would say today. It was oiled to soften it, and colored in the sun. And, by the way, some very fine bookbinding leather of today is colored in the sun. Likewise, patent leather is dependent for its final finish on the sun, after the last varnish coat is applied.

Indians used to tan buck leather with brains and

fats of deer. The fats grease the leather. The savages were as wise in leather making as are moderns. Practically all leather of today must have in it grease, or oils. These lubricants are worked into the leather in a process that is called "fat liquoring." The "fat-liquor" is made in the tannery of an emulsion of soap and oil. Various kinds may also be purchased ready made.

What Prevents Cracking

Many tanners consider the "fat liquoring" process as important as is the chrome process of tanning and it must be done with a great deal of care. If there is too little "fat liquor" worked into the leather, the latter is dry and hard. Again, if too much is worked in, the leather is greasy, catches the dust, and becomes offensive to the eye.

Tanners who use oil for "fat liquoring" their leather have to be very particular about the quality of their oil, for there are plenty of substitutes for the best oils, such as porgy oil in place of cod liver oil, and an inferior oil will do as much damage to leather as an inferior lubricant will do to an auto engine. The best cod liver oil used for this purpose is the same as the medicinal oil which is prescribed for coughs and colds.

Dull calf leather, in the metallic lustre finish, furnishes about as good an example as there is of a leather that is properly "fat liquored." This leather has just enough oil in it to make it soft, silky and durable, and at the same time, not so much oil that the leather will gather dust. Indeed, dull calf leather holds a shine in a remarkable way.

The popularity of Russia calf leather during the last few seasons has been due in a large extent to the fact that tanners learned to "fat liquor" it in the same way that they "fat liquored" dull calf leather. In this way they overcome the dryness and the brittleness of Russia calf of former times. The decrease in the popularity of patent leather, which many shoe retailers experienced a few years ago, was due to the fact that a great deal of it that was pushed onto the market did not have enough oil in it. It was dry and brittle, and it cracked.

The surface finish of leather is secured by the use of machinery, the operation corresponding very much to the home occupation of laundering linen. The skins are worked out on "staking machines," so that they are of full measurement and are free from wrinkles. This operation corresponds to the work done by a laundress, when she smooths out a sheet to its full measurements to free it from wrinkles.

How I Succeeded in the Shoe Trade

Mr. J. S. Coward, a prominent New York shoe retailer has written the story of his business career, in a recent issue of "System". He attributes his success mainly to "stick-to-it-iveness", and says, "Had I spent my winters in California or my summers in Maine, I hardly think my business would have any particular claim to distinction, but in forty-nine years I have not been away more than a day and a half's journey from my store". The lessons of a half century of application to business follow.

When I was a boy, chance put me to work in a little shoe store in Greenwich street, New York. It was a small establishment, and my duties were humble. My employer was a man whose life and habits I did not care to emulate, my pay was meager, and altogether, that store seemed to offer me as little opportunity as any business I could have picked out.

Finally the end came. Creditors closed out my employer and the business came to a stop, without enough of stock or fixtures left to be worth selling. Its demise did not make a ripple in New York, but to me it meant opportunity. I had no money and was out of a job. When that business died, however, an idea was born in my mind. To me it was a revolutionary idea; I started out after a bigger thing than a job. The idea had grown out of the inattention, reckless methods, and general incompetence of the man for whom I had worked. His mistakes were burned into my memory by a succession of experiences with disappointed or dissatisfied customers. I determined to build a business which in stock, service and ideals would be the antithesis of everything his had been.

The Greenwich street store, being rid of him, was for rent. I hired it, stocked it modestly on credit secured from a jobber whose salesman had known me for some time and knew that my notions of store-keeping were quite different from those of my late employer, and established myself on the very grave of the former business. I had no fear of re-opening a bankrupt store. I knew that the cause of failure lay deeper than mere location.

Almost half a century has elapsed, and I am still here, doing business on the same spot. My store, however, has spread out on either side until it takes in many times the original space, while the manufacturing end of my business has developed in another part of the city.

Gave Individual Service

A large percentage of the increase in my business came, I know, through giving customers individual service, doing what the ordinary dealer would not, or could not, do for them. I saw markets where no one else in the trade had looked for them; and I set out to analyze those markets and supply them. I studied the special needs of customers who came into my store. They came with all sorts of complaints of shoes bought elsewhere or wants which they had been unable to have satisfied.

If you need something and have difficulty in getting it, you tell your trouble to your friend. If he says "Go to Smith's," you take the suggestion, and find a store, perhaps, where your necessities have been anticipated. You learn that many other persons have discovered the establishment to be on a higher service plane than the average store. You, as well as they,

become a permanent customer. You help to make Smith's still more distinctive, when you add your needs to the catalogue of individual needs which it is already satisfying. And you help to increase its sales by directing friends with similar requirements to its hospitable doors.

The problem which confronted me at that time is one that confronts the average retailer to-day, if he seeks to make his business distinctive and raise it above the dead level of mediocrity. My task was this, to find a means of giving customers some special service not to be had of the ordinary dealer.

The First Step Towards Distinction

The first step towards distinction is to discover and analyze the reasons which make customers dissatisfied. Often they do not know the reasons, but merely the fact that they are dissatisfied. The average dealer does not worry greatly over the situation, but goes on selling, or trying to sell goods which do not entirely meet his trade requirements. Customers may come back a second time, but sooner or later they find another store which gives them what they want and the first business languishes or fails.

With me, however, the first need was to get people into my store. I had no money to advertise, so I advertised with the minimum outlay of money. Usually there is more than one way to do a thing you have determined to accomplish. One night, when I closed my little store at ten o'clock, I started out with a paste-brush and a batch of small posters. For three hours I decorated curbs with the legend: "Buy your shoes at Coward's."

When I returned to the store it was one o'clock, but I had the comfortable feeling that I had done some thing out of the ordinary, which might prove effective. This process I repeated very often, but I always managed to open my store on time the next morning. In the daytime I devoted myself to selling shoes and trying to fit my customers. At night I evolved selling plans and pursued my primitive advertising campaign. I got into newspaper advertising, finally, but my best publicity came by word of mouth, passed along by customers whose feet I had really fitted, to prospects whose shoes had either to be "broken in" or be made to order.

Must Satisfy Customer's Needs

The dealer who succeeds in making his store distinctive must do more than find out where his stock or his service fails to satisfy his customers. He must take steps to supply these gaps, either by the obvious method of finding in the line of some manufacturer other than his regular suppliers, the goods he needs, or by persuading some maker to produce these wanted patterns. He may have to do nearly all the studying,

the experimenting, the analyzing and designing himself. He may receive so little help or co-operation from producers of standard models or patterns that he is obliged to manufacture his special models or patterns himself. Such, at least, was my experience.

In fitting my customers, it did not take me long to discover that the average man and woman knew very little about choosing the lasts best suited to their feet. They might tell the clerk who waited on them the size and width they had been accustomed to wearing. So far as intelligent selection of the proper shape went, however, not one in four was competent to judge.

Right there began my programme of service. I would help my customers to choose the right shape, would even go out of my way to sell the shapes their feet demanded. During my years as clerk, I had been observing feet; now I began seriously to study them. The ill-assorted stock of the old store had balked my efforts to really fit customers. When I made up the initial order for my own store, therefore, I tried to buy shoes, not for the average foot, but for individual feet. So far as my limited credit stretched, I stocked a variety of shapes and widths in order to fit feet long and narrow, short and stubby, high-arched and flat—in short, individual feet.

Stock shapes, widths and sizes, however, would not take care of all my customers. Broken arches, weak ankles, enlarged joints, club feet, and other departures from normal were common enough to suggest that a trade might be developed in special types and models designed to correct or humor these weaknesses. Hundreds of men, I knew, were wearing made-to-measure shoes because no others were comfortable. If I could secure special types which would satisfy the comfort requirements of all these non-average feet, I could count on their owners as life-long customers.

Special Shoes For Special Feet

That was the idea on which my business was built. I had to manufacture these special types of shoes myself chiefly because the regular makers could not, or would not, depart from their standard designs, and produce my out-of-the-ordinary shapes and models for me. I still manufacture shoes, but the Greenwich street store has always been for me the important end of the business. I have always been a seller of shoes, a dealer rather than a manufacturer. The store has been the focus of my service to customers—the distinctive feature of the business. The factory has existed chiefly to supply the store with what my customers demanded.

The majority of mediocre businesses remain so, I believe, because those back of them either have no distinctive purpose, or to little persistence in carrying out that purpose. If they try for a time to perform some special service for customers, they seem to lack staying qualities, for these things work out slowly. This staying power, I have observed in certain classes of adopted citizens here in New York. When they go into business, they never give up. In consequence, many of them control large commercial ventures, and are also large property-owners.

The Secret of Success

If a business house expects to rise above the level of the commonplace, then it must do something above that level, and must keep on doing it, regardless of temptations to ease up or to realize on its investment in service.

In my store, I have always aimed to keep this

special-service idea at high water mark. I have watched things very closely. My clerks have always understood that a customer was to be referred to me, in person, if he presented any unusual problem. I have made it a point not to let a customer get out of the store until I understood his complaint, whether it was about my own shoes or some other dealer's. My steadfast purpose has been to supply the wants, not merely of customers in the aggregate, but of each individual customer.

Ventilated Shoes

One matter that is getting quite a little attention from Lynn shoe and leather experts is that of making a shoe that will ventilate itself, or that will keep itself clean. There appears to be a popular demand for such a shoe, and it is likely to increase, since sanitation has become a passion with American people. But there are some practical problems in the making and selling of shoes that will have to be solved before a satisfactory sanitary shoe can be put onto the market.

No practicable means of cleaning the inside of shoes is known, though they need it a great deal more than do the outside of the shoes, which are frequently cleaned. It is the inside of the shoe that comes into contact with the foot, and when it isn't clean it is injurious to the foot. A number of different kinds of removable and washable insoles for shoes have been tried with more or less success. But none of them have come into common use. Besides, the lining, as well as the insole, must be washed, if the inside of the shoe is to be kept clean. It is said that some boot-blacks will clean the inside of a shoe by turning live steam into it. This treatment might kill the germs in the linings, and also destroy the gum in the box toe.

One firm has met with success in putting onto the market ventilated shoes, that have holes in their vamps. An objection to these shoes, commonly heard, is unfounded. Most people think that the holes in the shoes will admit dirt to the harm of the feet. To the contrary, they let out dirt, to the benefit of the feet. People who have worn these shoes say that pebbles and dust do not enter through the holes, but that the air and the perspiration of the foot pass out through the holes, and keep the feet clean.—American Shoemaking.

Renews Black Kid

To renovate black kid slippers, mix together in equal quantities the white of an egg, milk or cream, and black ink. Place the shoes on the feet of trees and rub lightly with a piece of soft flannel.

Shoe Thief Improves Trade

The European custom of putting shoes outside the doors of hotels got a setback recently in Berlin.

The guests of several hotels used up all their stock of shoes, owing to their mysterious disappearance when they were placed outside the doors of their rooms. The shoe stores in the neighborhood did a lively business, but the managers of the hotels were made miserable by the demands of their guests that they furnish shoes to replace the ones that had been stolen.

The Greatest Nuisance in the Shoe Trade

Retailers Should Not Take Back Shoes when Customer is at Fault—Advice on the Matter

Upon investigation it has been found that over 80 per cent. of the retailers of the country state that the "greatest abuse of the retail shoe business" is unjust claims by customers and allowances demanded for worn shoes. The retail shoe trade and manufacturers throughout the country have suffered greatly on account of the "returned shoe" habit and Mr. E. W. Burt, of the E. W. Burt Company, of Lynn, writes the following, which is of much interest, and which we hope will be the means of preventing this habit to some extent.

Mr. Burt states:—

"(1) Why should customers who have worn shoes for one month or more be allowed 'new shoes' for 'old shoes'?"

"(2) Why should customers wear shoes for a month or more and not pay for the use and wear during that time?"

"All other lines of business will not allow 'free' wear for merchandise, such as hats, clothing, shirts, neckties, gloves, collars, etc. If they do not give service, the wearer receives no rebate nor no new articles for worn ones.

"The fault lies:

"(1) With the manufacturers, and there are some who guarantee shoes beyond a reasonable time.

"(2) On the leather itself, such as patent, or tan, upon which no guarantee or promise should be made.

"(3) With the wearer.

"The manufacturer should accept as his loss defects in construction and imperfect shoe making. The real and greatest cause of this abuse lies with the retailer himself, who, in fear of losing trade and in order to satisfy each and every customer, educates his clerks and sets an example to other retailers by giving unjust, unreasonable and unwarranted allowances on worn shoes, regardless of whether it is the fault of the construction, the leather or whether the blame belongs to the wearer.

"This has been the fixed policy of retailers of shoes for the past twenty-five years.

"What are unjust claims on worn shoes?"

"Let me mention a few.

No Fault of the Shoe

"(1) Feet that perspire will rot and destroy the best cloth lining, stitching thread and upper leather made, and it is no fault of the shoe, whether it is \$3 or \$10 a pair.

"(2) Women who wear shoes too short and too narrow will, in less than a month, stretch and break through the vamp or the tip. They will run over the counters and heel which destroys the shoes and make them of no value.

"(3) If the wearer allows the shoes to become soaking wet with water, the box toe will fall and wrinkle. This is no fault of the shoe.

"(4) Women who toe outward and wear high heels will rotate on the ankle and the body weight will fall inward, breaking down the counter on the inside and running over the heel, destroying the shape of the shoe—no fault of the shoe.

"(5) Nearly all button boots will in a short time

break out at the button holes or the buttons will pull off, tearing the leather, or they will break out on the seam over the instep and rip. The construction or leather is not at fault—but the style of the shoe worn.

"(6) Anyone putting their feet on steam radiators, registers or stoves will burn the soles and they will crack and wear out at once; no fault of the shoe, but the blame is caused by the carelessness of the wearer.

"(7) All tan shoes change color and will burn and rot after being polished, due to the dressing and to the friction of the cloth used by bootblack; this will happen to any tan leather shoes made, regardless of the quality.

"(8) All patent calf or patent colt leather will crack in changes of temperature from the house wear to street wear—no fault of the shoe, but the fault of the leather, none having been discovered as yet that is uncrackable.

"(9) No leather shoes can be made absolutely waterproof like rubber shoes. Customers have been told that leather shoes can be made waterproof and they believe it, but it cannot be done.

"Is any shoe retailer in the justified in making allowances on above 'claims?' Certainly the manufacturer cannot be held responsible for the above or the tanner of the leather, then why should the retailer, who makes himself a 'judge,' decide that the wearer should have new shoes and make large allowances 'free' for the above claims.

"The retailer who has the courage of his convictions should educate his clerks and instruct his customers that such defects and faults are beyond any rebate, (in many cases the wearer is to blame) and that a reasonable charge should be made for the length and wear secured from the shoes. If a man bought a suit of clothes and burned it with cigar ashes, could he go back to his tailor and get a new suit of clothes? Certainly not, and yet I have seen dozens of cases where men and women have put their shoes on registers or steam radiators (when they were wet) to dry, brought back to the store, stating that the leather was not good and they expected new shoes on account of imperfect sole leather—the fault was entirely theirs.

"What is a reasonable charge to place upon worn shoes? It has been figured out by competent shoe dealers that 3½ cents per day or \$1 a month is a just charge for the wear of shoes. Let the retailer see this matter more seriously and take a reasonable view of the situation. Many of the leaders of today have realized the folly of unreasonable allowances and they have set the example that on any case where it is right, an allowance should be made for shoes that are worn but on the claims as above outlined, they have felt that no rebate should be made, and if each and every one of the retailers in the country, backed up by the manufacturers, would come out fearlessly and stand for the right, the greatest abuse of the shoe business which exists today will no longer exist."

The above are all common facts that we deal with and are hearing of every day. Cannot something be done to further this case? It is hoped that all retail shoe dealers will co-operate with Mr. Burt and try and

eliminate this evil just as quickly as possible. It is an injustice to the retailer and shoe manufacturer and certainly should not be allowed to be continued any longer.

Pointers for Salesmen

Before you make an approach, put yourself in your prospect's place. Try to imagine how he feels, what he is thinking, what he needs. Talk your goods over with him beforehand. Don't say one word that will bump him off the order-track. And when you've sold him in your mind, march in and sell the man himself.

Don't fly off the handle because your customer-to-be does. Be patient, even sympathetic. The most important thing in the whole day's work is to get his view-point, to understand what feature of your goods or your talk jars him. Knowing this, you can wipe it out and often close the order on the strength of his re-action.

You must expect men to be skeptical, prejudiced, reluctant, indifferent to what you offer them. If they were not, there would be no job for you as salesman. Your boss could hire a messenger boy to collect the orders. Don't quarrel, then, with conditions that give you your opportunities and put order-takers out of the race.

Every time you fail to induce a man to buy, leave him with a smile; but go out and sit down for a serious think by yourself. There has been a reason for your failure. Find it, therefore, before you risk another prospect's "No." If the fault was your own, correct it—forget the failure—but hang on to the lesson it has taught.

Don't stop calling on a man because he says he does not need your product—if you know that he does need them. Don't lose courage even when he denies you without turning from the work he has in hand. He may be so busy that the goods you offer haven't a spark of present interest or future promise for him.

Many a sale is lost because the salesman did not get at the real objection in his prospect's mind. Don't use up your energy, therefore, overcoming a "straw" objection set up for you to shoot at. Use strategy to find the real obstacle—then demolish it. Don't understudy the machine that turns out form letters by the hour.

Personality is the strongest single force in salesmanship. But the solicitor who depends on it alone, can't compete with the salesman who backs up his magnetism by demonstrating the selling points for his goods. Even the cobbler has hitched his wax-ends to an electric motor. Or else moved into a side-street shop.

Obstacles were made to determine the market value of success. Remember that when the tide is lowest it is just upon the point of turning. Many a salesman gives up the battle just as his prospect is trying to discover how to give him the order, yet save his face. Don't ever be a bore—but learn how to hang on.

Start every day right by selling your job to yourself. Unless it is a daily delight instead of a daily duty, you are not presenting the best side of yourself and your goods to your prospects. Be cheerful, then. Smile, walk erect, hold up your head. Courage, faith and the happy mood that means efficiency will follow.

Shoe Clerk or Traveller?

A Nova Scotia shoe clerk writes Footwear in Canada as follows:—

"I would like you to tell me what opportunities there are for a retail shoe clerk. Would it be better for me to stay where I am, or would I have more opportunities travelling for a shoe firm?"

As to whether or not it would be to the best advantage of a clerk to remain in the retail shoe trade or to travel for a wholesale or manufacturing firm, it would be difficult for us to advise, as it all depends upon the man himself. A good retail shoe clerk will not always make a successful traveller and vice versa. Generally speaking, it is much easier to sell shoes as a clerk in a retail store than as a traveller on the road. In the retail store you are nearly always approached by a person wishing to purchase, while as a traveller you have to approach many merchants who are prejudiced against your goods and perhaps nursing a chronic grouch against travellers in general. The retail shoe clerk is very often little more than an order-taker, although this type of man is sure to remain nothing more than a clerk all his life, the shoe traveller on the other hand, **must** be a salesman or he cannot "make good." The remuneration paid to travellers is, of course, greatly in excess of that paid to retail shoe clerks, and rightly so, because, although this class of work may not call for any greater ability or higher quality of salesmanship than that which should be displayed in a retail shoe store, the traveller has to work harder, put up with more disadvantages and disappointments, and must also possess considerable more energy and pushfulness than is required of the shoe clerk.

The shoe clerk with brains, however, need not always remain in a subordinate position, but should eventually possess a business of his own, in which event he is his own boss, and in this respect possesses an advantage over the traveller who, in the majority of cases, is simply an employee of a firm. Many shoe travellers leave the road to enter the retail business, while retailers frequently sell out and take the road as representatives of some wholesale or manufacturing firm. As we said before, a great deal depends upon the man and the circumstances, and before making up your mind either way, you should consider the matter carefully. Choose the line for which you think you are best fitted and which offers you the greatest advantages. Having chosen, throw yourself into it with all your might and you will be sure to succeed.

It is all very nice to have a good time as you go along if you don't care about going very far along.

Don't discharge an employee for no other reason than that you got mad at him. You may be cutting off your nose to spite your face.

Even if you have plenty of money to start with you cannot buy success with that money. Success is never bought. It is earned.

The occasional big sale is a satisfactory one to make, but the constant procession of small sales is what makes up the day's business.

When you have a proposition that needs 24 hours' consideration, give it 24 hours, but don't lose the opportunity by stretching that 24 to 28.

The Proper Way to Operate a Retail Shoe Store

The following are five pertinent paragraphs containing good advice to the young man who desires to operate a retail shoe store of his own. These are:

Be sure you open in the right location.

Don't overstock; it sounds the death knell of almost any business.

Don't buy too far in advance; it is a dangerous practice.

Charge a reasonable margin of profit.

Play to the big audience.

The shoe business of the country is today in a somewhat peculiar condition. So far as the retail dealer is concerned, it is not highly satisfactory, and to a somewhat lesser degree this may also be said to be applicable to the wholesaler, the manufacturer, and the tanner in about the order named.

What is the cause of this condition? It certainly is not because the consumer has stopped buying shoes, for he has not, for almost every person of any standing whatever owns several pairs of footwear. It is not that a shortage of shoes exists, because every retailer from the Atlantic to the Pacific has more shoes than really are necessary for the conduct of a paying business. Many of them are so overstocked that much of their merchandise depreciates in value before it can be disposed of.

This matter of overstocking is the milk of the coconut, for it shows the real underlying cause of the prevailing condition. During the last few seasons the changes in the styles of lasts have not been radical. Calf in tan and black, patent leathers, suedes and kids are worn in even greater numbers today than before. Fabrics have had a large call in the last two years, and their sale has materially added to the volume of business done by the retailer.

Bearing these facts in mind, it may justly be said that the basic trouble is adherence to the old habit of buying too far in advance and buying far too much. Innumerable instances could be cited where dealers who bought in small quantities and bought frequently, soon built up well-paying businesses. Later, however, tempted by large discounts or the persuasive inducements of ambitious salesmen, they have been led to anticipate their requirements months in advance of the season. After a few seasons, in many cases, these dealers began to neglect taking their cash discounts, did not meet their obligations at maturity, but finally awoke to the fact that they were almost hopelessly overstocked and were forced to retrench in order to avoid financial embarrassment. They saw the advisability of altering their buying system, returned to the frequent and smaller purchase plan, and ultimately placed their business on a sound financial footing.

A poor location can bring about disaster quicker than anything else. The biggest concern in an eastern city found the sledding extremely hard when they first opened. They did practically no business. One day they realized they had started in on the wrong side of the street. They moved to the opposite side. The difference in location was noticeable from the start. Business grew by leaps and bounds. Today these people are representative of the retail shoe business in

that place. A few months more on the wrong side would have driven them into the bankruptcy court. This is merely to emphasize the importance of getting in on the right side.

Next, the young man must consider the potency of buying the right goods, shoes suited to his locality. He should buy often and in small quantities. His establishment should be fitted up attractively. He should know the conditions that obtain at the time he branches out for himself. His previous experience would qualify him to judge pretty accurately as to what would sell at the time he opened his store and what probably would be dead stock within a few weeks. The styles having the biggest call should find their way to his shelves, and then play to the big audience. The big audience today is buying shoes at \$3, \$3.50 and \$4 a pair.

With a fair amount of merchandise, he should turn his stock three times a year. If he does not, he should investigate why he doesn't, for in the event of his sales dropping much below that minimum there would be something radically wrong. A merchant in a fair-sized town has \$90,000 stock and is doing an \$85,000 business annually. This sounds like big business, but it isn't. In fact, that merchant is not making any money, for his stock deteriorates before he can sell it.

The beginner should be told he could not expect to do a paying business right from the start. He should bear in mind that older and perhaps wiser men are in the shoe game and he will not be permitted to share in their property without a hard struggle. He might find out at the end of his first month's business that he had some stock that was not commanding ready sale. In that case, providing his stock was in good condition, he should have no hesitation in taking out such stock and replacing it with something he has demonstrated he can sell. Some shoes that sell in some localities could not be given away in others.

One of the greatest mistakes shoe merchants are prone to make is in the matter of estimating percentages. Take, for example, a business that year after year runs along on an upgrade. Perhaps that business may have fluctuated in its upward course. Now, it is not fair in making a percentage to take the largest month's sales as a basis for the percentage of business done during all the other months of the year. Let him take the year's business from January 1 to January 1 as a basis for figuring and if possible make a comparison for five previous years and take the result of that calculation for the next five years. In figuring thus he is going to get nearer what is right.

Another thing, the operating expenses of a store should be figured on the basis of the poor months and not the best months; then when the good months come the showing is far more satisfactory. When this order is reversed an unsatisfactory showing is certain.

There is absolutely no excuse for speculation and gambling on freak or faddish styles on the part of the average retail merchant. In figuring the profit necessary to be added to the cost of goods the dealer

must not overlook the "unexpected" expense item, for it always occurs and if it has not been taken into consideration his showing at the end of the year will be a disappointment.

In this era of style changes, the dealer must get at least fifty per cent. on cost, or 33 1/3 per cent. profit on selling price to cover his losses on "clean-ups" when style changes occur.

It is not our intention to hold up the dark side of the shoe business, for it has a bright side. The opportunities today for the bright enterprising shoe merchant are better than ever before; he can do more business on less capital; he does not have to wait months for styles to be made; the breaking away from old staple styles makes it far easier for a new man to get a foothold than it did when families went religiously to the same shoe store and bought the same style shoe year in and year out. It must also be remembered that people have to wear shoes, thus making the shoe business a "day in and day out" proposition.

Under New Management

Dunford Elk Shoes, Limited, of Stratford, Ont., is undergoing a complete reorganization and Mr. Joan E. Kirwin, who has had a wide experience in shoe factory management in the United States, has taken over the active management of the company. There is no question but that he will make his presence felt in the shoe manufacturing trade in the Dominion, and that the quality of footwear produced by the firm will



Mr. John E. Kirvan, manager and superintendent,
Dunford Elk Shoes, Limited.

be improved. His untiring efforts will be to give the trade good long value for their money, and in the course of a short time samples of the new shoe product will be sent to all patrons of the firm. He fully expects to have the best accounts in Canada on the books and that their shoes will be their best advertisement.

Most of the responsibilities that are placed upon a man are opportunities for him to use to his greater development.

How many names are there on your mailing list to which the mail cannot be delivered? Every one of those dead ones costs you good money in stamps and printing.

The proprietor and the selling force should work together to make the store distinctly better in some way than every other store of its kind in the city.

Don't be afraid to stand outside of your own store some of the time and see how the stock looks to a customer.

An Australian Window



The window here reproduced is a sample of what shoe retailers are doing in the way of window displays in the Antipodes. This window is from a retail shoe establishment at South Leichhardt, Australia. It is a men's window and was trimmed with blue and white muslin decorated with maiden hair fern. The price tickets were of white cardboard with blue air brush design. They have a very extensive show window space, only a small part of which is here reproduced. The store front is unusually attractive in design, the name plate sign running along the base of the windows, being made of metal hammered to resemble carved leather.

Advertising introduces the goods and paves the way for the salesman.

If you want the trade of the young people of your town, the best way to secure it is by being good to the children.

The customer who likes to argue does not grow more fond of the man who accommodates him by arguing with him.

The old wooden money drawer is a joke as far as being of any value in helping to keep the cash right. Get a system.

What takes you back to the stores where you like to trade? Wouldn't the same thing bring people back to your store?

If you are going to be a popular merchant or salesman, you cannot afford to be free in expressing unpopular opinions.

It takes two to co-operate. Are you meeting your employees half way in the matter or do you expect them to do it all?

Don't stop with doing the work that is mere routine. Look for chances to do something new that will produce new results.

If you find a competitor doing something better than you do it, instead of worrying about it, see how you can do it better yourself.

It may be good philanthropy to hire a man with a view to reforming him, but it is very doubtful if philanthropy and business can profitably be mixed.

General News and Personals

Happenings in the Shoe and Leather Trade

J. H. DeWolfe, of Gananoque, Ont., has disposed of his business to a western man. He contemplates locating in the West.

A report from Quebec states that a fire occurred in the boot and shoe factory of Mr. B. Crepeault, King street. The building was damaged by fire and the stock by smoke and water.

W. C. Tait & Company have opened a new store in Kelowna, B.C., which is fitted up in the most modern manner.

E. C. Mumford, who for the past sixteen years has been manager of the Heckman Shoe Store, at 161 Lower Water street, Halifax, N.S., has acquired the business, and will carry it on at the same stand, under the style of the Canadian Shoe Store.

Squires & Dickenson have opened a new shoe store on the corner of King William and James streets, Hamilton. Both men are well-known in the shoe trade, Mr. Squires having been manager of the Stanley Mills & Company's shoe department for a number of years.

The Murphy-Gamble department store, Ottawa, has opened a boot and shoe department.

The City of Maisonneuve, P.Q., have transferred to J. M. Muir & Company certain exemptions from taxes granted to Mr. R. Wilson, in consideration of the building of a boot and shoe factory in that district. When the building is complete Mr. Muir will remove his business from Quebec.

Mr. Hammitch, buyer for G. F. Cairns, Saskatoon, has been on a visit to Montreal, and has purchased several lines of boots and shoes.

C. S. Smythe has opened a retail shoe store at Quesnel, B.C.

A. H. Hoffer has purchased the retail shoe store of W. E. Metz at Elmira, Ont.

J. T. MacLennan, general store merchant, of Dunchurch, Ont., has added a line of shoes.

W. Segel has opened a retail shoe store on Ploor street, Toronto, just west of Lansdowne.

Geo. Dietrich, general store merchant of Port Lambton, Ont., has added a line of shoes.

The DesBrisay Jobbing Company, of North Vancouver, B.C., who have been dealing in groceries and hardware exclusively heretofore, have added shoes to their lines.

B. Taylor has opened a retail shoe store at 1920 Powell street, Vancouver, B.C.

Johnson & McCormick have opened a retail shoe store at 19 Second avenue, St. Thomas, Ont.

R. C. Galer, shoe retailer, at Port Coquitlan, B.C., has been elected alderman of that municipality.

W. C. Sinclair, shoe retailer, of New Westminster, B.C., has moved into his fine new store.

W. H. McElwaine & Company, of Boston, have appointed Mr. G. J. Trudeau (late Montreal district sales manager for the Slater Shoe Company, Montreal), general representative for the Dominion of Canada. Mr. Trudeau has an office at 531a St. Catherine street east, Montreal, and will carry a stock of McElwaine & Company's goods. He intends, at a later date, to appoint travellers who will visit the principal cities of Canada.

Mr. P. Guerin, assistant superintendent of the Slater Shoe Company, Montreal, and Mr. Arthur Willett, foreman of the same firm's lasting room, have been visiting Brockton, Mass., while Mr. Gahan, foreman of the making room, has been to Brooklyn, New York, and Philadelphia.

The Edmonton Leather and Shoe Company's new tannery and Shoepack factory was officially opened on April 23rd. The Mayor and a large number of visitors were present and were shown over the plant by the manager, Mr. A. C. Todd and his assistants.

Getty & Scott, Limited, Galt, Ont., will start their factory making 3,000 pairs per day on May 1st. This will show an increase of production over last year of 1,200 pairs per

day. The trade will be benefited by better service as well as better shoes. Increased production will naturally lower the cost of manufacture, hence the value given in "Classic" shoes.

The Walkover Shoe Company, Limited, has taken over The Avenue Shoe Store, at Winnipeg, Man.

Mr. H. W. Stark, of H. W. Stark, Limited, Winnipeg, recently visited Montreal on a business trip.

Mr. A. J. Mureault, accountant, of Ames-Holden-McCreedy, Limited, Montreal, who has been associated with the firm for ten years, was presented with a cabinet of silver on the occasion of his marriage. The presentation, made on behalf of his fellow employees, was accompanied by an address, to which Mr. Mureault briefly replied. Miss K. Murphy, who has left the service of the same company, was recently presented with a cabinet of cutlery, on the occasion of her approaching marriage.

An Association Football Club has been organized in connection with the United Shoe Machinery Company of Canada, Montreal, and the team has been admitted to the third division of the Province of Quebec Football Association, Montreal.

Mr. J. C. Holden has tendered his resignation as president of the Montreal Protestant House of Industry and Refuge. Mr. Holden was president for twelve years, and at the annual meeting a vote of thanks was tendered to him for his work. He was also elected honorary life president.

The Graveline Shoe Company, Limited, Montreal, has been incorporated with a capital of \$100,000.

Mr. F. A. Todd, the assistant manager of the Granby Rubber Company, Limited, who has joined the head office of the Canadian Consolidated Rubber Company, Limited, in Montreal, has been presented by the office staff and foremen of the Granby Company with a chiffonier. An address was read by Mr. F. R. Fogarty, superintendent of the last department.

Mr. J. Tebbutt, of the Tebbutt Shoe & Leather Company, Limited, Three Rivers, P.Q., has been on a visit to the West with his line of Fall samples.

W. J. Baggs, representing the Anglo-Canadian Leather Company, Toronto, Canada, has recently been spending several days in the Chicago market.

Mr. Charles N. Holmes, for the past six years superintendent of Selz-Schwab Company's factory at Elgin, Ill., has entered upon his new duties as superintendent for Getty & Scott, Limited, of Galt, Ont., who have recently installed new machines—pulling over, sole cutters and Goodyear auxiliaries.

Robbers entered a shed of J. & A. Martin, shoe manufacturers, Montreal, recently, and stole one hundred sides of tan kip which had been stored there during the day. The leather represented a sum of about \$500. It is believed that the same gang went over to a building belonging to Richard & Frere, where the sole leather of the firm is kept. The thieves did not succeed in getting anything, and departed after partially breaking the door.

A winding up order has been made by Mr. Justice Guerin, Montreal, against Kirvan-Doig, Limited, Maisonneuve. According to the statement filed, a net loss of \$18,301 was made up to March 31st last, the company being incorporated in April, 1910. Mr. A. Desmarreau has been appointed liquidator. The assets are stated to amount to \$86,756.94, of which \$10,000 is represented by merchandise and materials, and \$13,607.71 by accounts receivable. The liabilities are set down at \$105,058, including \$48,679 bills payable and liability on capital stock issued \$39,000.

Mr. Sydney Franklin, of Galt, Ont., is installing a twenty-two foot, Model N shoe repairing outfit, with Goodyear stitcher.

Mr. J. Heffering, who represents the Tetrault Shoe Manufacturing Company, the McFarlane Shoe Company, and the Regina Shoe Company, Montreal, and who maintains permanent sample rooms in Room 709, Lumsden Building,

Toronto, has completely recovered from his recent severe illness.

Mr. Macfarlane, of the Macfarlane Shoe Company, Montreal, has been a visitor in Boston recently.

Mr. Tetrault, of the Tetrault Shoe Company, Montreal, has been a visitor in the Boston leather market recently.

The Milton Shoe Company, Limited, has been organized with a capital of \$100,000. The head office is to be at Milton, Ont.

The town of Tilsonburg, Ont., recently passed a by-law granting a bonus of \$25,000 and a free building site to the Snedicor-Hatheway Shoe Company, late of Buffalo, N.Y.

The capital stock of Avon Hosiery, Limited, of Stratford, Ont., has been increased from forty thousand dollars to one hundred thousand dollars.

The T. Sisman Shoe Company, of Aurora, Ont., recently installed an inside lacing, a five foot sole cutting and other machines, as well as a new seventy-five horse-power engine.

The Elkman Shoe & Supply Company, of Brampton Ont., have recently added several metallic and healing machines for making boys' and youths' nailed and standard screw shoes.

Construction work will shortly be commenced on the First Prairie Shoe Company's factory in Brandon, Man., at the back of which are W. Percy Gillespie & Company, of Toronto, who recently opened a western branch in Brandon. The building will be 150 feet long and 50 feet wide, four storeys high, with basement. It will be brick and concrete and will be exceptionally well lighted and admirably arranged. Mr. Frank Patton has been engaged as superintendent of the new plant. For several years he was with the Murray Shoe Company, of London, and has held other important positions, having been connected with the United Shoe Machinery Company's office in Toronto, for some time.

The Dayton Last Works, Dayton, Ohio, was one of the earliest factories to get underway after the recent flood subsided. It was feared at first, that there would be a heavy loss to the plant, but there was only 4 ft. of water on the first floor and the large stock of blocks, the raw material for making lasts was above the water line. The firm also had large supplies at their mills in Arkansas and Michigan, so there was no shortage of raw material.

Hector Bourassa and Alf. Venne have registered at Montreal, to carry on business as retail dealers in furniture, clothing and shoes under the style of Bourassa & Venne.

J. V. Russell, boot and shoe retailer, St. John, N.B., has sold his Main street branch.

J. A. Parker & Company, dry goods and boots and shoes, of Norwood Grove, Man., have admitted Mr. J. T. Hogg as partner.

The annual convention of the Boot and Shoe Workers International Union will be held in Montreal in the week beginning June 16th. It is expected that from 350 to 400 delegates from all parts of Canada and the United States will be present. A local reception committee has been appointed and is arranging a programme, which will probably include a dinner.

The Walpole Rubber Company, Limited, have removed their offices from the Eastern Townships Bank Building, Montreal, to 8 McGill College avenue.

Teams from Ames-Holden McCready, Limited, Montreal, and the United Shoe Machinery Company of Canada, Limited, Maisonneuve, have joined the Spalding Manufacturers' Baseball League. The games will be played in Maisonneuve.

The employees of the Durkee shoe factory of Truro, N.S., have organized a baseball team and entered the local league.

St. Stephen, N.B., is likely to have a shoe factory in the near future. Members of the local Board of Trade having already subscribed about half of the required amount.

J. H. Cote has joined the footwear sales staff, Montreal branch, of the Canadian Consolidated Rubber Company, Limited. Mr. Cote is well known to the trade in Montreal. He was for the past two years prominently associated with the footwear department of Henry Morgan & Company, Limited, Montreal.

Richard McIver has been appointed Eastern Township representative for the Canadian Consolidated Rubber Company, Limited, with permanent sample room in Metropolitan Building, Sherbrooke, P.Q. "Dick" is a thoroughly ex-

perienced shoe man, having worked in rubber mills as an operative for a number of years. He has been one of the Montreal City footwear salesman for the Canadian Consolidated Rubber Company, Limited, for the past two years.

Mr. J. M. S. Carroll, District Manager, Montreal Division Canadian Consolidated Rubber Company, Limited, spent several days at the Ottawa and Quebec Branch of the company during last month.

The Canadian Consolidated Rubber Company, Limited, have doubled their warehouse space in Ottawa. This Branch takes care of the Company's clients throughout Eastern Ontario. So rapidly has business developed in this centre that the complete first floors and basements of 317-321 Bank street, Ottawa, are now required for stocks of rubber and felt footwear. Shipments of belting, hose, auto tires, rubber coats, etc., are also handled from the same building. A splendid sample room has been fitted up, and many other up-to-date facilities provided for the company's customers and salesmen.

"Joe" Harper, footwear salesman, Ottawa Branch Canadian Consolidated Rubber Company, Limited, some months ago suffered severe exposure in the wreck of the river boat, "Mayflower," at Barry's Bay, Ont. Although endowed by nature with a splendid physique, Mr. Harper was in delicate health for some time after his rescue from the icy waters of the bay. Joe stuck to his route, however, and his many friends in the North country and along the Ottawa Valley will be glad to know he is now reported as being completely recovered.

Thos. Gillis has taken charge of the treeing department of the factory of E. T. Wright & Company, St. Thomas, Ont. He was formerly with The W. L. Douglas Company, of Brockton, Mass.

The DuResne Supply Company, of Maisonneuve, are adding the making of eyelets to their present business. They also propose to establish a shop for the repairing and making of shoe machinery.

Ames Holden McCready, Limited, Montreal, have provided at their headquarters, a room for travellers. It is nicely furnished and provided with literature chiefly of the trade character.

B. Labelle, formerly foreman of the finishing department of The Rideau Shoe Company, Montreal, has been promoted and will now have entire charge of the factory.

V. D. Lincoln has accepted the superintendency of the sole leather department of Ames Holden McCready, Montreal. He was formerly employed with The Commonwealth Shoe & Leather Company, of Whitman, Mass.

The Montreal office and supply room of the United Shoe Machine Company of Canada, Maisonneuve, has been removed from Lagachetiere street to 220 Craig street west.

Mr. P. A. Doig has been appointed manager of the leather department of Fisk, Limited, Montreal.

Mr. A. McKillop and Mr. MacFarlane, of the A. McKillop Company, Calgary, have recently visited Montreal, and have purchased a considerable quantity of boots and shoes.

The United Shoe Machinery Company of Canada are supplying a quantity of new machinery to James Muir & Company for the latter's new factory in Maisonneuve.

Mr. August Trudeau, superintendent of Dupont & Frere, Maisonneuve, has recently been presented with a diamond ring on the occasion of his birthday. The presentation was made on behalf of the employees of the firm.

The Sterling Leather Dressing, Limited, has been organized with a capital of \$10,000. The head office will be in Toronto. The charter permits of them selling and dealing in leather dressings, polishes, varnishes and other preparations for the treatment of leather.

The Brockville Cooperative Society, Limited, has been organized and it is the intention of this company to build a department store in Brockville, Ont.

The Canadian Riffeman Company, Ltd., has been organized with a capital of \$10,000. The head office will be in Toronto. They will carry on a general store business.

The United Shoe Machinery Company of Canada have been granted a provincial charter in British Columbia.

Ames Holden McCready, Limited, Montreal, have taken a large space in the "Made in Canada" exhibition train, which will start from Montreal on May 14th and return to Winnipeg on July 2nd. The train will call at many of the principal cities and towns of Manitoba, Saskatchewan and Al-

Berta. The John McPherson Company, Limited, of Hamilton, Ont., have also taken space on this train.

The C. E. McKeen Shoe Stores Company, Limited, of Vancouver, B.C., has been recently incorporated with a capital of \$100,000.

The New York Commercial Company, importers of crude rubber, with connections all over the world, filed a petition in voluntary bankruptcy recently. Its liabilities are stated at \$5,023,000, its assets as nothing.

Robert Wands, a fifteen year old employee of Clark & Clark's leather factory, of Toronto, was crushed to death recently in the factory elevator.

Herman Singer and Jas. L. Greenspoon have registered to carry on a retail shoe business in Montreal, as the Singer Shoe Company.

Albert Arel and Jos. Deslauriers have registered to carry on a retail boot and shoe business at Montreal under the style of Arel & Deslauriers.

H. P. McLeod has opened a branch of his men's furnishings and boot and shoe business at Calgary, Alta.

C. S. Smythe, of London, England, is opening a shoe shop at Quesnel, B.C.

Gourlay & Fogelberg, Limited, have been organized with a capital of \$100,000. They will manufacture boots and shoes in Berlin, Ont. The new factory will be a modern three-storey structure, employing at the outset, sixty persons. Temporary quarters will be found immediately, as the firm intend making shoes this month.

The fourteenth annual convention of the Retail Merchants' Association of Canada, Ontario Provincial Board, was held on Tuesday and Wednesday, April 29th and 30th, at Massey Hall, Toronto. The following papers were read: "What Retail Merchants Should Do to Hold and Develop the Trade of Their Home Town," by Ald. B. W. Ziemann,

Preston, Ont.; "Should Retail Merchants be Subjected to the Unfair Competition of the Big Retail Catalogue Houses, who pay nothing for the up-keep of the various municipalities?" by Mr. N. C. Cameron, Peterborough, Ont.; "Why Co-Operative Society Stores should be opposed by legitimate Retailers," and "The effect that reduced Parcels Post will have on the trade of the Cities and Towns of Canada," by Mr. E. M. Trowern, the Secretary of the Association. There was a large attendance.

It is reported that a large Chicago tanning concern will shortly erect a tannery at Fredericton, N.B.

Mr. J. Weisel, of St. John, N.B., has been on a buying visit to Montreal. He is one of the most progressive retailers in his city, and carries a very large stock, which has increased considerably of late. Mr. Weisel reports that business is excellent.

Messrs. Leclair and Chalifoux, Montreal, have decided to incorporate their business, with a capital of \$25,000.

Bradford & Company, clothing and boots and shoes, at Morden, Man., have sold their stock to Western Salvage Company.

Samuel Clarke, clothing, boots and shoes and dry goods, at Cobourg, Ont., has sold the men's furnishing department to Geo. F. Stott.

Eli Bennett, clothing and boots and shoes, at Ottawa, Ont., has been succeeded by the Ottawa Supply Company.

The St. Hyacinthe Soft Sole Shoe Company, Limited, of St. Hyacinthe, Que., has been organized with a capital stock of \$10,000. The members of the company are Messrs. Alf. Boucher, E. Miller, Louis Bissonnette, Jr., A. Cote and E. Phaneuf, all of St. Hyacinthe, Que.

Burleigh & Donnelly, boot and shoe dealers at St. Catharines, Ont., have dissolved. W. P. Burleigh continues the business.

General Store News of Western Canada

Where the Shoe Manufacturer May Find a Customer

Alberta

Davison & Bloomer have opened a general store at Edmonton.

Balmer & Gould have commenced a general merchants' business at Grand Prairie.

P. Silver of Swift Current, has removed the stock of his general store to Medicine Hat.

B. Metzgar has opened a general store at Edmonton.

C. E. Hall of Red Deer, is opening a general store at Blackfalds.

Field Bros. have established a general store business at Sheerness.

Manitoba

A. Madler has opened a general store at LePas.

The Hazelford Mercantile Company, Limited, has incorporated and will conduct a general merchant's business, at Hazelridge.

Saskatchewan

W. J. Parker has opened a general store at Humboldt.

E. M. Gregory has commenced a general store at McGee.

P. Cole & Sons have opened a general store at Pine Coulee.

Silverman & Fabish have opened a general store at Penant.

T. P. Greene & Sons have commenced a general store business at Crame Valley.

N. Haddad has removed the stock of his general store at Morse, to Vanguard.

Salloum & Company have opened a general store at Vanguard.

Elena Rotaria has opened a general store at Lynthorpe.

Jno. Anderson has opened a general store at Strongfield.

WOOD SOLE SHOES



Iron Heel and Sole Rim.

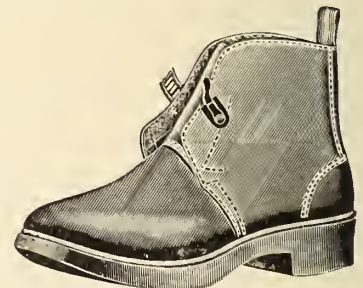
When wood sole shoes are used upon cement floors or in mines and quarries we strongly recommend Iron Sole and Heel Rails. Attached for 25c. per pair extra on any styles.

Ice cream makers, creamery men, brewers, smelters and packers are using Wood Sole shoes more extensively than ever. Made with seasoned bottoms and Soft Plump Oil Grain Uppers on lasts that fit.

Men's Black Oil Grain Don Pedro,	\$1.30
Same with red felt lining	1.45
10-inch High Top	1.95
12-inch High Top	2.12½
14-inch High Top	2.30
Regular Boots	2.55

Vanderslice-Stahmer Shoe Co.,
DAVENPORT, IOWA

Largest Wood Sole Shoe Makers in the World.



Stock No. 200.

Woodright



The "Warwick"—a brand new fall 1913 men's boot shape—a design by Ralston Health Shoemakers—it is a "WOODRIGHT" model.

A Last House is Judged by the Company it Keeps and the Goods it Produces

On this basis of service to manufacturers—"Woodright" lasts lead the world of shoemaking. Of *all the new effects* for Spring 1914, there are more "Woodright" models included in the adopted styles than any other last in the market. This is but a continuation of the "Woodright" record of many years.

Our Mr. Frank R. Wright will call on the Shoe Manufacturers of Canada on or about May 20th, with samples of all that is new in styles. Get acquainted with "THE INTERNATIONAL LAST MAKER."

Woodard & Wright Last Company

(Campello Station) Brockton, Mass.

Boston Sales Office: 181 Essex Street.

WANTED

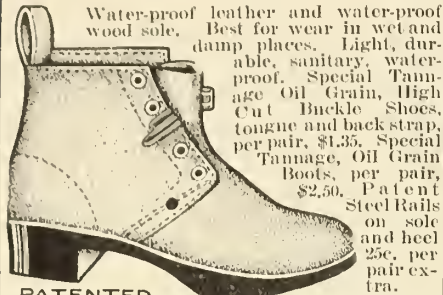
WANTED IMMEDIATELY — Capable superintendent to take charge of large factory, manufacturing fine class of Welts and McKays. Sell direct to retail trade. Preferably man who can speak French and English. Apply at once stating salary expected, experience and references to Box 789, Footwear in Canada, Toronto. 5

**“Footwear”
Want Ads
Bring Results**

TRY ONE

James F. Lawson Henry J. Welch
LAWSON, WELCH & COMPANY
CHARTERED ACCOUNTANTS
TRUSTEES AND
FINANCIAL AGENTS
Crown Life Bldg.,
Yonge and Colborne Sts. - Toronto

Riemer's Wood Sole Boots and Shoes



PATENTED
ALBERT H. RIEMER SHOE CO.
Manufacturers and Patentees, Milwaukee, Wis.

**Muskoka
Lakes**



**FOR RENT
COTTAGES**

If you want a real holiday, plan to spend your vacation, this year in Muskoka where “the breezy call of incense breathing morn” will put new life in mind and body. Muskoka offers more real healthful enjoyment for less money than any other resort in the world.

Four cottages to rent \$125 to \$200 on Bohemia Island, less than a mile from Royal Muskoka Hotel and good Golf Links. Box 771,

Footwear in Canada
Toronto, Ont.

We want to **BUY** for **CASH** all the **PIECED HEEL STOCK** you make.

**BROCKTON HEEL
COMPANY**
BROCKTON, MASS.



NUFASHOND

Stands for all that is best in Shoe Laces

THE best quality braid—the best tips—the best advertised laces—the best sellers—the best profit producers.

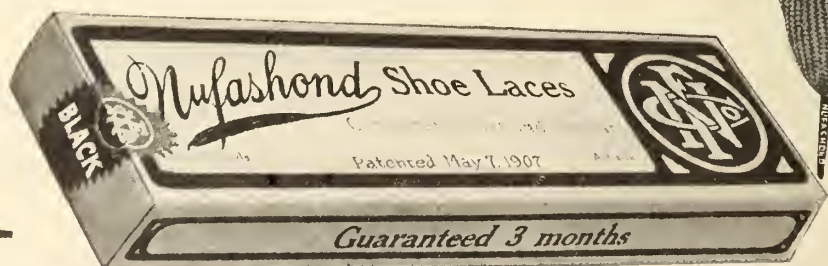
Nufashond Silk Oxford
Lace

PATENTED MAY 7, 1907

holds the center of the stage for the summer season.—The common sense lace that embodies a real idea.

Narrow and tubular in the center for strength.
Broad and flat where the bows are tied for beauty.

Guaranteed for
Three Months
For Sale by all
Canadian
Jobbers



Don't Tie up a Lot

of money in slow selling freak shoes. A very small investment places a complete stock of *Fischer Bunion Protectors* in your hands and they will answer your every purpose.

The Fischer

is made in Rights and Lefts and in only two sizes. The smaller for women, the larger for men. These two sizes meet every requirement.



The Fischer Manufacturing Co.

Milwaukee, Wisconsin

Sole Owners, Manufacturers and Patentees

When you come to Rochester you'll be made welcome at

Hotel Eggleston

ROCHESTER, N. Y.

EUROPEAN PLAN

Excellence without extravagance. Splendid rooms \$1.00 and upward. Rooms with private bath and toilet \$1.50 and \$2.00 per day.

Moderate price in restaurant.

A. H. MCGREAL, W. G. GILBERT, Proprietors

Are you Looking for Help?

The surest and quickest way to secure

SHOE FACTORY HELP
TRAVELLING SALESMEN

RETAIL SALESMEN
OFFICE ASSISTANTS

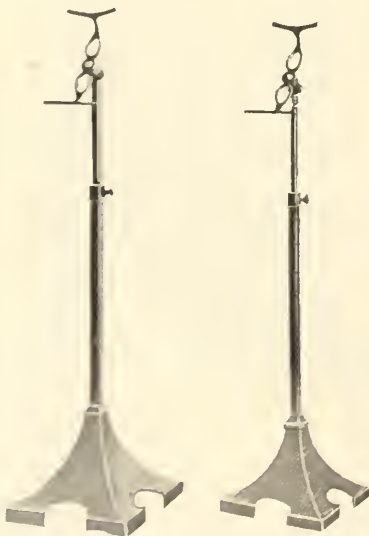
is to insert a small advertisement in the "Wanted and For Sale Department" of FOOTWEAR IN CANADA.

Great results come from little want ads.

Try one next issue.

Footwear in Canada 220 King St., West
TORONTO

"The Eiffel" Shoe Stands



No. 231
Eiffel shoe stands in all heights

The most artistic line of shoe fixtures ever designed

Heavy cast bases, standards and extensions of heavy brass tubing. Made in all sizes, with metal tops or Opalite glass tops.

Write for our new catalogue showing a complete line of shoe fixtures.

Clatworthy & Son, Limited

The largest makers of display fixtures in Canada

161 King Street West, Toronto, Ont.

The Shoeman



This Trade Mark represents the cleanest, handsomest, most - useful - to - the - dealer - and - clerk shoe journal in the United States.

Any Canadian shoe dealer, department buyer or retail shoe salesman who asks us for a specimen copy will find at least *two big useful features* they won't find elsewhere—send in for a copy and find out what these two things are.

A copy sent free on your postal request.

Published by

The Arthur L. Evans Co.

95 South St., Boston, Mass., U. S. A.



You will need this new Style-Book

Every manufacturer should have a copy of this new style-book. It contains actual photographs of many of our latest and most popular lasts, also photographs of shoes made on these lasts.

This style-book is issued periodically and every live shoemaker should have his name on our mailing list—it means keeping in touch with the latest New York and Boston samples.

WRITE TO-DAY FOR YOUR COPY

Boston Last Company

MANUFACTURERS OF

Fine Last, Followers, Fillers, Trees, Etc., also Maple Last Blocks

Makers of Electric Heating and Ironing Outfits for Shoe Factories
(Simplex System)

Canadian Factory - RICHMOND, QUE.

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Factories: Boston, Mass., 44 Binford St., Phone Main 107

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DEPENDABLE PATENT LEATHER

is made by

FISK

What we maintain and can prove about our Patent Leather is that shoes made of it have a beautiful and distinctive appearance which makes shoes made of the usual run of Patent Leather look common and cheap when they are seen in contrast.

It is well trimmed, cuts economically and works as easily and safely as the dull finished leather.

No delays for "reairing" no botched unsightly shoes to worry about.

Fisk Limited

Montreal

Mr. Shoe Dealer!

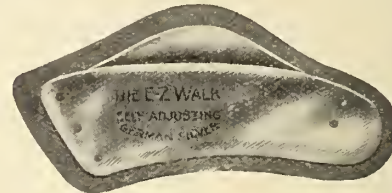
Here comes opportunity to increase your profits. Thousands of people having Foot Trouble do not know that you, Mr. Dealer, can help them. But you can, and make it profitable at the same time. All Forms of Foot Trouble are instantly relieved and permanently cured by the use of

The E-Z Walk Spring Arch Supports

TWO OF OUR MANY LIVE WIRES



The E-Z Walk



The Self Adjusting

Light Flexible Durable

Backed up by us with a written guarantee against breaking or flattening down. Will give your customers perfect satisfaction and increase your profits a hundred-fold. Write—And let us show you how to make a Big "E-Z" Dollar on every pair sold.

Handled by all Jobbers in Canada

L. H. PACKARD & CO., LTD., MONTREAL, CANADA
Our Canadian Agents

THE E-Z WALK MFG. CO.

33-35-37-39 Sixth Avenue - NEW YORK CITY

The *Booth* Brand

FELT HEEL PADS

A full range of qualities,
colors and patterns.

Write for information
and send us sizes or pat-
terns.

Now Made in Canada by

The Booth Felt Co., Limited
Gananoque, Ont.

The Albani



For Women, in Tan and Black

Popular Sellers In High Grade Shoes

These two well known lines will carry the trade of any high grade store. They are manufactured with special care to suit the taste of particular men and women. They are well made, have style and snap and will prove quick sellers to a high grade trade.

New York Style



For Men in Tan and Black

We also carry a large and varied line of men's, women's and children's shoes, including our well known **TIGER** Brand work shoe, made especially for construction, railroad and mining work--and our **TIGER** Brand shoepack.

Our travellers are now on the road with our latest Fall Styles. Watch for them.

W. DAVIS, 27 Triller Ave., Toronto, Special Ontario Representative
 W. D. McDougall, Cape Breton and P. E. I. H. D. Lewis, Nova Scotia
 A. Lemieux, Jr., New Brunswick A. Arsenault, W. A. Gobin, Quebec

FRASERVILLE SHOE CO., Limited, Manufacturers and Wholesalers
 Fraserville Quebec

When you see this Tag on a Solid Shoe

You Know the Shoe is Good.

This Tag on Solid Shoes forms a guarantee of dependability for the wearer and an insurance of sales satisfaction for you.

—You know it's a Sisman Everyday Shoe.



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**Finest
Quality**

**Whittemore's
Shoe Polishes**

**Largest
Variety**



Oldest and Largest Manufacturers of Shoe Polishes in the World.

"GILT EDGE" Oil Polish. The only Ladies' Shoe Dressing that positively contains OIL. Softens and preserves. Imparts a beautiful Black lustre. Always ready to use. Largest quantity. Finest quality. Polishes without rubbing. Retail 25c.

"ALBO" Cleans and Whitens Canvas, White Buck, Suede and Nubuck shoes. Each cake in a zinc-tin box with sponge (see cut). Retail 10c. Each cake in a handsome aluminum box with sponge. Retail 25c.

"NUBUCK" White Leather Dressing cleans and whitens Buck, Nubuck, Suede and Ooze leathers, both smooth and nappy finish. Retail 25c.

"DANDY" COMBINATION. For cleansing and polishing all kinds of russet, brown or yellow boots, shoes, saddles, bridles, etc. Retail 25c. "STAR" russet combination (10c size) Russet, Brown and Ox Blood pastes (5 sizes of each color).

"ELITE" COMBINATION. For those who take pride in having their shoes look A1. Restores color and lustre to all black shoes. Retail 25c. "BABY ELITE" COMBINATION (10c size). "ELITE" PASTE in 5 sizes.

"QUICK WHITE" makes dirty Canvas shoes Clean and White. In liquid form, so can be quickly and easily applied. A sponge in every packet so always ready for use. Two sizes, retail for 10c. and 25c.

Send for circulars giving full particulars of our other Polishes to WHITTEMORE BROS. & CO., Boston, Mass., U.S.A.

For Sale by the Shoe Findings and Shoe Jobbing Trades of all Canada

Hope Webbing Co.

Providence, R. I., U. S. A.

Established 1883

Incorporated 1889

Manufacturers of
NARROW WOVEN FABRICS

For the Shoe Manufacturer:

Top Facings	Stay Webs
Pull Straps	and Tapes
Plain or with name or trade mark woven in	Boot Webs

Large Factory Modern Equipment
30 Years' Experience



INFANTS' FOOTWEAR

No. 1485—Patent Leather, one strap with pump bow.—\$4.50.



No. 824 — Patent Foxed, three strap sandal, any color top. Pump Box—\$4.50.



No. 862 — Patent Foxed, two strap. Any color top. Rosette on vamp—\$4.50.

J.J. McMaster
Rochester, N. Y.



TO-DAY

If you will drop us a line indicating that you wish to see the

Very Latest Make of Solid Shoes

we will follow out your wishes and show you samples in the new Fall Range of

WILLIAMS SHOES

We rely on the genuine value in our shoes to do their own selling—we only want you to see them.

The
WILLIAMS SHOE CO. Brampton, Ont.

This Trade Mark



ST. HYACINTHE,
CANADA.
Guarantees Reliability
in Solid Leather Shoes

Yamaska Brand Shoes

for Surveyors, Prospectors, Miners, Workmen, etc., are renowned for their reliability.

All Well Made Solid Leather Shoes

New Lasts and Styles in all finer makes.

A special new line of comfort Solid Leather shoes for working men.

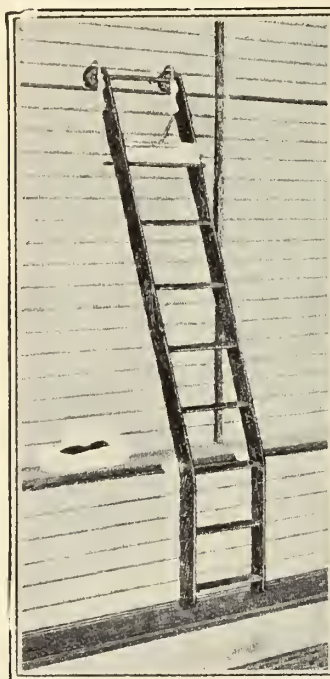
J. A. & M. Cote St. Hyacinthe,
Quebec

ASK FOR
So Cosy
TRADE MARK
SHOES

You are perfectly informed regarding So-Cosy shoes; but we like to keep reminding you just the same. There are no other shoes that will give you better satisfaction for the same money.

Your own jobber has them

HURLBUT CO. LIMITED
PRESTON CANADA



It Pays to Have an Attractive Store

A System of the Milbradt Rolling Step Ladders will pay for themselves in a short time by enabling you to wait on more trade, save the wear and tear on your fixtures and goods, as well as bring the appearance of your store up-to-date. Write for catalogue which shows various styles of ladders we manufacture.

Milbradt Mfg. Co.

2410 N. 10th Street
ST. LOUIS, MO.

NEW LASTS

The latest styles in lasts may always be had from our factory. We make nothing else but lasts for ladies' footwear and have the most up-to-date plant in America devoted to that purpose.

Our salesman will call if you so request.

Rochester Last Works
Rochester, N. Y.

ROCHESTER LAST WORKS

Lasts For
Ladies' Shoes

MOHLENE "A" adds the Quality that makes your leather a little better than the rest. Ask us about it.

Marden, Orth & Hastings

ESTABLISHED 1837

All Oils, Greases, Tannins and Tanning Extracts for Leather Manufacturers

NEW YORK OFFICE:
82 Wall Street.
SAN FRANCISCO
OFFICE AND WAREHOUSE:
340 Clay Street

BRANCH STORES:
CHICAGO
1030 North Branch Street.

201-225 Purchase Street,
73 High Street,
BOSTON, U.S.A.



**Fine Flat Grain,
Mellow, Full Feel
Yet Tight
Uniform in Weight
and Selection**


Hitchings & Coulturst Co.
122 South St. Boston.

Pla-Mate

TRADE MARK REG. U. S. AND CANADA


Shoes

Send for Catalog




17 Styles in Stock

1400 Patent Pla-Mate ... Lace
1403 Tan Russ. Pla-Mate ... Lace
1440 Patent Pla-Mate ... Button
1441 Dull Calf Pla-Mate ... Button
1443 Tan Russ. Pla-Mate ... Button
1444 Glazed Kid Pla-Mate ... Button
1440 Patent Pla-Mate Hi-Cut ... Button
1441 Dull Calf Pla-Mate Hi-Cut ... Button
1443 Tan Russ. Pla-Mate Hi-Cut ... Button
1460 Patent Pla-Mate ... Pump
1461 Dull Calf Pla-Mate ... Pump
1463 Tan Russ. Pla-Mate ... Pump
1440 Patent Baby Pla-Mate ... Button
1443 Tan Russ. Pla-Mate ... Button
1444 Glazed Kid Pla-Mate ... Button
1401 Dull Calf Pla-Mate ... Lace
1404 Glazed Kid Pla-Mate ... Lace



H.41

WILLIAMS, HOYT & CO.
Makers of infants', children's, misses' and growing girls' tops and welts
No. 6 Commercial St. Rochester, N.Y.



1460

THERE is as much difference in the quality of Gum as there is in the quality of Meat, Vegetables, Flour, Butter or Eggs. Like the Waldorf, Touraine, La Salle, we use the best quality materials in our business. That is why the big men, in big factories, say our standard quality Acme Backing Cloth, for re-inforcing, strengthening, "Doubling" Upper Leathers and Fabrics, made of Pure, New, Live Gum, that stays soft as a Kid Glove, is beyond question the best the world has yet produced.

Sample 1/2 yards free.

PETERS MANUFACTURING CO.

304-310 E. 22d Street,
New York City

Backing Specialists
3 Generations

43-53 Lincoln Street,
Boston, Mass.

THE
AHRENS
SHOE

Charles A.
AHRENS
limited
BERLIN, ONT.
Manufacturers of
Solid Leather Shoes

THE
AHRENS
SHOE

Middle and Western Canada Demands the Best in Footwear

To successfully introduce your lines and maintain a satisfactory business you must interest the
General Merchants in the Prairie Provinces and British Columbia.

The General Merchants are Departmental Stores—in miniature—found in every hamlet, village, town, and city in the Great Western Provinces of Canada. Every General Merchant sells boots and shoes—there are no exceptions. No exclusive shoe paper can interest this trade, because the General Merchant is not an exclusive shoe dealer.

ESTABLISHED 1877
THE COMMERCIAL
A WEEKLY FINANCIAL, COMMERCIAL &
GENERAL TRADE NEWSPAPER OF THE GREAT WEST.

Over 29 years in its field

"CANADA'S GREATEST TRADE PAPER."

Issued every Saturday Morning at WINNIPEG, Canada.

Is the ONLY PAPER reaching the General Merchants in all points, Port Arthur and West to the Pacific Ocean

Get a sample, and advertising rates, of "That Western Paper that brings results,"—"THE COMMERCIAL"

Branches at

VANCOUVER, TORONTO, MONTREAL, CHICAGO, NEW YORK, LONDON, ENG.

Dunford Elk Shoes Limited REORGANIZED

John E. Kirwin, Manager.

Winslow J. Ellingwood, Supt.



The salesmen are now taking the largest orders in the history of the firm. There are no boots equal to Dunford's Elk high and low bluchers, lined and unlined, good-year welt and standard screw fastened. They are shown over the very best fitting lasts. Outing, bowling, hockey and work shoes for men and boys.

The waterproof elk is one of the leaders for hunting and prospecting. The waterproof and wear-proof farmer's boot has no equal for service and comfort.

Dunford Elk Shoes Limited
Stratford, Ontario



To get results, YOU must have the best material.

That is why the Wise Foremen insist on getting

C. B. C.

Inks, Dressings, Waxes, Toe Gum and Cements

Each Product Guaranteed to be A 1 Quality

Made in Canada by

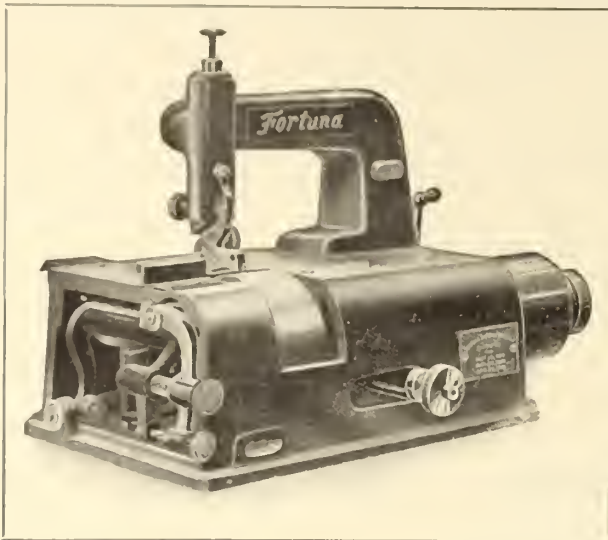
Canadian Blacking & Cement Company
Hamilton, Ontario



- ☞ The Laird, Schober product is sold throughout the world wherever women's high grade shoes are worn.
- ☞ Individuality of design, expert shoemaking and superior materials employed in this line have aided in establishing the reputation of Philadelphia as the leader in Quality Footwear for women.

Laird, Schober & Co.
Philadelphia

Fortuna Skiving Machine



For Manufacturers who Skive Leather, Felt,
Cork, Rubber or Paper

Used extensively by Manufacturers of
SHOES, BOX TOES, TRIMMINGS, INSOLES, ANKLE
SUPPORTERS, WELTING, ARCH SUPPORTERS

Sole Agents for Canada

Fortuna Machine Co.

127 Duane Street - NEW YORK

TOES



High grade box toes for Goodyear
wear

Also combination toes of all kinds
Men's, Boys' and Women's Heels
All Grades

Write for Prices

The Montreal Box Toe Co.
321 Aird Ave., Montreal

Dominion Die Co.

MANUFACTURERS OF

Cutting Dies

of Every Description



For Cutting
Leather, Rubber, Paper
Cloth, Etc.

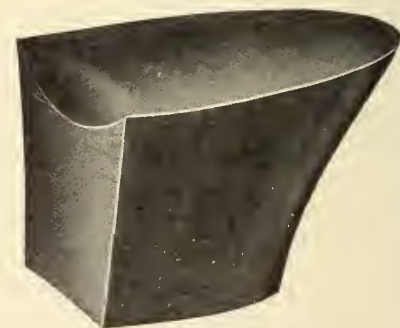
ALL WORK WARRANTED

321 Aird Ave., Montreal

HEELS

THAT WILL NOT CHECK

All Grades, Denominations and Heights
A Full Line



BOX TOES THAT COME ALIKE
made in leather, split, combination
leather, canvas and felt.

Independent Box Toe Co.
102 Christophe Colomb - Montreal

IF IT BEARS
THIS MARK



YOU CAN RELY
UPON THE QUALITY

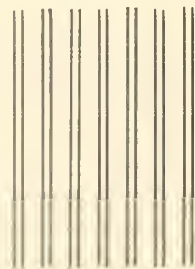
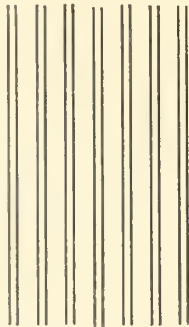
United Shoe Machinery Company of Canada

Montreal, Que.

122 Adelaide Street, West, Toronto

492 St. Valier Street, Que.

Union Made Shoes Should be on Your Shelves for the Coming Season, Mr. Retailer



You want shoes, next season, Mr. Retailer, for all your customers, and to satisfy EVERYBODY, YOU MUST CARRY UNION STAMPED SHOES.

The Union employee demands Union made goods. He has been educated to insist on Union Stamped shoes through our advertising of Union stamped shoes in the labor journals of the country. The Union man knows that only shoes bearing the stamp of the **BOOT AND SHOE WORKERS' UNION** are Union made.

There is nothing to lose and every possible profit to gain by handling **UNION STAMPED** shoes. They are shoes of the highest quality, made by expert workmen that satisfy the demands of all your patrons.

You can secure shoes from Union manufacturers every day in the year, for in the Union factory, under our agreement, there is no chance of delays by strikes.

The retailer who handles Union stamped shoes is endorsing the fair policy of arbitration with no strikes.

DO NOT BE MISLED BY THE CLAIMS OF NON UNION MANUFACTURERS. THE OFFICIAL STAMP OF THE BOOT & SHOE WORKERS' UNION IS THE ONE POSITIVE GUARANTEE THAT THE SHOES ARE UNION MADE. ALL OTHER STAMPS ARE WORTHLESS.

INSIST ON UNION MADE SHOES WITH THE STAMP OF THE

Boot and Shoe Workers' Union

Affiliated with American Federation of Labor

246 Summer Street

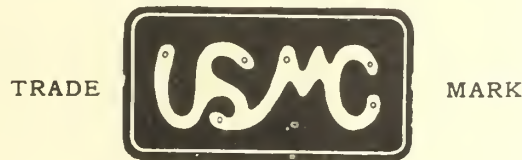
BOSTON, MASSACHUSETTS

JOHN F. TOBIN
General President

CHAS. L. BAINE
General Sec.-Treas.

Shoe Machinery

For Every Department from Lasting to Finishing



**Goodyear
Welt and Turn
Systems**

**Consolidated
Hand Method
Lasting Machines**

**Model-C
Ideal Clicking
Machines**

**Rapid Standard
Screw
Machines**

**Davey
Horn Pegging
Machines**

Heel Protector, Driving, Heel Compressing, Loading and Attaching Machines, Heel Trimming, Breasting, Scouring and Finishing Machines; Loose Nailing and Slugging Machines; Cementing, Buffing and Skiving Machines; Gem Insole Machines, Eyeletting Machines; Eyelets, Shanks, Brushes, Etc.

United Shoe Machinery Company of Canada

122 Adelaide Street West, TORONTO

MONTREAL, QUE.

492 St. Valier St., QUEBEC.



How Much of Your Net Profit Do You Get?

YOUR success is determined, not by the volume of your sales, but by the net profit you actually receive. Losses caused by carelessness, mistakes, forgotten charges and temptation must be paid out of net profit—you have just that much less for your family, your future and yourself.

A modern **National Cash Register** stops losses and increases trade and profits. It shows how much money should be in your cash drawer and how many sales were made by each clerk. It records all charges, bills paid and money received on account.

It insures your getting that part of every dollar which rightfully belongs to you as fair return on your labor and investment.

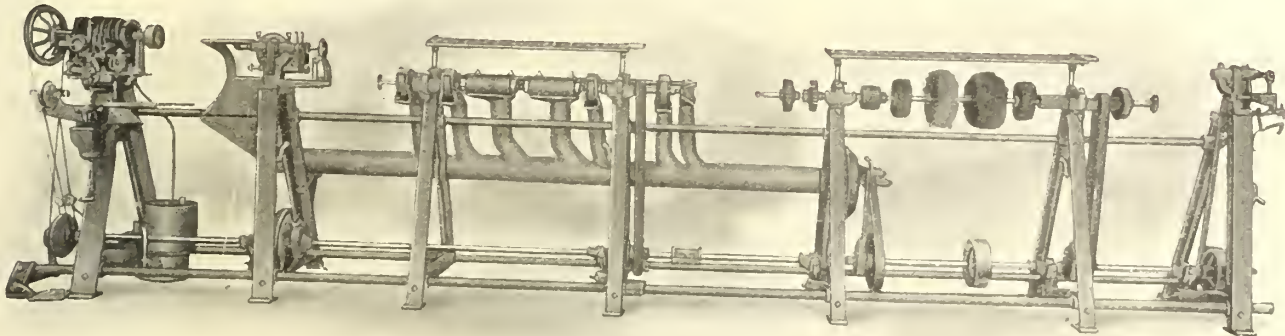
Write for further information

The National Cash Register Company

235 Yonge St., TORONTO

Canadian Factory: TORONTO

22-Foot Goodyear Shoe Repairing Outfit



MODEL N.

THIS Outfit represents the highest development in shoe repairing machinery, and meets every demand of modern shoe repairing. It embraces all the essential processes for making new shoes from old ones, giving the maximum of equipment and efficiency in the minimum space. The Outfit has the Goodyear Stitching Machine with all its improvements, including a new style steam generator which uses gas or gasoline for generating the steam, and operates automatically, thereby insuring a uniform heat for keeping the wax in proper condition and requiring little attention from the operator. The Edge Trimming Machine has the new feature of the two shafts being operated by a single belt, and the cutter grinder is attached directly to the main shaft. This arrangement gives better results with less power.

The Buffing and Scouring Machine has a shaft 57 inches long and carries the following equipment:—

- | | |
|--|------------------------------|
| 2 Split Bottom Buffing Rolls | 1 Heel Breast Scouring Wheel |
| 2 Flat X-Ray Heel Scouring Wheels | 1 Pin Wheel Pad complete |
| 2 "C" Shape X-Ray Heel Scouring Wheels | |

A powerful Blower System removes the dust resulting from the trimming, buffing and scouring operations, and is designed to overcome certain objectionable features of other blowers.

The Finishing Machine has a 78 inch shaft which has all the necessary equipment for black or russet work:—

- | | |
|--|-------------------------|
| 2 Corrugated Rubber Shank Finishing Wheels | 2 Heel Brushes |
| 1 Corrugated Rubber Heel Finishing Wheel | 1 Stitch Cleaning Brush |
| 1 Corrugated Rubber Bottom Finishing Roll | 1 Levelling Roll |
| 2 Shank and Bottom Brushes | 1 Bead and Wheel |

At the end of the Outfit is the Oscillating Edge Setting Machine which is fitted with union irons and in its motions duplicates hand workmen with quicker and better results.

Each of the machines is operated independently by a friction drive pulley, so that it is necessary to use only those machines which the operator may require. This feature means a saving of power.

All the machines are firmly mounted on legs and driven by a countershaft with carefully adjusted bearings, so that the Outfit runs with very little vibration, and is in every way most efficient.

Full information furnished promptly on request.

United Shoe Machinery Company of Canada

MONTREAL, QUE.

122 Adelaide Street West, TORONTO

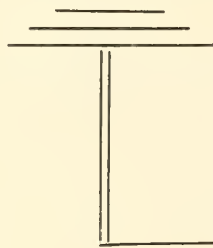
492 St. Valier Street, QUEBEC

"NUGGET"

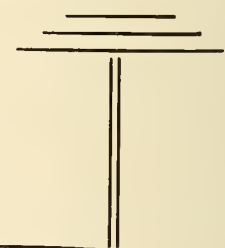
WHITE CLEANER



DRIES A
PURE WHITE



WILL
NOT RUB OFF



For Canvas, Buckskin, and Nubuck Shoes, Belts, Helmets, etc. Best for Babies shoes. Retails at 15c. and shows you a good margin of profit. Order some NOW.

The Nugget Polish © **Limited**

9, 11 and 13 Davenport Road

Toronto, Ont.

USMC

**We Can
Supply Anything
From a Tack
To a Full Factory
Equipment**

**If there is anything
you want, write us**

United Shoe Machinery Company of Canada

MONTREAL, QUE.

122 Adelaide St. West, Toronto

492 St. Valier St., Quebec



Put Service into Your Shoes



THAT your customers may get good service out of your shoes you must put the best leather into them.

For patent leather footwear there is nothing to excell Clarke's Patent Leather. It is soft and pliable and retains its good looks and finish as long as natural leather.

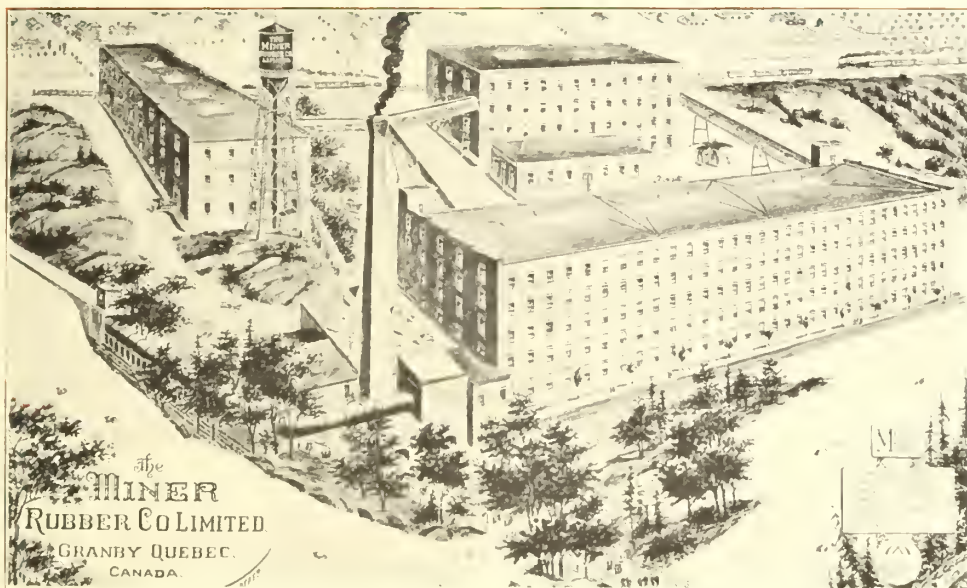
Get our prices and particulars

A. R. Clarke & Co.

Limited

Toronto and Montreal

Footwear In Canada



Home of The Miner Rubber Company, Limited

Miner Tennis

are sold by

Jackson & Savage
MONTREAL

R. B. Griffith & Co.
HAMILTON

J. M. Humphrey & Co.
ST. JOHN, N. B.
Coates, Burns & Wanless
LONDON

The William A. Marsh Company Western Limited
WINNIPEG CALGARY

Blachford, Davies & Co., Ltd
TORONTO

Dowling & Creelman
BRANDON, MAN

EDMONTON



The Miner Rubber Co.

GRANBY
MONTREAL

TORONTO
QUEBEC

Limited

See other advertisement page 8

“The Most Original Line”



Copied But Not Equalled

Shabby Tan Shoes are Unnecessary

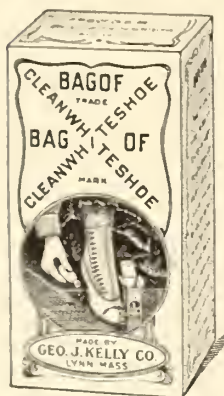
When you see what REPRUS will do to old faded, scarred and stained Tan Shoes you will be sure to use it.

Shoe Repairers are charging 25 and 35 cents per pair for applying REPRUS to tan shoes.

Shoe Dealers have paid \$1.00 per bottle for REPRUS before they knew the correct price and where to buy it direct.

It is made in so many different shades that any taste can be satisfied.

WILL MAKE OLD TAN SHOES LOOK NEARLY AS GOOD AS NEW.

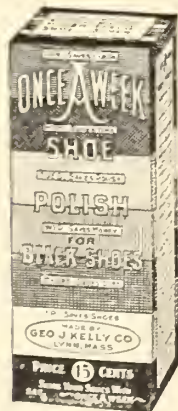


BAGOF Cleanwhiteshoes

BAGOF is the clever idea of combining a powder, receptacle and brush in one package. The powder is contained in a bag with just fine enough mesh to allow it to sift through in the best possible way for it to be applied to the shoes.

Ladies can take a carton of it in their handbags when going for an outing in the woods and fields, and just before returning to town can take the bag out of the carton and clean their shoes.

Onceaweek



The Shoe Polish for which mud has the least affinity. Brings customers back to the store for more.

Among the other articles in “The Most Original Line” are: WHITE HEEL, a white finish for the leather heels of white shoes, giving a more durable heel at a lower cost than the covered wooden heel; BLACKENTAN, the best black dye to use on shabby colored articles of leather when it is desired to give them a permanent black; NOWORKTOIT, a liquid tan polish popular with the ladies because it applies with more cleanliness than paste polishes and gives a very natural gloss to the leather; DUCKSBACK, the cleanest and most thorough waterproof; CANVAS CREAM, a liquid white canvas dressing more flexible, less painty and stays on better than most canvas dressings; SLIDE shoe polish, a very speedy paste polish made without turpentine, made in both black and tan; BAGOF CLEANBUCKSHOE, the same scheme as BAGOF CLEANWHITESHOE, in colors; to be used on colored suede or buck shoes; also a line of inner-soles for the retail trade. **Send for Catalog and Full Particulars.**

To Shoe Manufacturers

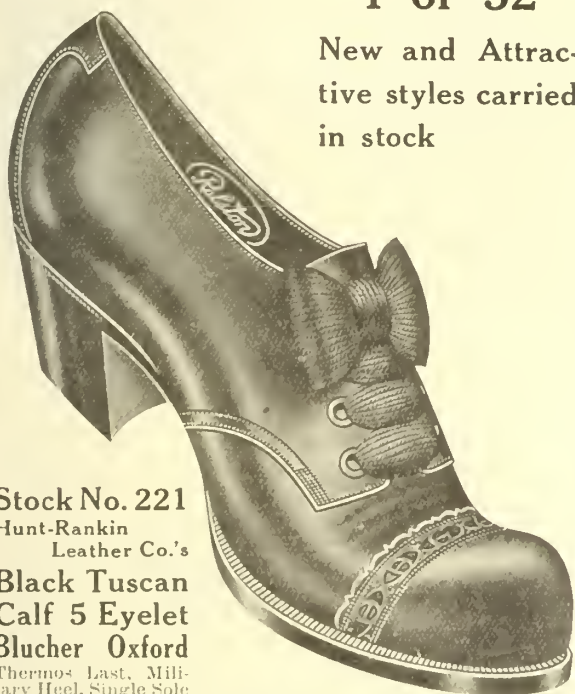
In addition to its line for retailers the Geo. J. Kelly Company are the largest manufacturers of ribbon and pasted insoles in the world. They also manufacture taps, toplifts, heels and sheet heeling and a very large line of chemical shoe supplies for shoe factory use. Prompt attention given to correspondence.

Geo. J. Kelly Co., 596
Washington
Street Lynn, Mass.

The Ralston Stock Department

1 of 32

New and Attractive styles carried in stock



Stock No. 221
Hunt-Rankin
Leather Co.'s
Black Tuscan
Calf 5 Eyelet
Blucher Oxford
Thermos Last, Military
Heel, Single Sole
Sizes 5 to 11
Widths B to E
Price \$2.85

is a real friend to the retailer at all times, but particularly during the Oxford Season.

Perhaps you don't care to order very heavy in advance on oxfords—so the facilities of a real, live, up-to-date Stock Department are of genuine service.

Moreover, it means added profits to be able during this Spring and Summer selling season to get just the goods you want, just when you want them. The Ralston Stock Department will measure up to your every requirement.

If you haven't one of our catalogs send for one. A post card will bring it.

Ralstons to Retail in Canada \$6.00 and \$7.00
stand for **SHOES plus SERVICE**

Service on the part of the manufacturers is just as necessary in making a line a success with you as the shoes themselves.

Ralston Service in supplying goods promptly, in treating agents liberally in all ways and in active sales-cooperation is what has undoubtedly had much to do with our splendid growth (increase 700% in seven years.)

Try Ralston Shoes plus Service

RALSTON HEALTH SHOEMAKERS

"Salesmakers as well as Shoemakers"

CAMPELLO, (Brockton) MASS.

Rideau Quality

RIDEAU Shoes have the snap and style that will bring customers into your store and their good wearing qualities will win for you—permanent business. The excellence of Rideau finish to the most minute detail make this an easy brand to sell and establish a customer's prejudice in its favor.

*Ask our traveller
to call with our
complete line.*

**Rideau Shoe
Company
Montreal, Que.**





Patent Leather Button Boot, Black Cloth Top, Goodyear Welt, 11 1/2 Last, 1 1/2 Heel.

F 8004 price \$2.60.

SNAP

Send for Catalogue

WE don't pretend to have a "corner" in the qualities that make women's footwear saleable and profitable, but we do *insist* that we *have* these qualities in a very large measure.



Black Imported Suede Button Boot, Goodyear Welt, 11 1/2 Last, 1 1/2 Heel.

F 9526 price \$3.00.

LOOKS

John Strootman Shoe Co.
Buffalo, N.Y.

QUALITY

BUYERS who appreciate simple, pure, old-fashioned honesty in shoemaking, with ALL the up-to-now qualities that make for progress and profits, will find that this line *fills the gap*.

DEPENDABILITY



Patent Leather Button Boot, Dull Top, Large buttons, Goodyear Welt, 11 1/2 Last, 1 1/2 Heel.

F 8001 price \$4.00.

You can bank on
Strootman Shoes
to hold your trade.



Cap Toe Button Boot, Goodyear Welt, 11 1/2 Last, 1 1/2 Heel.

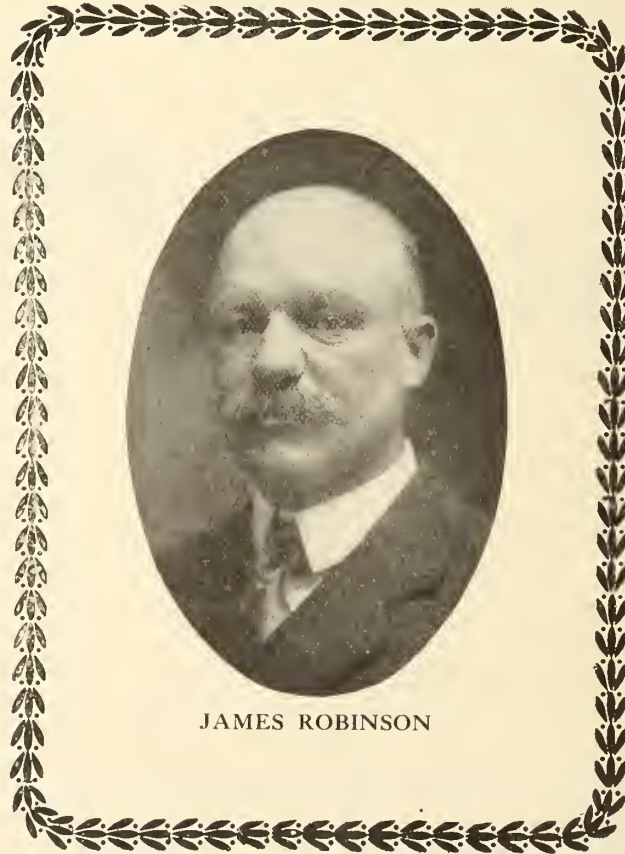
F 8206 price \$2.60.



DON'T MISS Use My Stock

The big monthly increase of business through my letter order department is the best proof of its value to retailers. Letter or telegraph orders promptly filled.

The retailer who uses my letter order department places his business on the highway to prosperity.



JAMES ROBINSON

My rubbers are of proven quality and will secure you the confidence of all your customers by their unfailing good service. At the same time they will give you a margin of profit that will make your rubber stock a good investment. My brands are the famous time-tested

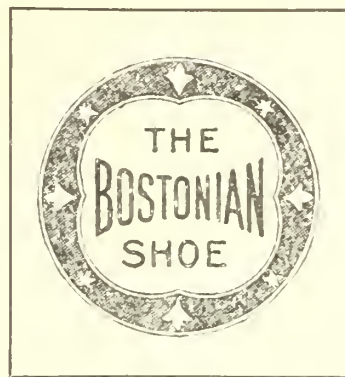
Dainty Mode, Royal Brand, Kant Krack, Bull Dog.



The shoe specialty has

JAMES ROBINSON

ANY SALES Department



Don't miss summer footwear sales because you haven't the goods. Order Oxfords, Pumps, Canvas and light-weight shoes by mail from my in stock department. I have all the snappy new footwear for summer trade. Replenish your stock. Order NOW.

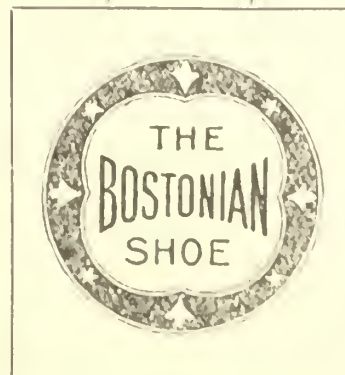
Bostonian Shoes are good in more than looks—good fitters—good wearers—good sellers—not a dead one in the line—made for

**MEN AND WOMEN
In Ten New Lasts**

Men's in Goodyear Welts only, 6 lasts.

Women's in Goodyear and Fine McKay, 4 lasts.

In Velour, Calf, Tan, Gunmetal and Patent.



has always made good

, Montreal, P. Q.

Miner Tennis



Yachting Oxford

Send in a trial order so that we can convince you of the quality in "Miner Tennis."



Sporting Balmoral



Yachting Balmoral

Quick Shipments can be made as we carry a complete stock of all lines.



Sporting Oxford

The Miner Rubber Co., Limited

Granby

Montreal

Toronto

Quebec

See front cover for list of selling agencies

Established 1865

==MOSCO== LEATHERS

OUR FOUR large TANNERIES in Salamanca, Gowanda, and Alpena are concentrating in producing a few good lines in large volume.

Salamanca Tannery Gowanda Tannery No. 1

Brown Russet Sides, Chocolate Sides, Flexible Splits, Plain Hitta Kangaroo and Boarded Hitta Kangaroo.

Box Nechro (near Chrome), Smooth Dull Nechro, Topping Nechro, Finished Splits and Flexible Splits.

Gowanda Tannery No. 2 (Chrome)

Smooth Mosco Sides Full Grain, Mat Chrome Sides, Smooth Mosco Sides Snuffed, Box Mosco Sides, Shoe Splits (black and Chocolate), Gussett Splits (black and Chocolate).

Alpena

B. A. Hemlock Sole Leather, Bends and Backs, Buffalo Hemlock Sole Leather, Shoulders, Heads and Bellies.

Get Samples of MOSCO to-day, the leathers that are often imitated but never equalled.

C. MOENCH SONS CO.

TANNERS

117 Beach Street, Boston, Mass.

TANNERIES :
Gowanda, N.Y., Salamanca, N.Y., Alpena, Mich.

STORES :
Boston, Mass., Chicago, Ill., St. Louis, Mo.



1866

RICE & HUTCHINS
 WORLD SHOEMAKERS
 FOR THE WHOLE FAMILY

When You Were A Boy

Rice & Hutchins were making shoes; they made them so well that today they have eight shoe factories, two tanneries, and nine wholesale distributing houses in the United States, besides a stock in London and one in Berlin, to supply the world-wide demand for Rice & Hutchins Shoes. The reputation of Rice & Hutchins thus is based upon a half-century of "tried and true" quality.

For the convenience of Western Canadian merchants, the New-England-made shoes of Rice & Hutchins are carried in Winnipeg,—on your own side of the boundary line. This offers you a wonderful opportunity to get EDUCATORS and ALL AMERICAS just when you want them. Drop a line to these salesmen:

BERNARD STEDMAN ; MILLS C. SIMPSON
 at the address below.



Man's
 EDUCATOR
 "Room for Five
 Toes."

Western Shoe Distributing Co.

719 Main Street, WINNIPEG, CANADA

1913



EDUCATOR
 SHOE





The Tebbutt New Boys' Shoe

is a stout, strong shoe made essentially for hard wear. It is particularly neat in appearance and is made on comfort-shape lasts. Made from best selected leather—it is wet-proof and cold-proof. This New Boys' Shoe is backed by the Tebbutt reputation and will give all the service looked for in boys' footwear.



The "Doctors" Cock O' the North Waterproof Shoe

is a neat, high-class, plain design shoe—strongly made of the best grade leather only—stylish enough for city streets—strong for country roads. A patented waterproof non-perspiro shoe made on hygienic lines to keep the feet healthy—always dry and comfortable.

Tebbutt

ILLUSTRATED above are two Tebbutt shoes each possessing distinctive points of merit not found in other shoes.

Customers appreciate the extra features found in all Tebutt footwear and repeat sales are the result.

Your jobber will show you samples—examine them carefully.

Tebbutt Shoe & Leather Co., Limited

Three Rivers, Quebec



"Paris"

"Rockbottom" and "Paris" Shoes

TWO brands each at the top of their class. "Rockbottom" shoes are substantially built solid leather shoes for the workingman—they stand hard wear and rough usage.

"Paris" shoes are extra fine quality fashioned for the fastidious dresser and with the good value and wearing qualities to hold high class trade.

Fall models are now being shown—shall we have our traveller call and see you.

Daoust Lalonde & Co.

Montreal - Que.



"Paris"



Corbeil Shoes

A lasting and reliable line of Shoes made to retail at from \$3.50 to \$5.00.

Our travellers are now on the road with Fall samples—when the Corbeil man calls at your store be sure and look over his line. The shoes that we ship in your order will be as good as the samples we show.

Corbeil shoes have been on the market for over forty years and their annual sale has steadily increased—good honest value is responsible for their success.

Corbeil Limited

71-79 St. Paul St.

MONTREAL

CLASSIC
SHOES



CLASSIC
SHOES

Shoes That

Women, Misses

A shoe with never a hurt in it—
with good style and hard wear all
the time.

That's the

“Classic Shoe”

☞ Sell your customers shoes that give them permanent comfort and you will make of every customer a permanent and profitable friend.

☞ Sell your customers Classic Shoes—get this line for coming Fall Trade—don't delay.

☞ Dealers all over the country are making big profits and building sound trade with this line.

☞ See our samples and send your order now—make certain of the big profits this line will make for you.

☞ We are ready to serve you.

*Send us your name
and address.*

Getty

C
GA

Never Hurt

Children

ere are a few of the samples in

Our Fall Range

see them and get to know the Classic shoe—it will pay you to ask for a salesman to call and show you.

CLASSIC SHOES



CLASSIC SHOES



☐ Please the children and you will win the mother's confidence — that's the way to secure the family trade.

Classic Shoes

will please the children because they always give an easy and comfortable fit. These shoes are made to a special shape and will never give the little children a moment's hurt.

☐ These are the shoes you will be proud to sell your little customers — when you've pleased them, sell Classic shoes to the mothers also — that means more satisfaction for them and more profit for you.

cott

T.

The Pinnacle of Perfection in Fine Footwear



Vassar

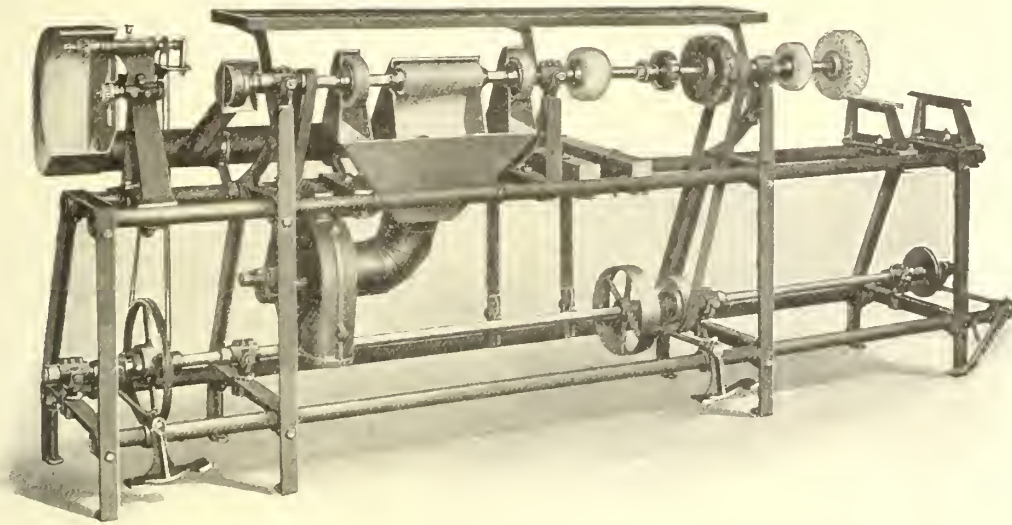
Minister Myles Shoe Co.

Limited

Toronto, Canada

Smooth Working Progressive Finishing Machines

SEND FOR CATALOG M



Progressive Shoe Machines are built of the best materials by thorough and practical men who know the needs of the shoe repair shop from actual experience. We make sure that every part works smoothly and efficiently.

There are twenty-four different models of Progressive Finishers. Both motor driven and foot power. Built to last and built for satisfactory service.

Progressive Machines are reasonable in price and are sold on the payment plan or for cash. With a Progressive Finisher your shop will make more money.

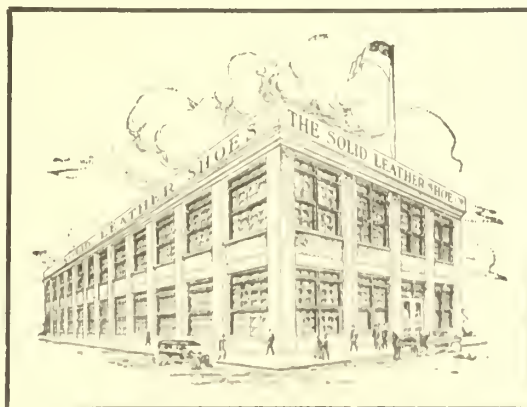
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PROGRESSIVE SHOE MACHINERY CO., MINNEAPOLIS
MINN. U.S.A.

The Best Shoe Finishing Machinery Manufactured.

The Customer's Request for the "Same Kind as Last" Shoe Is a Preston Shoe Wearer's Habit.

New lasts and Patterns, embodying the final say-so in shoe-shapes and designs have been adopted. Made of all Solid Leather by experienced operators.



A long line a fine selection of styles and prices to fit your needs, in Men's, Women's, Boys' and Big Girls' McKay Footwear.

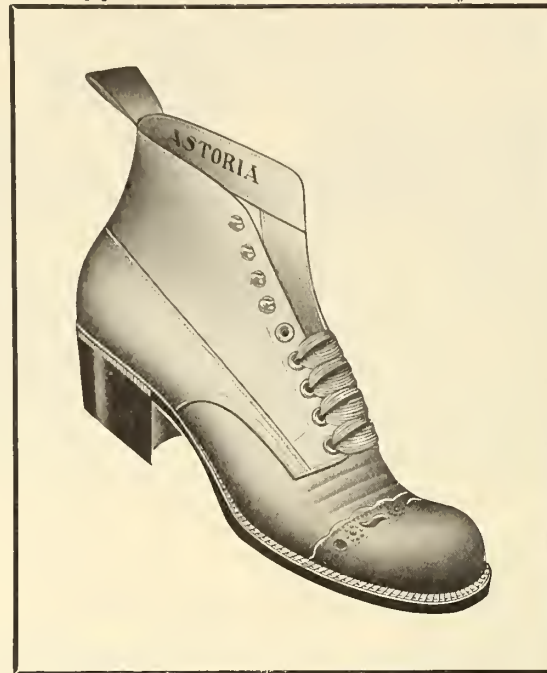
Home of the Preston Shoe

THE SOLID LEATHER SHOE CO., Limited

PRESTON — ONTARIO

F. P. BAKER, Representative in Ontario, West and North
MARTINEAU BROS., Representatives in Montreal,
Montreal and Quebec

J. M. REDMOND, Representative in Ontario, East
and North
W.M. LESLIE, Representative North West Territories



Mr. Retailer

- ¶ Ambition is a praiseworthy characteristic and is to be commended.
- ¶ It is our constant aim to make shoes for men that will satisfy in every particular.
- ¶ We regard our present product as the best we have ever made—Many of you agree with us and we thank you for recent testimonials.
- ¶ Our Roundup stock department is yours to command. Wire, 'phone or write.

The

Cook-FitzGerald

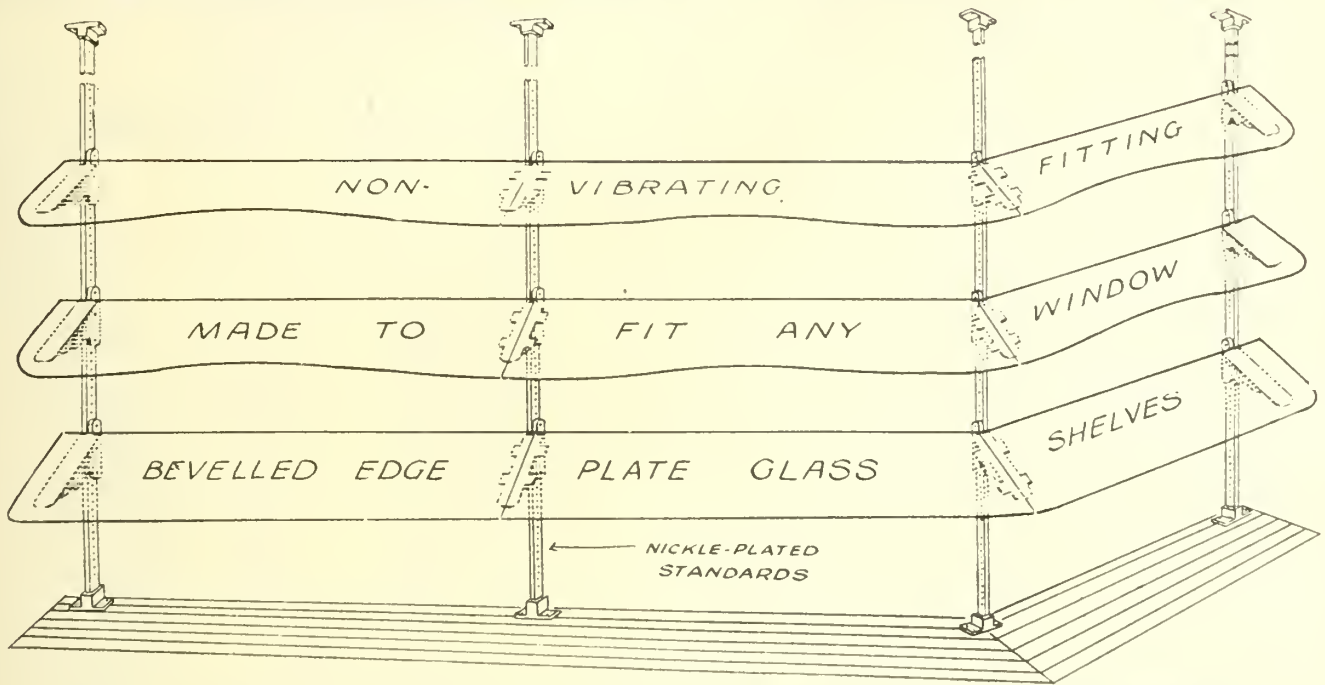
Company, Limited

LONDON,

ONT.

Prices at retail \$5 and higher.

The Brantford Showall Window Fitting Co.



The Display Fitting for Shoe Merchants and Others

Does not become stale. Always clean and bright. Does not obstruct light from interior of store. Enables you to show three times as many shoes to a better advantage without crowding. Write now for measurement forms and prices.

Mail office—67 William St., Brantford.

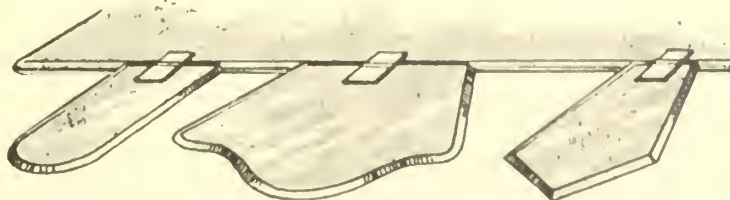
Where this Fixture is Installed and May Now Be Seen:

Mr. A. N. Pequegnat, Jeweller	Brantford	Messrs. W. J. Wray & Company, Jewellers	London
Messrs. Ludlow Bros., Shoe Merchants	Brantford	Messrs. J. P. Cook & Company, Shoe Merchants	London
Mr. Fred Harp, Grocer	Brantford	Messrs. Anderson & Nelles, Druggists	London
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Hamel's Cigar Store	Brantford	Mr. Summer, Druggist	London
G. H. Cartwright, Jeweller	Brantford	Messrs. Purdon Hardware Company	London
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A. Caulbeck, Grocer	Brantford	Rowland Hill, Shoes, Dundas Street	London
Mr. Broadbent, Shoes	Brantford	A. J. Greenwood	St. Catharines
F. Hamel, Cigar Merchant	Brantford	Mr. H. C. Borbridge, Shoes	St. Thomas
Messrs. H. C. Clark Co., Shoe Merchants	Dundas	R. W. McQueen, Tobacconist	St. Thomas
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Mr. E. Springstead, Jeweller	Hamilton	National Sporting Goods Co., Limited, Yonge Street	Toronto
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The Alexander Hardware Company	Hamilton	C. C. Allan, Shoe Merchant, Queen Street West	Toronto
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Messrs. Parke & Parke, Druggist	Hamilton	C. Hickey	Welland

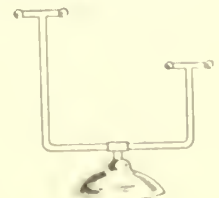
Lowest prices on all kinds of Shoe Rests and Stands. Quote number when ordering.



No. 3—Nickel plated heel rests. Made in 3 to 12 ins.



No. 116—Shelf Extensions, to fit on plate glass shelves.



No. 109—Made in height graduated 5 in. to 15 in.

All cuts shown illustrate Nickel Plated Goods



Shoes— and Shoes

Did it ever occur to you that in every pair of shoes made there are really two pair?



Its another case of a dual personality—a sort of Dr. Jekyll and Mr. Hyde.

In other words—the same shoe has two different aspects to two different classes of people, viz;—the consumer and the dealer.

The dealer sees a piece of merchandise technically made of such-and-such leather, on so-and-so lasts of various shapes and trimmed with miscellaneous etcetera—which costs him a certain stated price—and which he proposes to sell for the price that will give him a good profit.

The consumer sees a piece of wearing apparel—suitable for certain occasions conformable to the accepted fashions—at a price within his means—which will suitably clothe and protect those parts of his body which have to stand the roughest usage in his passage through life.

Naturally—the best shoe on the market—is the one that can show the most good points—any way you look at it—either from the dealer's or the consumer's view, point.

And—I have it.

It is the Tally-ho \$5.00 (everywhere) Shoe for Men

If you have not already asked me about the “Tally-Ho” Shoe and “Tally-Ho” Syndicate Selling Plan—you are neglecting a big opportunity.

Ask *TODAY*

Charles E. Slater

Late President and General Manager of the Slater Shoe Co., Ltd.

Canadian Address: 704 E. T. Bank Bldg., Montreal

American Address: 58-60 South St., Boston

English Address: 3 Regent Street, S.W., London



(My Boston headquarters at 58-60 South Street cor. Essex is now open and ready for business. Make it YOUR headquarters when in Boston.)

Ultimate Results

Are the best Evidence
of Real Value in Shoes



You are judged by the ultimate results of the shoes you sell—It is up to you to get the shoes that will give your customers the best ultimate results.

The Ultimate Results of
Last Season's Sales of

Star Brand Shoes

was a doubly increased demand for next Season's stocks.

We are now working to the utmost limit of our capacity on orders that will not be finished for another month.

We have more than doubled our capacity, and in the future we will be able to deliver goods promptly as ordered.

Send in your order now for Fall placing on "Star" Brand Shoes—You will be securing the best ultimate results for your customers.



Star Shoe Limited

MONTREAL

Makers of "Star" Brand Shoes

The Just Wright
MADE FROM SHOES

The Just Wright
MADE FROM SHOES

Mr. Shoe Retailer! Just One Minute Please!

**Easy
To
Fit**



**Easy
To
Sell**

"Gotuit" Last—A new style of high toe

You often Have to "Talk up a Sale" **Don't You?**

That is unnecessary. If you are a **Just Wright** dealer. **Just Wright** shoes are made to fit the feet in the most comfortable and pleasant manner.

Good Service and **Just Wright** shoes are synonymous. There is extra quality for your customer and a long profit for you.

"Made In Canada"

E. T. WRIGHT & COMPANY, Inc.

St. Thomas, Ont.

Rockland, Mass.

The Just Wright
MADE FROM SHOES

The Just Wright
MADE FROM SHOES

Gun!
Tan!
White!

IN STOCK

We
Ship
Quick!

Ready for Shipment

“ENGLISH” — GUN AND TAN



No. 255—Gun Metal Welt, thirteen-button boot. Heavy sole. Medium heel. “Dash” last. \$2.35.



No. 943—White Nubuck, fourteen-button boot. Medium welt sole and heel. “Dash” last. \$2.65.



No. 257—Patent Vamp. Mat top. Thirteen button Welt boot. Medium heel. “Dash” last, \$2.35.



No. 735—Gun Metal, Blucher, Heavy Welt Oxford, on our “Hiker” last. \$2.25.



No. 256—Gun Metal. Polish lace. Welt sole. Medium heel. “Dash” last. \$2.35.



No. 736—Black Satin Pump. Light Welt Sole. Cuban heel. Ae-ro last. \$2.25. Same in Colonial \$2.35.

*An assortment of quality profit getters that mean business.
Keep your shelves filled from our Stock Department.*

MOORE-SHAFER SHOE MFG. CO.

Factory—BROCKPORT, N.Y. (30 Minutes from Rochester)

L. B. SHAFER Canadian Salesman.



Sunlight Shoes

A NEW brand of Canadian footwear that has been greeted with instant popularity because of its good quality and excellent service.

Sunlight Shoes are made for women, misses and children, boys, youths and men in a variety of styles and shapes.

See our fall samples---to stock them means increased business for you.

The Sunlight Shoe Co.
Montreal, Que.

REED'S CREED!

"The Shoes You Need---Delivered When You Need Them"

A Modern Shoe Drama

ACT I.—Merchant orders sizes from our Stock Departments. ACT II.—We receive the order next day. ACT III.—(One day later.) He receives the goods. **Happy Modern Merchant** with a satisfied customer that he has been able to please, by having the right shoe at the right time.



No. B553—White Canvas, 7 Foxed, 14 Buttons, No. 46 Last, 1 3/4 in. Heel, Welt, Widths A to D. Sizes 2 1/2 to 7. Price \$2.25.



No. B564—Black Suede Button Oxford, 6 Buttons, No. 41 Last, 1 1/2 in. Heel, Welt, Widths A to D. Sizes 2 1/2 to 7. Price \$2.50



No. B565—White Buck Button Oxford, 7 Buttons, No. 44 Last, 1 1/2 in. Heel, Welt, Widths A to D. Sizes 2 1/2 to 7. Price \$2.50.



No. B563—White Canvas Button Oxford, 6 Buttons, No. 46 Last, 1 1/2 in. Heel, Welt, Widths A to D. Sizes 2 1/2 to 7. Price \$2.10.



No. B500—Black Suede, 3-4 Foxed, 14 Buttons, No. 44 Last, Tip, 1 1/2 in. Heel, Welt, Widths A to D. Sizes 2 1/2 to 7. Price \$2.60.



No. B555—White Buck, 7 Foxed, 16 Buttons, No. 36 Last, 1 1/2 in. Heel, Welt, Widths A to D. Sizes 2 1/2 to 7. Price \$2.85.

STOCK DEPARTMENTS

E. P. REED & CO., Rochester, N. Y. 19 So. Fifth Ave., Chicago, Ill.

SAMPLES AT

200 Fifth Avenue, Room 607
New York

Caswell Building, Room 300
Milwaukee, Wis

Broadway Central Building, Room 308
Los Angeles, Cal

P. J. Harney Shoe Company

Lynn, Mass., U. S. A.

are carrying these Women's Fine Goodyear Welt

SHOES IN STOCK

ready for immediate delivery



ORDER BY STYLE NUMBER

Style No. 806	Tan Russia Calf	Button Boot	44 last, 15/8 heel, Price \$2.60
900	Cloth Top Patent Colt	" "	" " " " " " 2.25
923	" " Gun Metal	" "	" " " " " " "
940	Mat. " Patent Colt	" "	" " " " " " "
941	" " Gun Metal	" "	" " " " " " "
954	Gun Metal	3 Eyelet Sailor Tie	33 " 14/8 " " " "
955	Tan Russ. Calf	" " " "	" " 15/8 " " " "
960	Patent Colt	" " " "	99 " " " " " "
962	White Nubuck Seamless Pump	" " " "	67 " 14/8 " " " "
963	Gun Metal	" " " "	" " " " " " "
964	" " " "	" " " "	84 " 12/8 " " " "
966	Mat. Top Patent Colt Button Oxford	" " " "	44 " 15/8 " " " "
967	" " Gun Metal	" " " "	" " " " " " "

Styles and values that cannot be excelled—
all are seasonable goods

Mail your orders to the P. J. HARNEY SHOE CO., Lynn, Mass., U. S. A.

Ames-Holden Shoes

McCready Shoes

**You cannot afford
to be without one of these
Brands, the most popular in Canada**



Men's Tan Calf Button, low broad heel, a recede toe, whole vamp, fancy perforated quarter and toe-cap.

Our travellers are now carrying for Fall the largest and most up-to-date samples ever submitted.

No shelf warmers but quick sellers, hence they are without equal as money makers.

The product of three highly specialized factories.

Our policy is to produce the real goods at the right price.

If by any chance our traveller has not called upon you, drop us a card and we will see that you are immediately looked after.

NOW is the time to place for Fall, thus ensuring early shipment.



Women's gun metal, fabric top, 14 button, three-quarters vamp, medium toe and heel.

Large or small orders receive
but the one attention, the best.

Ames Holden McCready

Limited

The Big IN STOCK Shoe House

Montreal St. John Toronto Winnipeg Calgary Edmonton Vancouver

Why Not Take Advantage Of Our Advertising Of



500,000 people—from coast to coast—are reading about “FLEET FOOT” Sporting Shoes in their local papers every week.



In your locality we are telling hundreds of purchasers to call upon you—people who are already convinced that “FLEET FOOT” are the best Sporting Shoes they can buy.

This is your opportunity to increase Tennis sales—to create new customers for your business—to build a permanent trade for “quality” merchandize.



And you won't run any danger of overstocking—because our numerous branches will take care of your sorting orders in the shortest possible time.

Look up our October issue of “Foot Prints”—select the styles you require and send your order to our nearest branch. It will get immediate attention.

“Fleet Foot” are the standards by which other lines are judged

Canadian Consolidated Rubber Co., Limited

SALES BRANCHES:

ST. JOHN, Halifax, Sydney, Yarmouth, Pictou, Moncton, Charlottetown, MONTREAL, Quebec, Granby, Ottawa, Kingston, TORONTO, Belleville, Hamilton, Brantford, London, Port Dalhousie, WINNIPEG, Regina, Saskatoon, Calgary, Edmonton, VANCOUVER, Victoria.

Footwear in Canada

A Journal of its Findings, Making and Sale.
Published for the Good of the
Trade by

HUGH C. MACLEAN, LIMITED

HUGH C. MacLEAN, Winnipeg, President.
THOMAS S. YOUNG, General Manager.

HEAD OFFICE - - 220 King Street West, TORONTO
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Vol. 3 June, 1913 No. 6

There are many business and professional men in this Dominion who, when they are approached for subscription to a book or journal that will help them to succeed in their work, make the statement that they do not have time to read literature of this nature; that they do not even get a chance to see the daily paper. Any man who says he never sees the daily paper either lives where no daily is published or uses the argument merely to put off the solicitor. There are, of course, evenings when a man does not get a chance to read the paper, but there are few who do not look over either a morning or evening newspaper at least four nights a week.

Others again state that they do not get time to read at the store or office, and that when they get home they are so tired that they prefer to glance over the evening newspaper and go to bed. Reading the newspaper is a good habit and educational, so far as current news goes, but while it keeps a man posted on general news all over the world, does it give him any information regarding his own little world—the business at which he works every day? Not very much. A trade paper does, and is it not worth more to find in such a paper an item that will reduce operating costs or increase efficiency than it is to read about what the militant suffragettes are doing in England?

Successful men, and those who wish to be success-

ful, always read their trade papers and therefore gain ideas which save or make for them many times the price of the subscription. Readers of the trade papers know that it pays in actual dollars and cents to be a regular reader. Most trade papers come but once a month, and everyone can find time to read them. If a person is busy when the paper arrives it may be put aside for another time.

* * *

Dead Stock

There never was a shoe store, and there never will be, that does not have on its shelves merchandise that for one reason or another will not sell at the figures it was originally marked at. Either it is unseasonable or it is damaged; it is out of style or is poor value, so that the public flinches shy of it and it remains in the store eating its head off and preventing the merchant from turning the money it cost into more money.

In considering this proposition it is well to remember that a profit cannot be earned until the goods are sold. For this reason, if merchandise remains on the shelves too long it becomes a loser; and the longer it remains the more it loses, in value and in potential profit.

It is wise, therefore, to take a loss as soon as possible, have the agony over and done with, and put to work the money secured. Many a store would be a greater money maker; would cause its owner fewer sleepless nights and in general be a more satisfactory proposition, if the "dead timber" so to speak, were cut away. The trouble is that too many retailers' good money must, of necessity, bring them as much as they paid for it. Consequently they hang onto this unsaleable merchandise too long, forgetting that it is becoming worth less and less all the time.

The ability to judge when to take a loss is one of great value to the merchant, be he wholesale or retail, and if more would take the losses that must inevitably come, just as soon as the goods become slow sellers, the mercantile reports would contain less notices of stocks sold at from fifty to seventy cents on the dollar. Moreover, "dead stock" will surely bring the merchant to that condition where he has to scratch and scrape whenever his bills become due, if he tries to take a discount.

The sooner a loss is taken the better. The more active you can keep your stock, the more money you will make.

Have a Policy

In every retail shoe business there are constantly coming up for attention matters that have an important bearing on the success of the store. Often the same problem presents itself time and again. It is put up to the "Boss" and he decides, it then ends there; sometimes one way and sometimes another. Would it not have been better had there been a regular line of action which the employee could have followed?

lowed? He would not have wasted his time in going to the head of the house; he would have increased his importance in the eyes of the customer; he would have secured the added respect of the customer for the store, as a business institution run on business lines.

There should be certain rules and regulations covering matters that frequently have to be decided by clerks, and the proprietor should make it his business to see that they are carried out. Such matters as credits and settlements; exchanging goods or returning money; delivery and paying postage on parcel post packages; the filling of orders for lines not regularly carried and many other things, should all be covered by the store policy.

It will take some time to draw up these rules and regulations, but they should be found in every store that hopes to eliminate friction and expedite the transaction of a satisfactory business.

* * *

System

System is necessary in the proper and successful management of any business. There are some who think that they can keep their books by a mere process of mental exercise, but sooner or later they find out their mistake. Modern business is a highly organized and complicated affair, which does not make allowances for laxity or negligence. There is another extreme: experience has shown that there can be too much system. A business man may allow his enthusiasm for system to run riot. The result would be that his business would become hopelessly involved. The time that he should devote to looking after the interests of his customers would be largely spent in fathoming the mysteries of the system he has introduced.

The progressive merchant will find it easy to choose a moderate course. He will arrange his affairs so that he is familiar with the outlines and general plan of his business, no matter how large that plan may be. He will leave to others the arrangement of details. The equipment for maintaining a proper system in a business is easily obtained and easily managed. In these days of enlightened ideas no commercial concern can afford to be loose or slovenly in its methods. This applies to the small dealer as well as to the huge factory.

* * *

Service

We would like to emphasize the necessity for SERVICE in retail shoe merchandising. The retailer who believes that all he is selling consists of the goods themselves, is making the mistake of his life. There is something else, a something that is intangible and which we cannot lay our hands on, but which is a most active and valuable commodity just the same. That thing is SERVICE.

What is service? First and foremost it is having the goods when they are wanted. If you are going

to carry a line of shoes, then, for your profits' sake, have a stock that is complete. For the man of limited capital, it is far better for him to concentrate all his resources and energies on comparatively few lines than to scatter them among many and do justice to none. This is an age of specializing and of concentration. The volume of a man's business depends to a large extent on his reputation in that business and on how much he knows about it.

The foregoing is written with conditions in the smaller towns well in view. It is understood that it is often absolutely necessary in order to properly serve a community, that a merchant carry a little of this and a little of that. But small indeed is the town that does not support at least two shoe stores or general stores stocking footwear. Under such a circumstance what do we find? We see that each of the two stores stocks a general line and specializes on nothing.

The result is that many people send away for what footwear they need, for the simple reason that neither of the stores has an adequate stock of anything. Would it not be better for these merchants to get together and decide between themselves to concentrate a little more.

Such a proceeding would allow each man to carry a better line and what is more to the point would enable them to make a better profit on it than was possible when each carried only a half stock. A few minutes thought and a little action on this subject will be well worth while.

* * *

Aim at the Mark

What do you intend to be? What have you determined to be? The two go hand in hand. A man usually succeeds in becoming what he wishes, or in arriving somewhere near the mark. The fellow who is satisfied to merely hold a position all his life naturally gets just what he is trying for and not anything else. The man who determines to have a business of his own and to become a leader in his line is bound to be a "good one" at least before he is through. You aim high if you wish to shoot high. If you point the gun of ambition at the ground you will shoot down out of sight and never strike anything worth while.

The difference between YOUTH and EXPERIENCE in business is the difference between POSE and POISE and that, after all, is only the difference of the "I"

A Spacious and Attractive Shoe Store

Beautiful and Well Dressed Show Windows—Excellent Lighting Arrangements—Roomy Interior—Shoe Lines That Sell

Situated at 139 and 141 Hastings street west, in the very heart of the shopping district of Vancouver, the immense retail shoe store owned by Mr. James Rae occupies one of the best sites in the city. Mr. Rae's experience in the shoe trade covers a period extending over 15 years, and the progressive policy adopted by the management in the matter of advertising, and of stocking a wide range of high-grade lines, at reasonable prices, has doubtless had much to do with the growth of the business which, to-day is said to be the largest in Canada. A great measure of its success is undoubtedly due to the fact that Mr. Rae personally superintends the buying of all stock, making periodical trips to eastern points in Canada and the United States for this purpose. His purchases from the various manufacturing firms are on an immense scale, and he is as well known to the representatives of the leading houses in the east, as among the retailers in Vancouver.

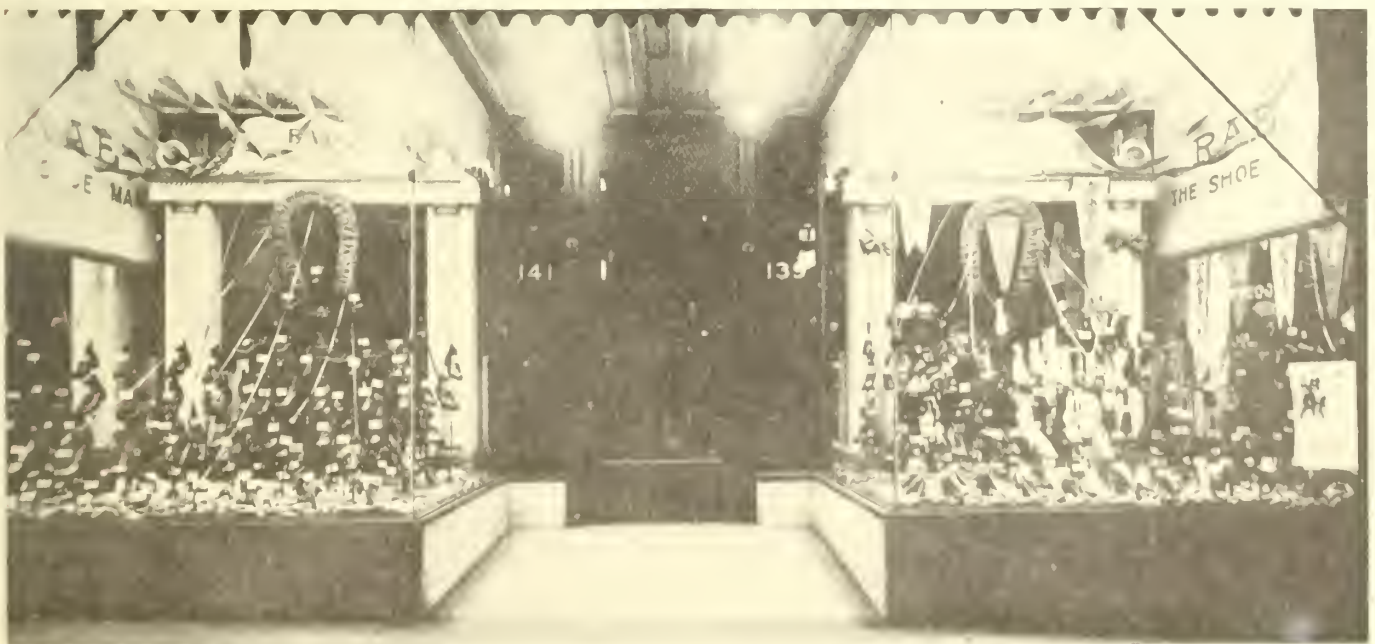
Commodious though the premises on Hastings street are, they are none too large to house the trade which the firm is doing, and there is no waste space. The windows each measure 10 feet deep and have a width on each side of the entrance, back and front, of 10 feet also, the total street frontage amounting to 26 feet. The window trim seen in the accompanying illustration was arranged on the occasion of the Vancouver Horse Show, held last April. The columns placed at the rear of the window space were covered with white leatherette, and the large horse shoes suspended between the columns were made of cardboard and draped with bunting of purple and gold, the horse show colors. The floors and side of the windows were also tastefully decorated in these colors, giving a very pleasing effect to the whole. Nickel plated stands with oval glass tops are used for display purposes on



Well planned and no waste space.

all occasions. The lighting consists of twenty 50 candle power Tungsten lamps, arranged round the ceiling of each window, at the sides, six powerful lamps set above the entrance porch providing extra illumination. Bevelled plate mirrors are set in the sides of the windows causing a reflection of the shoes. The attractive window displays, which are quite a noticeable feature of the store, are carried out by Mr. J. St. C. Leisk, who for some time past has been connected with the firm in the capacity of card writer and window trimmer.

The spaciousness of the interior strikes the customer immediately on entering. The height from floor to ceiling is 20 feet. Daylight is admitted to the front portion of the interior by means of a stretch of frosted glass extending across the entire street frontage, above the windows. The remainder of the store is kept bright by a window which occupies the entire



Imposing store front of the Rae Shoe Store, Vancouver, B. C.

space at the back of the store. The length of the interior alone is 130 feet. The stock is kept in single cartons, each shoe line being arranged in tiers according to quality.

Artificial lighting for the interior is provided by 8 chandeliers, each having two 100 candle power tungsten lamps, suspended from the ceiling. Three gas arc lamps have been installed in case of emergency. The ladies' and children's fitting department on the right side is separated from the men's department on the left by two rows of fumed oak arm chairs placed back to back, a total seating capacity for 75 persons being provided. Strips of dark green carpet have been placed in front of each group. The wrapping counter at the rear is placed in front of the cash office, above which is a raised gallery occupied by the firm's private offices.

The basement, measuring 26 x 145 feet, contains a tremendous quantity of extra stock, and has the appearance of a large warehouse. The stock is placed in groups of shelves from floor to ceiling, which extend down the entire length of the department, and the walls on each side are lined with shelving from front to rear. The system of arranging the extra stock is similar to that adopted in the selling department.

A few of the principal lines of men's shoes carried

are supplied by the following manufacturers: W. L. Douglas, Ames-Holden-McCready, E. T. Wright and J. & T. Bell. "Rae's A grade" McCready, specially manufactured for the Vancouver trade, is one of the strongest sellers kept in stock. In ladies' footwear, Dorothy Dodd, retailed at \$5.00 and \$6.00, is the leading and Guptill's fine slippers for evening wear are strong sellers. L. B. Evans' lines, J. & T. Bell's, Sherwoods' and a few others are carried. In children's footwear, the "Classic" and "Star" brands are the strongest favorites. The firm caters mainly to the masses, and, as previously stated, in this article, has the reputation of handling the largest volume of trade of any retail store in the Dominion.

Mr. J. W. Cornett, manager of the men's department, came West to Vancouver in 1907 from his home town, Dundalk, Ont. He spent one and a half years with the Edward Stark Shoe Company, Vancouver, previous to taking up his present position in 1908. Mr. Fred J. Barter, who has charge of the ladies' department, has been in the employ of Mr. Rae for the last five years. He was connected with the firm of James McCready & Company, now Ames-Holden-McCready, in Winnipeg, for a period of two years before coming to Vancouver and gained a thorough knowledge of the manufacturing end of the business in Ireland, the land of his birth.

Building Three Piece Heels

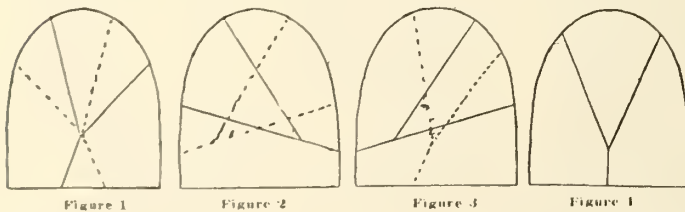
For the benefit of our readers, we produce herewith eight illustrations of three pieced heels, thinking that this might be of assistance to them in using up small pieces of sole leather. Oftentimes a pieced heel is warranted—if the upper is badly worn and the price of a new heel would be more than the wearer would care to pay.

You will note that the eight cuts show four different patterns of three-pieced heels. Figures Nos. 1, 2, 4 and 7 represent the four different combinations of the same.

Take Figure No. 1 for illustration: The solid lines represent the division of the heel lift into three pieces. The dotted lines represent the same three pieces reversed so that in reversing the lifts in this way, the joints are broken as indicated in the illustration.

Figure No. 2 shows a different style of three-pieced lift which is adapted to cut from narrower pieces than the pieces in the patterns shown in No. 1, and in Figure No. 2, the dotted lines also show this three-pieced lift reversed on itself.

Figure No. 3 shows a combination of Figure No. 1

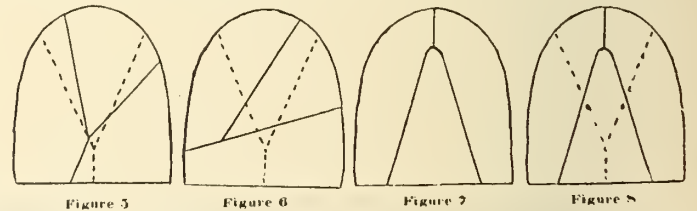


and Figure No. 2, showing the possibility of the close working of pieced heel stock by the patterns shown in Figure No. 1, and the patterns shown in Figure No. 2, being used together and stacked up together as shown in Figure No. 3.

Figures Nos. 4 and 7 show three pieced heels that are not reversible, but the two together can be used as shown in Figure 8, which makes a very good three-

pieced combination, for the reason that there are only three joints in the entire finished surface of the heel, and those are all in the back.

Figure No. 5 shows pattern No. 4 worked in connection with pattern No. 1 and Figure No. 6 shows pattern No. 4 worked in connection with pattern No. 2.



Other combinations of these different patterns can be suggested as, for instance, the working of pattern No. 1 and pattern No. 2 with pattern No. 7. Undoubtedly the best way to cut these heels is by the use of the inverted die and having a sufficient variety of these patterns in order to work the pieced heeling up as close as possible.—The Shoe Repairer & Dealer.

Shoe Cuts

The Ramsdell Engraving Company, of Rochester, N.Y., have just got out their illustrated catalog for 1913, showing a thousand up-to-date stock cuts of shoes, all ready to ship. Besides the lines shown in this catalog they have thousands of others, and retailers, jobbers or manufacturers desiring any of these for advertising or catalog purposes should write the Ramsdell Engraving Company and enclose 2c stamp for postage. At your request this firm will forward you also catalogs for 1912, 1911, 1909, 1907, 1906 and 1905. Their service is excellent and their prices low, and any shoe man wishing cuts of shoes will do well to make inquiry of this firm.

Leaders in the Shoe and Leather Trade

JEAN BAPTISTE HURTEAU—SHOEMAN

No one need be told that Mr. Jean Baptiste Hurteau, secretary-treasurer and general manager of the Star Shoe, Limited, Montreal is a French Canadian. He was born in Sorel, P.Q., was educated there, and commenced his business life as an engraver in that dockyard town. At the age of 19 he was employed by Messrs. Comeau, Blanchette & Bertrand, who were manufacturers of ladies' shoes—the first firm of shoe makers in Sorel. Mr.

Hurteau had an all-round experience, being occupied in various departments, and getting a good grounding in the business. The next move was to Montreal, where he was employed in the Slater factory. After remaining three years, he joined the force of J. A. and M. Cote, St. Hyacinthe, Que., working in the bottoming room for three years, and then went to Mr. Louis Cote, the inventor of a pattern grading machine. Mr. Hurteau here learned the business of pattern making under the guidance of Mr. Hatfield, an expert from the United States. A new experience followed, for Mr. Hurteau went on to the road as salesman for Mr. Louis Cote, selling the pattern grading machine and instructing buyers in its use. He travelled throughout the Dominion, and sold large numbers of these machines. On leaving Mr. Louis Cote, that gentleman began fresh experiments with his machine, and improved it by the addition of a compass est-

ablishing the quantity of leather to be used for sizes and half sizes. Mr. Cote also worked out calculations, which he embodied in a book, showing the quantities to be used. It may be mentioned that Mr. Louis Cote is half-brother to the partners in the well-known St. Hyacinthe firm.

Mr. Hurteau was afterwards appointed superintendent of the St. Hyacinthe factory of Messrs. Seguin & Dalme, now occupied by Ames-Holden-McCreedy, Limited. After the lapse of a year, he was offered an appointment with the Duplessis Boot & Shoe Company, St. Hyacinthe, and managed a branch office in the city of Quebec for them. After being in that city for four years, Mr. Hurteau decided to go in business for himself; so about 6½ years ago he went to Montreal and started the Star Shoe Company, hav-

ing as partners Messrs. Poitras, Labonte & Beaugard. The firm made infants' shoes, for the jobbing trade. The factory was situated in a small room at top of the present building, St. Catherine street east. Mr. Hurteau, at the commencement, not only supervised the factory, but did the cutting, fitting, buying and selling, and had, in fact, a very strenuous time. The prospects were by no means very brilliant, as

after a few months the stock was destroyed by fire, and unfortunately it was not insured. A fresh start was made in the same premises with excellent results. Mr. Beaugard, after a time, retired from the firm, but the other partners remained and still take an active part in the management.

Gradually trade increased, and Misses' shoes were added to the products of the firm. Three years and a half ago, the firm was incorporated, Mr. H. Bourgie being elected president. At that time the company decided to put a branded line on the market—the "Star," which is made in boys, youths, and gents. Naturally as the output grew year after year, the accommodation had to be enlarged, and recently a third more space was added to the factory and offices. When the company started the floor space occupied 1800 feet; it is now 20,400 feet; then the hands employed were 25, and this force has grown to over 160. The first year's output was worth \$14,000; last year it was worth \$250,000, the

weekly capacity being 7,500 pairs. Their output is for jobbers and for the retail trade as well as for travellers going from coast to coast. Boys' youths' and gents', growing girls', misses', childrens, and infants in McKays are produced; while in turns, misses', childrens', and infants' are placed on the market.

This is in brief the history of Mr. Hurteau and the Star Shoe Company—a record of a continuous increase in output and of additions to the list of lines produced. It will be seen that Mr. Hurteau has, with his partners, built up a substantial business from very small beginnings, like many others who have made a success in the boot and shoe trade. Mr. Hurteau, who naturally is a very busy man, still finds time to make his own patterns.



Mr. J. B. Hurteau

The Shoe Centre of Western Ontario

London's Excellent Retail Shoe Stores—Ideas and Plans of Expert Shoemen—Among the Manufacturers and Jobbers

London is essentially a shoe town, with its four shoe factories and its numerous wholesale and retail footwear establishments. On visiting the retail shoe stores of that city one is impressed with the fact that they are much more spacious than in cities of larger population, and in many cases as many as three storeys are used by the shoe retailer. The principal reason for this state of affairs is that rents are cheaper in London than in the larger cities and the shop keepers are thus enabled to have double or treble the space with perhaps less than half the rental that their conferees have to pay in the metropolitan centres.

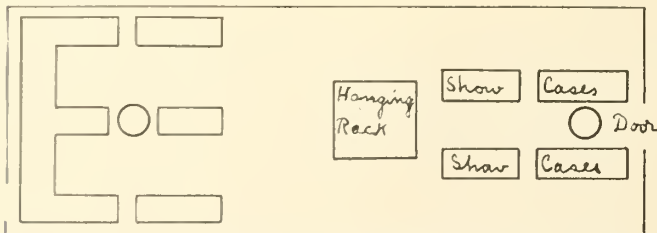
The Largest Shoe Store

One of the largest shoe stores in London is that of **Herbert Ashplant & Sons**, 146 Dundas street. This firm occupy a building, the interior of which is 110 feet x 33 feet; a portion of the rear being partitioned off for a receiving room.

We show a somewhat crude plan of the ground floor of the store which will give our readers a general idea of its lay-out.

Down the centre of this store are several large pillars upon which the upper storeys rest. On either side of the first of these, near the entrance, are four show cases, the glass show sections of the two in rear being shallow and containing underneath drawers filled with findings and accessories. Directly in rear of the cases are several hanging racks, from which footwear is suspended and underneath are placed metal sale baskets, on stands, also containing footwear. The store is partitioned off into four divisions in rear by the unique seating arrangement. This consists of a partition about three feet high, which extends across the rear of the store in the shape of the capital letter E. The arms of this letter E contain seats while the rest of the partition is fitted with shelving for cartons, on the one carton system. Along the top of the whole of this partition extends a shelf for placing cartons and footwear.

The building itself, is of three storeys, the second storey being for reserve stock and containing also a trunk and leather goods department. The rubber stock is mostly kept in the basement, and on the third floor is the repairing department. A hoist is used in the front of the store for convenience in serving this department.



Floor plan of interior of store of Herbert Ashplant & Sons. Full description given in article.

The stock room is laid out on the same system as in the store; with the cartons in the same rotation and in about the same location. The leather goods department of the firm, besides including trunks, suit

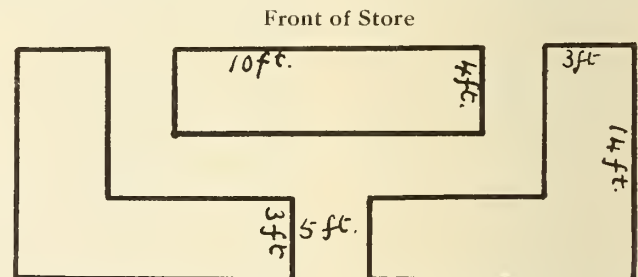
cases and club bags, contains purses, ladies' hand bags, buckles and other notions.

This firm have a branch store at East London, which is run on somewhat similar lines to the main store. Its manager, Mr. S. Lancaster, is a thoroughly up-to-date shoeman and understands all branches of the business from merchandising to show card writing. This branch store deals mostly in medium-priced footwear and also handles trunks and leather goods. Like nearly every other London store that handles the latter, they carry a very varied stock, including hand bags, collar bags, wrist watches, purses, school bags and nearly everything useful or fancy that is made in leather.

A Fine Store

London can boast of possessing one of the finest retail shoe stores in Canada in the establishment of **J. P. Cook, Limited**, 167 Dundas street. A feature of this store is the exquisite store front, which is of such a beautiful, practical and unusual design that the passerby is constrained to pause and inspect it.

We show a design of the floor plan of the front which will give our readers a fair idea of it. The show windows are fitted with the fixtures of the Brant-



Ground plan of show window of store of J. P. Cook, Limited

ford Show Window Fitting Company, which enables a large number and variety of shoes to be shown to good advantage without causing the window to have a crowded appearance.

Another excellent and unique feature about the window design is that it is so planned that after the passerby is arrested by the striking appearance of the window, he is naturally drawn into one or other of the aisles, between the side of the window and the large show-case-like window in the centre of the front, to view the display in the rear of the window, and so on naturally through the door into the interior of the store. The doors are of the swinging type.

The interior of the store is 100 x 25 feet, with an annex running out to Richmond street. The shelving of the store is in the one carton system, which is generally the case in the London shoe stores.

The entire basement is devoted to the trunk and leather goods department; the trunks being laid out on the floor and the leather goods displayed in a show case running the entire length of the store. This firm have so developed their leather goods business that they have unquestionably the bulk of the high-class club bag trade of the city. Included in their wide range of leather goods are to be found razors, brushes, mirrors, dressing cases, card cases, etc., the biggest

sale for these notions in fancy goods being about Christmas and New Years time.

Another unique thing about this store is that there is neither stove nor furnace in the building; it being heated from a factory in the vicinity that contracts for lighting and heating by utilizing their surplus waste steam. This arrangement, Mr. Cook states, has always given entire satisfaction; that the heat is always ready to turn on, even in the middle of the summer if required, and that it is also very economical. The lighting is also obtained from the same source and gives entire satisfaction.

In the show window are displayed leather goods as well as footwear, while the window of the Rich-

mond street annex is devoted entirely to trunks and leather goods.

business was established nearly forty-seven years ago by the late Mr. Phillip Cook, Sr., the father of the present proprietor.

Cassellman Bros., 171 Dundas street, though handicapped some for space, are doing a good business. The brothers, W. A. and K. W. Cassellman are two of the most competent men to be found in the Canadian retail trade, and their genial personalities, as well as the good service given by the store, insures their getting at least their share of the local trade.

Brown Bros., 182 Dundas street, in contrast with a majority of the London shoe stores, handles shoes only and does not go in for trunks or leather goods. They have a fine store and do a good trade.

Mr. W. Corbett is proprietor of the Majestic Shoe Store, near the Majestic Theatre on Dundas street. He makes use of the Onken fixtures in his window display. Mr. Corbett is opposed to a shoe retailer handling other lines than footwear, and he claims that if they go in for leather goods, etc., they cannot blame proprietors of sporting goods and other stores for carrying footwear. Although hosiery is undoubtedly footwear, Mr. Corbett is opposed to stocking it in shoe stores.

The Morrison Shoe Company, 123 Dundas street, have a fine store and feature trunks and leather goods in the window. Trunks, suit cases and club bags are frequently used as a background to the window, while footwear is displayed in front. This firm have a leather goods department on their second floor. They find that their trunks bring in the biggest profit of any item in this department, although their experience is not the same as that of others who stock these goods. For instance Mr. Cook, of J. P. Cook, Limited, gets his greatest profit in this department from his club bags.

Thorn Bros. have a fine shoe store at 141 Dundas street nearly opposite the main store of Herbert Ashplant & Son. He carries mostly a medium line of stock.

Mr. Rowland Hill, the popular shoe retailer of 189 Dundas street needs no introduction to the trade, as his store is one of the busiest in London. It is conducted along modern lines and Mr. Hill insists upon everything in stock paying him a profit.

Johnson & Murray are located at 198 Dundas street, and the passerby is at once struck with the unique design of their show window, a sketch of which we reproduce. It is so planned that it is really a series of two windows. Besides footwear of all kinds, this firm handles leather goods, trunks, purses, hand

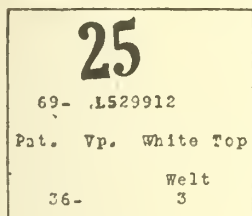


Fig. 1

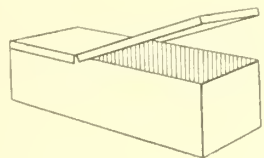


Fig. 2

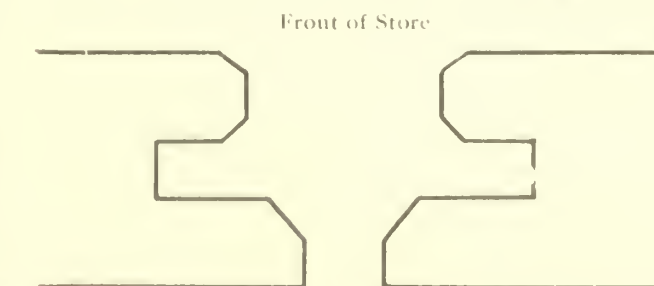
Figure 1 is a detachable carton ticket, described in the article. The figure 25 represents the classification, the long row of figures the regular code stock number, and the lower figures the size. These tickets are in various colors. Green are used for all high shoes that fasten with laces, mauve for Oxfords and low shoes that are worn on the street, salmon for all styles of slippers, yellow for Congress or elastic side high shoes, light tan for rubbers, over-shoes and tennis shoes, and pink for all high shoes that button up.

Figure 2 represents an improved stock carton, a description of which is given in the article.

Under Mr. Cook's system, the rear of the carton cover is fastened to the carton, the front portion being hinged. All that is necessary in order to remove shoes from the carton is to draw the latter out a few inches, letting it remain still on the shelf, lift the front part of the cover and remove the shoes. In returning the shoes, simply place them in the box and push the carton back on the shelf.

On the front of every carton is a card bearing the stock number, size and price. This is affixed to the carton by means of a wire holder and can readily be removed. When a pair of shoes is sold the card is taken from the carton and sent to the office with the shoes. The card is then put by. In the morning the clerk collects these cards and fills the cartons according to instructions on same. We also show drawing of card affixed to carton.

The two upper storeys of the building are devoted entirely to stock, which is arranged on the most modern lines so that the stock clerk knows instantly where to lay his hands upon what is required. The



Ground plan of the unique show window of Johnson & Murray

bags, school bags, fishing baskets and other notions in leather goods. Many of these are shown in cases.

Another article in leather goods that is prominently

displayed and which appears to be very seasonable is camping outfits in cases.

In the Suburbs

In the suburb of East London is located a progressive shoe retailer in the person of **Mr. N. K. Wanless** who has his attractive store on Dundas street. Mr. Wanless moved out to this location some five years ago, and at the time, the wisecracks prophesied that he would have to clear out in two or three months, owing to lack of business. He is still there however, and doing well. He handles both high and middle grade shoes, although his trade is mostly with the working class. He says that he finds that working girls will pay as much for their footwear as the daughters of their employers, and insist upon getting just as good.

Simmons & Son, are located at 666 Dundas street some three blocks nearer to town than the Wanless store. They carry a medium line of shoes mostly, although they have some high-priced goods. They also carry leather goods.

H. Coates has a very large grocery and shoe store on Stanley street in South London and does a good trade in medium and high-grade footwear.

Manufacturers and Wholesalers

The Cook-FitzGerald Company, Limited, London, Ont., are very busy just now and are working nearly up to capacity, which is 1,200 pairs a day. Their high grade business has increased so rapidly that they have been forced to stop making their third grade shoe and now only make first and second qualities. Some time ago they installed an in-stock department, and this has proved a great success, as by this method customers do not have to wait for certain lines of shoes that are stocked.

Mr. Fred A. Lovell, the very efficient superintendent of this factory, is at present ill in Brockton, Mass., but is on the road to recovery and expected back any time within the next few weeks. In the meantime, his place has been taken by Mr. Edward E. Deweyer, who has been for years with the Cook-FitzGerald Company and was also associated with Mr. Lovell for ten years at Thompson Bros., Brockton, Mass. Mr. Deweyer is a most capable shoemaker, and the company's business will not suffer from lack of competent attention while he is in charge.

The Cook-FitzGerald organization is a very strong one at present; the foremen of the various departments being all expert in their particular branches of the business. The foreman of the making room, Mr. Ernest J. Wright, for a long time filled the same position with the Rice & Hutchins Company in Rockland, Mass. Mr. Fred Churchill, foreman of the cutting room had the same post with Thompson Bros., Brockton, Mass., before coming to London, Ont. The foreman of the finishing room, Mr. Frank Austin, has worked in this department for years with Howard & Foster, one of the best known New England firms of shoe makers. Mr. Robert Muhrling, foreman of the packing and treeing room, is an old Thompson Bros. man.

It is the policy of the Cook-FitzGerald Company to have some member of the firm keep in constant touch with the shoe trade in the Eastern States, and Mr. John F. Flanigan, the vice-president of the company was in Boston during the writer's visit, looking after the interests of his firm.

The company report business conditions throughout the country as very satisfactory and regard the

temporary set-back in the North-west as a good thing for Canada in the end, as that section of the country has been going ahead too fast. Nine travellers are selling the Cook-FitzGerald product all over Canada, from Halifax to the Pacific.

Sterling Bros., the well-known London, Ont., firm of jobbers, report business as being very satisfactory, excepting in the North-west, where money is tight and collections slow owing to the rapid development of the country and the fact that most merchants have sunk all their available capital in real estate speculations. This firm manufacture a heavy grade of shoes for farmers, surveyors, etc. They job footwear of every description; the bulk of the lines being made in Canadian factories, although some come from the United States and England.

The wholesale firm of **Coates, Burns and Wanless** have made rapid strides and report a gain over the season last year. They agree with Sterling Bros. as to business conditions in the North-west, and indeed such reports reach us from various other trade sources.

The C. & W. Shoe Company, although a new concern, are doing extremely well. The reason of their success probably is owing to the fact that they devote their energies to doing one thing and doing that well. They make only women's wets and they make them right. Mr. W. E. Wilson, one of the partners, is a thorough shoe man and acts as superintendent. He learned his business with the Plant Company, the Slater Shoe Company and Getty & Scott. Mr. A. W. Cummings, another of the partners, looks after the office end of the business and it is owing to his tact and business ability in no small measure that the firm gets on so well with its customers.

The London Shoe Company is in a very flourishing condition. This firm advertises extensively with catalogs, and has got one out recently that will compare favorably with anything in this line.

The Karn Shoe Company and Webster & Graham are young but growing shoe jobbing concerns, that are pushing their way to the front, although at present their business does not extend outside of the province.

The Tarriff Reduction

Speaking on the subject of the proposed reduction of the U. S. tariff and its probable effect on the Canadian shoe and leather trade, Mr. Charles E. Slater said: "I do not expect that the shoe manufacturers at least will to any extent invade the market of the United States, as their volume is not sufficiently large to enable them to compete. There is however, in my opinion, a certain amount of trade to be done in the higher grade goods, if the manufacturer will cater to the dealer who has a trade for the better grade goods, irrespective of price. Outside of that the possibilities are very slim, unless in some specialty, possibly in felt goods or something of that kind that I am not qualified to give an opinion on.

The question of the possibilities for the leather manufacturer may be much more favorable, as the question of style and shape is not involved, it is merely a matter of their making sufficient selections to suit the United States manufacturers and being able to compete in price with the large manufacturers in that country, which they ought to be able to do if the conditions will admit of increasing their volume."

Luck at cards may run in streaks but in business it follows the greatest display of energy.

With the Shoe Trade at St. Thomas, Ont.

What the Retailers and Manufacturers are Doing— Business Brisk With Both Branches of the Trade

Along Talbot street, the main street in the city of St. Thomas, Ont., are situated most of the retail shops, including all of the retail shoe stores. During a recent visit our representative found these all busy and prosperous.

The Shoe Store of J. Houston & Son, 420 Talbot street, St. Thomas, Ont., is one of the finest in that section of the province, and its imposing front would excite the envy of many merchants in the metropolitan centres. The store is 27½ feet wide by 100 feet deep, the shelving being the one carton system and bicycle ladders being used for access thereto. A ledge runs along the wall on either side near the bottom of the shelving. A show case is placed near the door in which are displayed findings and accessories. Leather goods are also prominently displayed, while trunks are shown in the rear of the store.

A peculiarity of this store, which is common to most stores of St. Thomas, is that it is lighted both by gas and electricity. The advantage of this dual lighting system being that when the electric light fails, as is often the case during heavy storms, the store keeper will not be compelled to close his shop, but will have sufficient light from his gas lamps to conduct his business. In the basement is the stock room.

C. E. Raven, of 655 Talbot street possesses a store of which he is justly proud, the front of which we illustrate. The main building is 21 feet wide by about 100 feet deep with an annex 15 feet wide. The front part of this annex is used as a trunk or leather goods department and the rear as a stock room.

The unique feature of the display window is a small



Interior of Shoe Store of J. Houston & Son

compartment under the main window on either side, showing (when our representative called) children's and babies' footwear on one side and men's on the other. Their leather goods department was opened only a year ago, but it has already proved to be a great success. The main store is divided into men's, women's and children's departments, with the cartons containing the shoes desired handy to the proper department.

In the basement is a repair shop, and this firm, like most sensible shoe retailers, insist upon making a profit on the work done in this department. This store is lighted solely by gas; the mantels being



Store Front of C. E. Raven, St. Thomas, Ont

changed frequently, at least once a week. They find gas lighting somewhat a disadvantage in the summer time owing to the heat generated, but it does not fail them like electricity.

They sell a good many infant's soft soles. These are prominently displayed in a show case near the door. They also do a large trade in foot specialties, such as arch supports, bunion protectors, etc., and mentioned the fact that they sold over 150 pairs of arch supports the first year they introduced them. They are now pushing the selling of foot specialties and find that they bring them in a considerable profit. This firm have the local agency for Regal shoes.

One of the finest shoe stores in St. Thomas is that of **Strollery & Boozey**. The day our representative was in that city the store was closed owing to the death of a relative of one of the partners.

Saunders & Cresswell have a very fine store front for a small town, and the goods in their show windows are displayed very tastefully and each shoe is ticketed with price. They also carry trunks and leather goods and display these in the show window as well as footwear; sometimes making the window background of trunks and suit cases.

F. Sutherland handles mostly medium grade shoes; also trunks and leather goods; the latter being displayed on the tops of shelving and spread on stands near the door. They also show in window display. Mr. Sutherland has both gas and electricity installed in his store, and on Saturday night when the bulk of his trade is done, the store is brilliantly lighted with both.

The Manufacturers

E. T. Wright & Company are busy turning out good shoes in their temporary factory at St. Thomas. Indeed, the samples inspected by our representative compared favorably with anything turned out by the Rockland factory of this firm. That this is the case is owing to the fact that the manager, Mr. Donovan, is a thorough shoe man and that the hands are all graduates of the firm's Rockland factory.

The new factory is well under way and the company expect to be making shoes in this building some time in July. They expect their new factory to be able to take care of their entire Canadian trade.

The Nursery Shoe Company manufacture about 100 different lines of turns and 75 of McKays. The factory has a capacity of about 500 pair daily, but the firm are experiencing some difficulty through shortage of help. The products of this factory are in such demand that they are hard put to it, with their present facilities, to fill their orders.

It has been the policy of this firm in time past to make only for the jobbing trade. Now, however, they have decided to go after the retail trade as well, and have a traveller on the road in Ontario calling on this branch of the trade. Next year they will probably add one or more travellers. The products of the company are handled in British Columbia by the J. Leckie Company, Limited, of Vancouver, B.C., and in the middle West by the Downing Shoe Company of Brandon, Man.

Adulterated Leather

The United States Department of Agriculture recently issued a report on the adulteration of sole leather, in which it was stated that during an investigation conducted by that department, 63 per cent. of the leather examined was found to be weighted with

glucose, Epsom salts or both, and that the quantities of loading varied from 1 to 7.3 per cent. of Epsom salts with an average of 3 per cent. The maximum quantity of glucose in the loaded leather was 10.4 per cent., and the average 5.5 per cent. The maximum amount of these loading materials found in any leather was 16 per cent., and the average where both were present was 8 per cent.

The report stated that these adulterations added nothing to the value of the leather, and where present in a large quantity, shortens its life. The statement was made in the report that not less than 12,000,000 lbs. of glucose and Epsom salts are sold annually to the United States in their sole leather, and that this "loading" is done to increase the marketable weight of the leather which is sold by weight.

In an editorial dealing with this matter, the *Shoe and Leather Weekly* says:

"The unfortunate feature of this matter is that the report is scattered broadcast throughout the country by the daily press. There would be no objection to this publicity if the public were informed of all the facts in the case. Adulteration is not a cause, but an effect. If it is desired to have only pure articles of manufacture our systems of manufacturing and selling merchandise will have to be changed radically.

"If a sweeping edict against adulteration, weighting and simulation were to be enforced almost every industry would be revolutionized. There would be the most tremendous price changes ever known to trade. Thousands of popular lines of merchandise would have to be discontinued and many articles now bought and consumed in immense quantities by the masses would become luxuries to be had only by the wealthy. Free trade as a destroyer of industries would be as nothing compared to what would happen if only strictly pure goods could be made.

"Of course, the public does not understand this matter. The average consumer, if advised of adulteration, will demand pure merchandise at the price he has paid for inferior stuff. He does not comprehend that weighting and adulteration are devices to bring prices within the reach of the person of moderate means.

"When a publication is made regarding adulteration, the assumption is that the manufacturer is committing a fraud and making exorbitant profits. The fact is that as a rule more money could be realized in producing absolutely pure goods, but the manufacturer who attempted it would soon find himself in bankruptcy because he could not market his product.

"As long as the country is full of people who demand cheap imitations of high cost merchandise, just so long will there be sophistication."

Knit Slipper with Counter

Knit slippers have always been made without counters. A new one has made its appearance, built with a supporting counter. This makes the shoe hold up better and prevents the knit uppers from spreading and becoming out of shape. The slippers come in a variety of colors and combinations of colors. They retail at a low price and sell quickly.

A Pennsylvania inventor has patented an invention for breaking in new shoes, making use of a small electric motor which operates on an oscillating table for bending the shoe back and forth.

Some Drawbacks in the Retail Shoe Trade

There are many "evils" and "draw-backs" in the retail business, and we think that the consensus of opinion is pretty general in the trade that sending out goods on approbation is about the worst of these.

We have picked out seven other matters, however, that are causing the retail shoe trade considerable annoyance, and have asked some of our readers in different parts of the country to express their opinions as to which of these causes the most annoyance to the trade and to suggest, if possible, how these evils may be eliminated or minimized. The trade draw-backs we asked for expressions of opinions on are seven in number, namely: too short profits; re-adjustment of buttons; giving credit; too many styles and wrong styles; returned shoes and unjust claims and lasting tacks. The replies we have received from some of the leading shoe retailers in Canada should be of considerable interest to our readers.

Without doubt one of the greatest, if not "the" greatest, abuse in the retail shoe business is the custom of sending goods on approbation. This appears to be an "indispensable evil" as proved by an old established Toronto firm, now in their fiftieth year of business.

Is there no compromise to be made? The steady customer, either man or woman, cannot be refused these approval privileges nor can it be refused in cases where several children in a family are to be fitted at home and yet it is a great menace to the trade as illustrated by an order given to a large firm recently by one of their best customers and related as follows: "A good customer came in to have us send for her two small children two pairs of white canvas strap slippers, two pair of tan (slippers) and two pair of black button boots. She wanted one pair of slippers and one pair of boots for each child, but insisted on having size 3 sent for two-year-old twins notwithstanding the clerk's suggestion that this size would be of no use for that age; the goods were sent however, six pairs in number, and the next day the nurse 'phoned for the same style of shoe but in size 5, which were also sent, but the delivery boy forgot to ask for the first lot which were to come back. Again a 'phone message, this time from the mother herself, to say that a 5½ in each style would be much better than size 5; so six pairs more were delivered. The next day we received sixteen pair out of the eighteen back in the store, the customer keeping one pair of strap slippers only for each child.

"Does it pay? How many sales might have been lost for want of sizes out of stock, but not sold, and yet, had we not obliged this customer, her chatter in social circles about our lack of courtesy might prove far more loss to us than taking the chance of losing a \$1.75 cash sale, as this customer's monthly account runs into a considerable amount. This is only one customer and there are many who after long patience on the clerk's part do not keep even one pair of all that are sent on approval.

"Should approval parcels be refused? We would say, No, excepting in cases of perishable goods, such as light colored satin slippers, etc., but would solve the problem by putting a large enough profit on the stock to cover these occasional losses. The new trade that reasonable courtesy will encourage and bring into your store will more than pay you for your occasional loss of a straight sale or so."

Next to the approval abuse comes that bothersome time and money eater, "alteration of button" of shoes from one's own shelves and also in many cases from other merchants far and wide and this too is in most cases expected gratis. This is not all, for many cus-

tomers expect the merchants to exchange shoes after these alterations have been made for them, thus leaving two sets of holes for the next purchaser of that pair of shoes. Is it right? No. By all means a merchant should not be expected to exchange shoes after the buttons have been altered or fastened with patent fasteners unless he particularly wishes to oblige any certain customer at a probable loss to himself.

Other drawbacks to the shoe trade as in all other businesses are "fraudulent advertising," an "over variety of styles" many of which are not proper fitters, "unreasonable claims" of all descriptions and "short profits" but all of these, with the exception of the "short profits," must be faced and dealt with as difficulties to be expected and a hard task to eliminate. The short profit proposition can be made a more personal matter of business as long as the merchant carries unstamped or unbranded goods and tries to carry a unique stock of little different from his competitor and then puts on a reasonable line of profit. This must be arranged by each individual merchant to suit his community. Lasting tacks are another source of annoyance to the shoe retailer.

Shoe Retailers' Opinions

Mr. T. W. Scott, shoe retailer, Blyth, Ont., writes us as follows on these questions.—"The retailer has the profit question largely in his own hands, and if he fails to secure a reasonable one the fault is his. If you have confidence in your goods and know what you are talking about in trying to make a sale, most any margin within bounds is obtainable.

"Re-adjustment of buttons is an annoyance but should not cause a financial crisis. The buttons should be sewed on at the factories and if they have to be taken off to adjust, the work can be easily done. I try to tell my people to sew them on secretly, as I think on the whole it is much better.

"Fraudulent advertising is hard to overcome, and I think if persisted in will eventually receive its death knell by its own hands.

"Giving credit is a trouble that the retailer can control. I do not find very much now a days and do not mind giving the same to worthy people. The merchant must be alert, know his customers and judge those who should or should not receive credit. Many merchants are easy marks.

"Returned shoes and unjust claims is a trouble you have to put up with, particularly in small places. In voice goods if they go out and give a copy to your customer, and if returned, or any part, credit same at once and thus by being careful you can minimize your

trouble and very often you make sales by allowing the practice.

"Lasting tacks is a crime on the part of the manufacturers and it proves very annoying to the merchant quite often, as the tacks are difficult to remove. I have encountered them in very fine shoes which goes to show the slipshod way they are passed over. Little things count in this age and to this class belongs the above.

"Too many styles and wrong styles is a serious problem, and one that may bring financial ruin to the manufacturer and retailer alike. We are living in a taddy age, and the public is continually looking for new creations. It appears our factory managers have concluded that they must take periodical trips to the U. S. fashion centres to keep their business abreast with the times, and no doubt Paris will see them ere long. The shoe business is becoming a veritable milinery one, and many merchants are quitting on account of the worry in buying and the loss entailed.

"It is difficult to remedy this growing evil, but I think the manufacturer and the retailer should cooperate to curtail it. If the retail merchants would stand out and not give orders for the freaks in footwear, the manufacturers would be forced to cut them out. Some manufacturers do not seek the fashion centres, but on the contrary are building up and maintaining a remunerative business on reasonable styles in footwear."

Conroy, the Shoeman, Charlottetown, P. E. I.—
"The present margin of profit in the retail shoe business is entirely too small. We should have at least 35 per cent. or 40 per cent. net profit. There are too many useless and foolish styles which neither fit or look well. Heels and toes are made too high. Numbers of sensible people are rebelling against these freakish styles of footwear. Manufacturers should be more careful to see that all lasting tacks are removed; all loose and hanging threads clipped close; edges well ironed up and neatly finished before sending shoes out. The U. S. manufacturers are very careful about these details which is the reason their shoes look so well, and I believe if more care were used along these lines we should be able to stop importations from across the border. Fraudulent advertising and the credit system are ruining many retailers and are about the greatest abuses of all and should be stopped."

Too Many Styles

G. R. Christie & Company, dealers in fine footwear, clothing and men's furnishings, Aylmer, Ont.—Too many styles and wrong styles is in our estimation, the most serious of the seven, if not the most serious of all the drawbacks the retail shoe merchant has to contend with; particularly if he is doing business in the smaller towns, or villages of the country. The farmer of the present day, while he must necessarily wear comparatively heavy shoes on the farm, when he dresses up he wants the best that is going, and his wife and family will be satisfied with nothing less than the latest city styles. The consequence is that in order to hold his trade, the local dealer must carry, not only the heavy shoes required on the farm, but he must also load up with all the styles kept in the city stores. It is enough to give one brain-fag to go into a sample room to select a stock of shoes for the season, and be confronted with an array of samples comprising all the various kinds of leathers, in all the colors of the rainbow, and all the different styles of lasts, from the high French heel and razor toe, to the spring heel and

wide common sense toe. Stoga boots, plow shoes, prospectors, common machine sewed and riveted shoes, welted shoes, turned soled shoes, Blucher cuts, straightlaced shoes, Oxfords, pumps, strap slippers, all shapes, all colors, all qualities. There is not a shadow of a doubt in my mind but that this is the most serious proposition the retail shoeman has to deal with.

Blames Last Maker

"As to the remedy, we believe it lies beyond the retail man, and rests with the manufacturer; not the manufacturer of shoes alone, but the manufacturer of lasts, and every thing that goes into the shoe. We believe the blame for so many different styles of lasts rests with the last makers. They realize that in order to keep their factory running, there must be changes in the styles, or their business would dwindle to small proportions, as one set of lasts would be good for several seasons if the style was correct.

"As it is, the last maker is continually racking his brain to devise some new freak, which he presents to the shoemaker with his compliments, requesting him to try it out, resulting in his receiving an order for a new set of lasts, and the poor retailer is obliged to add another style to his already overloaded stock.

"Then there is the buttonhole machine makers; unless button shoes are worn these machines return idle and the royalty ceases. We believe this to be one of the causes for the present demand for button shoes.

Approves of Combine of Manufacturers

"We are opposed to combines as a rule, but there is one combine that would receive my hearty endorsement and support, and which we believe would to a considerable extent, rid the retail shoe dealer of one of the greatest hindrances to his success, and at the same time be the means of saving the manufacturers of shoes thousands of dollars every year, and that is a combine of shoe manufacturers to reduce the number of styles of lasts, to discard all freaks, not only of lasts, but freak materials as well, and to refuse to introduce any new last without the approval of the combine. An arrangement of this kind would not only save the manufacturer a large amount of money yearly, but would enable the retail man to do the same amount of business on a very much smaller stock.

"The drawback next in importance is perhaps the returned shoes and unjust claims. While this is a source of annoyance occasionally, it is not serious. We make it a point to satisfy the customer, even if we have to replace the shoes with a new pair, and we have very little difficulty from this source. We find that, with very few exceptions, our customers are willing to do what is fair, and all that is necessary is to meet them in a fair spirit, and all such claims are easily and satisfactorily adjusted.

"Re-adjustment of buttons is not a serious proposition. If a customer comes in with a pair of shoes that have been worn, they have to wait until we are disengaged before adjusting the buttons for them. If they purchase a new pair and wish the buttons re-adjusted, we of course adjust them at once, unless we can persuade them to wear them a few times, which we try to do if we happen to be very busy at the time.

"Too short profits, and giving credit are two drawbacks that the retailer must regulate himself. If his profits are too small, it is up to him to add more, or go to the wall. If he finds that giving credit is hampering him he can cut it out; there never was a time when it

was so easy to do a cash business as at the present time."

Unjust Claims

The Sussex Mercantile Company, Limited, Sussex, New Brunswick.—"The worst feature we have to contend with is the unjust claims of customers. If a backstrap rips, an eyelet pulls out, a sole begins to separate from the welt, or some minor mishap occurs shortly after the shoes have been purchased, many people will condemn the whole shoe, the maker and everything else they can think of off-hand. Nothing is "right" but a new pair, according to their idea of justice. Now you can readily understand what the retailer is up against in such cases. He must appeal to the customer's sense of reason and explain that no workman or foreman is infallible, and that a lost stitch or an eyelet improperly clinched, will sometimes happen in the best of factories. As a rule we satisfy such a customer by repairing the shoe. Of course, we find it necessary at times to make replacements, when the shoe has unquestionably gone bad, in which case we return them to the factory.

If there is any merchant in any line of retail business called upon to listen to unjust complaints of customers any oftener than the average shoe merchant, we will be pleased to make his acquaintance, and extend our sympathy."

A New Tan Polish

There would be more tan shoes sold if it were not for the fact that they are so easily soiled, faded or scarred after a few weeks' wear. There is now placed on the market a preparation, called Reprus, the proprietors of which claim for it that it will renew old tan shoes. It is not recommended for perfect shoes but only when they are badly stained, scarred or faded, so as not to be presentable. It should be particularly useful in treating children's shoes, owing to the rough usage they usually get. It is made in a great many different shades.



The Very Latest

Women's Black Suede, 15
button, 7 iron, 18 8 heel.

Getty & Scott
Limited

For Cleaning White Shoes

There has lately been placed on the market a combination of brush, spreader and reservoir in one package for the purpose of cleaning white shoes, particularly white buck. The cleaning substance is a powder contained in a bag which has fine enough mesh to al-

low it to be applied to the shoes. It contains no grit to injure the shoes, and being applied dry, the user does not have to wait for the shoes to dry, as is the case when liquid cleaners are used. It is so small in bulk that a lady can take a carton of it in her hand-bag when going for an outing in the woods or fields and before returning to town take it out and clean her shoes. It is also very convenient for traveling, white footwear being easily soiled, and it can always be kept on hand ready for use.



Mr. F. R. Wright, of
Woodard & Wright
Last Company, Brock-
ton, Mass., who is now
calling on the Canad-
ian trade.

Do It To-Day—To-Morrow Never Comes

Do not let "Do it to-morrow" stand between you and Success. If it is a barrier across your path, it is your excuse for not accomplishing all that you should have done to-day.

"Do it to-day" is the key which will enable you to pass this barrier and continue on to success.

Each day in every man's life brings forth its share of duties to be performed, and the man who progresses starts a new day each morning. He sees to it that everything is done right and at the proper time—he leaves nothing undone; and, consequently, does not fail to take advantage of every opportunity which will enable him to succeed. He does not put off getting business until later on—does not lose sight of the fact that time is valuable—but keeps adding points to his record every day.

It is much easier to put things aside and plan for a most strenuous day of work to-morrow. It takes so very little effort to convince oneself that there will be plenty of time later on in which to do these things.

To-morrow! What wonderful opportunities it holds forth—why worry about to-day!

But to-morrow never comes. It is a mirage—a delusion, which entices the unwary and inexperienced into habits which lead to failure and destruction.

To-day is the to-morrow for which you hoped so much yesterday.

Do it to-day!

If you cannot accommodate the public cheerfully you might almost as well not do it at all. A favor grudgingly done will bring you no thanks.

Unless your store looks attractive on the outside, how do you expect to get the trade of the new families of the particular class who like good stores?

Talks on Trade Topics

Interviews of Interest to Retailer, Jobber and Manufacturer. The Opinions of Experts on Bettering Business Conditions

Collections Slow

Some Montreal wholesale firms are complaining of the slowness of collections, particularly in the West. The principal of one house, speaking on this subject, expressed the opinion that this condition is due, partly, to speculation in real estate, which has the effect of tying up a very large sum of ready money.

Those who have taken a flyer in real estate have of course to keep up their monthly payments or lose the sums already paid, and many small men who have gone into deals of this description are unable to readily meet their bills, and have to ask for further credit. This, said the wholesaler, was unfair to the manufacturer, who in these days of tight money has enough financial burdens without giving extended credit.

* * *

Fitting Shoes Loosely

A prominent Hamilton shoe retailer says: "Many women should be fitted to loose shoes, rather than to tight ones. Shoe clerks are apt to fit shoes tightly. They expect that the shoes will stretch enough to feel comfortable on the foot. They overlook the fact that the customer is commonly seated, when fitted to shoes, and that her feet expand when she rises and walks about. Though shoes do stretch some, yet in a great many cases the expansion of the foot more than offsets the stretch of the shoes, and the foot should consequently be fitted loosely rather than tightly with new shoes.

"The notion that shoes stretch much probably had its origin in the 'good old times,' as some people call them, when custom shoemakers made shoes on straight lasts, and people broke them in by wearing them until they stretched to the shape of the foot. Then it was plain that shoes stretched.

"To-day, however, things are different. Leather is made tight and firm, and the seams of shoes are tightly closed. So shoes of to-day do not stretch as much as did shoes made in the old-fashioned way.

"The average person wants shoes that feel comfortable when worn in the ordinary tasks of the day. So shoe men should allow, in making and fitting shoes, for the size of the foot when it is settled down into the shoe.

"This is particularly true of the women's trade. Women haven't entirely got over the idea that a shoe should be fitted tightly to make it small and stylish. So many of them still call for shoes that pinch their toes and cramp their insteps when they buy shoes. This practice is very wrong."

* * *

Factory Help Scarce

"The question of help is a very serious one," said the superintendent of one of the largest factories in Montreal. "We are severely handicapped by the lack of reliable men; many of the employees do not realize that they ought to give a fair day's work, and com-

paratively few take a real interest in their work. Even when wages are advanced, the firms do not get any better results, for, as a rule, the work turned out is on the lower scale and not according to the increase which has been given. This makes the work of supervision more difficult than it should be."

* * *

Induce Customers to Preserve Catalogues

A retailer who had for some years been in the habit of sending out to his trade an annual catalogue of his goods, did not get as large returns as he thought he should from that form of advertising. He discovered that this was largely due to the fact that the catalogues were destroyed too soon.

In order to secure their preservation for a longer time, he made the announcement on the front cover that it should be preserved because every month he would make a special offer on some one line of goods in the book and this offer would mention the goods only by giving the page on which they would appear in the catalogue, and the special prices would be made only to those who clipped the page and brought it with them to the store. This statement was accompanied by a slip giving a most attractive price on the goods on a certain page of the book. This initial offer was made so good that it prompted every recipient to save the catalogue.

* * *

New Source of Profit

Why should the shoe retailer give away buttonhooks, when the jeweler can sell them at a good profit? No reason at all! The average retailer simply hasn't thought of it, or hasn't thought hard enough to see that it would be worth his while to try selling, instead of giving. He is simply overlooking an opportunity to materially increase his sales and profits.

True enough, the consumer has been educated to expect the shoe man to furnish cheap buttonhooks free of charge, but there are many people who prefer a better article than that usually given away. The demand could, moreover, be greatly stimulated, especially in view of the present style position of button footwear.

Attractive buttonhooks can be obtained to retail at from 10 cents to \$1, with a good margin of profit. And with a little effort the shoe man could train the majority of people to prefer to own a buttonhook having an artistic or otherwise attractive appearance and altogether forget the kind that are given away. Here is a direction where a small investment and a little push will mean both added profit and a reduction of expenses.

* * *

Returned Shoes

"We see considerable in the trade journals about the shoe dealer's troubles" remarked an Ontario shoe manufacturer, "but we have troubles of our own, and some of these are due to the unreasonableness of our

retail customers. I refer more particularly to the return shoe habit that some of them acquire. I remember one case particularly that occurred recently, when a retailer sent us back a pair of shoes with the soles burnt clear through and refused to pay his account unless we took them back. In a case of a hold-up like this the manufacturer hardly knows what to do. He knows that he should not make good a pair of shoes so mistreated, yet if he doesn't he loses a customer and probably is put to the trouble of going to court to collect his account with that firm.

"We know that many manufacturers pay unjust claims of this nature in order to save themselves trouble, and retain their customers. Now, I claim that as long as manufacturers act in this manner they will always be at the mercy of unscrupulous retailers in the matter of returned goods. If it is too much bother for the single manufacturer, or not good policy for the individual manufacturer to prosecute in cases of this kind, I consider that the evil, from which all shoe manufacturers suffer, should be dealt with through the Manufacturers' Association. There should be some kind of a competent legal board or committee for investigating claims of this nature, which should judge each case upon its own merits as to whether the claim should be paid or refused."

* * *

Late Deliveries

"One of the many annoyances we shoe retailers have to put up with," remarked a shoeman, "is the non-delivery of our orders on time by the manufacturer. We have, we will say, ordered a certain number of shoes in one line, both in laces and buttons. Perhaps the buttons will arrive on time, but the laces not until some six or eight weeks later. At the end of the season we look at the shelves and find many lace shoes left on our hands. These have not sold anything like as well as we expected they should. The fault, however, is not with our judgment in ordering, but lies with the manufacturer, who has failed to deliver the goods on time, thereby preventing us from taking advantage of the full season to dispose of them to our customers.

"On looking back we find that we have been forcing buttons, or trying to do so, on those customers who wanted laces, because through the fault of the manufacturer the latter were not in stock when they should be, and that when the laces did arrive later on in the season we have not had sufficient time to clear them off before the end of that season. This is one of the many things that we shoe retailers will have to get together on and we must find some way of compelling the manufacturer to deliver his goods on time."

"Why," continued the dealer, "I remember cases when the goods arrived a month or so after dating, but the time is not extended for all that."

* * *

Extension of Credit to New Retailers

"It is all a pipe dream about manufacturers and wholesalers being so willing, and even eager, to help the shoe retailer just starting in business with little capital to get firmly established," remarked a London, Ont., retailer recently.

"I have always been a reader of trade journal," he continued, "but I must confess that they sometimes contain a lot of misleading information. For instance, I have read long articles in some of them at different times, showing how easy it was to get established in

the retail shoe business, even with very little capital. It was stated in these articles that if the new merchant could not meet his payments when they fell due, the manufacturers and wholesalers were ever ready to grant him an extension of time. I always had my doubts as to the truth of the latter statement, and when I started into business for myself I determined to put it to the test.

"I had not taken the advice of the writers of these articles and started into business with no capital, but had patiently waited until I had got enough together to reasonably insure success in my venture. Wishing to find out if the wholesalers and manufacturers were so eager to extend credit to the new man, as some trade journal writers stated, when my first payments fell due I wrote my creditors asking for an extension of time. From every firm but one the answer came promptly, 'No,' and from that one firm I got no reply. I wrote another letter to the latter company, drawing their attention to my former one and asking for one month's extension of time to meet the payment. They then replied in a long letter, the gist of which was that they would grant me a short extension of time, if necessary, but that they were very much opposed to doing so.

"I then wrote to all my creditors, explaining why I had asked for credit and sending cheques to meet the payments.

* * *

Give Credit Where It Is Due

"Some times a shoe clerk or the manager of a branch store does not get credit for his work, although he may introduce new methods that save the firm considerable money or bring in new business," remarked a shoe clerk to a representative of Footwear, recently.

"I have in mind," he continued, "the case of an acquaintance of mine—a clever and faithful shoe clerk—who was given charge of a new branch store that the firm were opening in that town. He had been studying the merchandising methods carried on by his firm for some years and had come to the conclusion that by inaugurating certain reforms and innovations he could lessen considerably the cost of doing business and he also had several business-getting schemes which he put into operation. The result was that in the first year he brought the firm in some \$1,200 worth of new business, besides cutting down overhead expenses. He naturally expected that at the end of his year at least, he would get an increase in salary, but when the time arrived there was no increase.

"He thought, however, that possibly the firm wished to give his methods a still further try out, and said nothing on the matter, expecting that at the end of the second year his good work would be recognized. Again he was doomed to disappointment. At the end of the third year, when nothing in the shape of an increase was forthcoming, he prepared a statement showing the firm how under his management the volume of their business was increasing, and that they were getting more profits and for less expense than formerly. On these grounds he asked that they give him an increase of \$5 a week in salary. His employer exploded in anger and informed him that he was trying to hold up the firm, and one thing led to another until he finally sent in his resignation. He is now doing well with another concern and only regrets that he wasted so much time with his former firm."

Comic Show Cards for June and July

Hustle More When Trade Slackens—June Weddings and Dominion Day as Trade Getters—Treatment of Cards

You will notice the cards this month are all of a humorous or semi-humorous character. In previous articles we have mentioned the fact that occasionally cards of this nature are very effective. We have now come to the two months, July and August when trade seems to slacken up a little. The disposition of the average merchant is to slacken up with the trade but the up-to-date hustler will bend all the more effort during the duller season in order that trade shall not slacken.

There are two special features to be taken advantage of. June weddings and Dominion Day. There are white shoes, slippers, etc., that can be boomed, advertised and shown in the window for such occasions. We have made one card appropriate for such a window. There is no price on it for it will be necessary to put various priced lines in for such an occasion. But each pair should be price-marked. The window could be dressed in white, with white ribbon decorations, orange blossoms, cupids, etc. A large doll dressed in a bridal costume for the centre will be very attractive.

For Dominion Day you can advertise general lines for those who may need new shoes for the holiday. Also sporting shoes, shoes made expressly for lawn bowling, yachting, tennis, etc. If you should be fortunate enough to have a special make in these shoes, then push these for the holiday. It will be good opportunity to push other sporting shoes also.

After Dominion Day, should trade drop off a little, plan a big July sale. Take extra space in the paper. Get out bills and make a big advertising noise. Select all the odd sizes in every line you have in stock. Mark the price sufficiently low to make them attractive. Don't make a tiny, stingy cut of 10c or 15c a pair. Make it so large that people will talk about it and keep talking about it. The season has been backward this year, but we have faith enough to believe that July will bring some really hot days and business will naturally drop off. So hump this sale for all you are worth and make a record.

We have already mentioned the wedding card. This, you will find, will be very attractive. The parson's robe should be white. The bride's costume



white and the man's black. Lettering may be in black.

The \$3.50 card is humorous and may be done in any colors to suit the taste. The dress may be red, yellow, blue or any other shade or tint. The man's coat may be black, brown, navy blue or any other dark contrasting color. The lettering may be black and the figures in red, brown or black and shaded.

The \$1.00 children's wear card is open for high colors. The little one's dress may be any bright color and the "children's wear" letters may be red and shaded, the figures may be the same or black.

The \$4.25 "Tanned Goods" card you will find to be very catchy. It has enough humor to make it interesting. Use plenty of color.

Make the lettering black and the figures red.

The \$5.00 card is a convincing sort of creation. The old gentleman's pose is attractive. His striking manner immediately arrests attention. His expression is one of confidence. You may use your own judgment as to colors. Only make the coat much darker than the trousers. The figure 5 may be in red.

Death of Leather Manufacturer

After a few days' illness, Mr. Louis Galibert died suddenly on June 1st at his residence, Shuter street, Montreal. Mr. Galibert, who was a native of France, was engaged for several years in the leather business in Montreal, and retired about eight years ago. He is survived by a widow, two sons and three daughters. He also leaves three brothers, Mr. Paul Galibert and Mr. Emile Galibert, leather manufacturers, and Mr. Frederic Galibert, glove manufacturer.

In describing goods to the public bear in mind that the outsider does not understand technical terms as you people in the store do and must be told in simple language.

Last year's sales will usually prove a good deal better guide for your this year's buying than your own or somebody else's prophecy of what business is going to be.

The Handling of Trade-Marked Footwear

Important Points for Retailers to Consider—Arguments For and Against—Each Must Decide for Himself

One of the most important problems confronting the retail shoe buyer today is the question whether he should, or should not, handle footwear that is trade-marked by the manufacturer.

The reason this problem assumes so much importance is because good arguments are advanced both for handling trade-marked lines and for handling lines that are unbranded, and the average retailer finds it mighty difficult to arrive at a positive decision one way or the other.

Careful Thought Needed

In view of the widespread and growing interest in this subject a careful investigation has been made of all the pros and cons, with a view of getting at the facts and presenting them to our readers with the retail buyer's interests carefully kept in mind.

In the first place, considered broadly, the question in itself is not going to make, or break, any retailer whichever way he decides it for himself.

Individual Judgment

It is not a problem which means success if decided one way and failure if decided the other. There are good merchants pursuing both courses. It is advisable, however, for every retailer to consider the question in order that he may determine as to which method will yield him the largest volume of sales and profits.

Moreover, while it would be foolish to assert that any retailer could not do a successful business by either method, one or the other must naturally be the better under certain conditions; and every merchant is, or ought to be, anxious to make the most of his opportunities.

It is our intention to discuss this subject in a series of articles, taking up all of its various phases; therefore, we are by no means attempting to cover it entirely in this article. Rather shall we here treat specifically of the buying side of the problem.

To begin at the starting point, let us consider shoes as merchandise. Can shoes be handled like other merchandise? Can the rules that are successful in handling suits, dress goods, etc., be applied to footwear?

A Separate Proposition

It seems positive that we must regard shoes as a separate and distinct proposition. To pick and choose from various lines, as is the custom in connection with other merchandise, is not the surest way to success.

When a woman sees a garment in a window she knows there may not be another one like it in the store. In fact, that idea is one of her reasons for buying it.

But when she sees a shoe displayed in a window or on a counter she expects the dealer to have that same style in a complete run of sizes and widths. For this reason, the attempt to pick a few specialties out of many lines has been found far from practical, and, in many cases, has led to disastrous results for the retailer.

Shoes must go in sets. When the set is broken the line has lost part of its value. One of the constant

sources of loss to the shoe department is the drain resulting from the necessity for closing out broken lines at prices away below cost.

On a Close Basis

Of all lines carried in a department store shoes are handled on as close a basis as any, especially considering the frequency of turn over. There is little margin for mistakes.

This fact has become more and more realized both by manufacturer and by retailer. It has a direct bearing on the status of the trade-marked shoe.

For one thing it is evident to practically all well-informed retailers that they should confine their buying to as few lines as possible.

Thus, one of the strongest arguments in favor of the trade-marked shoe is that the manufacturer of such shoes aims to help the retailer on this particular problem by making the line cover, as far as possible, all of the retailer's needs, and, in addition, by carrying in stock assortments from which he can draw frequently.

In this way the manufacturer, who is trade-marking his goods, seems to be getting a little closer to the retailer and working more in harmony with him than the manufacturer of unbranded lines.

Responsibility Felt

Such, at any rate, is the tendency. And when the manufacturer puts his name on his shoes he usually feels his responsibility keenly.

He is apt to realize that his success is bound up with that of the retailer and that the failure on the part of a retailer to make good on his shoes, both from the standpoint of sales and from that of profits, is sure to result in giving the manufacturer a black eye in that locality.

With this feeling of responsibility, it may be urged, the manufacturer is certain to take more intimate and definite interest in the success of the retailer who handles his goods. In a sense, he stands in the position of a partner of the retailer, insofar as it is to his interest to do everything he can to help the retailer.

Among other things, the manufacturer of trade-marked shoes is anxious that the retailer should not overload. He also desires that the retailer may be in a position to turn his stock often and at a good profit. And by carrying a considerable stock of his own goods, the manufacturer does not help the retailer to do the maximum business on a minimum investment. All of this mutually aids in solving the buying problem.

Other Factors

There are several other factors that contribute to this result. For example, when the retailer decides to feature largely a trade-marked line he is open to less temptation to buy "counterfeit goods," and it seems to be universally agreed in the shoe trade that the most serious mistake a buyer can make is to load himself up with too many lines.

He is continually open to this temptation, and he

has made a positive decision to stick to certain lines, as far as may be practicable in connection with the various grades of shoes which he handles.

The manufacturer of unbraided lines has not this same close interest in the retailer's welfare.

Having no good-will asset, in the shape of a trade-mark on his goods, he is anxious to sell all the shoes that he can, without taking into consideration either

his own future, or that of his customer along lines such as we have described. Of course, he realizes that he must give good values; but his future relations with his customers rest practically on no other factor. In this particular phase of the question, the retailer who deals with a manufacturer of trade-marked lines would seem to have an advantage.—The Dry-goodsman & General Merchant.

Shoe Salesmen and Shoe Selling

Why Good Retail Shoe Salesmen Are Scarce — A Few Points on Correct Shoe Fitting

"We can't get good shoe salesmen. It is steady work and better pay than any other line of retail selling, yet good salesmen refuse to stay for any length of time." This is the claim of a responsible shoe merchant, and his statement is about correct.

Retail shoe selling is hard work, and those men making a success of it are capable salesmen. Not only must a man know the line from every angle, but he must study foot fitting. This requires a knowledge of lasts and patterns, and how to adapt them to different feet.

The short, fleshy foot, and the long, lean, bony foot need different style shoes. And between these two extremes are numberless others which cause only a small amount of trouble. Then the bunion feet come in, not to speak of the narrow insteps and big dis-jointed toes which require a manipulated fit. And to know how to do these things quickly and with satisfaction to the consumer takes experience.

It is impossible for a clerk to learn shoe fitting in a few months' time or in two years' time for that matter. Still, a man following the shoe line in any of its other branches will find his time spent in studying shoes from a retail selling angle of inestimable value. It is really the basis of the business, because shoes there arrive at the final selling place.

The successful shoe salesman by no means has completed his studying when he knows how to fit feet. He must now acquire the knack (if he is not endowed with the ability) of influencing the customer to buy what is best suited for the feet. And this is indeed a hard task, especially should the buyer want a flat last when a well-arched shoe would have suited best.

The reason many good salesmen leave the retail store is because they cannot make reasonable money by remaining in the store. And the dealer is not to blame for this, either. Shoe salesmen on the basis of their net sales, are paid better than those in almost any other line. Those selling women's shoes exclusively are paid higher, while those serving men alone cost somewhat less. The average salesman sells around ten thousand dollars' worth of shoes yearly. His pay in round figures is from \$750 to \$1,000 a year. At the lowest price, his fixed selling cost against his salary is 7½ per cent.

Take this off of the maximum gross profit of 33 1/3 and there is left a lean 26 per cent. On shoes a gross profit of 33 1/3 settles down to a meager 25 per cent. when only a small part of the losses on style shoes which are being sacrificed in price, are charged against the gross profits.

The average shoe salesman finds it difficult to ad-

vance above \$20 weekly, and for that reason does not study the business with enthusiasm. Yet shoes and their correct fitting afford a splendid study. Something new is discovered with nearly every sale.

One of the most important features to learn in shoe fitting is to get the correct length. The simplest and quickest way to judge the right length is to watch the ball fit. If the joint of the big toe sets correctly at the ball, the length fit is generally correct. But this rule is not exact. Exact rules do not hold good in shoe fitting. The toes of one person may be longer or shorter than those of another. The foot might draw 5 on the stick, and the recede of the foot may require an 8, or even an 8½ shoe, while another person could wear a 7 to 7½ and have plenty of length. Thus experience alone teaches a salesman how to fit different feet, and the matter of correct length is a problem that needs constant solving.

Next in importance to length is the arch and heel fit. One successful shoe salesman who made a life study of the business, follows this plan: He fits the heel snugly, almost tight, and watches that the foot is firmly braced against the arch, clear up to the ball joint. The fastenings, whether lace or button are tight, so that the rear part of the foot is so snug that it will not move about in the shoe, even after they are well worn out. The forepart of the shoe should be easy, almost big.

This salesman is a believer in combination shoes; that is, those carrying a ball measurement a size wider than the heel measurement. Thus he is assured of a snug heel fit and he has no trouble in fitting shoes the way he thinks they should be sold. And this salesman has a big following among the usually hard to fit people. The plan is an excellent one when used with judgment.

It allows for room at the point where a shoe should fit easy, and prevents chaffing which is sure to result from a shoe being loose at the heel and instep. Again shoes that fit snug at the instep afford a better support for the arch, and if the shoe is built strong enough to hold up at this point, there should not be any trouble with broken-down arches.

One of the hardest selling features is to convince the younger people that they need shoes of sufficient length. The tendency is to buy a short shoe, and some buyers are so insistent on this point that salesmen are forced to sell a misfit. In these days of French sizes, this is often overcome by deception when the buyer refuses to use common sense in the matter. Usually, however, the customer buys on the feel of the foot in the shoe and crushes in the box toe with a

finger to show exactly where the great toe rests in the shoe.

If there is more than a quarter of an inch room the customer insists upon a shorter shoe. And this test of length is made when the foot is in a resting position, and the natural recede of the foot in the shoe is not taken into consideration.

It is a miserable practice, but the only resource of the salesman is to inform customers of the consequence of their folly, and put it up to the buyer to decide. In that way, the salesman absolves himself of the misfit, and insures himself against a complaint by marking the letters S. S. in the lining which means a short sale.

Unfortunately many misfits are due to clerks not knowing how to fit. Often customers put it up to the shoe man to fit the foot. In that case, a short fit is the fault of the clerk, and as his number or initials are placed on the white lining with an indelible pencil, it is easy to trace the salesman at fault. Strange as it may seem, some shoe fitters have a fault in a certain direction when selling shoes. Some run to short fitting, and they often overcome the habit by frequent cautioning as their misfit shoes are returned by customers.

It Pays to Maintain Quality in Shoes

Evidently it pays to maintain quality in shoes. This opinion is based on the fact that a number of large manufacturers have steadily maintained quality during this year and have advanced prices as leather cost and other charges have increased. Each of these manufacturers has reported an increase in sales.

It is reasonable to presume that retailers who distribute the product of these firms have likewise steadily maintained the quality of their shoes during the year and have advanced their prices in proportion to increases in prices made by manufacturers.

So the policy of maintaining quality and increasing prices as market conditions require seems to pay retailers as well as manufacturers.

Sensible Shoe Styles

Leading shoe manufacturers report that an era of sensible shoe styles seems to have arrived at last. They are, they say, selling a greater variety of styles in footwear than ever before, but they find the market is not good for styles that are too faddish.

The number of sensible styles in footwear now selling is surprisingly large, and though a greater variety of lasts is used than ever before, there seems sound reason for this, for retailers are paying more attention to the fit than ever, thus requiring a greater variety of lasts to fit the different sizes and shapes of feet.

Novelties Must Be Reasonable

The demand for novelties in footwear is unabated. But novelties must be reasonable and useful in order to sell.

Buyers refuse to consider styles in which novelty is carried to an extreme. Such, for instance, as the making of a high toe higher, or a color brighter and louder than the prevailing shade. They want something different, something clever and attractive that will interest sensible people.

Shortage in Small Sizes

Shoes measuring Nos. 2½, 3 and 3½ are much wanted just now. The large demand for small shoes

One reason why the high toe and heel has been and still is so popular with both buyers and salesmen is that it allows for short fitting. The recede of the foot in this shoe is much less than in other designs. And the shoe feels and looks short, thus satisfying buyers on a point on which they have extreme ideas. It is a design also which almost forces a snug heel and in-step fit, and as it carries a fair swing, it sets easy at the ball and toes of the feet.

Shoe selling is hard work, but there are any number of pleasures connected with the business. To work on a hard customer's feet for half an hour and send the buyer out shod with comfortable shoes is often a big feat. And it is an object that generally requires study and determination.

To close such a sale on a turn-over from a "star" salesman, is an event in a department and talked over by the sales force. It is an acknowledgment of ability and a number of such transactions readily stamps a man as a "star" in the department, and brings about the commendation and admiration of his co-workers.

And to advance in his work in this way brings out a confidence and self-respect on the part of the salesman that even the necessary small salary does not cause him to become easily dissatisfied.

has surprised the manufacturers for it has been the common notion of the shoe man that women's feet are growing larger and that shoes larger than No. 4 are selling faster than the smaller shoes.

One probable explanation of the present demand for small sizes given by a manufacturer is that retailers originally ordered shoes in large sizes chiefly, and depended upon In-Stock Departments for such small shoes as they would need.

But this explanation does not cover the situation entirely. Some manufacturers are getting increases in original orders for small sized shoes. This is particularly true in the better grade lines.

Increased Fitting Attention

Perhaps the general explanation is the increased attention clerks are giving to the fitting of shoes and the increased care which women are giving to their feet. Both circumstances would permit the wearing of smaller shoes.

There should also be considered the improvement in shoemaking. A well made shoe can always be fitted more closely than a coarsely made one.

Some manufacturers have heard from retailers that boots are too narrow to fit over the ankle. An investigation of the complaints seem to show that the fault is with the foot, not with the boots. This fault consists of a "pad" of flesh which forms on the instep, the pressure of the vamps of pumps, which generally fit tightly over the forepart of the foot having caused this "pad" to form.

Getting Rid of the "Pad"

Generally this may be massaged down quickly. After it is worked away a boot may be fitted over the ankle as it should fit.

In some stores clerks have a method of getting rid of this "pad" and making a boot fit. They put a boot on the foot and button it on even though the customer winces with pain as the leather top presses upon the ankle. Then the boot is taken off. The clerk smooths-

the ankle downward, gets a few other pairs of boots and talks a moment to the customer. Then the first boot is put on once more. Usually it fits comfortably over the ankle this time. The pad of flesh has disappeared from the ankle, having been forced down into the forepart of the foot when the boot was first put on and buttoned.

Keener Study is Necessary

That the manufacture and sale of shoes are very exacting problems requiring more keen and thorough study than ever before is the declaration of manufacturers generally.

Leather prices are higher than ever and are likely to go higher; likewise the general cost of making and selling shoes.

In the face of these increases is a tremendous demand for nice appearing, well-made shoes at reasonable prices. This demand must be met.

"It is our experience," said one manufacturer, "that the best way to meet it is to maintain the quality of shoes and pay such increases in prices as are necessary to maintain the quality. A poor article is a cheap article no matter how little is paid for it and it gives poor service. A good article will always give satisfaction and that is what sensible people want."

Coaching Shoe Clerks

Given an adequately trained sales force, the shoe retailer should have no great difficulty in meeting problems like those which at present confront him. All the clerks should read the trade journals carefully. Then they should be coached individually and continually in the science of salesmanship and in foot-fitting problems.

Wage Increase in English Shoe Trade

A graduated scale and minimum wage for female operators in the shoe trade in Stafford, England, and the district, which includes Wolverhampton, has been reached. This means an advance in wages to about 90 per cent. of the operatives.

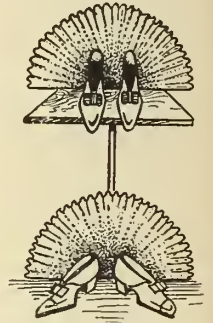
At present, according to the statement of the Op-

girls of 18, 13s. (\$3.16) for girls of 19, and 15s. (\$3.65) for girls of 20. This is increased a year later, that is, July 1, 1914, to 12s. (\$2.92); 14s. (\$3.41), and 16s. (\$3.89), respectively; on January 1, 1915, to 13s. (\$3.16); 15s. (\$3.65), and 17s. (\$4.14), respectively; and on July 1, 1915, to 14s. (\$3.41), 16s. (\$3.89), and 18s. (\$4.38), respectively.

Cleaning Colored Footwear

Naphtha or gasoline is a good cleaner for some things, but it should be applied to colored footwear, especially white footwear, with care, or, perhaps better, not at all. Colored footwear of cloth or leather, is likely to be "backed" or cemented under pressure to a strong cloth. When naphtha or gasoline is applied to a "backed" leather or cloth, it is apt to dissolve the cement, and make a cement stain come to the surface.

We here illustrate a simple and attractive method of displaying pumps. The upper pair are placed on a simple wooden stand which can be purchased, or is easily made. The other pair is placed directly underneath. In the rear of each is placed a fan, or crimped paper folded fan shaped. These simple methods are often more effective than something more elaborate. We are indebted to the Shoe Retailer for this illustration.



Gutta Percha

Writing in Foot-Prints, the house organ of the Canadian Consolidated Rubber Company, Limited, on the subject of Gutta Percha, Mr. A. D. Thornton says:

"Gutta Percha" is nearly always confounded with rubber, in spite of the fact that it is different in almost every way—Rubber is elastic, Gutta-Percha is plastic, but not elastic.

It has always been a question whether the correct title is "Gutta Percha," or "Gutta Tuban or Taban" was correct, but custom has fixed upon the former and it is always accepted as being correct.

The Dichopsis Gutta trees, from which Gutta Percha is mostly obtained, are found in the Malaccan Peninsula, Sumatra, Borneo, the Riouw and the Lingga Archipelagos, the Banka and Billitan Islands.

The method of gathering is as follows—the trees are felled and rings are cut in the bark about two feet apart, and running the entire length of the trunk, immediately after the tree has fallen the branches are lopped off to prevent the latex running back into the small branches and leaves. Not a large proportion of the latex is gathered, at least one-third remains in the trunk, and all that which is in the branches and leaves. Owing to this wasteful method, Gutta Percha is becoming more and more scarce—this is regrettable, owing to the fact that endeavours to create plantations of this tree have only had a very small amount of success.

The latex oozes into the cavities or rings and is scraped off into a bag made of esparto grass, afterwards it is emptied into a pot; the latex coagulates quickly on exposure to the air, so that it is coagulated when collected off the tree. Sometimes the latex is white, sometimes red or brown. The latter shades are preferred and command a higher price.

The latex is now brought to a hut, the native worker picks out the larger pieces of wood and bark which



Card for Shoe Retailers

A large shipment of this attractive sign has just been received at the Canadian head office of the Nugget Polishes, Limited, at 9-11-13 Davenport Road, Toronto. Any dealer may secure one by writing this address.

eratives' Union secretary, the wages are as follows: For girls of 18 years, 9s. (\$2.19); 19 years, 10s. (\$2.43); 20 years, 11s. (\$2.68). The new scale, which becomes effective July 1, fixes the wages at 11s. (\$2.68) for

have got mixed in during the collecting, and then throws the mass into a pot of boiling water where it becomes soft, and can be kneaded into any desirable shape. It is washed time and again, and then formed into bottle and loaf shaped masses.

Gutta Percha differs from Rubber in many ways. Rubber exposed to air soon becomes tacky and soft, losing in value very quickly; Gutta Percha under the same conditions becomes brittle and resinous.

When we combine rubber with sulphur, chemically, with the aid of heat, known as vulcanizing, we obtain a new product known as elastic. Before vulcanization rubber is not elastic to any great extent, it will stretch but it will not go back. After vulcaniza-

tion it is a new thing, a combination of rubber and sulphur, it will stretch and return. Gutta Percha on the other hand will not combine with sulphur; it is impossible. Therefore, rubber companies have very little use for it.

Fortunately Gutta Percha has an intrinsic value of its own which renders it of the very greatest use in its pure state.

Owing to its high dielectric power, Gutta Percha is of the greatest value for electrical purposes, hundreds of thousands of miles of cable are insulated with it, and it would be nothing short of a catastrophe, should the supply run out, unless the advent of wireless should do away with the use of cables.

Testing the Efficiency of Book-keeping

How to Find the Weak Spots in Office Methods —Hidden Facts Upon Which Success Depends

By E. St. Elmo Lewis, Burroughs Adding Machine Company

Once there was an office Jester who held down the menial job of keeping the "boss" in a continual state of good humor. When things were going right his task was easy enough, and he could make his boss laugh often and uproariously.

But every time the boss grew serious the Jester's real work commenced. Cut and dried jokes, which were his stock in trade, fell flat. Even the story of the darkey and the bank, and the one of the rooster and the egg, bored him nearly to death.

When the boss became wroth the Jester's troubles began. He found it a hard job prying his Bosship loose from his grouch. The freshest witticisms which his active brain conceived were cast as seed upon barren ground. The latest joke songs, rag time, and smartest monologues utterly failed. Only the familiar query, "How's the game," provoked a least semblance of a smile. When the answer came, "7 to 5 for the Home Team," the smile broadened and the Jester became hopeful. But often the popular gag turned the other way. The Home Team didn't always win. The gag was worked to death.

Then the Jester became desperate, for he was in hard straits. These things went from bad to worse, and in the end he was punished. He had failed to make good, and the penalty was fixed. He was set in a far corner adding long columns of figures.

It was hard for this "Jester" to "do" the pesky figures. His active brain was trained for better things, and he chafed at the drudgery of mental calculations which he knew a machine could do far better and quicker. As the summer wore on and the Home Team failed to climb as in former years, his Bosship became more irritable. In time the Jester came to spend more time at a high desk in the corner than he did in the private sanctum.

One day the Jester gave up. He decided to quit his job. Rubbing his eyes to relieve the strain and scratching his head to ease his befogged brain, he said to himself:

"I am an office fool, sure enough—in fact, I am probably the biggest fool that ever came into this business. Here I am, working hard almost every day because I can't keep the boss in continual good spirits. And yet his real bookkeeper, with not half the brains that I have, sits around with nothing to do but look at statements and reports.

I'm done, here's where I get out of the business."

But that night as the fool lighted the lamp in his little hall bedroom he noticed his own shadow against the wall, and it was as big as a giant's. This was because the light was held close to his body.

"Why, I'm not such a fool as I look," he exclaimed, whimsically. "A man who can throw a shadow like that must be a big man in the business. I guess I haven't realized before what a whale of a man an office fool is. Why, I'm bigger than the boss himself; and as for those office lackeys, I'm big enough to crack their heads together."

From that time the Jester was a fool no longer. Instead of racking his brain to think of new jokes, new monologues, and new songs to please the Boss, he applied his mental faculties to a study of the business. He turned his entire line of thought from things jokeful to things serious, in order to enable him to get to the bottom of things—the troubles which worried the Boss.

And he found to his surprise that his active brain, which he had used exclusively in thinking out fresh witticisms, was even more serviceable in devising policies and solving intricate problems of labor and sales.

When he had analyzed his ability and found out what he could do, he set about to test the efficiency of their office methods. He dug deep into their affairs and put his fingers here and there and touched the weak and soft spots, which were ever present by the old methods of work.

That there were not enough reliable figures about the business he well knew, because it cost too much to get them. He still believed in rewarding hours of labor instead of results. His highest compliment for a man was: "He never knows when to quit."

Of course he forgot that very often the long work or accomplished less in profitable work than the man working far shorter hours with the concern across the street. He never realized that results are what count in the long run, and that the net results are not determined by the number of hours his men worked.

So the Jester went to the boss and told him about the man who, because he knew he could walk 6000 miles an hour without fatigue, was satisfied to walk 30 miles in 8 hours, while his neighbor, who boasted he could walk six miles an hour and keep it up, gave

out in 20 miles from physical exhaustion, and had to go to bed.

Applying this illustration, he said: "It is the net profit and not the amount of business, that you should be working for."

At first the boss was mad at the presumption of his Jester and would not listen, for what was suggested destroyed his pet theories about the conduct of his business. But as he reflected and thought it all out he came to the conclusion that the Jester was right. He soon found that his Jester was able to make him laugh more frequently than ever, because he lightened the load of responsibility.

The Jester started at the top and dissected the balance sheet and the statements of gain and loss. He hit upon their methods of keeping petty cash, of doing the daily postings, of making the monthly statements and taking the inventory. He worked down to the original entries, and got to the inner facts and many hidden things about the business.

All this work, he found, had been correctly done after the usual fashion. There were few errors of calculation, but there were more of omission. The methods used had not taken him far enough.

The boss had been content, for instance, to know the total amount of weekly sales and the total amount of expenses. It had never occurred to him to get the percentage of one to the other, or of the percentage of costs to gain. Comparative figures of anything by week to

week, month to month, or year to year, were unknown. He was blind to the most vital facts about his affairs.

But when the Jester showed him how he could get the desired results, the detailed information, he woke up and laughed. From work and worry business became a pleasure. He wanted to know more and more, and was well pleased when the new efficiency records showed increasing business and rising profits.

The work of getting high efficiency went on. Improved mechanical and filing devices were installed, short cuts to better results were introduced here and there, and the whole business made error-tight.

When the efficiency report showed that John, the shipping clerk, saved three hours a week on certain work he could do quicker and better, how Sam and Harry, the bookkeepers, saved six hours a week by various short cuts to accurate records, a total saving of more than \$20 a month, the boss was delighted and ever after wore a smile.

Within a year the office Jester became chief clerk, and in two years' time he was given a newly-created position as "auditor."

Thus did the office fool, who saw his own shadow in the lamp light, come to measure up to his proportions.

The shadow was the outline of his own ability. It looked tremendous because he had not realized what a big man he really was. But with confidence in himself he was in duty bound to direct his energies into a path where he could measure up to his shadow.

What the In-Stock Department Does for the Shoe Retailer

Mr. K. Fred Pitcher, manager of the stock department of the Ralston Health Shoemakers, writes as follows in a recent number of *The Shoeman*:

The stock department has grown from being a mere side issue to one of the most important factors in a shoe business to-day. To illustrate the importance of this department, compare the size of the manufacturers who are featuring a stock proposition and those that are not. The live manufacturer is quick to see that the stock department fills an actual need among the trade which is almost unanimously taken advantage of.

Each season a catalogue is sent out showing all of the styles which are to be carried in stock. These styles are carefully selected from the samples taken out by the salesmen. A record is kept of the sales on each shoe and the best selling styles are chosen to be carried throughout the season. Therefore, this catalogue shows the retailer what styles are most popular and he has only to choose those styles which he believes will be the most popular in the community where he is located.

This means that the manufacturer is carrying the stock for the retailer to do the business on and in this way the dealer is rapidly doing away with the risk of ordering six months ahead a large amount of any one style which he is not dead sure will sell. It also gives the dealer an opportunity to do a much larger business with a much smaller stock of shoes on hand, thereby allowing him to turn his stock several times a year.

There are a great many dealers who are of the opinion that they may order their entire season's

business from the stock department and thereby overcome all risk. This is not what the stock department is for. If all of a concern's customers did this they would simply transform a manufacturer into a jobber. The original intention that the manufacturer had in carrying a large stock on hand was to enable the retailer, after he had received the original order placed with the salesman, and sold out of some sizes, to reorder these sizes from stock, thereby keeping a complete run of all sizes and widths on hand throughout the season. Should he have to wait four weeks to have these shoes manufactured he would lose a great many sales and perhaps receive the shoes after the demand for them had died out.

I have made several trips through the eastern states and find that, almost without exception, the dealers will buy exclusively the styles which are to be carried in stock the following season. But I was extremely surprised to find, during a trip through the middle-west, that the dealers out there are of the same opinion as those in the east, and are confining their buying practically to styles which they can re-size on throughout the season. This means, I believe, that in a short time all the live manufacturers will have to establish branch departments in the middle-west and south. When this is done they will get a great deal of re-sizing business which the jobbing houses are now enjoying.

It has been extremely interesting to me to note the inside appearance of different shoe stores. Some are filled with so many different makes of shoes as to resemble a "Return Goods" department in a factory

where shoes have been returned, and the cartons soiled and badly broken. But other dealers have their shelves full of clean and new-looking cartons, which gives me the impression that the goods are new and freshly received from the factory. This, I believe, goes a long way in building up a business. A first impression counts for a great deal, and this condition of a store can only be brought about by constant use of a stock department whereby a dealer can keep his shelves and sizes full of new goods rather than faded cartons carried over from the previous season. It also shows that by confining one's buying to one house a dealer is in a better position to keep an accurate account of what he has on hand, and if the manufacturer with whom he does business carries the shoes, which he has bought, in stock, he can have no difficulty in getting plenty of shoes at any time.

Every up-to-date retailer should have his stock in such condition that each Saturday night he can quickly take an accurate account of the sizes on which he is short. By mailing his order at that time, he will have the shoes in his store by the middle of the next week. It is better business to pay express charges on a few shoes than to lose several good customers. The service from the stock departments throughout the country is so rapidly being perfected that there are very few times when a dealer is unable to secure just what he wants very promptly.

A New Anti-Squeak Idea

One of the serious objections to McKay sewed shoes has been the fact that no way has heretofore been discovered to prevent them from squeaking. A new idea which is now being demonstrated is working so well and seems so feasible that we are impelled to tell the readers of *American Shoemaking* about it.

The method employed, which we understand is protected by a patent, is the insertion between the inner and outsole, or between the tap and outsole, of a small envelope filled with talc powder. This is laid in place when the two parts are cemented together. The envelope serves to protect the talc from becoming mixed with the adhesive, which would be the case were it applied directly to the surface during the cementing process.

A common method employed by custom shoe men and repairers to stop shoes from squeaking is the placing of talc powder between the inner and outsole, or between the outsole and tap, thus providing a smooth surface and preventing friction between the parts which is the cause of the squeak.

By the placing of the envelope of talc in the position above described, and also at the point where the shank is attached to the forepart, the powder is evenly distributed when the envelope is broken open through the rubbing together of the two surfaces and the powder is evenly distributed over the abrading surfaces.

The cost of the material is merely nominal, the labor of applying is also very little, and it is believed from experiments already tried that the squeak of McKay shoes or of welts can be entirely prevented by the adoption of this system. The idea is certainly a novel one and the well-known efficacy of talc in preventing squeaking makes the method seem practical. If it is as successful as now indicated it will do a great deal to increase the popularity of McKay sewed shoes, one of the chief objections to which is the squeak — *American Shoemaking*.

Development of Ideas in the Manufacture of Shoes

The various methods which have been brought forward in the progress of making shoes have placed foremen on the anxious seat in order that they might keep in touch with the new and better ideas of shoemaking.

When one looks back fifteen years and sees the difference in methods employed he must admit that the shoe business, like everything else, has advanced. The writer has had a long experience in making shoes and started in to work when the only boot that was made in the factory was the old kip and split cow hide.

One way to note how the shoe business has advanced is to take the treeing department. Years ago the treer used a wooden rub stick and one wound with leather. As time went on the iron stick was brought into use and was an improvement, as the better grades of shoes came into prominence the heated iron was brought out while various methods have been used to heat this iron.

Until recently the gas iron was considered a great scheme for ironing shoes and today many firms are loth to give up the gas iron to give the electric iron its place. I, for one, will admit that I had not much confidence in the electric iron, as it was so easily put out of order, but I am now convinced that the electric iron is the best method for ironing shoes that has ever been introduced. In my present position I have discarded every gas iron and have adopted the electric treeing iron.

In order that I might have the best iron on the market I have had three different electric irons in use in my department for some time.

Every one of my ironers at first criticised the idea of changing the gas heat to electric heat, as they thought the gas could not be improved upon. Today not one of the men employed in my ironing department would accept a position where the gas stove is used if they could possibly get an electric iron. When the current is turned on in the morning it is only a short time before the iron is hot and by the use of the rheostat the ironer can get his iron at a regulated heat, which keeps about the same all the time.

Of course the electric iron will sometimes get out of order but by unscrewing the handle and making new connections the iron is soon ready again to use. Some of the irons hardly ever give any trouble but occasionally an iron will bother. It does not take any great knowledge to be able to understand the mechanism which controls these irons and any foreman can easily get acquainted with the repairing which is needed. Oftentimes the cord will give out at the end, but by cutting off an inch and making new connections it is again ready to use.

The even heat that is furnished the electric iron makes true workmanship on the shoes possible, and if the tree foot is the same size that the shoe was lasted on and the same fit almost any ironer can do a good job. There is no need of the iron getting too hot as it can be kept at a uniform heat at all times. When the ironer has lots of work he can run the heat a little hotter by the aid of the rheostat as the continual use of the iron on a cold shoe will require more power than if the iron is used slowly.

My experience in treeing and ironing is that when the electric iron was invented it was a very important factor in the modern methods of shoe manufacturing.



Stories, Wise and Otherwise

A True Story

Next door to a certain Toronto shoe store, is a restaurant that was overrun with cockroaches. The proprietor of the latter scattered some insect powder about, which drove them all into the shoe store. The shoe clerks were busy rooting out the invaders from behind boxes, etc., when a customer entered. The latter was a London "Cockney," and asked for a pair of boots. Upon being shown a buttoned pair he exclaimed:

"Oh, I want a 'lice' pair (lace pair).

"Well, I don't know if we can supply you with those," replied the clerk, "but we have them with cockroaches in them."

This is a true story and the event occurred just a few days ago. The clerk said that he thought the customer was an employee of the restaurant who was trying to take a "rise" out of him.

* * *

WHY?

For a solid hour the captain had been lecturing his men on "The Duties of a Soldier," and he thought that now the time had come for him to test the results of his discourse.

Casting his eyes around the room he fixed on Private Murphy as his first victim.

"Private Murphy," he asked, "why should a soldier be ready to die for his country?"

The Irishman scratched his head for a while; then an ingratiating and enlightening smile flitted across his face. "Sure, captain," he said, pleasantly, "you're quite right. Why should he?"

* * *

Teacher: "Now, who can make a sentence with the word gruesome in it?" Little Willie: "I can! 'The man stopped shaving and gruesome whiskers!'"

* * *

Undesired Result

First Shoeman: "I have had proved to me that advertising brings results." Second Shoeman: "How?" First Shoeman: "Yesterday evening I advertised for a watchman, and during the night my shop was ransacked by burglars!"

Roughing It

In a sleeping car one night, after everybody had turned in and the lights were low, a loud voice called from an upper berth:

"Porter, got a corkscrew?"

The porter came hurrying down the aisle.

"Boss," he said, in a scandalized tone, "we don't allow no drinking in the berths. It's against the rules."

"Oh! it ain't that, porter," the voice answered; "I just want to dig out a pillow that's sort of worked its way into my ear."

* * *

A Darky's Threat

Two Georgia darkies were quarreling on a railroad platform. "You better go 'way from me, nigger!" said the larger of the two: "cause ef I starts in on you, about this time day after to-morrow the sexton of the colored cemetery is gwine to be pattin's you in the face with a spade."

* * *

Couldn't Feaze Him

An Irishman was sitting in a depot smoking when a woman came in, and, sitting down beside him, remarked:

"Sir, if you were a gentleman you would not smoke here."

"Mum," he said, "if you wuz a lady ye'd sit farther away."

Pretty soon the woman burst forth again.

"If you were my husband I'd give you poison."

"Well, mum," returned the Irishman, as he puffed away at his pipe, "if you wuz my wife (puff, puff), I'd take it."

* * *

A Mere Suggestion

Mrs. Goodwun—"I wish to select a Christmas present for my husband and I can't think of anything. He doesn't smoke nor drink, nor go out nights nor play cards."

The Salesperson—"Is he fond of fancy work?"

* * *

An old lady was inspecting the Zoo, and going up to the keeper, she said: "I want to ask you which of the animals in the Zoo you consider the most remarkable."

"Well, mum," he replied, "arter careful consideration, as you might say, I've come to the conclusion as the biscuit goes to the laughin' hyena."

"Indeed!" said the old lady, in surprise, "and why?"

"Well, mum," answered the zoological expert, "'e only 'as a sleep once a week, 'e only 'as a meal once a month, and 'e only 'as a drink once a year. So what 'e's got to laugh about is a bloomin' mystery to me."

* * *

The Only Way

An elder, while baptizing converts at a revival meeting, advanced with a wiry sharp-eyed old chap into the water. He asked the usual question, whether there was any reason why the ordinance of baptism should not be administered.

After a pause a tall, powerful-looking man who was looking quietly on remarked: "Elder, I don't want to interfere in yer business, but I want to say that this is an old sinner you have got hold of, and that one dip won't do him any good; you'll have to anchor him out in deep water over night."—Life.

A New Idea for a Shoe Store Window



The above is somewhat of a novelty in the way of shoe window trims, and illustrates an excellent way of displaying pumps, slippers and accessories that go with evening dress. The wax figures are dressed in the latest style of ladies' evening dress, just from Paris, and are seated with natural pose in chairs. The window setting resembles a modern drawing room, a carpet being on the floor and drawing room furniture, upon which are displayed footwear, arranged artistically. A white bear-skin rug is on the floor, which shows off the black pumps to advantage. Dainty buckles are displayed in attractive jewel cases, while Rhinestone-decorated heels for dancing slippers are also displayed. The lights are shaded with colored shades, which gives them a soft drawing room effect. A few bouquets of flowers are tastefully arranged.

The ladies carry fans, hand bags, etc., and in the illustration one is looking at her watch. These little finishing touches and the natural pose of the figures give the whole a real life effect, and busy indeed must the passer-by be who will not stop and admire this window. We are indebted to the Merchants Record and Show Window for this illustration.

How far away from your store is your sign readable?

A man may have a swelled head without having a broad mind.

Some of the lines you carry are such slow sellers that they net you a loss every year. Weed them out or speed them up.

Take plenty of time out of the store for rest and recreation and then it will not be necessary for you to go to sleep on the job.

The fellows who make the spectacular catches in the outfield don't do it by standing still waiting for a fly to come their way. People who go after nothing generally get what they go after.

Poor help may save on your payroll, but it will lose on your customer's temper.

If the clerks in the store are idle, if they waste their spare time, it is partly their fault, but it is largely yours.

The merchant who thinks he is saving money by refraining from subscribing for trade papers is not saving it to any advantage.

Startling originality is not necessary to make good advertising. The object of advertising is to make people want the goods, not to startle them.

Empty shelves in a store make the store look lonesome and if there are many of them it will be as lonesome as it looks. Fill up the gaps with something.

New Leases Issued by U. S. M. Company of Canada

In accordance with the findings of the Combines Investigation Board, the United Shoe Machinery Company, of Canada, has prepared new leases for the use of its machines. These leases have been drawn to meet the requirements of the Board with regard to a modification of the so-called tying clauses.

Obviously (says Mr. L. A. Coolidge, the treasurer) the company cannot supply its machines and maintain its service on the present terms unless it can be sure of their proper operation and efficiency and the company cannot be sure of this so long as other machines used in connection with its machines are likely to have the effect of delaying or interfering with the operation of any of its machines, or of lessening the quantity of work produced. The phrasing of the new leases makes it clear that the company's only object is to secure that continuity of operation which it believes is essential to the manufacture of shoes by machinery with the greatest efficiency and the lowest cost to the public and it therefore provides alternative terms for those manufacturers who wish to use the machines of other makes than its own in connection with the machines which it provides. In the lasting department, for instance, the licensee agrees to the general proposition:

"that the proper operation and efficiency of the machines used in the manufacture of footwear are dependent upon proper co-operation between the several machines used for the various operations therein; that the welt and turn shoe sewing machines, cutsole stitching machines, pulling-over, lasting, metallic fastening and heel attaching machines of the United Company are designed and adapted to be used to their greatest efficiency in connection with each other, and the licensee further agrees that the continuous operation of none of the machines of the kind or kinds mentioned by name in the foregoing Schedule of Machines hereby leased or held by the licensee under other lease or license agreement from the United Company shall be interfered with or delayed or the quantity of work performed thereby lessened or the quality thereof reduced, or the cost or labor of operation thereof increased or the earnings of the operators thereupon lessened, by reason of the introduction into or use in the licensee's factory of any welt or turn shoe sewing machine, outsole stitching machine, pulling-over, lasting, metallic fastening or heel attaching machine not obtained from the, United Company whether such interference, delay, lessening of quantity, reduction of quality, increase of cost or labor or reduction of earnings be the result of inefficiency of such other machine, or of the quantity or quality of the output thereof, or results from such other machine, or of the quantity or quality of the output thereof, or results from such other machines being less well adapted than the machines of the United Company, or results from reduction of output of such other machines because of delay or stoppage thereof, or otherwise."

In addition to this lease agreement in each case there is an alternative "initial license fee lease and license agreement" calling for the payment of an initial license fee in respect of each machine leased in which case there is no restriction whatever as to its use with other machines. The two forms are open to the shoe manufacturer at his own option.

How to Get Work Out of Cutting Room

There are a number of ways to get work out of the cutting room—in fact, every foreman has ideas of his own about putting work together for the fitting room.

It is better for a foreman to do as the firm wishes, but he can advance his ideas and if the firm thinks it advisable then it is well enough to go ahead.

Superintendents and foremen should work together. It is wrong for one foreman to work against another, for it makes hard feeling and is liable to delay the progress of the work in the factory.

A shoe shop can be run like clock work if all departments are in unison one with the other. Start in the cutting room, by figuring to do so much. By overdoing the work in the cutting room it is far harder to reckon how much the shoes are costing.

First, find out how much work can be put through the factory, then cut accordingly. What is the use of cutting 150 dozen a day when you cannot get through the fitting room more than 100 dozen a day? I speak of this because in cutting ahead and then making the cutter loaf until the fitting room catches up, you are apt to lose good cutters.

Keep a young man or smart boy matching up the work in the cutting room, also have him see if everything is in order as it should be, also have the assistant foreman see that the cutter gets the right patterns and right stock.—Shoe Topics.

She Wanted to Know

A party of four just returning from a theatre called at a fashionable restaurant. The prim old maid who was the guest of the evening was charmed with everything, especially the music. While the waiter was standing by the table she asked him to find out the title of the piece the orchestra was playing. The willing waiter promised, but other duties claimed him for a while, and when he returned the lady had completely forgotten her request. When he bent toward her and softly whispered something in her ear she recoiled with horror. Then, recovering from the shock, she turned with cold, relentless fury upon the hapless man who waited.

"How dare you!" she cried. "How dare you!"

It took the terrified waiter quite a time to explain why he had merely breathed the title of the piece so softly; "What Can I Do to Make You Love Me?"

The white shoe will again be popular this spring.

For everybody connected with a store there is nothing that is quite as useful as the trade journal.

The longest dating ever put on an invoice does not prevent it from coming due. Don't over-buy to get long time.

When you find a man who is waiting for things to come his way, you find a man who is a standing invitation for the undertaker.

More novelties are being shown in English made shoes than ever before. Perforated toe caps and uppers and all kinds of fancy trimmings are seen. The fad is even extended to laces which are shown in plaid and particolours.

The kind-hearted old lady handed the beggar a dime. "My man, how did you become so poor?" she asked. "What brought you to this terrible stage of poverty?"

"The parcel post, m'm," replied the beggar. "You see, I used to be President of an express company."

General News and Personals

Happenings in the Shoe and Leather Trade

Owing to a large increase in business, Alfred Lambert, Limited, of Montreal, have decided to increase their factory and tannery at Acton Vale, P.Q. Addition will be made to both these buildings, thereby doubling their capacity. It is intended to install a 100 h.p. steam boiler, together with other necessary plant.

Mr. Wilson, Vancouver, and Mr. Geddes, Winnipeg, representatives of the Hudson Bay Company have been on a buying visit to Montreal.

Mr. John Billington, shoe retailer, Hamilton, Ont., died recently.

A new shoe store will be opened on King street, North Battleford, Sask., by Constitt & O'Donnell.

Mr. E. Morrison, shoe retailer, Orillia, Ont., has installed a lightning repair outfit.

The Model Shoe Store has moved to its new premises, corner of Queen street east and Lee avenue, Toronto.

Johnston & McCormick will shortly open their new store on Talbot street, St. Thomas, Ont.

The London Shoe Company of London, Ont., have issued a very attractive catalog, profusely illustrated, and showing the wide lines carried by this progressive firm.

Ernest Day and Laurent Lamarre have been registered to carry on business as boot and shoe dealers at Longueuil, Que.

Liboire Piche has registered to carry on business as the American Shoe Store, at Three Rivers, Que.

E. P. Reed & Company, of Rochester, N.Y., have just been granted a charter to carry on business in British Columbia.

The Union Rubber Company, of Montreal, have been granted a provincial charter in the Province of British Columbia.

After the 1st of June, all the shoe retailers in London, Ont., will close their stores Wednesday afternoons until the Fall. Although there has been no general understanding to this effect among Toronto retailers, many will also close down Wednesday afternoons during this period.

Mr. J. A. Adams, of the Rideau Shoe Company, Maisonneuve, has recently returned from a visit to Philadelphia, Boston and New York. His visit was with the object of inspecting Spring styles.

The boot and shoe factory at the corner of Turgeon and St. Valier streets, Quebec, lately occupied by the James Muir Company (now located at Maisonneuve) has been partly destroyed by fire, damage to the extent of about \$17,000 being done. Mr. L. Duchaine recently took possession of these premises, and fortunately was fully insured both for the building and for his stock.

Mr. Wm. Shannan, shoe retailer, Goderich, Ont., is paying an extended visit to Western Canada. He will be absent until about the end of June.

The Classic Shoe Store has been opened on College street, Toronto, near Ossington avenue, by Messrs. Lott & Hasman.

The Walker Shoe Store, of Lansdowne avenue, Toronto, has been purchased by Mr. J. W. Hilborn, formerly of Tilsonburg, Ont.

A new shoe store has been opened on King street in Stephen, N.B., by Mr. J. B. Buchanan.

Mr. Chas. McColgan, a respected and prosperous shoe merchant of Quyon, Que., died recently.

The new factory of the James Muir Company, at Maisonneuve, is just about completed, all the machinery from their old premises in the city of Quebec having been removed, and a large quantity of new machinery supplied by the United Shoe Machinery Company of Canada installed. The factory, consisting of three storeys and a basement, constructed of

brick and concrete, is one of the finest in the Dominion. The plans were by Ross & McDonald, architects, of Montreal, and the building is erected in a most substantial manner, having light on all its four sides. The basement will be used for sole leather, storage and heating; two 35 h.p. boilers for heating being used. The first floor is being laid out for a finishing room, general offices and sample room; the second floor for the making room, and the top floor for fitting, cutting and for stores. The factory will be run by electricity.

Mr. W. H. Willis, shoe retailer, Wingham Ont., has taken over the agency of the Dominion Express Company and the C. P. R. Telegraph Company in that town. He is still continuing his retail shoe business.

At the auction sale of the property of A. P. Cimon Company, Limited, Montreal, the factory was withdrawn owing to the bid of \$39,000 being below the price set by the creditors. Since then the factory, which is situated at 61 de Normandville street, has been acquired by the MacFarlane Shoe Company, Montreal. The latter company will not remove for several months as their lease at Beaudry street does not expire until next May.

The Walpole Rubber Company, Limited, have removed their Montreal office from the Eastern Townships Bank Building to McGill College avenue.

Plans are in progress for a new tannery at Stanbridge, Quebec, the owner being Mr. D. W. Sadler of that place.

The Edmonton Leather & Shoe Company, Edmonton, Alberta, has recently opened its new tannery in that place.

C. & L. McCulloch have sold their boot and shoe business to C. Jansen at Stettler, Alberta.

McKenzie & McGregor have given up their footwear and men's furnishings business at Vancouver, B.C.

A. Brandon, general manager, Brandon Shoe Company, Limited, Brantford, Ont., left on June 5th for a ten days business trip to Boston and other shoe centres, for the purpose of picking up any new styles and ideas that may be in vogue for next season's footwear.

H. H. Harder has opened a boot and shoe store at Herbert, Sask.

The site on which the Boston Shoe Store stands on St. Catherine's street west, Montreal, has been sold to H. S. Berliner, of the Berliner Gramophone Company, for \$270,000 which works out at \$70 a square foot.

Mr. J. A. Holland has been appointed advertising manager of the Canadian Consolidated Rubber Company, Montreal. Mr. Holland was formerly with the J. J. Gibbons Advertising Agency in their Montreal office; also with Henry Morgan & Sons, Montreal, and the Publicity Department of the City of Detroit. From this it will be seen that he has had a wide experience in publicity matters.

The Brockton Shoe Company, Limited, Montreal, has been registered with a capital of \$50,000. The object is to acquire the properties and business of the Brockton Shoe Company.

Harry Haywood, for several years in charge of the Good-year Welt machines in Canada made by The United Shoe Machinery Company, has joined the staff of the Getty & Scott, Limited, factory at Galt, Ont. Mr. Haywood will have full supervision over the Women's Goodyear Welt Department, and as he is considered one of the best in his line in the country, the work done should be as near to perfection as it is possible to get it. Mr. Haywood's services were secured under great difficulty and the firm is to be congratulated.

Mr. W. A. Matthews, general superintendent of Ames-Holden McCreedy, Limited, is visiting New York, Chicago and other United States cities with a view to inspecting spring styles.

A portion of the stock belonging to the Boston Shoe Company, Limited, Montreal, now in liquidation, has been sold by public auction. The stock, consisting of goods in

warehouse in bond, is of American make, and was valued \$25,367. At a prior auction it was sold to a representative of P. Frank & Company, but owing to certain circumstances had to be re-sold, and this time the buyer was Daoust, Lalonde & Company, Limited of Montreal, at a price of 57½¢ on the dollar, plus the duty. In connection with the liquidation of the Boston Shoe Company an action has been commenced to test the validity of a three years' lease of the premises on St. Catherine street west, which is claimed by the creditors and also by the late proprietors. This lease runs from the 1st of May next. Information has reached Montreal that Mr. Henry Frank, late president of the Boston Shoe Company, and also president of the P. Frank Company died recently in New York.

The construction work is well under way on the new factory of The Suedicor and Hathaway Company in Tilsonburg, Ont. The building will be built of sand lime brick, with concrete foundation, four storeys high, having a frontage of 100 feet and depth of 45 feet and will be located upon Broadway, the main thoroughfare of the town. Suedicor and Hathaway Company have been manufacturing shoes for over thirty years in Detroit and have always had a good trade with shoe jobbers on the other side of the line. C. J. Murdock, president of the company, is now resident in Tilsonburg. He has had twelve years factory and road experience, which should aid him materially in securing for his firm the best workmanship this country can produce. Men's Good-year wets will be manufactured and it is expected that operations will begin early in July.

Mr. A. O. Gireaux, formerly of the Regina Shoe Company, Montreal, has been appointed foreman of the finishing room of J. & T. Bell, Limited, Montreal.

Mr. L. T. Miller, purchasing agent of the Slater Shoe Company, Montreal, has resigned, and is succeeded by Mr. Robert Elwell, of Boston.

Mr. Demody, formerly with A. J. Bates, Webster, Mass., in their tag department, has accepted a position in the sales department of the Slater Shoe Company, Limited, Montreal.

The New England representative of the T. D. Barry Shoe Company, Brockton, Mass., is visiting the principal cities of Canada with lines of Barry's "Above All" shoes.

Mr. J. W. Ashplant, of London, Ont., recently visited Montreal on a buying trip.

Mr. T. D. Dadford is now on a visit to Canada as representative of John Branch, Limited, London and Northampton; A. Chittock & Company, Norwich, and Bryan & Son, Limited, Nelson Works, Kettering. Mr. Dadford's visit to Canada is mainly to obtain information concerning prospects for introducing the boots and shoes of the firms mentioned on this market. Mr. Bryan is expected to visit the Dominion during July.

Ed. Ford, superintendent of the McDermott Shoe Company, Maisonneuve, is at the present time in the Boston market calling on the trade.

Mr. D. Lorne McGibbon, president of Ames-Holden-McCreedy, Limited, has been re-elected president of Goodwins, Limited, Montreal.

The Tom Stedman Shoe Company, of Main street, Winnipeg, have signed up a new lease for a further eight years on their present store. The time for the expiration of their tenancy ends in June, 1921. In view of the fact that it is difficult to secure anything over a two years lease on business premises on the principal thoroughfares in Winnipeg, the firm in question can congratulate themselves on having secured their present business position for this length of time, it being the most important business corner in the north end of the city.

Louis Pion has accepted a position as foreman of the sole leather room of the Scout Shoe Company of Montreal. Mr. Pion was formerly with the Rideau Shoe Company.

G. L. Murphy has placed a proposal to build a shoe factory which will cost about \$10,000, before the Board of Trade, at Sydney, N.S. The concern desire to make but one line of shoes which will undoubtedly be a heavy grade of men's and children's boots.

East & Company, Limited, leather goods manufacturers and retailers, of Toronto, have changed their style to that of The Adams Manufacturing Company, Limited.

The Panther Rubber Company and the Elwell Rubber Manufacturing Company of Stoughton, Mass., have decided

to establish a branch factory at Sherbrooke, P.Q., to take care of their Canadian business. The company have contracted to take power from the Sherbrooke Railway and Power Company.

Davidson-Valois, Limited, has been organized with a capital stock of \$25,000. The head office will be at Montreal. Their charter permits of their engaging in the manufacture of boots, shoes, slippers, moccasins and larrigans.

R. E. White, clothing and boots and shoes, Victoria, B.C., has opened a similar store at Kamloops, in that province.

Wilkie & Tucker have purchased the shoe and grocery business of J. H. Bruton, of Alvinston, Ont.

Mr. W. A. Holder, of the Turner Tanning Machinery Company, Peabody, Mass., was recently on a business trip to Canada, calling on the tanners and Mr. Jacob Printz, of the same firm, is now calling on the Canadian trade.

E. T. Weaver is the new foreman of the cutting and fitting departments at the Relindo Shoe Company, Toronto. Mr. Weaver was recently with the Nursery Shoe Company, St. Thomas, Ont.

Williams & Son, Limited, shoe manufacturers, Milton, Ont., have been succeeded by the Milton Shoe Company, Limited. The capital stock is \$100,000.

Mr. Arthur Willett has resigned his position as lasting room foreman of the Slater Shoe Company and has accepted a position with the Trudeau Patent Leather Company as demonstrator for Canada.

Saillant & Lessard, shoe retailers, have registered at Quebec.

Swartz & Zimmerman, shoe retailers, of Eglington, Toronto, have dissolved partnership.

"Webbs" shoe store have been opened on St. Catherines street, Montreal, just east of Bleury street.

Quinte Manufacturing Company, Limited, manufacturers of trunks, etc., of Picton, Ont., have sold to The Silversmith Company, Limited.

Daoust, Lalonde & Company, Limited, Montreal, are engaged in litigation with the C. P. R. and the City of Montreal, damages of \$39,000 being claimed. The action has been referred to three engineering and architectural experts, Messrs. Percival St. George, A. G. Hutchinson, and John Dawne, who have heard evidence. The case for Daoust, Lalonde & Company, is that the C. P. R. and the city in building the Iberville street subway, closed up three entrances to the former's tannery, and compelled the building of an extension in order that free access might be given to the tannery. The railway company contends that the factory could have been re-arranged and the building of the extension avoided.

Pfister and Vogel Company, of Milwaukee, Wis., U.S.A., the largest firm of tanners in the world, have issued orders for a cut in the working hours of their employees, in order to prevent the latter from losing too heavily in case the reduction in the U. S. tariff should injure the leather industry. Hours at the Menominee plant of the company, affecting about 600 men, have been cut from ten to eight.

"The Gideons," the Christian Commercial Traveller's Association, will hold their annual convention in Toronto July 24th to 27th. The meetings will be held at the Metropolitan Church.

Henry C. Durgin, superintendent for Sterling Bros., Limited, of London, Ont., for some years, has resigned his position, and will take a prolonged rest.

H. E. Burnham, formerly with the T. Sisman Shoe Company, of Aurora, has gone to Vancouver, B.C., where he has taken an important position with the J. Leckie Company, Limited.

Horace Foster, for several years a highly respected official of the Williams Shoe Company, Brampton, died recently in that town after several months' illness. Mr. Foster was a well known Sunday school and temperance worker and is survived by his wife and one daughter. He was fifty-six years old.

G. J. Scott, of Toronto, who has returned from a business trip to the prairie provinces, has been appointed western representative for the house of P. Jacobi, shoe store supplies, Toronto. He will cover the ground which was so ably looked after for many years by the late Robert Rogers. Mr. Scott

has had an extended experience on the road and brings to bear on his new position a wide connection and a successful sales record.

Messrs. G. Gales & Company, 451 St. Catharine street west, Montreal, have opened a new store at 293 St. Catharine street east. The store has a frontage of 50 feet, with windows on either side of the entrance. Messrs. Gales are favorably known for their artistic window displays, and the east end store trims exhibit the same good taste. The interior furnishings have been specially designed, and are of mahogany and white enamel. The floor is of parquet, covered with green Wilton rugs. There is a most effective lighting scheme, brass drop lights with moonstone globes being used. The manager is Mr. J. H. Vignault, who was for several years in the west end store.

James McNulty of the firm of James McNulty & Com-

pany, dry goods, shoes, etc., of Iroquois, Ont., died recently.

Jas. Smith, boot and shoe dealer of Harriston, Ont., has retired from business.

A. Desmarais & Fils, tanners of St. Hyacinthe, Que., have dissolved.

The Hon. E. J. Davis, of the Davis Leather Company, Canada, was a visitor in New York and Boston recently.

Stuart Ritchie, of the John Ritchie Company, F. W. McKeen, of C. E. McKeen Company and Mr. Marois, of Courizny & Marois, all of Quebec, spent a week recently among the leather trade in Boston.

Mr. Geo. Favreau has accepted the position of cutting room foreman with the Dufresne & Locke, Limited, Maisonneuve. He was formerly with the Scout Shoe, Limited, Montreal.

General Store News of Western Canada

Where the Shoe Manufacturer May Find a Customer

Alberta

C. H. Leverett has opened a general store at Tofield.

F. F. Richards & Son have opened a general store at Parkland.

M. A. Dennison & Company have opened a general store at Drumheller.

J. Reed & Company have commenced a general store business at Edmonton.

I. N. Kaufman has commenced a general store business at Didsbury.

McKenzie & Wilson have commenced a general store business at Fort McMurray.

R. Ewan & Son have disposed of their general store business to J. Chapman & Son at Lashburn.

W. M. Jones has opened a general store at Anglia.

British Columbia

J. W. Patterson has opened a general store at Burns Lake.

Manitoba

M. W. Vanalstine has opened a general store at Gunton.

A. B. Reid has opened a general store at Minnedosa.

Mrs. L. Chamberland has opened a general store at St. Adolphe.

H. Karbachinsky has commenced a general store business at Ninga.

Marvyn Evans has been succeeded in his general store business at Makaroff, by C. R. Grundy.

Saskatchewan

F. Knight has reopened the local general store at Arcadia.

H. O. Loptson, general storekeeper at Bredenbury, has been succeeded by G. Craig.

W. R. Stevenson, general storekeeper at Humboldt, has been succeeded by Dennison Bros.

Henning & Company have taken over the general store business of the Melville Mercantile Company, Limited, at Melville.

The promoters of the Farmers' Store have taken over the general store business of W. H. Vernon at Forward.

D. R. Anderson has commenced a general store business at Sintaluta.

W. J. Sheppard is removing his general store business from Antler, to Wauchope.

Peter Halarewick has taken over the general store business of Chesney & Company, Othton.

G. Geith has been succeeded in his general store business by B. Reichmuth, of Langenburg.

H. & D. McSherry, general merchants, of Assinibota,

have removed their business to Pangman, where they were previously located.

I. A. Krohn has opened a general store at Lancer.

F. R. Ruemper has opened a general store at Prussia.

L. Wasel has purchased the general store of Pechet & Sangursky at Southey.

Potvin & Beattie, general merchants, have been succeeded by Potvin & Baril at Prince Albert.

L. L. Rooney & Company have purchased the general store business of Massett & Robertson at Ogema.

A. F. Climie & Sons, general storekeepers at Jansen, have been succeeded by J. Ternuende & Company.

Mrs. Inga Gunderson, general storekeeper at Kincorth, has been succeeded by Ode Kirkland.

L. H. Rawlings, general storekeeper at Waldrom, has been succeeded by A. J. Wight.

D. J. Kennedy has opened a general store at Unity.

R. Jampolsky has opened a general store at Mitchelton.

W. C. Stewart has opened a general store at Pitman.

O. Rinfret has opened a general store at Gravelburg.

N. McNutt has opened a general store at Ebenezer.

James Minshull has opened a general store at Silverton.

W. G. McCrindle has opened a general store at Foam Lake.

C. Fast has purchased the general store of P. M. Epp at Laird.

M. Smith & Company, general merchants have commenced business at Vawu.

Are you Looking for Help?

The surest and quickest way to secure

**SHOE FACTORY HELP
TRAVELLING SALESMEN**

**RETAIL SALESMEN
OFFICE ASSISTANTS**

is to insert a small advertisement in the "Wanted and For Sale Department" of FOOTWEAR IN CANADA.

Great results come from little want ads.

Try one next issue.

Footwear in Canada 220 King St. West
TORONTO

FOR SALE

A RUNNING SHOE FACTORY, \$3,500 Recently been moved and re-titled. In good running order; a live connection, and boots have a good reputation. Living cheap, wages reasonable, and a nice city to live in. A good chance for anyone with moderate capital. Exemption from taxation. Apply to Goff & Co., Charlotte-town P. E. I. 6

SHOE TRADE

YOUNG MAN WITH WHOLESALE, retail and repair shop experience desires responsible position. Thorough knowledge of modern plants and can adjust and operate any stitcher. Box 795, Footwear in Canada, Toronto, Ont. 6-7

SHOE REPAIR PLANT

ADVERTISER WITH MODERN plant desires location with good shoe store in large town. Rent must be reasonable with lease. Box 796, Footwear in Canada, Toronto, Ont.

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LAWSON, WELCH & COMPANY
 CHARTERED ACCOUNTANTS
 TRUSTEES AND
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 Crown Life Bldg.,
 Yonge and Colborne Sts. - Toronto

Riemer's Wood Sole Boots and Shoes



PATENTED

ALBERT H. RIEMER SHOE CO.

Manufacturers and Patentees, Milwaukee, Wis.

Water-proof leather and water-proof wood sole. Best for wear in wet and damp places. Light, durable, sanitary, water-proof. Special Tannage Oil Grain, High Cut Buckle Shoes, tongue and back strap, per pair, \$1.35. Special Tannage, Oil Grain Boots, per pair, \$2.50. Patent Steel Rails on sole and heel 25c. per pair extra.

Muskoka Lakes



FOR RENT COTTAGES

If you want a real holiday, plan to spend your vacation, this year in Muskoka where "the breezy call of incense breathing morn" will put new life in mind and body. Muskoka offers more real healthful enjoyment for less money than any other resort in the world.

Four cottages to rent \$125 to \$200 on Bohemia Island, less than a mile from Royal Muskoka Hotel and good Golf Links. Box 771,

Footwear in Canada

Toronto, Ont.

We want to BUY for CASH all the PIECED HEEL STOCK you make

BROCKTON HEEL COMPANY
 BROCKTON, MASS.

"TRADE MARK"
 that stands for
 QUALITY, STYLE
 and COMFORT

"AUTO DRESS"
 FOR LADIES

The latest Patented Felt Boot with Rubber Sole and Heel for Women.

"Auto Dress" and "Snow Bound"

in 3 shades, Black, Blue and Steel.

FOR MEN

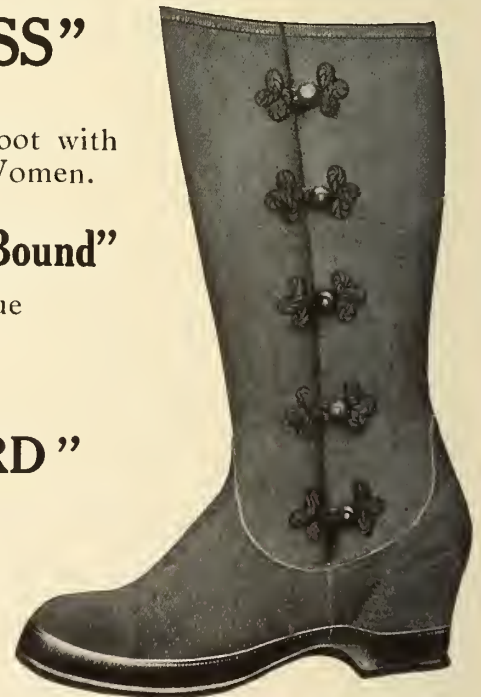
"CITY BLIZZARD"

Black only.

ORDER NOW

For Fall Delivery

Send for Catalogue.



Price \$3.75.

Worcester Slipper Company, 360-370 Park Ave., Worcester, Mass.
 Boston Offices: 530 Atlantic Avenue; 59 Lincoln Street

Shoe and Slipper Manufacturers

can buy

FELT of quality for

Cushion Insole,
Lining Felt,

Heel Pad,
Box Toes,
Buffing Wheel Felt
Also

Hard Insole,
Rack Felt,

CUT FELT HEEL PADS

Can match your sizes in several grades of felt.

Qualities the best. Prices that will be to your liking.

KENWORTHY BROTHERS COMPANY

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NUFASHOND

Stands for all that is best in Shoe Laces

THE best quality braid—the best tips—the best advertised laces—the best sellers—the best profit producers.

Nufashond
TRADE MARK REG.

Silk Oxford
Lace

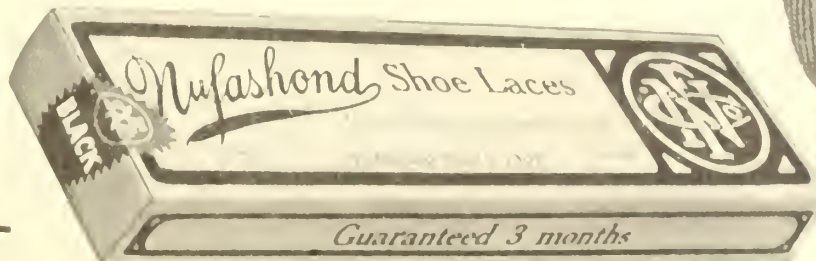
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holds the center of the stage for the summer season.—The common sense lace that embodies a real idea.

Narrow and tubular in the center for strength.
Broad and flat where the bows are tied for beauty.

Guaranteed for
Three Months

For Sale by all
Canadian
Jobbers



They Will Wear



The Goods Are There

Your customers will buy them,
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IF you are a live dealer, doing a live business, we want your trade, if you are that kind of a dealer you want "CANADIAN BOY" shoes. Some firms make better looking shoes, but beauty is only skin deep, and at that our shoes are not homely, they are neat and stylish enough to attract attention and their sterling qualities commend them to you as you become better acquainted with them

You can only get them from:—

The Reliance Shoe Co., Limited

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"The Eiffel" Shoe Stands



No. 231
Eiffel shoe stands in all heights

The most artistic
line of shoe fix-
tures ever designed

Heavy cast bases,
standards and ex-
tensions of heavy
brass tubing.
Made in all sizes,
with metal tops or
Opalite glass tops.

Write for our new
catalogue showing
a complete line of
shoe fixtures.

Clatworthy & Son, Limited

The largest makers of display fixtures in Canada
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This Trade Mark represents the
cleanest, handsomest, most-useful-to-
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Any Canadian shoe dealer, department
buyer or retail shoe salesman who asks us
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big useful features they won't find else-
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The Arthur L. Evans Co.

183 Essex St., Boston, Mass., U.S.A. ^{Inc.}

Middle and Western Canada Demands the Best in Footwear

To successfully introduce your lines and maintain a satisfactory business you must interest the
General Merchants in the Prairie Provinces and British Columbia.

The General Merchants are Departmental Stores—in miniature—found in every hamlet, village, town, and city in the Great Western Provinces of Canada. Every General Merchant sells boots and shoes—there are no exceptions. No exclusive shoe paper can interest this trade, because the General Merchant is not an exclusive shoe dealer.

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ESTABLISHED 1877
WHOLESALE FINANCIAL COMMERCIAL &
GENERAL TRADE PAPER OF THE GREAT WEST.

Over 29 years in its field

"CANADA'S GREATEST TRADE PAPER."

Issued every Saturday Morning at WINNIPEG, Canada.

Is the ONLY PAPER reaching the General Merchants in all points, Port Arthur and West to the Pacific Ocean

Get a sample, and advertising rates, of "That Western Paper" that brings results—"THE COMMERCIAL"

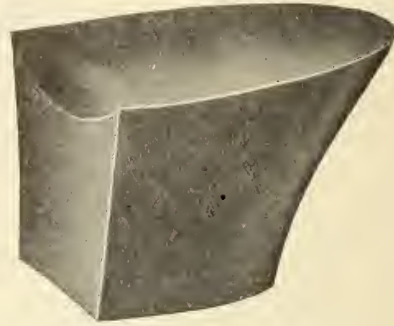
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A Full Line



BOX TOES THAT COME ALIKE
made in leather, split, combination
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sist on getting

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Inks, Dressings, Waxes, Toe Gum and Cements

Each Product Guaranteed to be A 1 Quality

Made in Canada by

Canadian Blacking & Cement Company
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For Women, in Tan and Black

Two Leaders

New York Style



For Men in Tan and Black

These two well known lines will carry the trade of any high grade store. They are manufactured with special care to suit the taste of particular men and women. They are well made, have style and snap and will prove quick sellers to a high grade trade.

We also carry a large and varied line of men's, women's and children's shoes, including our well known **TIGER** Brand work shoe, made especially for construction, railroad and mining work--and our **TIGER** Brand shoepack.

Our travellers are now on the road with our latest Fall Styles. Watch for them.

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This Tag— The Sign of Merit

The sign of the Sisman Everyday shoe is your guarantee of Canada's best Solid Leather Shoe.



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The old Stevens House, built 125 years ago, near Bowling Green, is being torn down, because Americans of to-day prefer the Waldorf, Vanderbilt, Ritz-Carlton.


We produce the best Backing Cloth the world has yet seen, at about 2 cents per square foot. We have cheaper grades, but leading American Shoe Manufacturers and Tanners pass it by. Sample 1/2 yds. free.

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GLAZED & KID
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TRADE MARK

Fine, Flat Grain.
Mellow, Full Feel
Yet Tight
Uniform in Weight
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TRADE MARK REG. U. S. AND CANADA
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17 Styles in Stock

For Names for School for Express
Pla-Mate Shoes

- 1400 Patent Pla-Mate Lace
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- 1141 Dull Calf Pla-Mate Hi-Cut. Button
- 1143 Tan Russ. Pla-Mate Hi-Cut. Button
- 1400 Patent Pla-Mate Pump
- 1461 Dull Calf Pla-Mate Pump
- 1463 Tan Russ. Pla-Mate Pump
- 1140 Patent Baby Pla-Mate Button
- 1143 Tan Russ. Pla-Mate Button
- 1144 Glazed Kid Pla-Mate Button
- 1401 Dull Calf Pla-Mate Lace
- 1404 Glazed Kid Pla-Mate Lace



H.41



1460

WILLIAMS, HOYT & CO.
Makers of infants', children's, misses' and growing girls' turns and welts
No. 6 Commercial St. Rochester, N.Y.

MOHLENE "A" adds the Quality that makes your leather a little better than the rest. Ask us about it.

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All Oils, Greases, Tannins and Tanning Extracts for Leather Manufacturers

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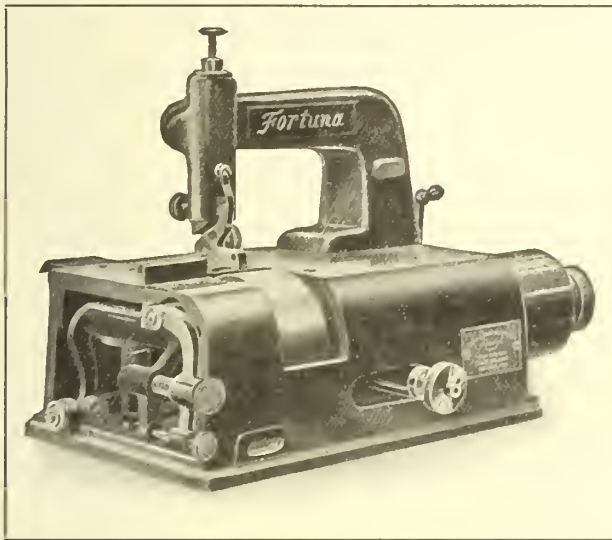
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For Manufacturers who Skive Leather, Felt,
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For Cutting
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ALL WORK WARRANTED

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HEELS



Men's, Boys' and Women's Heels
All Grades

High grade box toes for Goodyear work,
also combination toes of all kinds.

Write for Prices

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DEPENDABLE PATENT LEATHER

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FISK

What we maintain and can prove about our Patent Leather is that shoes made of it have a beautiful and distinctive appearance which makes shoes made of the usual run of Patent Leather look common and cheap when they are seen in contrast.

It is well trimmed, cuts economically and works as easily and safely as the dull finished leather.

No delays for "reairing" no botched unsightly shoes to worry about.

Fisk Limited

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Established 1883

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Manufacturers of

NARROW WOVEN FABRICS

For the Shoe Manufacturer:

Top Facings Stay Webs

Pull Straps and Tapes

Plain or with name or
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Large Factory Modern Equipment
30 Years' Experience



No. 417—Short Vamp Button. Fat baby pattern. Any color top. Tassel—\$4.50.

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No. 1485—Patent Leather, one strap with pump Box—\$4.50.



No. 612—Ankle Tie with fancy rosette. Can be made in satin, velvet or kid, any color—\$6.00

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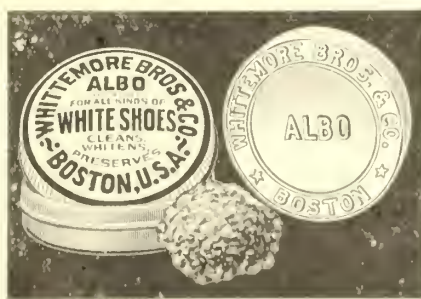
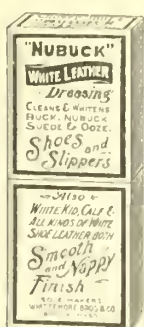
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**Finest
Quality**

**Whittemore's
Shoe Polishes**

**Largest
Variety**



Oldest and Largest Manufacturers of Shoe Polishes in the World.

"GILT EDGE" Oil Polish. The only Ladies' Shoe Dressing that positively contains OIL. Softens and preserves. Imparts a beautiful Black lustre. Always ready to use. Largest quantity. Finest quality. Polishes without rubbing. Retail 25c.

"ALBO" Cleans and Whitens Canvas, White Buck, Suede and Nubuck shoes. Each cake in a zinc-tin box with sponge (see cut). Retail 10c. Each cake in a handsome aluminum box with sponge. Retail 25c.

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"DANDY" COMBINATION. For cleansing and polishing all kinds of russet, brown or yellow boots, shoes, saddles, bridles, etc. Retail 25c. "STAR" russet combination (10c size). Russet, Brown and Ox Blood pastes (5 sizes of each color).

"ELITE" COMBINATION. For those who take pride in having their shoe look like new. Restore color and lustre to all black shoes. Retail 25c. "BABY ELITE" COMBINATION (10c size). "ELITE" PASTE in 5 sizes.

"QUICK WHITE" makes dirty Canvas shoes Clean and White. In liquid form, so can be quickly and easily applied. A sponge in every packet so always ready for use. Two sizes, retail for 10c and 25c.

Send for circulars giving full particulars of our other Polishes to WHITTEMORE BROS. & CO., Boston, Mass., U.S.A. For Sale by the Shoe Findings and Shoe Jobbing Trades of all Canada

Union Made Shoes Should be on Your Shelves for the Coming Season, Mr. Retailer

You want shoes, next season, Mr. Retailer, for all your customers, and to satisfy EVERYBODY, YOU MUST CARRY UNION STAMPED SHOES.

The Union employee demands Union made goods. He has been educated to insist on Union Stamped shoes through our advertising of Union stamped shoes in the labor journals of the country. The Union man knows that only shoes bearing the stamp of the BOOT AND SHOE WORKERS' UNION are Union made.

There is nothing to lose and every possible profit to gain by handling UNION STAMPED shoes. They are shoes of the highest quality, made by expert workmen that satisfy the demands of all your patrons.

You can secure shoes from Union manufacturers every day in the year, for in the Union factory, under our agreement, there is no chance of delays by strikes.

The retailer who handles Union stamped shoes is endorsing the fair policy of arbitration with no strikes.

**DO NOT BE MISLED BY THE CLAIMS
OF NON UNION MANUFACTURERS.
THE OFFICIAL STAMP OF THE BOOT
& SHOE WORKERS' UNION IS THE
ONE POSITIVE GUARANTEE THAT
THE SHOES ARE UNION MADE. ALL
OTHER STAMPS ARE WORTHLESS.**

**INSIST ON UNION MADE SHOES WITH
THE STAMP OF THE**

Boot and Shoe Workers' Union

Affiliated with American Federation of Labor

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For Every Department from Lasting to Finishing

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**Goodyear
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Ideal Clicking
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Heel Protector, Driving, Heel Compressing, Loading and Attaching Machines, Heel Trimming, Breasting, Scouring and Finishing Machines; Loose Nailing and Slugging Machines; Cementing, Buffing and Skiving Machines; Gem Insole Machines, Eyeletting Machines; Eyelets, Shanks, Brushes, Etc.

United Shoe Machinery Company of Canada

122 Adelaide Street West, TORONTO

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WOOD SOLE SHOES



Iron Heel and Sole Rim.

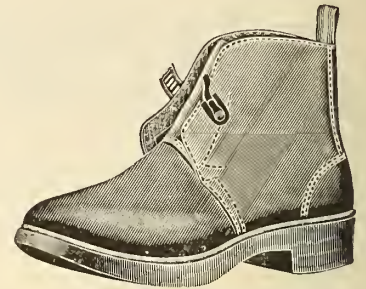
When wood sole shoes are used upon cement floors or in mines and quarries we strongly recommend Iron Sole and Heel Rails. Attached for 25c. per pair extra on any styles.

Ice cream makers, creamery men, brewers, smelters and packers are using Wood Sole shoes more extensively than ever. Made with seasoned bottoms and Soft Plump Oil Grain Uppers on lasts that fit.

Men's Black Oil Grain Don Pedro,	\$1.30
Same with red felt lining	- - 1.45
10-inch High Top	- - 1.95
12-inch High Top	- - 2.12½
14-inch High Top	- - 2.30
Regular Boots	- - 2.55

Vanderslice-Stahmer Shoe Co.,
DAVENPORT, IOWA

Largest Wood Sole Shoe Makers in the World.



Stock No. 200.



TO-DAY

If you will drop us a line indicating that you wish to see the

Very Latest Make of Solid Shoes

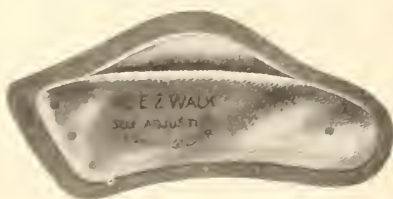
we will follow out your wishes and show you samples in the new Fall Range of

WILLIAMS SHOES

We rely on the genuine value in our shoes to do their own selling—we only want you to see them.

The
WILLIAMS SHOE CO. Brampton, Ont.

THE SELF ADJUSTING



THE FOOT FORM



Shoe Dealer's Duty To His Business

Thousands of people having foot troubles do not know that you Mr. Shoe Dealer, can help them. But you can, and make a good profit at the same time. Flat Foot, Fallen Arches, Callouses, and numerous other ailments of the feet—all are instantly relieved and permanently cured by the use of

THE E-Z WALK SPRING ARCH SUPPORTS

Your duty as a progressive merchant is to talk and sell Foot Comfort to your patrons. The E-Z Walk Spring Arch Supports are made of live spring steel and German silver, and we back them with a written guarantee against breaking or flattening down. They are the only arch supports on the market having a full spring from the heel to the ball of the foot. If you want all there is in the arch support business, in profit and in prestige, don't overlook the E-Z Walk line. Let us send you descriptive circulars and booklets showing "How to increase your profits 100%."

The E-Z Walk Mfg. Co.

33-35-37-39 Sixth Avenue
New York City

YOUR



USMC



**GUARANTEE
FOR QUALITY**

United Shoe Machinery Company of Canada

Toronto

Montreal, Que.

Quebec

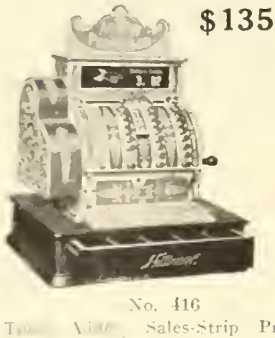
One For Every Merchant



\$30



\$75



\$135



\$300



\$430

NO MATTER how large or how small your business is, there is a sort and size of National Cash Register built to serve your particular requirements.

The one for your business will save you money, pays for itself out of part of the money that it saves, and insures you more profit.

It will encourage clerks to sell more goods, prevent misunderstandings, and benefit customers.

The prices range from \$30 to \$900.

Tell us how many clerks you employ, and we will furnish you with complete information regarding a register built to meet the particular needs of your store.

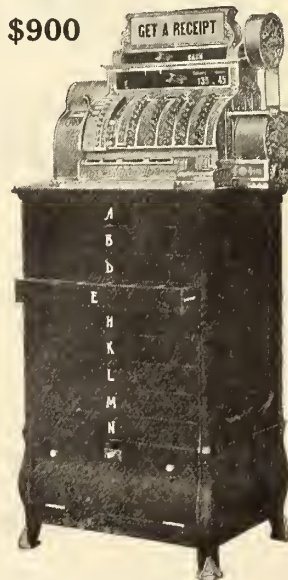
The National Cash Register Company

285 Yonge Street Toronto

Canadian Factory, Toronto



\$595



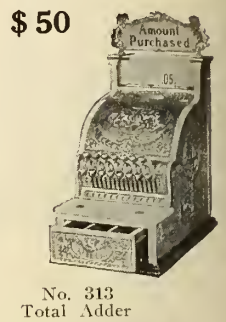
\$900



\$200



\$565



\$50

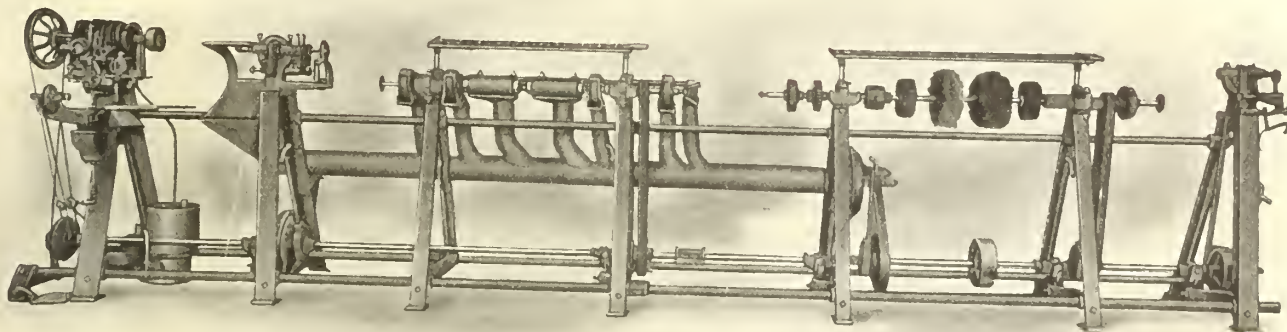


\$55



\$100

22-Foot Goodyear Shoe Repairing Outfit



MODEL N.

THIS Outfit represents the highest development in shoe repairing machinery, and meets every demand of modern shoe repairing. It embraces all the essential processes for making new shoes from old ones, giving the maximum of equipment and efficiency in the minimum space. The Outfit has the Goodyear Stitching Machine with all its improvements, including a new style steam generator which uses gas or gasoline for generating the steam, and operates automatically, thereby insuring a uniform heat for keeping the wax in proper condition and requiring little attention from the operator. The Edge Trimming Machine has the new feature of the two shafts being operated by a single belt, and the cutter grinder is attached directly to the main shaft. This arrangement gives better results with less power.

The Buffing and Scouring Machine has a shaft 57 inches long and carries the following equipment:—

- | | |
|--|------------------------------|
| 2 Split Bottom Buffing Rolls | 1 Heel Breast Scouring Wheel |
| 2 Flat X-Ray Heel Scouring Wheels | 1 Pin Wheel Pad complete |
| 2 "C" Shape X-Ray Heel Scouring Wheels | |

A powerful Blower System removes the dust resulting from the trimming, buffing and scouring operations, and is designed to overcome certain objectionable features of other blowers.

The Finishing Machine has a 78 inch shaft which has all the necessary equipment for black or russet work:—

- | | |
|--|-------------------------|
| 2 Corrugated Rubber Shank Finishing Wheels | 2 Heel Brushes |
| 1 Corrugated Rubber Heel Finishing Wheel | 1 Stitch Cleaning Brush |
| 1 Corrugated Rubber Bottom Finishing Roll | 1 Levelling Roll |
| 2 Shank and Bottom Brushes | 1 Bead and Wheel |

At the end of the Outfit is the Oscillating Edge Setting Machine which is fitted with union irons and in its motions duplicates hand workmen with quicker and better results.

Each of the machines is operated independently by a friction drive pulley, so that it is necessary to use only those machines which the operator may require. This feature means a saving of power.

All the machines are firmly mounted on legs and driven by a countershaft with carefully adjusted bearings, so that the Outfit runs with very little vibration, and is in every way most efficient.

Full information furnished promptly on request.

United Shoe Machinery Company of Canada

MONTREAL, QUE.

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC



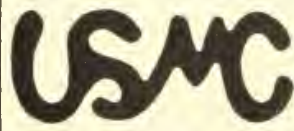
OUR POSTER FOR 1913

Now being shown on the billboards throughout Canada. Should you not be pushing a line that is advertised and well known?

The Nugget Polish Co. Limited

9, 11 and 13 Davenport Road

Toronto, Ont.



**We Can
Supply Anything
From a Tack
To a Full Factory
Equipment**

If there is anything
you want, write us

United Shoe Machinery Company of Canada

MONTREAL, QUE.

Toronto

Quebec



Patent Leather

The very finest raw material procurable, the most modern equipment in the British Empire—these features coupled with our long experience have put A. R. C. Brand Patent Leather high above all others.

For Patent Footwear the maker who appreciates genuine merit will cut from soft, pliable A. R. C. Brand Patent Leather.

Get our prices and particulars

A. R. Clarke & Co.

Limited

Toronto

-

Montreal



Footwear In Canada



Sorting Orders
Given Careful Consideration



Be prepared for the holiday rush on *Tennis Shoes* by stocking the celebrated lines of

Miner Tennis

MINER
EANS
MERIT

sold by

Jackson & Savage
MONTREAL

R. B. Griffith & Co.
HAMILTON

J. M. Humphrey & Co.
ST. JOHN, N. B.

Coates, Burns & Wanless
LONDON

Blachford, Davies & Co., Ltd.
TORONTO

Dowling & Greelman
BRANDON, MAN.

The William A. Marsh Company Western Limited
WINNIPEG CALGARY EDMONTON

The Miner Rubber Co., Limited

GRANBY

MONTREAL

TORONTO

QUEBEC

See other advertisement page 8

REPAIRUS

TRADE
MARK

Has The Call For
Russia Calf Repairer

Mr. Retailer!

It will pay you to get the best

**A Shoe Polish and
Repairer Combined**

All the best jobbers have it

Made also for factory trade in 250 different shades
of tan, so you can have any shade that suits your taste.

Geo. J. Kelly Company

596 Washington Street

- Lynn, Mass.

"The Most Original Line"

Send for a complete catalog—it's free for the asking.

Ralston

SHOES FOR MEN

Style



STOCK No. 234

Barnet Leather Co.'s Tan Russian
Calf, Vandi Button Oxford, Houn'
Dawg Last, Military Heel. Single
Sole. Sizes 5 to 11. Widths B to E.

Price \$3.00.

IN STOCK—NO PRICE STAMP.

Quality

Fit

If you want a great big broad-gauged proposition in American shoes, look into what Ralstons have to offer.

Our Canadian business has doubled during the past season—there's a reason and you as a shoe dealer, alive to opportunities, should learn what it is. We'd like to have a chance to tell you.

Our Stock Department carrying a line of 46 up-to-the-minute styles is ready to supply your sizing in wants at once. This would be a good way also to try out the shoes and learn what we will do for you in the way of pushing sales.

CHURCHILL & ALDEN COMPANY

(Ralston Health Shoemakers)

CAMPELLO (Brockton), MASS.



The Popular Rideau



RIDEAU

shoes are strictly high class footwear made in the very latest styles for men and women.

Some new and dressy lasts are included in our range of fall styles

When the Rideau traveller calls, inspect his samples and give him an order — prompt shipments — superb goods and increased sales will be your result.



Instantly popular with all who see it because of its smart style and excellent finish.

Always popular with those who wear it

because of its good fit, flexibility and

general comfort. Popular with

the shoeman because it always

satisfies his customers and

nets the retailer a good

profit.



Rideau Shoe Co.

Montreal, Que.





Patent Leather Button Boot, Black Cloth Top, Goodyear Welt, 4 1/4 Last, 1 5/8 Heel.
F 8004 price \$2.60.

SNAP

Send for Catalogue

WE don't pretend to have a "corner" in the qualities that make women's footwear saleable and profitable, but we do *insist* that we *have* these qualities in a very large measure.



Black Imported Suede Button Boot, Goodyear Welt, 4 1/4 Last, 1 5/8 Heel.
F 9526 price \$3.00.

LOOKS

"John Strootman Shoe Co."
Buffalo, N.Y.

QUALITY



Patent Leather Button Boot—Dull Top, large buttons, Goodyear Welt, 10 1/2 Last, 1 1/8 Heel.
F 8001 price \$4.00.

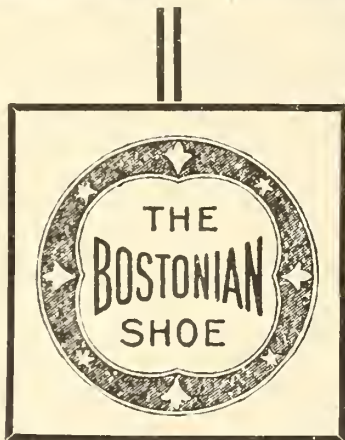
BUYERS who appreciate simple, pure, old-fashioned honesty in shoemaking, with ALL the up-to-now qualities that make for progress and profits, will find that this line *fills the gap*.

You can bank on
Strootman Shoes
to hold your trade.

DEPENDABILITY



Gun Metal Button Boot, Goodyear Welt, 10 1/2 Last, 1 1/8 Heel.
F 8206 price \$2.60.



Missing

No Need to My In Stock

Because you have not the stock is no real reason for letting a lot of good trade get past you. My in stock department is maintained to meet all emergencies of short stock. Write or telegraph or phone to me a list of the goods you need and I will ship them to you promptly. I have all the new and popular lasts in a complete stock of Oxfords, Pumps, Canvas and light weight shoes.

My rubbers are all of proven quality and will give your customers unfailing good service and will net you a good

James

Montreal

Sales?

You Use Department

profit. My brands are the famous Dainty Mode, Royal Brand, Kant Krack, and Bull Dog.

My shoes are the good selling Bostonian. They have smart style, are good fitters and may be had for men and women.

Men's in Goodyear Welts only, 6 different lasts.

Women's in Goodyear and fine McKay, 4 lasts.

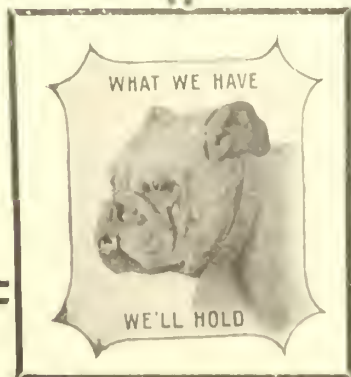
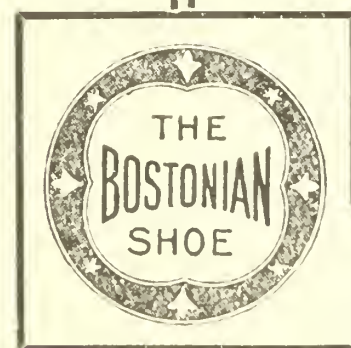
In Velour, Calf, Tan, Gunmetal and patent.

Robinson

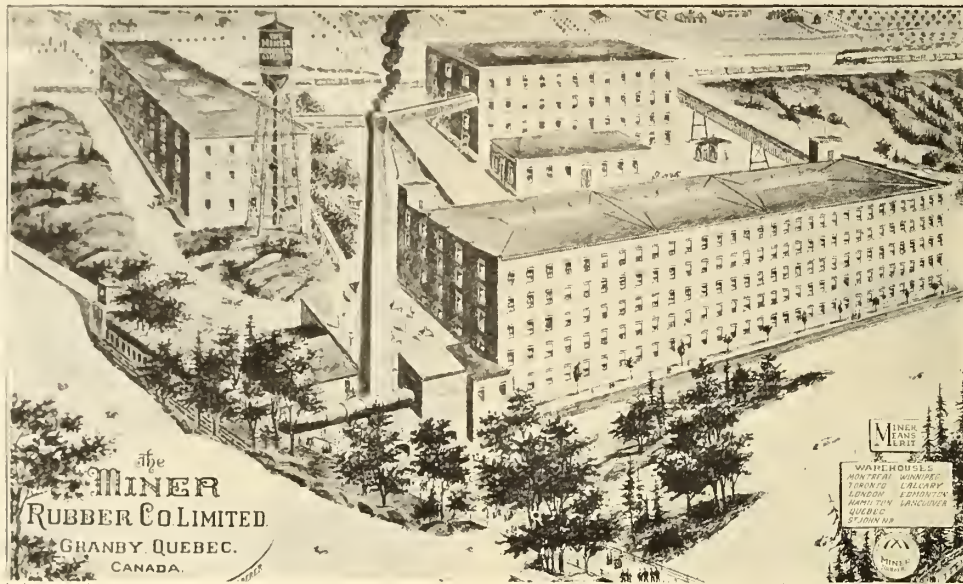
uebec



JAMES ROBINSON



Sorting Orders



Yachting Balmoral



Sporting Balmoral



Yachting Oxford

Quick shipments can be made on all sorting orders as we carry a complete stock of all lines.

Send us your orders.



Sporting Oxford

The Miner Rubber Co., Limited

Granby

Montreal

Toronto

Quebec

See front cover for list of selling agencies



These Labels on Shoes

Bring More Sales



The advantage of a label on shoes is seen from the increasing demand all over Canada for The Doctors and The Professors Shoes.

Customers look for the name of the manufacturer and when they see the Doctors or Professors label they know the shoe on which it is stamped is a high-class-strongly made article.

These shoes embodying a patented waterproof non-perspiro principle, make the shoe hygienic, healthy, dry and comfortable.

There is a large demand for Tebbutt's shoes and only a Tebbutt shoe can satisfy that demand.

Are you catering to your customers specific wants?

Ask your jobber to show you the Tebbutt range—examine them for yourself. Every line a trade winner.

Tebbutt Shoe & Leather Co., Ltd.

Three Rivers, Quebec

Doctors
ANTI-SEPTIC
SHOE
NON
PERSPIRO
PAT 1906 1909

*THE
Professor*
PAT. N^o. 119409
GOLD CROSS
SHOE



"Paris"



"Paris"

Footwear Popularity

"PARIS" Shoes enjoy widespread popularity because of their excellence of style, fine quality of leather and because they are up-to-the-minute in style and shape. For a dainty shoe for high-class trade there is no better buy than the "Paris."

"ROCKBOTTOM" Shoes are likewise popular with the class of people for whom they are made—the workingman. They are strong, substantially built solid leather shoes and always give excellent wear under the most adverse conditions.

Shall we have our traveller call?

Daoust Lalonde & Co.

Montreal, Que.



RICE & HUTCHINS
 WORLD SHOEMAKERS
 FOR THE WHOLE FAMILY

1866

When You Were A Boy

Rice & Hutchins were making shoes; they made them so well that today they have eight shoe factories, two tanneries, and nine wholesale distributing houses in the United States, besides a stock in London and one in Berlin, to supply the world-wide demand for Rice & Hutchins Shoes. The reputation of Rice & Hutchins thus is based upon a half-century of "tried and true" quality.

For the convenience of Western Canadian merchants, the New-England-made shoes of Rice & Hutchins are carried in Winnipeg,— on your own side of the boundary line. This offers you a wonderful opportunity to get EDUCATORS and ALL AMERICAS just when you want them. Drop a line to these salesmen :

BERNARD STEDMAN ; MILLS C. SIMPSON
 at the address below.



Man's
 EDUCATOR
 "Room for Five
 Toes."

Western Shoe Distributing Co.

719 Main Street, WINNIPEG, CANADA

1913



EDUCATOR
 SHOE 





Corbeil Shoe Service



Corbeil shoes have been manufactured, marketed and making good for over forty years. Such a record must prove that Corbeil shoes are decidedly superior quality footwear.

They are made in a variety of popular shapes and styles to retail from \$3.50 to \$5.00.

Corbeil travellers are now on the road with fall samples—look over the Corbeil line and let your verdict be an order.



Corbeil Limited

71-79 St. Paul St.

Montreal

P. Q.



A Leading Oxford



Beresford



**Minister Myles
Shoe Co., Limited**

Toronto, Canada

What About

**In the Fall
of 1912**

The manufacturers of Essex Rubber Soles and Heels realized that they would be called upon to deliver two or three times the quantity of goods required during the previous season, and did produce the quantity planned.

**In the Spring
of 1913**

The Essex Rubber Company found that the Shoe Factories had underestimated their requirements, with the result that many shoe manufacturers were disappointed in not being able to secure all the Essex Soles they required.

**At the
Present Time**

The Essex Rubber Company announces that it has placed itself in position to deliver Essex Soles the coming season, of the same sturdy quality as heretofore, and in sufficient quantities to meet any emergency that can reasonably be expected to arise. We believe we have a more accurate measure of the kind of rubber that should be used on a shoe than any other manufacturer.



Essex Rubber

Principal Offices and

Farnsworth, Hoyt & Co., 58 Lincoln St.

Rubber Soles?

Past Experience

Shoe manufacturers should hark back to a period ten years ago—a period during which the Rubber Sole Shoe business was ruined by the use of Rubber Soles manufactured by people without knowledge of shoe making requirements. The Essex Rubber Company is largely responsible for the present successful manufacture of Rubber Sole Shoes.

BECAUSE

It has made 75 per cent of the Soles used during the period that has marked the extraordinary growth of that industry.

The Manufacturer

has found that Essex Soles and Heels are uniformly dependable.

Styles

The extensive and varied equipment of the Essex factory makes possible the production of every shape, thickness and style of Rubber Sole or Heel possible to utilize in the manufacture of the numerous distinctive rubber-soled shoes now being manufactured for the trade.

The Shoe Retailer

Many shoe retailers are calling the attention of their customers with pride to the fact that the shoes they sell bear Essex Rubber Soles and Heels. Such assurance could only evolve from many seasons of successful experience.

A Suggestion

Arrange now to use Essex Soles and Heels during the coming season.

Company, Inc.

actory, Trenton, N.J.

oston, *New England Distributors*



Ask Your Canadian Jobber to Show You Both of These

Dunn & McCarthy's

(Auburn & Binghamton, N.Y.)

**Stylish - Solid - Dependable
Shoes for Women**

15,000 pairs per day

McKays & Welts.

42 years in business.

All the styles and equal wear
value of the higher priced lines.

The Hazzard

(Boston Mass.) Up-to-date

**Snappy Welt
Shoes for Men**

6,000 pairs per day

A to E widths.

All shapes and styles of wear
value shoes.

N. B. *Either or both of these lines will add to your profits and boost your sales. They are strong on style and snap. See them.*



Charles E. Slater

Special Sales Agent for Canada

60 South Street, cor. Essex,

Boston, Mass.

The E. T. Bank Bldg., Montreal, Que.

(My Boston Headquarters—right in the Shoe District—a stones throw from the South Station and the Hotel Essex—at the corner of Essex and South Streets—are at the disposal of the trade. Make them YOUR headquarters—when in Boston.)



Fire Notice!

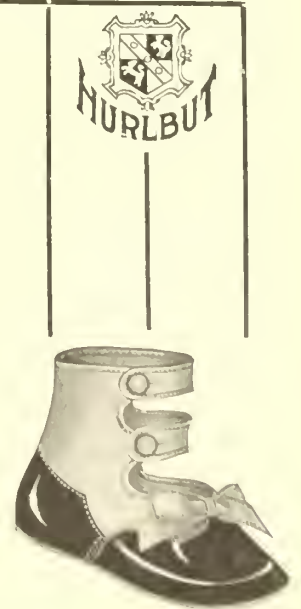
Our recent bad fire will not prevent us attending to the needs of our customers as heretofore.

We are using the opportunity to make our plant bigger and better than ever.

WICKETT & CRAIG, LTD.
Toronto, Ont.



so-cosy
TRADE MARK
Shoes for Baby



WHY take risks when you can just as well "play safe"? "You can pick a 100 per cent. sure success from our range of five hundred styles of so-cosy shoes. Why not "play safe?" with the "Mothers Trade" by stocking up with *Infant's soft soles that attract trade.*

Sustain your reputation and increase the profits of your Findings department by selling so-cosy shoes for Baby. *Your Jobber has them.*

THE HURLBUT CO. LIMITED
PRESTON, CANADA



Warm-Season Footwear

Right at the Door of Every Retailer

A complete range of all lines in WHITE GOODS including Women's high button boots and pumps in WHITE NUBUCK and WHITE CANVAS, also Misses', Children's and Infants' WHITE CANVAS button boots and ankle strap pumps, Men's WHITE CANVAS Bluchers, Bals and Oxfords in Goodyear Welts and McKay Sewn. Men's, Youths', Boys' and Little Gents' CANVAS Blucher, Nailed Soles. Women's, Misses' and Children's BAREFOOT SANDALS. Women's TAN CALF, PATENT, and GUN METAL Button Oxfords, Pumps and Colonial Buckle Shoes. Men's TAN CALF, PATENT and GUN METAL four button and Blucher Oxfords.

The Goods You Want, Just When You Want Them!

Our mail order department has proved to many of our customers, that for reliability it is unsurpassed.

A department which puts the retailer in close touch with the best values obtainable from the most celebrated American and European manufacturers.

All our lines are very carefully selected so as to combine good wearing quality with style, giving the buyer the choice of the season's range.

It means added profits to be able to secure during this summer selling season the goods you want, just when you want them.

The Imperial Shoe

Made in all fine leathers, Goodyear Welts and McKay sewn.

Beau Brummel

Superior quality Goodyear Welts—All with last minute touch.

Maple Leaf Brand

Solid Leather working shoes, every pair guaranteed.

WRITE US

Our representative covering your district will be pleased to call on you.

Beaver Brand

An extra fine line of Men's Goodyear Welts.

Little Canadian

Misses' and Children's fine Shoes.

Agents for Ontario for the famous WITCH ELK Sporting and Hunting Boots.

Dainty Mode
Kant Krack

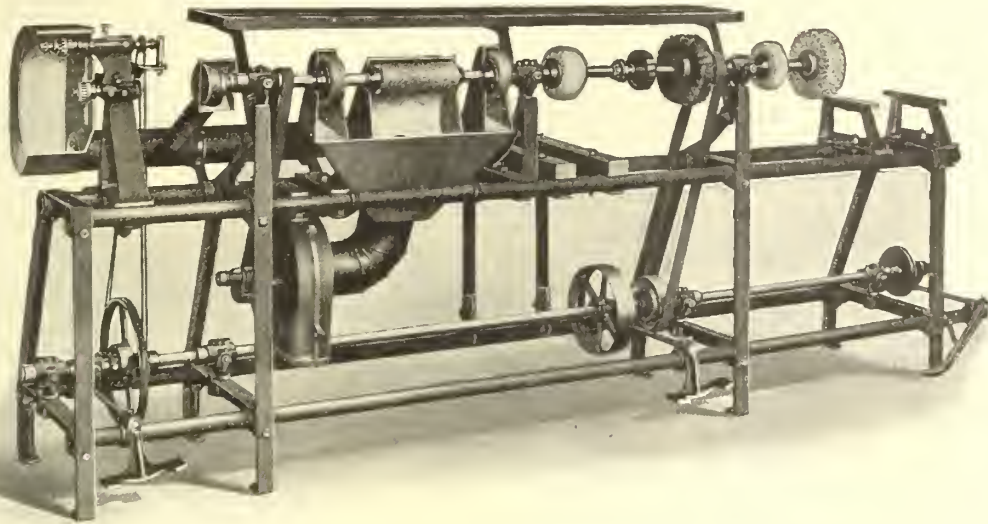
Rubbers

Bull Dog
Royal

McLaren & Dallas
Toronto

A Progressive Finisher Soon Pays for Itself

SEND FOR CATALOG M



A Progressive Finishing Machine soon pays for itself in the increased business and profits it brings to your shop. It enables you to do better work and more of it.

You can start with any size Progressive Finisher you want and add to it as your needs increase. You simply add the new sections and equipment without throwing away any of the original machine.

Progressive Machines are giving the best of service in shoe repair shops west, east, north, and south.

Sold on the payment plan or for cash.

SEND FOR CATALOG M

PROGRESSIVE SHOE MACHINERY CO., MINNEAPOLIS MINN. U.S.A.

The Best Shoe Finishing Machinery Manufactured.

The Customer's Request for the "Same Kind as Last" Shoe Is a Preston Shoe Wearer's Habit.

New lasts and Patterns, embodying the final say-so in shoe-shapes and designs have been adopted. Made of all Solid Leather by experienced operators.



Home of the Preston Shoe

A long line a fine selection of styles and prices to fit your needs, in Men's, Women's, Boys' and Big Girls' McKay Footwear.

THE SOLID LEATHER SHOE CO., Limited

PRESTON — ONTARIO

F. P. BAKER, Representative in Ontario, West and North
MARTINEAU BROS., Representatives in Montreal,
Montreal and Quebec.

J. M. REDMOND, Representative in Ontario, East
and North
WM. LESLIE, Representative North West Territories

IN-STOCK

IN-STOCK

COLONIALS

‘On A Last That Fits’—————‘On A Last That Fits’

5 Classy “Tango Pump” Creations 5

SELLING — SENSATIONALLY — FROM — STOCK

READY TO GO NOW

Knowing retailers look to us to always be first in the field with the most wanted footwear of the hour, and since our first Colonial In-Stock Notice,

Thousands of pairs have gone to the trade

They Come In

Patent Colt,

Gun Metal,

White Buck,

White Canvas,

Black Satin

Faced Fabric

Beautiful Cut Steel Ornaments



Beautiful

Cut Steel Ornamented

Colonials in

Patent Colt,

Gun Metal,

White Canvas,

White Buck,

and Guaranteed Black Satin

Faced Fabric

THE “TANGO”

LOT B407½
Patent Colt Colonials,
Cut Steel Ornaments
\$2.35

LOT B071½
Gun Metal Colonials,
Cut Steel Ornaments
\$2.35

LOT B0841
Black Satin Faced Fabric
(Guaranteed)
\$2.25

LOT B092½
White Buck Colonials,
Cut Steel Ornaments
\$2.35

LOT B091½
White Canvas Colonials,
Cut Steel Ornament
\$2.10

CARRIED IN WIDTHS A to D. SIZES 2½ to 7

*Nothing to it but “COLONIALS”! The Trade all say so, and Everybody says:
“They are the one safe bet for the next sixty days.”*

Rush your order to us and we’ll rush the “Colonials” to you

N. B.—Same items can be had in Pumps with Plain Grosgrain Ribbon Bows at ten cents the pair less

The Menihan Company

INSTANTANEOUS
IN-STOCK DEPT.

ROCHESTER, N. Y.

“Fleet of Foot Shippers Eager to Serve”

IN STOCK

Ready for Shipment



No. 944—Cloth Top. Patent Button Boot. Tip. Medium Welt. High Heel. "Plaza" last. Sizes 2½ to 7. Widths A to D \$2.60.



No. 705—Patent Leather Welt Pump. Medium Sole. Low Heel. Leather Bow. "Cute" last. Sizes 2½ to 7. Widths A to D—\$2.25. Same in Colonial at \$2.35.



No. 946—Black Cloth Top. Gun Metal Button Boot. Tip. Heavy Welt Sole. Medium Heel. "Plaza" last. Sizes 2½ to 7. Widths A to D. \$2.60.



No. 736—Black Satin Pump. Light Welt Sole. Cuban heel. Ae-ro last. \$2.25. Same in Colonial \$2.35.



No. 735—Gun Metal, Blucher, Heavy Welt Oxford, on our "Hiker" last. \$2.25.



No. R703—Gun Metal. Welt Pump. Medium Sole. Cuban Heel. "Ae-ro" last. Leather Bow. \$2.25. Same Pump in Colonial at \$2.35.

*An assortment of quality profit getters that mean business.
Keep your shelves filled from our Stock Department.*

MOORE-SHAFER SHOE MFG. CO.

Factory—BROCKPORT, N.Y. (30 Minutes from Rochester)

L. B. SHAFER—Canadian Salesman.

Sunlight

New Styles



FOR fall trade we are showing some particularly attractive new models—smart, dressy and well made footwear that will pile up your sales in a surprising manner.

Sunlight shoes are a new product on the market and have met with wide popularity in every part of the country, because of their good style and excellent finish.



SUNLIGHT Shoes are made in a large variety of styles for women, misses, children, boys, youths and men. They include black, tan and patent leather models.

Ask our traveller to call with Fall samples — stock Sunlight shoes and your share of the profitable fall trade will be assured.

The
Sunlight Shoe Co.

Montreal, Que.



The Aylmer Shoe of Quality

A Leader In Men's Welt Shoes

Workmanship and Design Unexcelled

AYLMER Shoes are manufactured under the most up-to-date conditions. Modern machinery, expert operators, best of leather and findings are used to make this High Grade Shoe. A shoe made to give the greatest comfort to the wearer.

Quality higher than Price. Careful consideration given rush orders. Shipments made promptly. Every shoe branded to assure the buyer of a high grade shoe.

Designs for Spring 1914 now being prepared. Keep in touch with us.

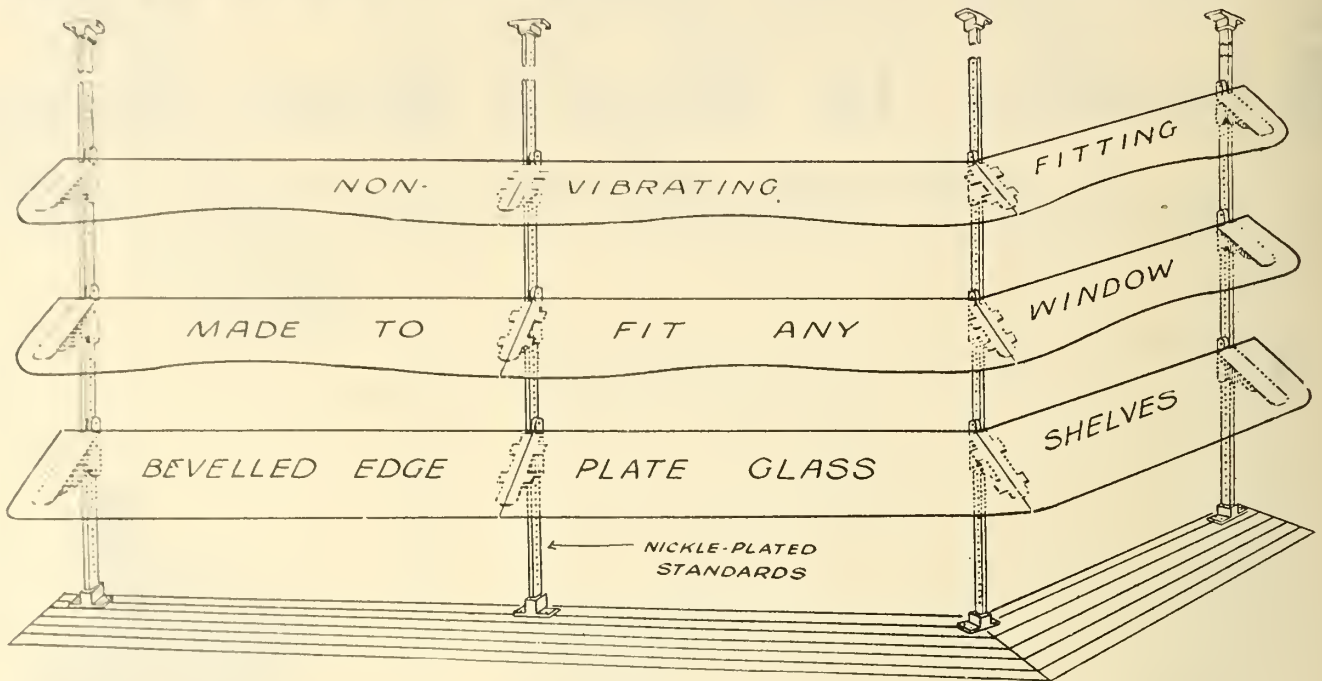


The Aylmer Shoe Co., Limited

Aylmer - Ontario

The Aylmer Shoe of Quality

The Brantford Showall Window Fitting Co.



The Display Fitting for Shoe Merchants and Others

Does not become stale. Always clean and bright. Does not obstruct light from interior of store. Enables you to show three times as many shoes to a better advantage without crowding. Write now for measurement forms and prices.

Mail office—67 William St., Brantford.

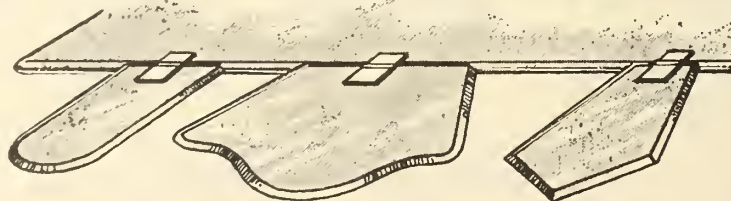
Where this Fixture is Installed and May Now Be Seen:

Mr. A. N. Pequegnat, Jeweller	Brantford	Messrs. W. J. Wray & Company, Jewellers	London
Messrs. Ludlow Bros., Shoe Merchants	Brantford	Messrs. J. P. Cook & Company, Shoe Merchants	London
Mr. Fred Harp, Grocer	Brantford	Messrs. Anderson & Nelles, Druggists	London
Mr. D. Jolly, Tobacconist	Brantford	Mr. L. W. Thomas, Jeweller	London
Hamel's Cigar Store	Brantford	Mr. Summer, Druggist	London
G. H. Cartwright, Jeweller	Brantford	Messrs. Purdon Hardware Company	London
G. Patterson, Grocer	Brantford	Johnston Murray, Shoes, Dundas Street	London
A. Caulbeck, Grocer	Brantford	Rowland Hill, Shoes, Dundas Street	London
Mr. Broadbent, Shoes	Brantford	A. J. Greenwood	St. Catharines
F. Hamels, Cigar Merchant	Brantford	Mr. H. C. Borbridge, Shoes	St. Thomas
Messrs. H. C. Clark Co., Shoe Merchants	Dundas	R. W. McQueen, Tobacconist	St. Thomas
Mr. W. H. Brigham, Shoe Merchant	Chesley	Mr. T. J. Ryan, Druggist	Stratford
Messrs. W. Attwood & Sons, Jewellers	Hamilton	The Barnsdale Supply Co., Druggist and Grocer	Stratford
Mr. A. Juddleson, Shoe Merchant	Hamilton	Mr. H. Hutson, Shoe Merchant	Tavistock
Mr. G. E. Farrier, Barton Street	Hamilton	McCullough & Co., Shoe Merchants, College Street	Toronto
Mr. E. Springstead, Jeweller	Hamilton	National Sporting Goods Co., Limited, Yonge Street	Toronto
Mr. J. H. Hodgson, Shoe Merchant	Hamilton	A. Levy, Shoe Merchant, Yonge Street	Toronto
Mr. A. Wilson, Stationer	Hamilton	I. Brotherton, Sporting Shoes, Yonge Street West	Toronto
Mr. J. A. Barr, Druggist	Hamilton	M. B. Young, Shoe Merchant, Bloor Street West	Toronto
Mr. G. J. Clayton, Shoe Merchant	Hamilton	St. Leger Shoe Co., Limited, 542 Queen St. W.	Toronto
The Alexander Hardware Company	Hamilton	C. C. Allan, Shoe Merchant, Queen Street West	Toronto
Elizabeth Hollingsworth, Tobacconist	Hamilton	G. Tamblin, Druggist, Yonge St. and branches	Toronto
Mr. F. H. Skerrett, Sporting Goods	Hamilton	Borsherton Shoes, 2nd window	Toronto
Mr. Kent Carvin, Hardware	Hamilton	Tamblin, Druggist, Queen Street	Toronto
Mr. C. Robins, Tobacconist	Hamilton	St. Leger Shoe Company, 484 Queen Street West	Toronto
Mr. A. E. Rea, Shoe Merchant	Hamilton	St. Leger Shoe Company, 1218 Bloor Street West	Toronto
Mr. F. W. Mills, Druggist	Hamilton	F. H. Caber, Shoes, Queen Street	Toronto
Messrs. Cloke & Sons, Stationers	Hamilton	United Cigar Company, Limited, Yonge Street	Toronto
Clarke & Sons, Book Sellers	Hamilton	G. Tamblin, Druggist, Queen & McDonnell Ave.	Toronto
Parke & Parke, Druggists	Hamilton	C. Tilley, Shoes, Richmond Street	Toronto
R. C. Inkoter, Jeweller	Hamilton	Mr. A. G. Gahagan, Shoe Merchant	Woodstock
Messrs. Parke & Parke, Druggist	Hamilton	C. Hickey	Welland

Lowest prices on all kinds of Shoe Rests and Stands. Quote number when ordering.



No. 101—Can be used as heel rest or ticket stand. Made in height 4, 6, 8, 10 and 12 inches.



No. 116—Shelf Extensions, to fit on plate glass shelves. All cuts shown illustrate Nickel Plated Goods



No. 101—Holds shoe at angle desired. Made in 3, 5 and 7 inches.

Are You Satisfied With Your Sporting Shoe Trade?

What are you doing to get full profit on Tennis shoes during the heavy selling season now on?

Possibly you are not handling the right brand of sporting shoes, or your stock may be badly assorted.

Centralize your efforts on one good line—that you can back up with your whole faith—then keep your stock well sized.

“FLEET-FOOT” Best Quality Sporting Shoes

will build up your trade and increase the prestige of your store.

“FLEET-FOOT” Brand has won out on quality, and we are prepared to give you the best service that you have ever had.

Send in your sizing order to our nearest branch—just say when to ship, and depend on us.

Remember, we are helping to boost your sales with goods that sell on proven merit, and by creating a demand through vigorous advertising campaigns in your locality.

Canadian Consolidated Rubber Co., Limited

SALES BRANCHES:

ST. JOHN, Halifax, Sydney, Yarmouth, Pictou, Moncton, Charlottetown, MONTREAL, Quebec, Granby, Ottawa, Kingston, TORONTO, Belleville, Hamilton, Brantford, London, Port Dalhousie, WINNIPEG, Regina, Saskatoon, Calgary, Edmonton, VANCOUVER, Victoria.

The best shoes ever offered for the price are shown in the New illustrated Catalogue of the Slater Shoe Company, Limited

A COMPLETE loose-leaf catalogue showing the entire line of Slater shoes is the latest improvement in the Slater Service.

An "In-Stock" list is also being produced which will contain particulars of footwear that is on the floor ready for immediate shipment.

With these new publications the matter of ordering shoes will be greatly facilitated and prompt shipments will always be made.

Have your name placed on our list.



Slater Shoe Company, Limited
MONTREAL, QUE.

Don't be Short on Trunks and Bags

For the Holiday Season

Hot weather will cause many to travel

Our B. T. & B. Baggage is proving to the travelling public that only the highest grade materials are used in the construction of the solid looking and stylish Trunks and Bags made by experienced workmen in our own factory.

Quick shipments can be made if you order at once.

Wire, Phone or Write.



Our product is one of genuine merit and one that it will pay any retailer to sell.

Our stock department at Berlin is always complete and orders will receive immediate attention.

Selling Agencies

C. H. Griffiths & Co., Calgary, Alta.
Thos. J. Spence, 559 Banning Ave., Winnipeg, Man.
H. T. Johnson, 253 St. James St., Montreal, Que.
Harry S. Magee, St. John, N.B.

Berlin Trunk & Bag Co., Limited

BERLIN, ONTARIO

P. J. Harney Shoe Company

Lynn, Mass., U. S. A.

are carrying these Women's Fine Goodyear Welt
SHOES IN STOCK
 ready for immediate delivery



ORDER BY STYLE NUMBER

Style No. 806	Tan Russia Calf	Button Boot	44 last, 15/8 heel, Price \$2.60
900	Cloth Top Patent Colt	" "	2.25
923	" Gun Metal	" "	" "
940	Mat. " Patent Colt	" "	" "
941	" Gun Metal	" "	" "
954	Gun Metal	3 Eyelet Sailor Tie	33 " 14/8 " " "
955	Tan Russ. Calf	" " " "	" " 15/8 " " "
960	Patent Colt	" " " "	99 " " " " "
962	White Nubuck Seamless Pump	" " " "	67 " 14/8 " " "
963	Gun Metal	" " " "	" " " " " "
964	" " " "	" " " "	84 " 12/8 " " "
966	Mat. Top Patent Colt	Button Oxford	44 " 15/8 " " "
967	" Gun Metal	" " " "	" " " " " "

Styles and values that cannot be excelled—
 all are seasonable goods

Mail your orders to the P. J. HARNEY SHOE CO., Lynn, Mass., U. S. A.

Ames-Holden Shoes

McCready Shoes

Latest Styles for The Summer Trade

Up-to-the-minute Styles in Men's and Women's Shoes and Oxfords for immediate wear that will start your Summer Trade off with a rush and will afford a wide range of profit on every Sale.



Men's Tan Calf Button, low broad heel, a recede toe, whole vamp, fancy perforated quarter and toe-cap.

These are the styles you need to give a fresh snap to your summer showing —shoes that will draw your men's trade and sell right with every customer.

Attractive and pleasing shoes for women. Right in the height of fashion and with a smartness that will catch on and will make quick sales.

Samples sent on request —or order direct from Catalogue.



Women's gun metal, fabric top, 14 button, three-quarters vamp, medium toe and heel.

Your order will be Shipped Complete Twenty-four Hours after its Receipt.

Ames Holden McCready, Limited
TORONTO

Montreal St. John Toronto Winnipeg Calgary Edmonton Vancouver

Wearers Everywhere Endorse



Send Us Your Sporting Orders

The people who wear sporting shoes and who have made a careful comparison with other lines, are unanimous in their approval of "FLEET-FOOT" as the one best sporting shoe.

From the selection of the materials to the finished shoe, every operation is performed by experts who concentrate their efforts day after day throughout the whole year to build a shoe that is better.

That is why the demand for "FLEET-FOOT" Brand is going ahead by leaps and bounds. The people are entitled to 100% of worth in all they purchase — and they get it, when they ask for "FLEET-FOOT" Brand.

With Good Quality, Perfect Service and Persistent Advertising, we are helping you to a bigger and a better sporting shoe trade.

Canadian Consolidated Rubber Co., Limited

SALES BRANCHES:

ST. JOHN, Halifax, Sydney, Yarmouth, Pictou, Moncton, Charlottetown, MONTREAL, Quebec, Granby, Ottawa, Kingston, TORONTO, Belleville, Hamilton, Brantford, London, Port Dalhousie, WINNIPEG, Regina, Saskatoon, Calgary, Edmonton, VANCOUVER, Victoria.

Footwear

in Canada

A Journal of its Findings, Making and Sale.
Published for the Good of the
Trade by

HUGH C. MACLEAN, LIMITED

HUGH C. MacLEAN, Winnipeg, President.
THOMAS S. YOUNG, General Manager.

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WINNIPEG - Telephone Garry 856 - 404 Travellers' Bldg.
VANCOUVER - Tel. Seymour 2013 - Hutchison Block
NEW YORK - Telephone 3108 Beekman - 931 Tribune Bldg.
BOSTON - - - Main 1024 - - - 643 Old South Building
CHICAGO - Tel. Randolph 6018 - 659 Peoples Gas Bldg.
LONDON, ENG. - - - - - 3 Regent St., S.W.

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Vol. 3 July, 1913 No. 7

What is Your Time Worth?

A travelling salesman called upon a retail shoe dealer recently and was informed by the clerk, who was engaged with a customer, that the proprietor was busy in the rear of the store. The salesman found the merchant tinkering at a table. After watching the operation for a few minutes, the former winked at the clerk and said in a tone loud enough for the dealer to hear, "There is a chance for a good man to get a place as manager of a big new shoe store opening in _____ . They will pay \$150 a month to the right man, and I should like to find someone I could put them in touch with for they are good customers of our firm."

"Say, that listens good to me," said the dealer looking up from the table, "I have a rotten time here for lack of working capital and I might make a change if I could get a place like that."

"Do you consider yourself a \$150 man?" asked the traveller.

"I certainly do," said the dealer, drawing himself up and throwing out his chest.

"Well you won't do at all then," said the salesman, "for that company won't stand for a manager who would be paid \$150 a month patching up a second-hand table while a \$40 clerk was in the store trying to swing a hard customer."

In telling about this the travelling salesman said

that he had been in many stores where the proprietor was doing roustabout work to keep expensive clerks from doing it. If he had been asked why he was doing it he would probably have said that he could not afford to put clerks at such work, never stopping to figure what his own time should be worth.

* * *

The Value of Advertising

The value and necessity of advertising is appreciated by all progressive, modern business institutions, although it is difficult, nay, impossible to gauge accurately its productiveness. It is, however, an established fact that well planned and skillful advertising always pays. The non-progressive merchant who considers it waste of good money to advertise is the one that goes to the wall in these hustling days of competition, but we have yet to learn of a single case where a firm went under through advertising, although we know many fortunes that have been founded in this way.

Advertising is necessary to selling and we think we would be justified in making the assertion that nothing is sold without its being advertised in some form or other. Publicity is essential to success in modern business and the right kind of advertising always attracts attention. As an instance in point we might mention a small paragraph which appeared in the June issue of Footwear in Canada announcing that a knit slipper with a leather counter was being put on the market. This was simply a news item, but nevertheless it was good publicity and advertising for the firm producing this slipper, as is proved by the following letter.

Edmonton, Alta., June 16, 1913.

Dear Sir:—

In June "Footwear," page 38, there appears a short paragraph referring to knit slippers with leather counters. It may seem strange but I have not had one traveller show a knit slipper for next season, and I want one. Will you kindly advise me where I can get this knit slipper you refer to, or any other reliable line. Can you recommend a good reliable foot power button fastening machine other than the "Peninsular?"

Thanking you in advance for this information, and congratulating you on giving the trade one of the finest shoe journals published, I am,

Yours very truly,

F. W. Warren.

Another point we wish to make is that in getting into contact with a prospective purchaser by means of an advertisement you may not only sell him the article advertised, but also may be able to satisfy some of his other wants. Thus in the above letter, though the writer's attention was only attracted by the mention of the knit slipper which he required, he also makes known his want of a button fastening machine

and the jobbing house supplying him with the first item might possibly sell him the second as well.

The possibilities of advertising are illimitable, and if conducted along sane and scientific lines are bound to result in success.

* * *

Spreading Confidence

Confidence is born of knowledge. In that simple fact lies the key to the spreading of confidence among the people who do and who should buy at your store. Let them know more about you.

An excellent plan is to issue a printed circular every once in a while, enclose it in parcels. To reach those who are not customers you may feel that it is worth while using the mails.

Your first circular should contain a clear, frank statement of your principles, aims and ambitions—written to show how these things touch the customer. Don't strive for finished phraseology. Don't use trite, general methods of expression. Write plainly and bluntly in your own natural vein. Impress people with the fact that you are talking—not some strange, stiff, artificial person.

Following circulars should treat varied subjects. If you have made some changes in your stock, tell people so and tell them why. If you have just received a new shipment of something, spread the good news. If a typical incident has occurred, say the winning of a new customer under interesting circumstances, give the facts of the case. If you have been temporarily short of help and deliveries have been suffering accordingly, explain the situation. If for some unavoidable reason you have run completely out of a certain line, describe reasons interestingly and tie a moral to them when possible. Quote a few prices on special lines as a finisher. Ladies are always interested in priced goods.

* * *

Make It Different

One of the most effective things a merchant can do is to make his store different from the others in his town. No matter in what way, so long as the method is not too freakish, a retailer can benefit from changing his exterior, with paint or otherwise, so as to make it "stand out."

Take for example, a street in a town where the stores are painted all colors of the rainbow, a couple of coats of white paint applied from roof to side walk, will give that store the prominence that is desired. Then if the windows are decorated in a way that is different from the methods used by the others, or if the awning is a different color, the prominence obtained at a distance will be made more effective. If there is a hitching rack in front of the store, it also could be painted white. What if it does get dirty? Half an hour, some paint and a little elbow grease applied in the evening will restore the damage done by the straps.

If somebody in your town is doing something that

attracts attention, do not try to imitate him; that is a confession of weakness. Think up something different, even if it is the very opposite to what the other fellow did. Anything that gives the store distinction or that will provoke favorable comment is mighty good advertising.

* * *

Buyer vs. Salesman

The buyer is frequently made the butt of criticism by the travelling salesman. He keeps them waiting too long outside his office or he plays one against the other in his effort to shave the prices, but there is more resentment against the buyer who persists in discrediting the honesty of the salesman. As a matter of fact, the latter average high in sincerity and frankness. They tell the truth about their goods and are disposed to be fair toward competitors. The successful man on the road knows from his own experience and that of his employers that it is poor business to deceive as to quality, or to exaggerate as to advantage in price. The relations of the buyer and salesman are made or marred by the dependability of the salesman. Therefore the buyer who maintains an attitude of distrust quite naturally breeds dislike.

From the standpoint of the proprietor, whom the buyer represents in his relations with the salesman, this policy is wholly unprofitable. A man should be considered honest until he is proved not to be so. Where the general position of the merchant as represented by his purchasing department, is otherwise, that reputation goes abroad until it is general. The freemasonry of the trade is a powerful influence for good or evil.

Twenty centuries of business have honored the infallible Greek proverb, "To Earn More, Learn More."

There is no truer law.

The vital problem with the employer is not—how can I secure richer dividends, but—how can I devise the ideas and plans that will produce them.

And so with the employee, not—how can I scheme to get promotion, but—how can I study to fill it when it comes.

You long for bigger salary, larger profits, greater success.

Then develop bigger ability, larger capacity, greater thought.

No bar and padlock stands between you and the place or opportunity of your ambition. Its door is always open, and you can pass in whenever you will—if you can show the passport of competency.

Success has its price—and you can pay it if you will. But ability is the only coin that passes current in its purchase.

A Well Planned and Managed Shoe Store

Show Windows Well Fitted and Laid Out—Well Lighted and Ventilated—Furnishings Attractive and Convenient

The casual visitor to Vancouver cannot fail to notice the large number of attractive and up to date retail shoe establishments situated at convenient points in the central business sections. This city has the reputation of providing a splendid field for the operations of the retail trade, and the wants of the people are well looked after by thoroughly progressive shoe-men whose stores would bear comparison with those of any city in the Dominion.

One of the best fitted up and managed stores in the down-town shopping district is undoubtedly that of the Wilson Shoe Company, admirably located at 159 Hastings street west. The windows of this establishment are of the converging "V" type, each measuring five feet wide at the front, eight feet at the back, and nine feet in depth. Sliding doors fitted with mirrors to the full height of the windows, provide entrance at the rear. Bevelled plate mirrors are also set in the sides heightening the effect of the pleasing window trim seen on the occasion of a recent visit by a representative of "Footwear." The floors are of hardwood and all goods are displayed on brush brass stands of neat design. The artificial lighting system throughout has few equals in the city. The windows are each lighted with 21-100 candle-power lamps which are so arranged that they will not cast shadows, while the illumination of the interior consists of a row of

five handsomely designed brass chandeliers suspended from the centre of the ceiling, each fixture containing five 100 candle-power lamps. A stretch of frosted glass extending across the front of the store above the window space, admits a volume of daylight, sufficient to brighten the interior from end to end.

The size of the store, exclusive of the windows, is 22 x 90 ft. A large glass show case occupies a space to the left of the entrance. Down the centre of the floor are two rows of fumed oak fitting chairs placed back to back, separating the men's department on the left from the ladies' and children's department. A dark green carpet is spread in front of each row of chairs, and several small mirrors are provided for the convenience of customers. The wrapping and cash desks at the rear occupy a space from the rest of the interior. Above this space is a raised gallery, where the firm's private offices are situated.

All stock in the store is kept in single cartons arranged in tiers according to quality. The firm caters to all classes of customers, carrying a wide range of footwear, from the moderately priced shoe to the most expensive grades sold.

The staff consists of the partners, Messrs. H. C. and M. F. Wilson with two assistants. Two extra hands are required for the Saturday evening "rush" trade.



Front of the Wilson Shoe Store, Vancouver, B.C.

Convention of Superintendents

The accompanying picture was taken at the convention of the superintendents of the Canadian Consolidated Rubber Co., Ltd., which was held at the factory of the Granby Rubber Company, Ltd., Granby, Que., recently. Reading from left to right the names



Superintendents of Canadian Consolidated Rubber Company, at Granby, Que.

are as follows:—Mr. D. A. Fisher, superintendent of the Canadian Consolidated Rubber Co., Ltd., Montreal; Mr. A. D. Weber, General Sales Department, Canadian Consolidated Rubber Company, Limited, Montreal; Mr. John H. Pearce, Sr., general superintendent of the Canadian Consolidated Rubber Company, Limited, Montreal; Mr. Walter R. Legge, secretary-treasurer, of the Granby Rubber Company, Limited, Granby, Que.; Mr. P. Y. Smiley, superintendent of the Merchants Rubber Company, Limited, Berlin, Ont.; Mr. C. K. Hutchinson, of the general superintendent's office, Canadian Consolidated Rubber Company, Limited, Montreal; Mr. F. W. Kramer, superintendent of the Dominion Rubber Company, Limited, St. Jerome, Que.; Mr. John H. Pearce, Jr., superintendent of the Granby Rubber Company, Limited; Mr. I. W. Kuehner, superintendent of the Maple Leaf Rubber Company, Limited, Port Dalhousie, Ont.; Mr. F. R. Fogerty, superintendent of the east factory of the Granby Rubber Company, and Mr. C. S. Johnson, cost clerk of the same company.

The conventions are held monthly at the various mills of the Canadian Consolidated Rubber Company, Limited, and are of great benefit to the superintendents of the factories.

Western Canada Footwear Trade

The volume of boot and shoe business at wholesale in Winnipeg is fairly good. There is a better tone in the trade than previously. The recent improvement in the grain crop outlook has been followed by better conditions in trade. For a time, owing to seeding being a little later than the average, there was some uncertainty, but prospects are now quite encouraging.

Since the beginning of June, sales of footwear at retail have increased considerably, and the sorting business at wholesale has been in larger volume. Special sales have been in evidence in the last few weeks in the cities, and it is understood that stocks at retail are in good shape. In this respect, conditions in cities and larger towns are somewhat more satisfactory than in the smaller places.

Initial fall placing was in satisfactory amount, although it was more conservatively done than at the corresponding time last year. It is the opinion of

leading jobbers that the harvesting of a good, average grain crop would be followed by a brisk trade in fall and winter lines. Although the movement of footwear in the spring was not as brisk as in the spring of 1912, the trade is of the opinion that the aggregate for the year will be a substantial percentage greater than the total of 1912.

It is to be considered that the population of western Canada is growing rapidly each year, and the people must be supplied with footwear, even when some other classes of merchandise can afford to be a little quieter than usual. The principal complaint of the boot and shoe merchants has been, not that conditions have not been better than last year, but that business has not shown the increase to which they had become accustomed in the last few spring seasons.

Concerning collections, the wholesale footwear merchants in Winnipeg have been recently reporting an improvement over previous months. While money in the country is not in free circulation by any means, the retail merchants have been sending in considerable money in small amounts.



In the June Bride window of Messrs. George Gales & Company, Montreal, which we reproduce, flowers are utilized with great effect. The trim is an example of the employment of comparatively few materials in building up an artistic window. The flowers at the sides and at the background are silk-velvet sweet peas, while the large hammered brass vase contains white roses. The bells, which are a particular feature, are made with tassels being used to give the effect of the bells ringing. The holding arm for the bells is of wood, covered with colored confetti. Each bell contains a white frosted lamp. The heart shaped stand in the right-hand corner is constructed of wood, padded with wadding and covered with bright red felt. The rosettes are of chiffon.

The picture, mounted on a card, is called "The Old Clock on the Stairs," and is very appropriate for a June Bride window. The frame for the card is of soft wood painted white. The bottom of the window is covered with Alice Blue felt, and is partly covered with white chiffon. Confetti is liberally distributed over the covering. Evening shoes, street shoes, and a great variety of buckles are shown.

How To Increase The Stock Turnover

Doing Business on a Smaller Stock—Good Stock-Keeping Necessary—Cut Out Slow Sellers—Good Practical Advice

If you buy one pair of shoes for \$3.00 and sell them sometime during the next twelve months for \$4.50, IT MEANS THAT YOUR STOCK TURNS ONCE (not one and one-half times) and you made a gross profit of \$1.50, says the Drygoodsman and General Merchant in a recent issue. If your cost of doing business is 25 per cent on the selling price, it means that you had to pay \$1.12½ to sell the shoes. Your net profit is what is left, or 37½c.

If instead of selling only the one pair in the year you found a buyer at the end of six months and then duplicated your investment and found a second buyer at the end of the second six months, that means YOUR STOCK TURNED TWICE. You sold two pairs of shoes in the year on an investment of only \$3.00 and you made a gross profit of \$3.00, or 100 per cent.

If you had turned your stock four times, your gross profit on a \$3.00 investment would have been \$6.00 or 200 per cent.

Watch Your Stock Turn

A stock turn or turn-over in the shoe department is the most important factor of all. Your net profit, the thing we are all after, depends entirely upon the stock turn. Increase your stock turn only once, and you double or treble your profits. Sometimes it changes a losing department into one of the best paying sections in the store.

What it Means

There are a whole lot of general store merchants and shoe department managers who have only a hazy idea of the real meaning of stock turn-over or how to find it. A very much mistaken idea is to divide last year's business by the January invoice. For example, if the shoe department sales for 1912 were \$20,000 and the stock invoice \$10,000, it is common practice to say that the shoe stock turned twice. This is far from being right. Here is the correct way to find your stock turn:

Divide the average inventory into the cost of the goods sold and not into the sales.

Not the Average Stock Carried

Inventories are usually taken when the stock is at low water mark. The amount of goods on hand June 1st and December 1st will come nearer to being the average amount carried, than at the time of the usual inventory. The cost of the goods sold can be easily found by footing up the amount paid to manufacturers and jobbers.

What the Average Store Does

If yours is an average store, your stock turn-over in the shoe department is less than twice a year. For the sake of round numbers, we'll say that it is twice a year; that your cost of doing business is 23 per cent. on sales; that your margin of profit is 28 per cent. on the selling price; and that the average inventory of your stock is \$2,000. Here, then, is the record of last year's business:

Sales	\$5,555.55
Gross profit (28 per cent.)	1,555.55
Cost of doing business (23 per cent.)	1,277.77
Net profit (5 per cent.)	277.78

More Business with Same Stock

Suppose you had turned this stock just one more time by increasing the business. This would have decreased the percentage of your cost of doing business because you wouldn't have needed any more capital or any more room in which to do business, although it might have been necessary to pay more clerk hire. We will assume, however, that your selling cost was just the same. Here would have been the record:

Sales	\$8,333.33
Gross profit (28 per cent.)	2,333.33
Cost of doing business (23 per cent.)	1,916.66
Net profit (5 per cent.)	416.67

As compared with the \$277.78 made with a two-time stock turn-over, you would have been \$138.89 ahead, which is about 50 per cent. gain.

Same Business With Less Stock

Or suppose that it's impossible to get any more business in your territory than you are now getting, and instead of increasing your business you cut down that \$2,000 stock to \$1,500 by reducing the number of prices at which you sell shoes. Your cost of doing business would be less than 23 per cent., but even assuming that it is the same as before, here is the record:

Sales	\$5,555.55
Gross profits (28 per cent. on sales)	1,555.55
Cost of doing business (23 per cent.) on sales	1,277.77
Net profit (5 per cent.) on sales	277.78

This is the same percentage record of the sales as in the first illustration, but here is the difference: A net profit of \$277.78 is made on an investment of \$1,500, as compared to an investment of \$2,000. The stock turn-over in the last illustration is 2.66 times instead of just twice. In the first illustration, the total percentage of profit for the year on the investment is 13 per cent. In the last illustration the same profit, being made on \$1,500, is a net profit of 18 per cent. on the investment and you have \$500 to use in some other department and, in addition, a saving will be shown by a less cost of doing business.

From these three illustrations of business conditions, it is apparent that the stock turn over is something that cannot be too closely watched. The oftener you turn the stock the greater is the net profit without raising of the price per pair.

How to Increase the Stock Turn

In order to make the shoe department a real success, perhaps the only thing needed is to turn your stock oftener. Now, there are a lot of things which will do this very thing. One is the idea of cutting out a great number of prices at which you sell shoes. Find the one price at which the majority of women's shoes are sold. It is probably \$3.50, and probably \$1.00 in men's shoes. Make it a point to buy all the styles you can, to sell at this price, and then fill in on the other prices very lightly with just a few styles as possible. This will reduce the number of styles carried perhaps one third and will also reduce the stock just that much. That will also mean an increase of the stock turn-over.

Buy Goods Often

Another way of doing this is to buy more shoes from manufacturers who carry the goods in stock. By letting the manufacturer carry your stock you cut down your investment tremendously, and it may be the means of doubling your stock turn-over.

Same Chance for All

Investigations show that shoe stocks in all parts of the country turn from one to four times, and in some cases five times a year. Practically all merchants have an equal opportunity so far as buying is concerned; that is, one man cannot buy shoes any cheaper than any other and one man has the opportunity of seeing as many lines as his competitor. With the exception of large department stores which have a tremendous outlet for merchandise, this equality in buying holds good. Therefore, it appears that the great difference of one to five times in stock turn-over merely reflects the attention and thought that is given by various merchants to their shoe stock. The real live merchant is turning his stock from three to five times a year, and the fellow who isn't paying very much attention to it is turning his stock only once.

Good Stockkeeping Necessary

The proper way to watch a stock turn-over is to have a good stockkeeping system which will show the actual selling condition of every style of shoes carried in the shoe department. The ones which are not selling should be given immediate attention. Perhaps some of the clerks don't like them and haven't been showing them to customers. Perhaps they haven't been advertised or shown in the window. This will bring up the sales to a normal point. Or if there is something wrong with the style and fit of the shoes they should be placed on bargain tables and disposed of immediately. A good stockkeeping system will also show the shoes which are selling rapidly and give the buyer a chance to keep stocked up on these shoes which are earning him a profit.

The Line of Least Resistance

In every shoe stock are certain numbers which will sell faster than others. In most exclusive stores, men's shoes sell about twice as fast as women's. In general and department stores, however, it is sometimes difficult to get a man to come in and women's shoes sell faster than men's. It is well to watch conditions in your store and put your efforts along the line of least resistance. If it is easier to sell women's shoes at \$3.50 than it is to sell men's shoes at \$4.00, it would be better to pay more attention to women's \$3.50 shoes.

Cut Out Slow Sellers

If you are carrying a line of \$5.00 shoes and you find that your stock turn-over in the \$5.00 line is only once, while the turn-over in the \$3.50 line is three or four times, it would be good policy to cut out the \$5.00 line altogether or reduce the number of styles carried at that price.

You can see that there are a good many ways of increasing the stock turn-over. It requires close attention to every little detail. But when you consider that the net profit depends entirely on the stock turn-over, there is the place to put your efforts.

Give all necessary details on the show card. Choose colors of cardboard that lend themselves to your color schemes. Make the lettering plain and neat, and eliminate all scrolls for they don't sell shoes.

Booklet Showing Lasts and Shoes Made From Same

We illustrate herewith the cover of a unique booklet, recently got out by the Boston Last Company, of Richmond, Que. The Richmond plant is, of course, only a branch, the headquarters of the company being at Boston, Mass., but nevertheless, it is complete in every way and is able to stand on its own feet, to originate and to adapt. It possesses an advantage over other Canadian last factories in the fact that, through the other branches of the company, it has command of all the New York and Boston new designs in lasts, and is thus able to adapt and work them out to the satisfaction of the Canadian trade.



Design on cover.

This unique booklet was planned and got up entirely by the management of the Richmond factory, the cover being designed by one of the firm's model-makers employed at that place. The photos were all taken at the Richmond factory and are so arranged in the booklet, that a last made by this company is illustrated on one page, while on that opposite to it is shown a shoe as it appears when made on this last. This is of great advantage to the shoe manufacturer in choosing his lasts, as he is able to see at a glance just what a shoe would be like manufactured on a certain last, and not have to draw upon his imagination. This idea is such an excellent one, that we have no doubt but that it will be copied by other last manufacturing firms, which would be only another proof of the fact that the Boston Last Company is always to be found in the lead.

Dressing for Leather Heels

Many people prefer leather heels to wooden ones on white canvas or buck shoes, but are unable to get these with a white finish. A white heel finish has been placed on the market which gives very satisfactory results on leather. To get a white heel heretofore it has been necessary to have the heels of wood covered with either white canvas or leather. Wooden heels of this sort are more expensive than those made of leather and therefore the new finish gives a more economical as well as a more durable white heel. This finish may be washed with soap and water.

Look ahead before assuming new obligations that call for either money or work. Don't bite off more than you can chew, as they say.

July and August Show Cards and Windows

Waste Window Space—Novel Ideas for Trims—Clearing Sales and Advertising—Show Cards and their Treatment

There is a wealth of window space going to waste every day, every week, every month, every year in the retail shoe stores of Canada. Especially is this true in the smaller towns—that is, towns from 2,500 to 15,000 inhabitants. By "waste" we do not mean that the windows are actually empty, or have no goods in them, but that they are not used with that thought and care which is productive of best results.

In the agricultural world, through the application of advanced scientific methods, farmers are fast finding out that their old methods have not yielded the returns that more progressive and up-to-date ideas are capable of producing. While they have been getting crops from a given acreage, there has been a certain waste because they have not worked the ground to the best advantage. So it is with the retail merchant and his window. It is true he has dressed it some. It is also true that he has looked for and obtained results. But has he studied it, cared for it, and considered it in the light of modern methods wrought out by men who have sought for and obtained better results? If the farmer has profited by adopting the methods of specialists in soil culture, why should not the retail merchant profit by adopting the methods of specialists in window trade culture?

We have emphasized in the past, and will do so again, that the greatest selling help you have outside of living sales people, are your windows. Space will not permit us to go into the psychology of this, but if any one doubts it, let him visit any large city, and note the time and expense expended on windows and their displays in the large departmental stores. If one could hear the departmental managers clamoring for window space to display their various lines, he would soon be convinced that these live men know the value of the window as a selling force.

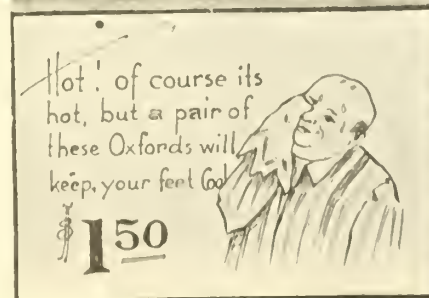
Time has now brought us down to the two hot summer months, July and August, when trade slackens up, when those who can, seek the country or some other place of change. The time when all men go a-holidaying—that is, all who can afford it. But all this furnishes no legitimate excuse for the retail shoe man to slacken his efforts to secure trade. On the other hand he should make extra

effort to induce trade to come his way. If possible his windows should be dressed more attractively than ever to overcome the influences of the holiday season. We suggest that one very attractive window can be made with a painted background of a seaside or other water scene. The window bottom can be made to represent the shore. Grass sod can be laid on this and the shoes displayed there. Care should be taken to place the shoes on something so the dampness of the sod will not discolor the bottoms. This makes a very unique and attractive display. If sod cannot be obtained easily, coarse gravel will make a very effective bottom. A little ingenuity along this line will work out some very effective ideas.

During the latter part of July or the fore part of August, you can arrange your half-yearly clearing sale. This should be made just what its name indicates: A Clearing Sale. With the accent on the clearing and also on the sale. Clear out every hanging line or odd size to make room for new stock. Yes, lose money on them if necessary to clear them out. It will be good advertising for you and you'll make on it ultimately. Increase your newspaper space, use cuts and quote prices. Prices in advertising are what move people. In a clearing sale of this kind where you will not have a great number of pairs in any one particular line, it will be difficult to use shoe cuts. We therefore suggest that you use character cuts. Of course some thing with a suggestion of shoes would

be best. It may also be well to have a cotton sign for the front of the store announcing the sale. Do not put any exaggerated figures on it that you don't expect the public to believe. Don't say: "A Twenty Thousand Dollar Stock to be Cleared in 10 Days." You know and every body else knows that is not true. State the FACTS as they are with no word

varnishing. Simple plain statements. "Half-Yearly Clearing Sale. Big reductions in men's, women's and children's shoes." Then with your window dressed for this sale, people may see the lines and prices you have to offer. It some times is effective and advisable to put two prices on your window tickets, the regular selling price and the sale price. But do not "mark up" your



regular price. State it as it actually is. Establish a reputation for honesty. Print the regular price in one color and the sale price in another. Blue and red are two attractive colors for this. Score out the regular price with the color used for the sale price. With a good lively sale of this kind you should be able to pare your stock down to a condition where there will be no dead lines to interfere with your incoming fall goods.

Treatment of Cards

The \$1.50 "Hot" card is suitable for your sale of Oxfords, if you should be over stocked in these. Be sure that you select a hot season to use this card. It is not difficult to find a hot spell in August as a rule. Make the face flesh color and the shirt a pale blue. Figures may be in red and reading matter in black.

The rooster card is suitable for your reduction sale

on any line of goods. It is general in its character. The price is merely suggestive. You can make it to suit any line of goods.

The August clearing sale card is one to attract attention to your sale. You will need to use individual price tickets with this card. The figure can be made very attractive. Red coat, yellow breeches, black hat, white shirt, etc. Lettering may be in red and black.

The little water scene is for children's wear. It can be used for any light summer shoes for children's wearing. Make this in natural colors and the price in black.

The \$5.00 card is for the fishing enthusiast. Rubber boots, for a change will make a good window or half window, and should prove very attractive. Make the man in any flashy attractive color, the lettering in black and the figures in red.

Convention of the Miner Rubber Company

Believing in the "Missouri Show Me Policy" the Miner Rubber Company, Limited, recently showed a large delegation how Miner Rubbers are made, and just why "Miner Means Merit." It is the intention of the company to give every selling agent in Canada a special opportunity of visiting the Miner plant to study for themselves how Miner rubbers are made. Invitations were sent to the following branch managers and selling agents throughout the Dominion to be guests of the Company at their first annual Convention:—

Messrs. A. E. Jackson, R. L. Savage, W. N. B. Jackson, and F. W. Hills, of Jackson & Savage, Montreal; F. H. Meinzer, of Miner Rubber Company, Limited, Montreal; C. A. Davies and T. H. Rumford, of Blatchford-Davies Company, Toronto; R. B. Grif-

fith and A. Haggart, of R. B. Griffith Company, Hamilton; R. Coates, R. A. Coates, Jr., D. Coates, Jr., and R. B. Wanless, of Coates, Burns and Wanless, London; C. F. Stanley, R. K. Jenkins and R. Leullier, of Marsh Western Limited, Winnipeg; W. A. Marsh, Quebec; Geo. C. Murray, Finney and Murray, Winnipeg; Robt. Dowling, of Dowling and Creelman, Brandon; G. C. Yearsley, Miner Rubber Company, Toronto; F. Maranda, J. J. St. Laurent, Miner Rubber Company, Quebec; C. P. Humphrey, C. R. Bown, F. W. Connell, and C. A. LeBlanc, of J. M. Humphrey & Company, St. John, N.B.

After arriving in Montreal all the party were entertained at luncheon at the Windsor hotel and were afterwards driven through the city and up the mountain, leaving in the evening in special Pullmans on the



The Guests at the recent Convention of the Miner Rubber Company, at Granby, Que.



Factory of Miner Rubber Company, Granby, Que.

Central Vermont for Granby, P.Q., where the company's extensive manufacturing plant is located.

On arriving at Granby the party was driven to the Granby and Windsor hotels. After supper a musical entertainment kept the party in good spirits. The following day was spent inspecting the factories and at a sales talk. In the evening a banquet was given by the company to the outside guests, the heads of departments in the plant, and members of the Granby Board of Trade. The luncheon at the Granby Hotel and the banquet at the Windsor Hotel were both of exceptionally high order. It is safe to say no other town in all Canada, of Granby's size, can show two such hotels, and few larger places any better.

At the banquet which was presided over by Mr. W. H. Miner, vice-president and general manager, a number of toasts were proposed, among the speakers being R. R. Macauley, secretary-treasurer of the company; Geo. Boivin, M.P. of Shefford; Dr. Verden, president Granby Board of Trade; W. A. Marsh, Quebec; Geo. C. Murray, Winnipeg; Robt. Dowling, Brandon. Mr. Macauley gave a short history of the late Mr. S. H. C. Miner, the founder of the company, and told of his indomitable courage against many difficulties. He impressed the selling agents with the reliability behind the name Miner, and that the name Miner did mean merit.

For the inspection of the factory the party was divided into groups, Mr. W. H. Miner, with J. L. Stepleton, general superintendent, and P. Moriarty, foreman, and other assistants acted as guides and lecturers. The company secures about 500 h.p. from the Yamaska River and has a steam plant as auxiliary. The water power is controlled by a turbine regulator opening and closing the water gate automatically as the load is increased or decreased. The machine shop,

the cement house, the varnish house, all individual modern fireproof buildings were visited.

Every machine in the Miner plant has its own motor. There are several 250 h.p. motors for the different 35-ton calendars.

There is much said these days regarding better factory conditions. Throughout this immense plant one sees a busy contented looking lot of employees. This is a daylight factory, and the operators have a delightful view overlooking the Yamaska River. The girls are a well dressed, rosy checked, healthful looking lot, and the entire surroundings go to make for both men and girls one immense contented family. The best equipped Pure Food factory has nothing better to offer its employees than the Miner Rubber Plant—and so "Miner means Merit."

Death of Prominent Tanner

Mr. Francis Turner Daville, the sheriff of York County, Ontario, was seized with heart failure when walking on the street in Toronto on June 27th, and died shortly after in the hospital.

Mr. Daville, established the Daville Tannery in Aurora, in 1870 and it has since grown to large dimensions. He was formerly Mayor of Aurora and in 1893 was elected president of the Tanners section of the Toronto Board of Trade. For two years he was president of the North York Conservative Association and was a past master of the Rising Sun Lodge V. I. & A. M., No. 129 Aurora. He was also a prominent member of the Sons of England.

Advice to popular shoe travellers at the well hotels: turn over a new leaf and you won't be paged so much.

Ideas For and From the Shoe Trade

Seasonable Ideas for Catching Trade—Useful Hints for Retailer, Wholesaler and Manufacturer—Plans for Saving Time and Money

A Unique Display

Clear your entire window of the numerous samples generally shown and cover the floor and back of the window space with white muslin. In the center put one pair of the newest style and the smallest size in that shoe. Some appropriate legend as the following may appear behind the pair:

"For the daintiest feet in town." Although perhaps more comment would be aroused if no printed explanation appeared.

While window space is too valuable to let such a display remain too long, its contrast and oddity would probably be worth more in publicity than the average. The very contrast would help even the displays that followed.

* * *

Advertising Ideas

Our Children's Shoe Store—Service, the point that counts most of all in the Children's Shoe Store; fitting tender, growing feet with the correct shoes, whether inexpensive ones or the finest to be had. We have salespeople in the Children's Shoe Store who sell anything but children's shoes the year 'round. They can be depended upon to serve the little folks with every assurance of competency—the right shape for every little foot. Suggestions from our new summer lines:

Low Heeled Pumps for Women—Many women want pumps with heels just a trifle lower than those usually to be found. Yet almost all manufacturers have left these women out of their consideration. Not so the —— Shoe Store. We have had made a smart-looking pump with a heel that is a fraction of an inch lower than in most pumps—a difference barely noticeable to the eye, but very welcome to the foot that requires it. In patent leather, tan and dull black calf-skin, \$5.

Footwear of the Daintier Sort—Thin Midsummer frocks call for shoes of soft leather, with light turned soles and graceful heels. Four members of the \$3.90 shoe family are hurrying out to meet this demand as fast as we can get them in. A light white canvas tie, another of soft brown kid, a third of smart dull calf and the last of patent leather with dull calf back. They excel in trimness of fit. \$3.90 a pair.

* * *

A New Department

A certain progressive shoe store has demonstrated the profit possibilities in the findings department properly pushed. Laces, shoe dressings, arch supports, shoe trees, etc., are kept permanently displayed and occasionally advertised. A special department of hosiery has proven very lucrative.

Recently, a shoe shining stand was added for the especial convenience of lady customers, who from the way they patronize it, seem to appreciate the service. There are many women in every town who dislike the office of polishing their own shoes and hesitate to frequent the customary Greek shoe shining "parlors." A department of this kind is hence a valuable adjunct to almost any retail shoe store.

Short Cuts in Multiplication

Many times a short cut can be used in multiplication because of peculiar combinations of numbers. The following rules cover cases of this kind:

(1) To multiply a number of two figures by one of two figures when the tens are alike and the sum of the units is ten, multiply the units, and put down the result. Then add 1 to either ten and multiply the tens together.

Example

$$\begin{aligned} 65 \times 65 \\ 5 \times 5 = 25 \\ 6 + 1 \times 6 = 42. \text{ Answer } 4225. \end{aligned}$$

(2) To reverse the combination, when the units are like and the sum of the tens is ten, multiply the units, and put down the result. Then multiply the tens together and add one unit.

Example

$$\begin{aligned} 27 \times 87 \\ 7 \times 7 = 49 \\ 2 \times 8 + 7 = 23. \text{ Answer } 2349. \end{aligned}$$

(3) To multiply two numbers of two figures when the tens only are alike, multiply the units, and carry tens. Add the units, multiply the sum by one ten and add amount carried.

Example

$$\begin{aligned} 62 \times 67 \\ 2 \times 7 = 14. \text{ Carry } 1 \\ 7 + 2 \times 6 + 1 = 55. \text{ Carry } 1 \\ 6 \times 6 + 5 = 41. \text{ Answer } 4154. \end{aligned}$$

(4) To multiply two numbers of two figures when the units only are alike, multiply the units, setting down the unit as the units of the final product. To the tens of this product, add the product of the sum of the tens and one unit, setting down the units of the product as the tens of the final result. To the tens of the product add the product of the tens.

Example

$$\begin{aligned} 26 \times 76 \\ 6 \times 6 = 36. \text{ Carry } 3 \\ 7 + 2 \times 6 + 3 = 57. \text{ Carry } 5 \\ 7 \times 2 + 5 = 19. \text{ Answer } 1976. \end{aligned}$$

* * *

A Combination Sale

Old excuses for sales, such as Anniversary, Red Letter, Clearing, Factory, etc., are getting rather stale and played out. A new idea has been struck by a bright shoe retailer which is what he calls a "Combination Sale." He gives away with each purchase of a pair of shoes, a pair of socks or stockings, a polishing outfit, etc. This idea has proved a good one, the novelty and the thought that they were getting something for nothing kept the store full of customers.

* * *

A large department store used the birth statistics as printed in the newspapers of its city as a valuable mailing list for sending out advertising matter pertaining to its "baby apparel department." It sends with

each such advertisement letter some interesting little novelty pertaining to the baby, the novelty varying from time to time. Since the plan involves a considerable expense, the matter is sent only to such homes as would appear, from their location, to be interested in the high grade of goods handled in this department.

* * *

The Selling Value of Music

In a big western city there is one shoe dealer who believes music helps to sell his goods. On Mondays and Saturdays, therefore, he employs an orchestra to render a popular programme. Extra clerks are employed, yet his customers—women for the most part—usually must wait several minutes before they can be served. Most of these women are tired, and the waiting and the hurry of the clerks was irritating before the music provided distraction.

* * *

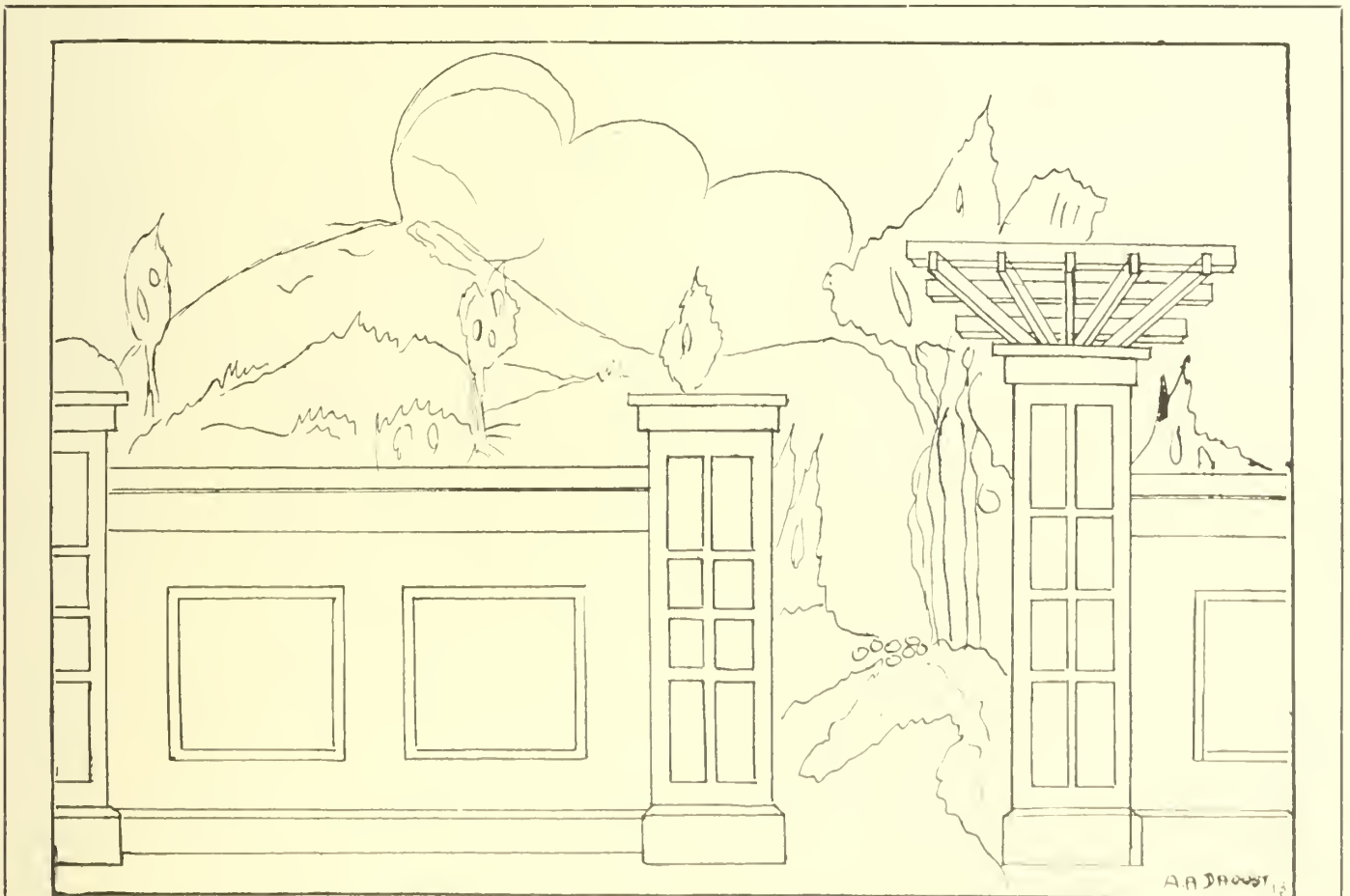
Instead of cutting the price at the time of clearance sales, distribute by house-to-house messenger to

your selected mail list one sock to every home free. Pinned to this sock should be a tag bearing a message something like this:

"Lead me back to Blank's and you can have the mate to me for fifteen cents (or if I am not your size, you will be given the right size)."

China Wants Leather

According to a Belgian journal there is a strongly increasing demand for leather and leather goods in China, especially in the free ports. The demand is chiefly for medium and good quality sole leathers, upper leathers, box calf, chevreaux, and varnished leathers. The colors, required are black and brown, there being little sale for fancy colors. Boots, bags, portfolios, etc., used by the foreign residents are all imported leathers. These are cheaper in price, and appeal more to the native taste as regards appearance. At present, nearly all the belting leathers used are of English or American manufacture.



To construct this background get soft lumber cut and finished smoothly, about $\frac{7}{8}$ of an inch thick or a little bit lighter. After making pillars and fence as near in shape as in the sketch or altered in any way to suit the trimmer's idea, the whole thing should be covered with a fawn or pale buff color felt and to give it the panel effect on the fence or on the pillars, dark brown or tan color felt should be applied on the other giving it a very pretty effect. The scene curtain at the back could be painted by the trimmer, or could be made by a local artist at very small cost, or the garden wall effect without this scenery at the back will make a handsome setting for Fall shoes.

The floor of the window should be covered smoothly with felt of the same color as the wall. Grape vines or sprays of oak leaves would look handsome falling over the wall and pillars. On the higher pillars the cross pieces can be cut and covered before they are nailed on as it would be almost impossible to try to cover them after. This setting could also be carried out in fine hardwood with a mahogany or oak finish for a semi-permanent background. Use a medium size showcard air-brushed to harmonize with the rest of the display and use as few shoes as possible with very neat small price tickets.

Fashions and Fancies in Footwear

What is Being Worn and What is Coming In—Advice From Paris, London and New York—New Ideas and Styles

Colors Much Used Abroad

French fashions in women's boots and low cuts continue to present many examples of vivid color. One novelty of the season illustrated by Le Franc Palet is a Louis heel slipper of violet colored kid with straight seam, circular vamp of patent leather and patent leather covered heel with gold buckle at the throat. It has a small gusset of elastic at each side of the instep.

Another sample is a boot with patent leather vamp and Blucher cut quarter, but with a button Princess top of violet colored leather with a violet silk bow at the throat, and an extremely long extended toe with perforated tip.

Another sample is of a greenish gray kid slipper with open front, laced across with a long silk ribbon of the same color which is fastened three times around the ankle and tied. All of these and some others illustrated by this journal are certainly of the millinery class of footwear without a very great element of the practical. They illustrate, however, a strong tendency toward the use of color which has been a feature of much French footwear for some time.

* * *

What Paris Stores Are Selling

The French business on American shoes is growing. Some people cannot give a reason therefore, while the average shoeman knows it is due to the quick conception of trade demanded by American manufacturers, but few of the French merchants realize how close trade demands in their country are watched from all angles by the shoe manufacturers of the United States, who never lose a chance to keep abreast with passing fancies across the ocean.

The styles demanded are odd and sometimes far apart from prevailing shoes sold in this country, and for this reason some factories heretofore have passed up this additional business for the reason that these shoes could not be made along with the regular run of shoes sold to dealers in this country. However, the foreign merchant will pay for the extras desired by the London and French trade, but will insist upon getting what he wants.

One of the most important essentials insisted upon is light-weight shoes. A big house in Paris recently placed a large order for men's high-grade shoes for immediate delivery with a Newark manufacturer and the styles this house bought are of interest to our readers as illustrating how contrary they are to the shoes that are being shown the American consumer at the present time.

A partial description of the styles follows: Patent colt button, gray kid top with fancy four-hole pearl buttons to match, narrow flat last, close edge and low short heel.

Patent colt Bal., light color tan kid top, vamp ruffled with one row of small holes, patent colt lace facing 1/4 inch wide with perforations to match vamp; same bottom as button boot mentioned above.

Patent colt Bal., fine weaved tan cloth top, perforated vamp and lace facing, but the latter of tan

calf to match the color of topping, light beveled sole, straight rounding toe.

Patent colt button, a mixed grey and white cloth top, gray button, light square edge sole, on a round swing last.

Patent colt button, black serge top, black pearl buttons, medium edge on a receding, flat toe model.

The summer season in Paris is very short because the well to do class leave that city for the summer resorts the latter part of June.

* * *

Are Four Inch Vamps Coming Back?

A prominent buyer in Illinois informs us that four-inch vamps are gaining favor with high class trade, says American Shoemaking. He argues that the new drop toe English last is one reason, and contends, that in short vamps, the vamp seam comes over the toes. There is no support for the upper over instep and waist measurements which causes a poor fitting shoe in the arch.

When short vamps become popular, we heard many claims in their favor. The ladies were pleased because short vamps gave the foot a smaller appearance.

The writer has often heard shoe merchants criticize shoes, because vamps were not short enough. They claimed that a short vamp, made an easy fitter, but now we will see a gradual return to longer vamps in high grade shoes, and a graduated introduction of lower toes, because the aristocratic trade desires exclusive styles, and does not want to wear the same as the lower priced merchandise.

Manufacturers have their ears to the ground as it were, and as they are out to make shoes as people want them, these murmurings will not fall on deaf ears. It is all a matter of dollars and cents and we must ever have something new. All of which is good news for the last and pattern manufacturers.

* * *

Styles and Shapes

In a recent issue of the Boot & Shoe Trades Journal the "Man about town," who contributes an article in each issue, speaking on the subject of styles and shapes in footwear, says:—

I wish to make a few comments upon the extraordinary number of styles introduced this season. We have varieties shown in shop windows which would not have been possible two years ago, or even last year. It is not so much that retailers would have refused to buy them as the want of opportunity. The retailer is, of course, entirely dependent for his stock upon the man who supplies him, and it is very seldom worth a manufacturer's or factor's while to cater especially for the wants of an individual. Now, it is unquestionably a good thing for the trade to have a big assortment of footwear in universal demand. Instead of considering only the length of time a boot, shoe, or slipper will last, and judging from this alone, the fashions have to be considered, and the moment Dame Fashion steps into any business its value is greatly enhanced. How many women will wear a

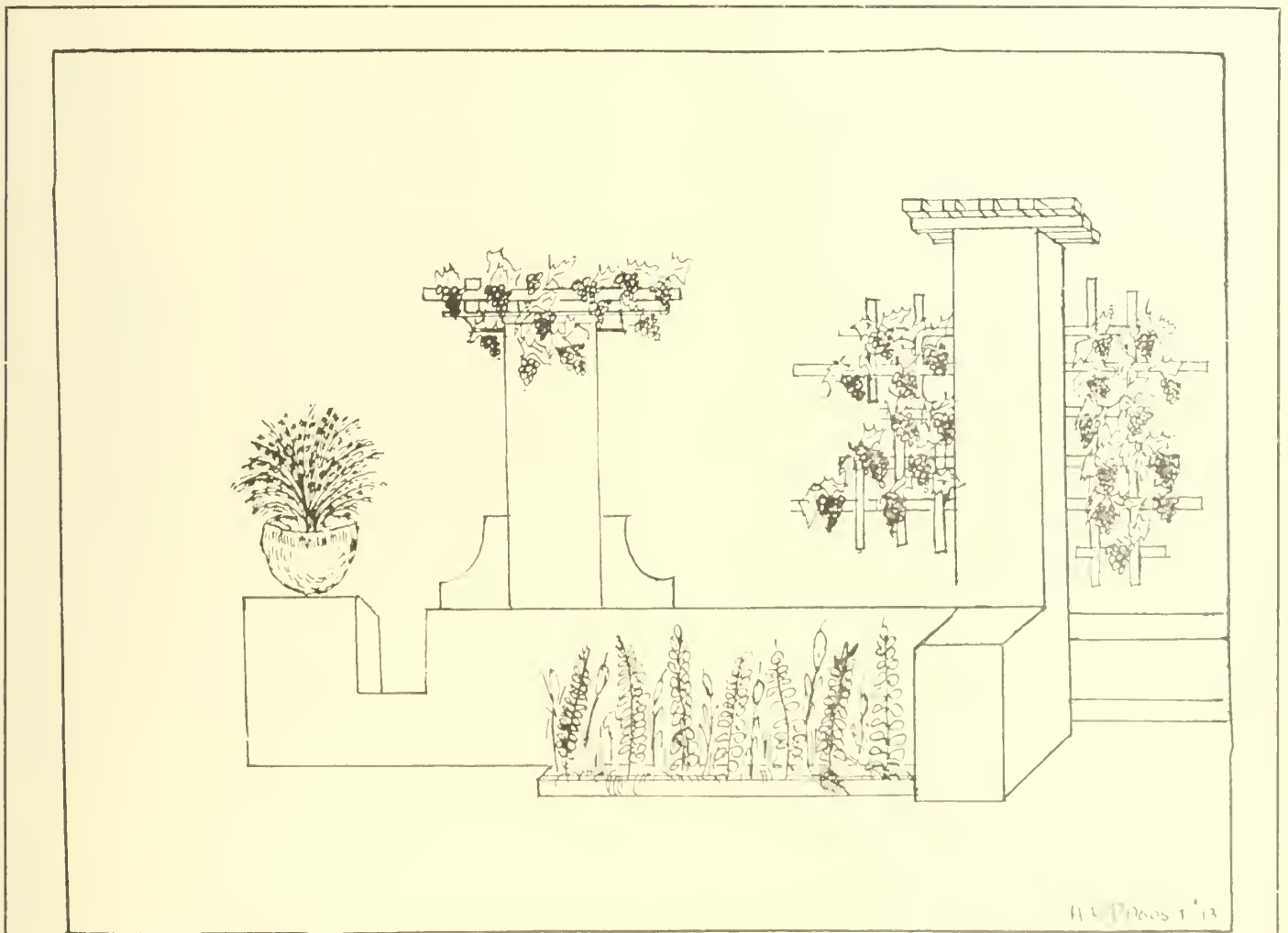
dress that is old-fashioned, even though the material may be good, and how many unhappy men have been obliged to expend a guinea on a top-hat to attend their aunt's funeral, simply because the one they had carefully placed away for such occasions looked like an inhabitant of Noah's Ark? Thus Fashion dominates us all; those who wish to attract notice of a certain kind dress in the extreme, and even the most modest of individuals are obliged in self-defence to walk in its shadow; it is only the millionaire who can afford to despise it.

One thing which may strike the retailer or the man in the street, if they take the trouble to think of the matter at all, is that the fresh varieties of footwear do not in any way resemble crude or first attempts at new ideas. Neither are they. For years manufacturers have been in the habit at sampling time of submitting a large selection of styles to the buyers. I know of one firm who were running six boots with a large multiple house. For ten years they never sub-

mitted them less than fifty samples; but every time the same six boots were picked out and the others consistently left. It speaks volumes for English manufacturers that they have year after year persevered in the face of such drastic treatment, and there can be no doubt that the reason varieties of to-day are so near perfection is the amount of care and attention given in the past to the samples which the buyers rejected. Here is a case in which the very conservatism of English manufacturers, so often condemned, has been turned to good account.

Systematize your catalogue supply so that you can find what you want when your customer wants to see it. This will prevent the loss of many a sale.

The man who thinks he can run his store without the help of the trade papers would look askance at a doctor who would try to practice medicine without reading a word to keep him informed on new methods.



To make this background with a rock salt effect use 1/2 or 7/8 of an inch soft wood to cut out the design and after the whole thing is cut in shape and finished to look as in the sketch. Buy ordinary coarse rock salt in chunks, and grind it as fine as possible, and when you have enough to cover the surface of the whole thing, use ordinary enamel in a buff or tan color and as you cover with paint throw on your salt which is transparent and will take the color of the enamel on which it is applied. Enamel is more sticky and thicker than ordinary paint, but if the salt could be ground exceptionally fine ordinary paint will probably do. The lattice effect could also be treated in the same way, or gilded as gold and can look very well together.

A jardiniere, preferably of brass, should be used on the back as in the sketch with an artificial palm. The flower box on the floor can be cut of lumber and treated with salt the same as the rest of the background. Use flowers on stalks or sprays in the box with plenty of fern and sea grass in the bottom. Grapes would be very appropriate displayed in a careless way as in the sketch, and a nice air brushed card with grape motif corner would complete a handsome and original setting.

Modern Shoe Polishes and Dressings

Ladies' Dressing is the Most Important and Most Widely Used — The Ingredients and How Manufactured

By Dr. J. T. Donald

The term dressings includes all preparations used in cleaning or renovating boots and shoes where friction is not employed, whether the result be a gloss or not.

By far the most important and widely used dressing is "Ladies' dressing," so called because of its very general use on women's and children's foot wear of kid and goat leathers. This is essentially a coloured solution of shellac, borax or an alkali being the solvent and Nigrosin the colouring agent; a little glycerin is usually added to prevent cracking of the lac and to preserve the softness of the leather. When applied with a sponge, there is left on drying a thin coating of coloured shellac having a soft and pleasing gloss.

When a solution of soap is added to "Ladies' dressing," the soap overcomes the gloss of the shellac and the preparation is now "Gun metal dressing." This is the language of the trade "does not dry bright but gives to the article a dull gun-metal finish."

Patent Leather Dressing

This is usually simply an oil such as olive or cottonseed under some high sounding name, or vaseline, or a white wax reduced to a soft paste by means of turpentine. The application of any of these with a soft cloth brightens the gloss of the leather but has no effect upon cracks in the enamel, which are so troublesome in this style of leather.

For these there is a special preparation of gun-cotton in solution in amyl acetate coloured with a spirit-soluble black dye. On the evaporation of the solvent there is left an elastic pad of cotton filling the crack and adhering to the edges.

Nappy dressing for use on ooze, suede, nappy and castor leathers is wood alcohol having in solution a colour insoluble in water. The alcohol cleans the nap of the leather and on evaporation leaves a deposit of colouring matter which, being insoluble in water, does not markedly soil damp garments.

White leather, as in military belts, claims a dressing for itself. The pipe clay of our forefathers is still in use, sometimes alone and sometimes in admixture with light magnesium carbonate. The mixture gives a lighter and more pleasing white than does the clay alone.

Another article is zinc oxide suspended in water containing a small percentage of an adhesive. This is applied by a sponge and in drying leaves a layer of the white pigment. By mixing with the white solids a small percentage of such substances as lampblack, umber, red and yellow ochre, we have preparations for canvas shoes of various colours.

Polishes

These constitute by far the most important part of the output of a factory both in volume and money value. The shoe polish almost universally used a generation ago, was made by mixing together some form of bone charcoal, sulphuric acid, neatsfoot or other oil, and molasses or other form of sugar syrup. The carbon imbedded in a paste of sulphate of lime was the chief factor in the polish developed by friction. Modern shoe polishes are prepared along entirely dif-

ferent lines, waxes being the bodies responsible for the polish or gloss.

For ordinary leathers, the requirements of a good shoe polish are, that it shall give a high gloss with a moderate friction, shall not be sticky or hold dust, shall be waterproof, and shall not soil clothing that may come in contact with the shoes.

Carnauba wax with its hardness and high melting point is the basis of modern friction polishes. The cheaper candelilla wax may to a certain extent replace the carnauba with but little difference in the quality of the polish.

There are two chief methods for working these waxes into polish:—The wax is emulsified by boiling in a solution of borax. The product is known as white stock. If polish is to be in the form of paste, the white stock while hot is mixed with a hot solution of ordinary laundry soap and sufficient Nigrosin to give the desired depth of colour. The mixture cools as a soft paste that may readily be applied by means of a brush or sponge. If the polish is desired in the liquid form, the best grade of Castille soap is used; a solution of this variety of soap does not gelatinise. Numerous trials have shown that no matter how dilute the soap solution—a satisfactory liquid cannot be obtained unless Castille soap is used. Both the paste and liquid forms are widely used. With a moderate friction, the hard waxes held upon the leather by the soap, give a beautiful and very desirable polish.

The second method of dealing with the hard waxes is as follows:—Carnauba or candelilla or a mixture of the two with beeswax and ceresin or paraffin is dissolved in hot turpentine and mixed with very finely pulverised bone charcoal. When properly cooled there results a firm paste that spreads rapidly under a brush or sponge. When this mixture is poured into boxes it must be promptly cooled, otherwise there is a separation of the harder waxes from the solvent, the result being a granular sloppy mass instead of the firm paste desired. If the harder waxes alone were used it would be difficult to prevent separation from the turpentine on cooling, hence the admixture of softer waxes. Beeswax gives also a toughness or lack of shortness to the paste and a smooth finish that cannot be obtained without it. These softer waxes reduce the gloss available from the carnauba or candelilla. The use of bone black as a colouring agent is an attempt to overcome the weakness inherent in the use of the softer waxes and to add to the gloss obtainable from the waxes that obtained by friction of the bone carbon.

For tan leathers the same goods are used except that a brown or yellow dye and pigment replace the Nigrosin and bone char. The application of the tan polish is frequently preceded by the use of a cleaning solution to remove stains and discolouration.

A popular cleaner is a mucilage of gum tragacanth containing a small percentage of oxalic acid. So remarkable is the power of tragacanth to hold water that this article, in appearance a thick cream, is 97 per cent. water, gum and acid constituting the remainder.

Model Buying Charts

WIDTH	AVERAGE WIDTH PERCENTAGES	2	3	4	5	6	7	8	9	EXTRA SIZES
AA										
A										
B	6									
C	17									
D	33									
E	34									
EE										
WIDTH	TOTAL PAIRS IN SHIP AND WHITE SPACES	2	3	4	5	6	7	8	9	

For Women's Shoes

Key:—65 per cent. of your sizes sold are in White space.
 25 per cent. of your sizes sold are in Shaded space.
 10 per cent. of your sizes sold are in Black space.
 Small figures show actual selling strength of each size and width in sale of 100 pairs of shoes; also indicate percentage to buy of total order. Number pairs to buy in Black space is not indicated because it is less than a pair to a size. An estimate of how many of them to buy of each width can easily be formed from the average width percentages shown in left hand column. Sizes in Black spaces are dangerous; use extreme caution. The Black space is a signal of warning.

WIDTH	AVERAGE WIDTH PERCENTAGES	5	6	7	8	9	10	11	EXTRA SIZES
AA									
A									
B	4								
C	13								
D	28								
E	41								
EE	4								
WIDTH	TOTAL PAIRS IN SHIP AND WHITE SPACES	5	6	7	8	9	10	11	

For Men's Shoes

Key:—67 per cent. of your sizes sold are in White space.
 23 per cent. of your sizes sold are in Shaded space.
 10 per cent. of your sizes sold are in Black space.
 Small figures show actual selling strength of each size and width in sale of 100 pairs of shoes; also indicate percentage to buy of total order. Number pairs to buy in Black space is not indicated because it is less than a pair to a size. An estimate of how many of them to buy of each width can be easily formed from the average width percentages shown in left hand column. Sizes in Black spaces are dangerous; use extreme caution. The Black space is a signal of warning. The Dry goodsman and General Merchant.

A Boom in Ornaments

The fashion of colonial pumps, which is now very strong, has enlivened the business of the makers of shoe ornaments. Most of them are behind on orders, even those working overtime. Shoe manufacturers cannot get bows for their colonial pumps as fast as they wish them. At the opening of the season the outlook was dull for the makers of shoe ornaments. But the sudden and unexpected popularity of colonial

pumps, with new style tongues and buckles, has made business brisk.

Pattern makers report business streaky, but generally improving. At times shoe manufacturers desire a lot of new patterns in a hurry. Then the business will suddenly fall flat. The change in lasts, from the medium high toe to the recede toe style, is helping the pattern makers generally. New patterns must be made to fit the new lasts.

The Origin of the Heel

It is said that the heels now worn on shoes had their origin in Persia, where they took the form of flat wood on sandals to raise the feet and protect them from the hot sands.

It was many years afterward that this fashion was introduced into Venice, but the reason for its adoption in this case is said to have been quite different. Here the originators of the fashion were jealous husbands, who reasoned that their ladies thus equipped would not venture far outside the precincts of their dwelling. These heels were called "clogs," and in order to satisfy the vanity of the wearers and perhaps to sweeten the pill—that is, the discomfort of appearing in them—they were elaborately adorned, sometimes being encrusted with gold and silver. The height of the clogs determined the rank of the wearer.

Demand for British Shoes Increasing

The exportation of boots and shoes from the British Isles to Canada is greatly increasing each year, although small by comparison with our importation of these goods from the United States. The following are the values of our importation of boots and shoes from the British Isles for the last five years.

1908	\$ 69,810
1909	127,335
1910	209,180
1911	285,770
1912	484,230

Thus it will be seen that our importations from the Mother Country have nearly doubled in the last year. A section of our population that is constantly increasing is made up of immigrants from the British Isles and these almost invariably prefer footwear of British manufacture. The sale of these goods is not restricted, however, to this class and British goods are becoming more and more in favor with the Canadian trade, particularly in western Canada.

The Advertiser's Creed

I believe in publicity and in every legitimate method of catching the eye and reaching the ear of any possible customer.

I believe that repetition must result in emphasis, that emphasis must in time attract attention, that attention must create interest, that interest must yield orders.

I believe that the way to sell goods is to advertise them, to tell people about them continually, to talk straight and to talk honest.

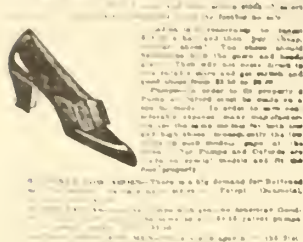
I believe that the market is as big as the world, that a slice of it belongs to me, that my goods are worthy of it, and that I am going to get it.

Shoe Trade Advertising

Discussion of Principles Involved in Effective Publicity—Examples of Good Display—Retail Shoe Stores Invited to Submit Advertisements for Criticism

CLIMIE'S CREED

The Shoes You Need—Ready When You Need Them



J. D. CLIMIE 30 and 32 KING W.

There are many different ways of telling the same story, and the method and manner of the telling has more to do with the effect produced upon the listeners than the details of the story itself. It may be old, and yet be told with a freshness and an appreciation of the essentials of human interest that make it at once new and compelling. In just the same way, one speaker will fail altogether to interest an audience, while another

speaking upon the same subject, and using the very same material, will so distinguish between essentials and non essentials, will so range his arguments and vary their presentation to the particular audience he may be addressing; and with ready insight will introduce a telling illustration, or a touch of imagination, and so play upon the emotions and sympathies of his hearers, that he will gain their attention from the very first, will compell almost unwilling interest, and finally will so rouse an audience and carry it along with him, that he is able to do almost anything he likes with it, and to convince individuals almost against their better judgment.

And so in the advertising field there are some men and some merchants who have the happy knack, either natural or acquired, of saying old things in a bright, snappy way, that endows them with unsuspected interest amounting almost to novelty. We can almost overhear the skeptical comment of the man who because he feels that he is not a "born" advertising man is willing to fold his arms and take no special pains to add to his knowledge of this important department of his business. It is true that natural ability counts for a good deal in any line of endeavor, but there is a great field for acquired ability, and many of the men who have been smart enough not, indeed, to follow an easy, workless path and simply to gather up the plums, but smart enough to see the possibilities ahead, and realizing their own limitations and lack of training, resolutely to set themselves to master one thing at a time—without ever standing still.

Steady Application Will Work Wonders

What can be done by a little steady, thoughtful application along this line may be illustrated by a progressive dealer in one of the smaller cities of eastern Canada. A few years ago this man became convinced that he ought to do some advertising—but he didn't know how to set about it. He paid a young advertising man to write a weekly advertisement for him for a while. At the same time, however, he set himself to

think about advertising, to read all that he could get hold of about the preparation of advertising copy, and to practise talking about his goods on paper. He found that it didn't come easily to him, but he stuck at it. To-day he handles all his own advertising, he has acquired the way of telling a straight business story concisely, and easily, is making a great success of his business, and is also turning out some very creditable newspaper announcements. At the start he possessed no special qualifications for the work, and might never have made a success, perhaps, as a professional advertising man, but he knew his own stock better than anybody else, and he learned to talk about it on paper in an interesting, and businesslike way.

The three advertisements noticed in this department last month were distinctly above the average in arrangement, and in the brightness and crispness of their wording. In both respects those which we illustrate this month are inclined to be commonplace. The announcement of J. D. Climie, Hamilton, Ont., contains too much copy for the space, which produces an appearance of flatness, and of a lot of reading in small type, and it is very doubtful whether the copy itself—or the headline—is sufficiently bright and interesting to carry the reader through.

Bridal and Graduation Footwear

Charming creations in both made of the popular materials, Patent, Dull Kid, Satin and Crayonettes.

Slippers, Pumps and Oxfords in Satin—Blue, white, yellow, pink, black—Patent, Dull Kid, Suede and Canvas.

The girl graduate and June bride cannot but be impressed with our showing of lovely footwear.

Waterbury & Rising, Ltd.

Three Stores King St. Union St. Mill St.



In the matter of the heading, for instance, it is not Climie's Creed, or anybody else's creed that shoe buyers are likely to be interested in. Creeds of all kinds are at a good deal of discount these days. What people want to hear about, if they are shoe buyers—and what is most likely to catch their eyes and attract their

attention—is rather the shoes than the creed. The secondary display line might well have been made the principal display, and would have made a more effective and businesslike heading. Then, in regard to the body matter of the announcement, a little careful re-reading, and the cutting out of all words not essential to the story, would easily have brought it down to more readable limits, thus allowing the use of a larger type face or a little more variety in the setting.

One Illustration Too Many

The Waterbury & Rising advertisement makes use of three illustrations, but the third might very well have been dispensed with. It adds nothing to the value of the announcement, and takes up space that might have been used to better advantage. The use of the two shoe cuts only would have allowed of much bet-

If You Want a GOOD UNDERSTANDING

Wear 'K' Shoes



Supplied by THE HUDSON'S BAY CO., Granville Street, City. WOOD, THE SHOE SPECIALIST, 160 Cordova Street West, City. THE J. NEWMAN FOOTWEAR CO., 436 Main Street, City. THE ANGLO SHIPPER CO., 218 Powell Street, City. R. TAYLOR, 1921 Powell Street, Cedar Grove. THE WOODS SHOE CO., 2575 Main Street, Mount Pleasant. THE WOODS SHOE CO., 2189 Granville Street, Fairview. THE KING FOOTWEAR CO., 543 Commercial Drive, Grandview. HODD & SON, North Vancouver. WHOLESALE AGENTS: STEPHENS & BROS., 109 Powell Street, City.

ter arrangement. The headline might then have been differently set so that the main line, "Bridal and Graduation," might have occupied its proper position, with the word "footwear" as the second line beneath. Then, if the third paragraph of the body matter had been placed first, with the two other paragraphs following, a better opening would have been obtained; and the omission of the third illustration would have provided space for a sentence or two of definite description—with well displayed prices—to have been run in connection with each cut. These would have been arranged, of course, one at each side of the advertisement.

Not Enough Care Exercised

The third advertisement reproduced this month is that of a wholesale shoe house of Vancouver, B.C., but there is so little in it one way or the other that we shall not attempt any lengthy criticism. The cut is excellent, and the main point of the announcement, "Wear 'K' Shoes" is also clear and unmistakable. The headlines make use of a rather overworked idea, however, and are run in kind of inverted display—similar to that to which we have already called attention in the previous example—that is not at all desirable. And while, probably, it is well worth while giving a list of local dealers who handle "K" shoes, we are inclined to think some more attractive and equally useful, arrangement of the list might easily have been devised.

What Distribution Involves

We have recently received a very attractive booklet got out by Mr. Chester F. Craigie, Advertising Manager of Utz & Dunn Company, Rochester, N.Y. It contains an address delivered by the author before the Rochester Retail Shoe Dealer's Association recently, and is entitled "Distribution—What It Involves." The booklet deals with distribution from the manufacturing, jobbing and retailing view-points.

Mr. Craigie claims that if you inquired of the average business man, whether manufacturer or retailer, as to what constitutes the greatest problem facing a business man today, his reply, if he gave the question due consideration, would undoubtedly be "Distribution." The getting of the manufactured product into the hands of the ultimate consumer, and the consumer's dollar in exchange in the merchant's and manufacturer's till. There are two great factors in business; production and distribution. Both require brain work. A keen insight into the demands of the customer and an ability to meet them or to create new ones. Of these two important factors in business, distribution has become the more important and more difficult to successfully accomplish.

Mr. Craigie states: "The most that production can do is to make an article and place it upon the shelf. Up to that point the article is an economic loss. It has not reached the ultimate consumer—has no use. Then the forces of distribution begin to work. The manufactured article goes from the manufacturer to the retailer and again is placed upon the shelf. It still represents a loss—this time to the merchant. From the merchant, the article is passed on to the consumer and is put to use, and then it becomes a source of profit to the user, to the merchant, and so to the manufacturer who put it upon the market."

In the booklet Mr. Craigie draws attention to the importance of the retailer, and states:

"Eliminating, if you will, the manufacturer to consumer idea of doing business—the mail order method—which at best could never be satisfactory to a degree which would make it a universal method, you will see that the great factor in distribution today is the retailer. It is the retailer who, after all, must get the manufactured product into use. And so it is true that the retailer who can best anticipate the public demand and supply that demand with a satisfactory article and at a fair profit—it is that retailer who shall be called successful—a master business man.

"What, then does this problem of distribution involve as applied to the retailer? I can see clearly four elements: First, the man who sells—the retailer himself; second, the man who buys—the consumer; third, the article to be sold, and fourth, the manner of making the sale—the selling policy of the man behind the goods."

After discussing the subject from all its view-points he makes the statement that selling is largely a personal matter and gives the following illustration:

"You go to a great department store and the firm name on the door may not be warm or inviting to you. But you know that Bill Jones down at the leather goods counter is a friend of yours and will treat you right. So you hunt up Bill and he tells you what you want. He gives you good service, advises you as to your purchase, makes sure that you are satisfied and sends you away remarking what a good friend of yours Bill is.

Nor is this all. The same Bill Jones sends you away enthusiastic and makes you a valued supporter of his house. He ties you and your influence up to the entire selling organization of his firm. He is interested in you and if there is red blood in your veins you must be interested in him, and unconsciously you become a vital factor in building up the business of his house.

Give us more like these. The shoe business needs men of this class—men of brains and energy and character, men who are aggressive in the battle for business, men of strategy and business acumen, men who will work nine hours a day, or twelve if necessary, or even more; men who believe in their own future, not men who see nothing in life beyond their present limitations; men who are enthusiastic, who can see for themselves that their ultimate success is bound up in the general success of any organization with which they are associated; men who work not for so much a week but for so much in life.

There is the backbone of the whole problem of distribution. Given men such as these, men who are energetic, who are thinkers, the question of how best to master the intricate problems of distribution will find ample solution. We will marvel to find that the problems were so simple."

A Dictionary of Footwear

"Footwear in Canada" has recently received a copy of a very complete and useful dictionary of shoe terms compiled by Mr. C. R. Rasmussen of Faribault, Minn., which should prove handy for all engaged in the shoe business. The volume is entitled "A Dictionary of Footwear" and contains about one hundred pages of alphabetically arranged shoe terms with their explanations. The price of this excellent little work is \$1.00.

Talks on Trade Topics

Interviews of Interest to Retailer, Jobber and Manufacturer. The Opinions of Experts on Bettering Business Conditions

Don't Knock

Above everything, tact is a necessary qualification for the commercial traveller. Knocking other nations' and firms' goods is not good policy, as was recently realized by the representative of a firm, outside Canada, who was trying to introduce certain lines to houses in the Dominion. He was talking to the head of a big Canadian shoe manufacturing company, and asserted that Canadians did not know how to make leather or to make shoes. He admitted that this was the first time that he had visited the country, and that he had been here only a very short time.

"I thought so," said the manufacturer; "before condemning our goods you should investigate what we are capable of; it is not courteous to us to speak in the way you are doing, and it shows that you have no knowledge of the subject."

Thereupon, the manufacturer invited the traveller to inspect the former's factory and to judge Canadian goods and methods in the light of that experience. The invitation was accepted, and the dogmatic traveller afterwards admitted that he had no idea that Canadians were turning out shoes of such fine quality. Men of this stamp, who exhibit a lack of tact, will not go far in Canada.

* * *

Honesty Pays

"I have often read of the inadvisability of indulging in sharp practice," said a retail shoe man recently. "It is needless to say that I am in cordial agreement with the sentiment expressed.

"But there is a feature that is not so often dwelt upon in print, and this is the time that it is the other fellow who is putting over the fake sales and the misrepresentations, and is apparently making an inroad into your business and securing your customers.

"We all know that one can lie about shoes with apparent impunity so far as the consumer is concerned. A poor shoe will show that it is poor about as soon as anything I know of, and if we will ourselves refrain from mis-statement of our merchandise because we know it is hurtful. I can't see for the life of me why we object when our competitor does.

"As a matter of fact he is simply taking a sure way of putting himself out of business, and should we make losses of customers to him it is certain that these losses will not be permanent, and when our customers come back, as they are pretty sure to do next time, we have them in a firmer hold than ever.

"Yet there are a whole lot of us who are worrying and fretting because the man down the street is making some outrageous claims about his goods, and his wonderful offerings, and we don't know how we can meet them. It is my experience and also the result of my observation in other as well as shoe lines that the best thing to do is not to try. There is always a sufficient number of sane people in any community to support a store conducted upon sane lines, and these people are the ones that are going to stand by the man who refused to be disturbed by the hysterical outcry of the unscrupulous and insincere storekeeper."

How to Adjust a Claim

When a customer enters your store and states that he is not satisfied with the wear of his shoes, adjust the claim as quickly and satisfactorily as possible, for many a good customer has been lost by haggling and arguing when the matter should be settled at once. The customer is either right or wrong, and if right, smilingly acknowledge the fact, and if wrong, stand up for your rights and do not make an adjustment after a hot argument.

When shoes have been worn for a period and the customer returns them and states that the soles have worn out or the uppers have cracked, why, in a confidential way inquire as to how long they have been worn, and if the customer states that they have been worn only a month or two months or three months, why, adjust the claim if it looks just, by charging the customer \$1.00 a month for the wear. That is fair to the manufacturer, if you charge the claim back to him, and the customer has no complaint, for he cannot expect to wear shoes for months and not be charged for said wear.

* * *

Branded Footwear vs. Plain or Individual

"There is probably no other subject which is as much debated among various retailers of footwear as that of selling a branded shoe of the manufacturer or a plain finished shoe marked only with the retailer's name, if any at all," remarked a prominent Toronto retailer to us recently.

"One may reap many benefits, presumably, from the shoe branded and advertised freely by the manufacturer as there appears to be very little outlay of expense for the retailer in connection with the advertising, especially where a small new store is being opened, and of getting things started. If after, say, twenty years of talking up a line and selling it to the best of one's ability, however, another retailer comes along and by guaranteeing an annual purchase of several thousand dollars more than you have been giving the manufacturer, he switches his line to the new man who then benefits by your twenty years advertising, general boosting, etc.?"

"Again, you must sell the branded lines at such prices as are usually settled by the manufacturer, and if he says he must raise his price, say fifteen cents per pair, there is nothing for you to do but lose it unless he cares to allow you to raise your retail price also; but this would rarely be considered on a fifteen to twenty-five cent raise at any rate. Then again, customers can compare lines more easily and even if you have the privilege of selling at your own margin of profit, this would be constantly criticised by them and compared with those of Messrs. Smith & Jones, who sell the same brand of shoe at perhaps fifty cents less in their home town, where running expenses are much less.

"The 'in-stock' proposition of the manufacturer of branded footwear is an immense talking point and also worthy of consideration—but alas—it stops often at

this, as many a retailer can testify, when he has wired for perhaps two special sizes for persons leaving town and receives a reply that the sizes required are just out but are in the works and will be 'in stock' by the 15th, which altogether likely will be two or three days after the date for which they are especially required.

"Suppose a manufacturer selling you a branded shoe, which you may have carried for years goes out of business, what then? It may be hard for you to find a substitute at all and if you believe in branded footwear you must find a line and in many cases you may decide upon a very inferior one, perhaps the only available one at the time, and this to your own future detriment. Most all shoes branded by manufacturers are of good quality, to start with at least, but invariably deteriorate as time goes on.

"But to the wise merchant carrying his stock branded only with his own name and perhaps many lines quite plain, although the latter is not so good a policy, these difficulties are easily overcome. He can put on his own legitimate margin of profit and raise the same, if necessary, in accordance with any raise of the manufacturer's price and, although he has to pay for advertising, etc., he is always sure of keeping his own name so long as he or his family continue in business and to advertise this permanent trade. No other retailer can use his name except he be one of his kin. His lines cannot be compared to any other retailer's as there is nothing to indicate to the public that they are of the same manufacture or quality and should he wish or even be forced at any time to change the source of his supply, the general public, or even his own customers, are none the wiser. There are very few manufacturers that will refuse to make you plain shoes if your credit is good. Therefore, why advertise for someone else instead of for yourself and lose your individuality as an AI retailer of footwear, by being the manager of a branded footwear exchange?"

* * *

The Backward Season

"Things are not just as satisfactory with us as they might be," remarked a Halifax shoe retailer last week. "The trouble is not," said he, "that times are bad or money scarce, but the weather has been against us so far as Oxfords and light footwear in general are concerned and in addition, lately, business is more or less handicapped this season by the way city holidays are observed by different firms, some people are open and some are closed and so it goes."

* * *

The Price of Leather

A gentleman prominent in the leather trade in the United States in an interview recently said, "Even in the face of the tariff, United States tanners will not accept contracts for future delivery at present prices, which is simply a confirmation of the belief that leather will be sold at higher figures as months go on.

"I know of one instance where a big eastern manufacturer offered to place an order for six car loads of sole leather for delivery July, August, September and October, and after trying out several tanneries, failed to get one to accept the business on prevailing prices. They are running from hand to mouth and taking no long time contracts.

"Two years ago tailings, bellies, necks and poor grade hides were a drug on the market, while to day they are picked up rapidly at prices beyond what was paid for good grade leather less than a year ago, which is simply a further indication of the shortage of hides.

"Further proofs of the conditions that exist are con-

tained in the interesting report recently issued by the Department of Commerce, which shows that more than thirty-six times as much fresh beef and cattle were exported from the United States six years ago as compared with present export.

"Another feature of the report is the statement that while the population of the country has increased eleven per cent., since 1907, the number of beef and cattle has decreased 30 per cent. In the face of these conditions it is unreasonable to look for a decline in leather prices."

The Aylmer Shoe Company

The Aylmer Shoe Company, Limited, was organized in 1910 and in the same year built and equipped the large three-storey factory which they are now occupying. They have been very successful in the manufacture of men's welt shoes, their plant being devoted exclusively to turning out this line. Their goods combine the highest quality of materials with the best of experienced workmanship and the success of the firm has been due to a large extent to those who are in charge of the different departments devoting all their energy to the manufacture of the special brand of welt shoes for men. The close proximity of Aylmer to the shoe centers of London and St. Thomas has enabled the firm to readily secure experienced operators. For several months past the factory has been working up to full capacity and more room will shortly be required to take care of the ever increasing trade in this high quality shoe.

To Repair Broken Button-Fly

First draw the broken parts together as closely as possible. Trim off any jagged edge there may be with scissors. Cut a piece of material, of substance according to boot, as long as the button-fly, but half an inch wider than the fly from seam to edge. Smear the material with paste. Lay the material on the end of your cutting-table, smeared side uppermost. Now lay the button-fly with the inside next to the pasted material. See that the edge of the material meets the fly seam. Now carefully bed down each buttonhole piece to the patch, tapping two or three tingles through the buttonhole piece, and patch into the wood of the cutting-table. Tingle down each broken buttonhole piece as you bed it into position, but, of course, leaving sufficient tingle upstanding to allow of withdrawal afterwards. Leave in this position until thoroughly dry. When dry, remove tingles. You will now be able to machine the button-fly as follows: The whole length of the fly-seam right round the scalloped edge, and round the cut of each buttonhole. Also zigzag machine at any buttonhole that is very bad. Now trim off surplus leather of the under button piece, and punch the buttonholes. This will be found the most solid and neat method of executing such a repair, as the patching is out of sight.

Experience has proved that the fastidious customer in the matter of these patching repairs is usually the customer who brings the worst job. Take the case of a lady bringing a pair of boots with the backs badly torn. The repair obviously should be a couple of patches, but if the customer insists on back-straps, the only thing to do is to cut the back straps very much wider where they reach the broken parts. If the back of one boot has a larger tear than the other, the strap cut for that boot should be the pattern for both.—The Shoe Repairer & Dealer

The Value of Courtesy and Politeness

European Clerks More Polite Than American—Courtesy Pays in Actual Dollars and Cents—A Big Business Asset

A well-known wholesaler, speaking recently before a gathering of shoe retailers of Boston, spoke of the politeness shown towards customers by clerks in the stores abroad. The clerks over there thank the customer for every item bought. No matter whether the same clerk sells you a dozen articles he will thank you after every article purchased. Of course there is a going so far with anything as to make a joke out of it, but the clerk who can sincerely say "thank you" when a customer makes a purchase is the man who will in a short while have the largest following of personal customers. Do not take our word alone for this. Simply look around in any establishment and you will find the clerk of pleasant, polite bearing is the one who passes in the largest sales-slips every day.

A customer likes to enter a store where he is met with that warm-hearted welcome that comes not from a "welcome" mat in front of the door, but from a staff of first-class clerks who strive to make him feel at home. A store where all from the proprietor up make it their business to treat a customer in a respectful manner whether he buys or not is generally found to be among the leading establishments of its city or town. Ask any customer why he goes to a certain clerk and invariably he will tell you it is because of the polite attention and courtesy extended by him that makes him feel his patronage is really wanted, and appreciated.

There is a good deal of study of customers necessary on the part of the clerk to make a success of his business, but one thing is certain—practically every person who enters your store has a feeling that in entering your establishment he is doing a favor by giving you a chance to serve him. And he has every reason in the world to feel this way, inasmuch as the public either makes or breaks your business when they give or withhold their patronage. There was a time many years ago when competition was small and in some towns the merchant had about everything his own way, but with the increase of competition including everything from a large department store down to the cut price sample shoe stores, it behooves the merchant to bring into the running every possible improvement and phase to help make his store among those "of the most popular." And naturally if he is an up-to-date merchant one of the first things he considers in his business is where he can procure the best clerks. And here is where the clerk who can do things is going to make a hit with the boss. Doing things means not to come in of a morning and figure how little you can accomplish until closing time without being fired. It means coming in and doing everything in your power to make the store better, and to attract and retain more customers every day of the year.

Cultivate the habit of being cordial, cheering and obliging. In other words, act as though you were glad to see a customer when he comes in. And above all give each customer your undivided personal attention. A clerk who tries to wait on too many customers at a time generally loses more customers than he gains, unless he happens to have exceptional ability along

this line. Don't have too many irons in the fire. The customer is too liable to get hot and leave the store if he knows he is receiving about a sixth of your attention.

Do you know your stock so well that you can pick out a customer's size and style in a few seconds or does it take minutes of hunting on your part to find what is wanted. A customer appreciates quick service in this direction, especially the business man. It gives him more time to try on and decide what footwear he wishes to purchase. Oftentimes a man may come in with the intention of purchasing a pair of shoes and rubbers, but it takes so long to accommodate him with the shoes that he rushes out without the rubbers. He may come back later for them, but he may purchase them somewhere else.

A very hopeful fact is that more retailers every day are taking up the idea of getting their clerks together at certain periods and talking over different problems that come up during the day, and then figuring out how to meet these successfully.

In this way the proprietor is helped as it makes better informed clerks in his store and this means better business; and the clerks are helped, as they are told how to do certain things that it might take them months to figure out alone. One clerk may have a problem that another clerk has solved successfully, while the other clerk may have failed to solve a problem that the first clerk has figured out. They get together in these meetings, both inform each other in regard to the problems bothering them, and incidentally the other clerks, if the store employs a large force are also informed.

Now this is not something that might be done. It is something that is being done, and very successfully.

There is one phase of retailing that might be brought up here, and that is adjustments of claims. Now it is all right to call the boss when a man comes in with a pair of shoes he has worn three or four months steadily and expects a new pair because an eyelet has come out or something of the sort. But some clerks have a habit of calling on the proprietor for every little complaint that is to be settled. This is all right if the boss wishes to adjust all these claims, but why not go ahead and fix up a customer according to your own judgment when some small trouble comes up.

The main point we wish to bring up here, however, is that politeness is essential to good salesmanship, and there is no better way for you to be loyal towards your store and work for its interests, than by cultivating this attribute.

The clerk who studies courtesy is making a firm foundation for himself on which to build a successful business career.—Footwear-Fashion.

Make it a rule for every compliment you receive you will give two. You will soon find it growing easier to get on with people and to secure their friendship.

Shoemen and Sportsmen

The son of an expert master shoemaker of Liverpool, England, in the same year that the different provinces of Canada were welded together into confederation—in 1867—was Tom Stedman born. He received his education at St. Francois Xavier College, Liverpool, and worked in his father's store in the seaport



Mr. Tom Stedman



Mr. Mills C. Simpson

city until he was twenty-one. Afterwards he took a position of first salesman with the William Reynolds Shoe Company, at their chief Liverpool store. Later, he assumed the management of the store and three years afterwards purchased the business from his former employers. He then developed the shoe line more extensively and ran a chain of twelve stores in the Liverpool district. Ill health, however, decided him to try the Canadian climate, and just ten years ago, with Mrs. Stedman and seven children, he left England. The second day after his arrival in Winnipeg he started in the shoe line by purchasing the H. J. Middleton business, on Alexander avenue. Two years later he bought a larger store on Logan avenue, and three years after acquired the Guest & Cox business on Main street, from the hands of the trustees. Mr. Stedman to-day is president of the Tom Stedman Shoe Company, at 719-21 Main street, and also head of the Western Shoe Distributing Company, Winnipeg, who are the Canadian representatives of Rice and Hutchins, Inc., of Boston, Mass. His recreations are shooting and fishing. He is a member of the Manitoba Fishing and Hunt Club, the Adanae Club and the Knights of Columbus. He was recently elected a member of the Board of License Commissioners for the province of Manitoba. Mr. Stedman is one of the solid, substantial business men of Winnipeg.

Mr. Mills C. Simpson, the vice-president of Tom Stedman, Limited, is a Western Canadian, being born in Brandon, Manitoba, in 1883. He attended the public school in that city, and later on the Wheat City College. His shoe experience dates from 1899, when he, as a boy, entered the employment of the Adams Shoe Company. After spending ten years with this firm, his services were rewarded by an interest in the business, which he sold out in 1909 in order to join the firm of Tom Stedman, Limited, of Winnipeg. He is also manager of the Western Distributing Company, which is a subsidiary firm to Tom Stedman, Limited.

Like the head of the firm—Mr. Tom Stedman—Mr. Simpson is an ardent sportsman, his two principal recreations being cycling and fishing.

The Hero of the Dayton Flood

When death and disaster, in the form of flood and fire, swept Dayton, Ohio, recently, John H. Patterson arose with the tide to the level of events. Responsibilities gravitate to the men who can shoulder them, and dire difficulties are taken care of by those who know how.

Patterson is the man who, more than any other, brought cosmos out of chaos.

When the flood was rising and nobody knew what the result would be, John H. Patterson began to wire for motor boats. He did not ask, he demanded. And the motor boats came. Later, he wired for motor trucks, and the motor trucks came to clear up the debris.

Patterson took all of the carpenters from the National Cash Register Company—one hundred and fifty skilled woodworkers—and set them to work making flatboats. The entire force of the great institution was at the disposal of the people who needed help. And not a man or a woman was docked or dropped from the payroll. Everybody had time and a third.

As for John H. Patterson himself, he worked in three shifts of eight hours each; and for forty-eight hours he practically neither slept nor ate. And then, by way of rest, he took a Turkish bath and a horseback ride, and forty winks, and was again on the job—this man of seventy who has known how to breathe and how to think, and who carries with him the body of a wrestler and the lavish heart of youth.

The Philistine.

If your wife makes you unhappy by insisting that you ought to get an automobile when you know you can't afford it, you probably aren't telling her enough about your business affairs.

Jim Peach and Printer's Ink

Jim Peach, who runs the corner store, has published frequent "ads" for many years, or maybe more, and he takes in the scads. The people found out long ago that Jim will tell no lie, so gladly to his store they go and buy and buy and buy.

When he gets up a special sale, his "ads" are always true; he doesn't try to work off stale or damaged goods for new.

He often says: "None but a dunce that way will put up ice. A man may fool his patrons once, or he may fool them twice; but soon or late they'll all see through his little game, and then there's nothing he can say or do to get their trust again. When once they have you written down as one they cannot trust, you might as well desert the town, for if you stay you'll bust."

Oh, many merchants advertise in many smiling towns, and daily dish up gorgeous lies about their hand-me-downs, their groceries or boots and shoes, their coffins, or their gin, and then they have the mouldy blues, so little trade comes in.

And when their stores are on the blink, and life's a great big ache, they bitterly call Printers' ink a failure and a fake. "We advertised," they wail, "for trade we scratched with nail and tooth." A strong campaign they surely made—but failed to tell the truth.

Oh, merchant, if you wish to reach folks' hearts and pocketbooks, you'll have to do like old Jim Peach, and tell the truth, gadzooks!—Wait Mason, in System.

Convention of the Boot and Shoe Workers Union

Delegates from all parts of Canada and the United States met at the convention of the Boot and Shoe Workers' Union, held in Montreal, for several days. The proceedings were, at times, particularly lively, but Mr. John B. Tobin, the general president, exhibited much diplomacy in dealing with the delegates and with some questions which were the subject of hot debate.

The opening session was one of welcome to the city—the convention being the first held in Montreal. Mayor Lavallee, Controller Ainey, Mr. G. Duchesne, the president of the local branch, Mr. A. Verville, M.P., and others spoke, reference being made by Mr. Tobin, in his reply, to the difficulties which had attended the formation of a branch in Montreal.

Many hours were spent at subsequent sessions in debating the report of the committee on credentials. A protest was raised against the seating of delegates from Brockton Local 100, it being alleged that the election was illegal and that questionable methods had been used to secure the election. Much feeling was shown during the debate, and the matter was again referred to a committee, who reported that, while allowing the protested members to retain their seats, the convention should censure the Brockton Local 100 and its delegates. After a strong discussion this was carried, the entire discussion having lasted nearly four days.

The report of the President dealt with the progress of the Union, and also with the difficulties which arose owing to the large foreign element in the trade, for the most part without experience in trade unionism and prone to revolutionary ideas. This element was led to believe the statements of rival organizations to the effect that the union was a bosses' union, but the efforts of independent unions had in the majority of cases been helpless to injure the union to any material extent. Mr. Tobin protested against the fining system, which had been introduced in some of the factories, by which employees were penalized for imperfect work. The union took up the position that an employer could discharge an incompetent worker, but it was entirely opposed to the use of this system, which tended too readily to become a burden on the worker when combined with the pace-making system, by which careful workers might be subjected to the nervous strain of following the pace of a slipshod employee, whose only ambition was to gain by greater speed at the expense of quality, the consequence being that fines of a burdensome nature were then imposed all round. Mr. Tobin urged the branches to fight this system and to prevent its making headway in the union.

Mr. C. L. Baine, general secretary and treasurer, presented his report, which showed a cash balance of \$150,000. In securing higher wages and better conditions for its members the union, he said, had had a most satisfactory year.

Among the subjects discussed were the organization of the union in Quebec and the levying of fines by employers; on the latter point, by a unanimous vote, it was decided that the present system of fines must be abolished, and no new agreements will be signed with the employers unless they agree to this condition.

The following officers were elected: President, John F. Tobin; vice-president, Collis Lovely; secretary-treasurer, Charles L. Baine.

Poker Rules Didn't Work

In Toronto there is a shoe store, in the windows of which, on top of one pair of shoes is a large card on which three new \$1 bills are displayed. Below the bill is printed: "Three of a kind take a pair."

Recently a tough-looking Westerner, after gazing for a long time on the bills, the card and the shoes, stepped into the store and was met by a smiling clerk.

"Say, mister, is this a straight game yer givin' us?"

"You refer to—"

"I'm referring to them shoes in the window. You sell them 'cordin' to the rules of poker, do you?"

"Oh yes, yes sir. Quite so sir; ha, ha! Rather clever thing, isn't it? Ha! Ha!"

"D— clever. Show me a pair of number nines, that style."

The salesman produced several pairs of nines, and the Western man tried them on. He selected two pairs, and said he would take them both.

"Now, see here," he said, "I want no shenanigan. You're selling 'cordin' to Hoyle, eh?"

"Yes, sir, we guarantee that. Couldn't take advantage of an old hand like you. You evidently know the game."

"I do, sonny, and I want nothin' but what's 'cordin' to rules. I want a straight game with no looloos. Savey?"

"Yes, sir, certainly, sir!"

"Well, then, wrap up them two pairs of shoes, and there's your \$3."

"But every one pair goes for \$3: Look at the card. Three of a kind take a pair."

"I know they do; but we're playin' by the rules, an' 'cordin' to all the rules of poker I ever see, three of a kind, also, just natchurely and etarnely, scoop two pair."

The clerk ceased to smile for a moment but suddenly recovered himself.

"Yes, sir, but three of a kind woudn't scoop two pair when both pair are nines, would they?"

"Well, I'll be—Gosh take it if you ain't right! I thought I was workin' a smart game on you; but I'm a jay. I should have took a pair of eights and a pair of nines an' then I would have had you, darn you. Well, so long. You city fellers are smarter than you look, an' kin always squirm out o' a deal somehow."

"Movies" of Workers

A new use of the moving picture camera in manufacturing is for the taking of pictures of men at work, to be studied by efficiency engineers, who are hunting for lost motions. For the taking of the picture a clock is set on the machine. This clock has a large dial and it is split to the 100th part of a second. The camera takes the picture of the clock and the man at work. When a series of pictures of different men at work are had the efficiency engineer goes over them and discovers how one man gains time in the motions of his hands and another man loses time.

They are putting business methods into politics now and it is time for the merchant who wants more trade to put political methods into business—as far as they are honest.

Many a man fails in business when people have always said, "His heart's in the right place, anyway." See that your head is in the right place, too.

Keeping the Ankles Trim

There are women whose slenderness of ankle and wrist remains unchanged no matter how much avoirdupois the rest of the figure takes on as years advance. The average woman, however, find difficulty in keeping her ankles trim after thirty, especially in the summer when the high buttoned boot is exchanged for low cut footwear. If low-cuts are worn continuously through the summer it is found that in the autumn buttoned boots pinch cruelly unless the buttons are moved. As the ankle which spreads because of lack of confinement during the summer, reduces in size, the boot becomes loose and another change of buttons is necessary.

This trouble may be obviated if the high boot is worn at least part of the time throughout the summer. A pair of patent leather boots, either button or lace, with tops of suede or cloth, will not only assist in keeping the ankles trim but will complete the summer wardrobe satisfactorily.

A New Traveller

The name of Cote is well-known to the shoe trade and is possessed by some of the foremost shoe manufacturers, shoe salesmen and shoemakers in Canada.



Mr. J. H. Cote.

The subject of this sketch, Mr. J. H. Cote, does not belie his name but knows shoes thoroughly, having received his schooling in this respect in the shoe department of Henry Morgan & Sons, Montreal. Mr. Cote has recently joined the travelling staff of the Montreal office of the Canadian Consolidated Rubber Company, Limited, and Footwear wishes him every success in his new position.

Knows Eastern Canada

Probably there is no man who knows Eastern Canada better than Mr. W. N. R. Jackson, who for 22 years has been on the road, and has covered this territory very thoroughly. He represents Jackson & Savage, Limited, in the Eastern Townships, having been

with the firm since its start, a few years ago. He carries the various lines of that company, including the well-known Scout shoes, and also does a considerable



Mr. W. N. R. Jackson.

business with Miner rubbers, for which Jackson & Savage are the agents in the province of Quebec. Mr. Jackson is a brother of a partner in the firm.

Has Studied Footwear

In the course of his 14 years' connection with the shoe trade, Mr. C. A. Leonard, of Montreal, has had experience in the manufacturing, retail, and sales ends—a training which must of necessity be a valuable asset for any man who is on the road. He first started with the old Royal Company, Montreal, where he



Mr. C. A. Leonard.

did some practical work, then he joined the staff of Alfred Lambert, Incorporated, Montreal. Subsequently he had a turn in the retail trade, in the store of his father and with Mr. O. P. Montigny. During the last seven years he has been with Alfred Lambert, Incorporated, who do a large jobbing trade.



Assorted Chestnuts

Uncalled For

Murphy—"Oi want to get a first-class autymobile for me woife."

Auto Dealer—"Long body?"

Murphy—"None of yure business! She's built like a barrel, but Oi didn't come here to discuss her shape wid ye."

* * *

He Did

Tommy came out of a room in which his father was tacking down carpet. He was crying lustily.

"Why, Tommy, what's the matter?" asked his mother.

"P-p-p-papa hit his finger with the hammer," sobbed Tommy.

"Well, you needn't cry at a thing like that," said the mother. "Why didn't you laugh?"

"I did," said Tommy, disconsolately.

* * *

Out of Town

"I'd like to see the cashier," said the bank depositor.

"So would I," replied the manager of the "Bank of Safety." "but he's out of town."

"Ah! Gone for a rest I presume?" said the bank depositor.

"No," answered the bank manager; "he went to avoid arrest."

* * *

What Made Him Angry

Did you ever hear the story about the Irishman—Pat, by name—who applied at the wharf for work as stevedore? Well, if you have you won't need to read this one.

He was, I should say, only four and a half feet in height, and when he applied for a job the boss was dubious.

"We're loading 300-pound anvils into that steamer," said he, "and a little runt like yourself couldn't handle 'em."

"Try me," said Pat. And the boss put him to work.

Pat hustled the anvils aboard all right. The cargo was nearly all stowed in the hold when the boss heard

a splash. He ran to the rail, and, looking over, saw Pat struggling in the water.

"Throw me a rope!" he yelled, as he went under. He came up, called for a rope and went under again. Again he rose to the surface.

"If you don't throw me a rope," he sputtered angrily, "I'm going to drop this anvil."

* * *

Didn't Want the Squeak

I don't like those shoes you sold me, said the lady customer.

What's the matter with em? asked the shoe dealer.

Why, they squeak.

Is that all?

Is that all? Well, isn't that enough? If I'd wanted something that would squeak I'd have spent a little more money and brought a phonograph.

* * *

In the Wild and Wooly West

Western Official—"Do you take this woman whose hand you're squeezin' to be your lawful wife, in flush times an' skimp?"

"I reckon that's about the size of it, squire."

"Do you take this man you've jined fists with to be your pard through thick an' thin?"

"Well, you're about right for once, old man."

"All right, then. Kiss in court an' I reckon you're married about as tight as the law can jine you. I guess four bits'll do, Bill, if I don't have to kiss the bride. If I do it's six bits extra."

* * *

Does It?

Postmaster—This letter is too heavy. You'll have to put on another stamp.

Colored Citizen—Sah, will that make it any lightah?

* * *

And Then The Boy Ran

The little boy was carrying home the empty bowl that had contained his father's dinner when a big bully appeared.

"Do you mind if I kick that bowl?" inquired the bully.

"Not a bit," said the small boy.

"You mean that? Do you mind if I kick the bowl?"

"Not a bit."

"For the last time. Do you mind if I kick the bowl?"

"No I should like you to."

"Oh, would you? Then watch me!" exclaimed the bully as he shattered the bowl to atoms.

"Do you mind now?"

"Not a bit," replied the small boy, edging away. "My mother borrowed the bowl from your mother this morning. You'll hear about it when you get home!"

* * *

Poor Dad!

"Do you realize the power of the mother tongue?" asked the young man who professed interest in literature. "Yes; and so does father," replied the young woman.

* * *

She—Pardon me, sir, for walking on your feet.

He—Oh, don't mention it, I walk on them myself you know.

General News and Personals

Happenings in the Shoe and Leather Trade

The Hartt Boot & Shoe Company, Limited, of Fredericton, N.B., have again broken all their previous records for volume of business. At the annual meeting of the company, held at Fredericton a few days ago, the largest business since the "Hartt" shoe was placed on the market, was reported, and the usual dividend was declared. It might have been expected that owing to the adverse conditions of the money market that the output of this concern, which enjoys its largest market in the west, would have been considerably curtailed, but on the other hand a very satisfactory and substantial increase in business was shown. The meeting re-elected the old Board of Directors as follows:—John D. Palmer, John A. Reid, J. W. McCready, Edward Moore and John Kilburn. At a subsequent meeting the same officers were re-elected as follows:—John D. Palmer, president; John A. Reid, vice-president; J. W. McCready, secretary.

J. R. C. Struthers, 44 Princess street, Winnipeg, has secured the sole western agency for the "Moose Head" brand of boots and shoes, made by the John Palmer Company, Limited, Fredericton, N.B.

Mr. Winnett, of the firm of Willett & Wellinger, Limited, manufacturers of fancy leather goods, Toronto, has been on a trip through the west, and returned east a couple of weeks ago.

The Commonwealth Clothing Store, Medicine Hat, Alberta, has added a dry goods and boot and shoe stock.

J. S. Johnson, representing Dunsford's Elk Shoes, Limited, Stratford, Ont., recently returned east from a trip in the western territory.

W. H. Jardine, Manitoba and Saskatchewan representative for the W. B. Hamilton Shoe Company, Limited, has returned from his western trip.

Thorne D. Dadford, London, England, has been in Winnipeg with samples of boots and shoes, leggings, tennis racquets, cricket bats and other athletic goods. He represents a number of English manufacturers.

J. J. Kilgour, of the Kilgour, Rimer Company, Limited, wholesale boot and shoe merchants, Winnipeg, recently returned from a business trip to eastern manufacturing centres. He reports the market on footwear very firm.

I. R. Mendelson, of Boston, Mass., representing Whittemore Bros. & Company, was in Winnipeg a couple of weeks ago on a tour of western Canada in the interests of his firm. The products of his company are shoe polishes of the finest quality. Among the brands are "Gilt Edge," oil polish; "Albo," which cleans and whitens canvas; "Nubuck," a white leather dressing; "Quick White" and "Elite."

Mr. I. M. Wedgewood, who was formerly connected with the late firm of Kirvan-Doig, Limited, Maisonneuve, is now foreman of the making room of the Stoeber & Bean Company, Lowell, Mass.

Under the bankruptcy of Kirvan-Doig, Limited, Maisonneuve, the assets—valued at \$40,863—have been sold by auction. A large portion of the machinery, equipment, etc., was purchased by Dufresne & Loeki, Maisonneuve, who also bought the black leather. The sole leather was knocked down to the Adams Shoe Company, Toronto, and other effects were sold in small lots to different firms. The prices realized were rather low.

Speaking to a representative of Footwear in Canada, on the stringency of the money market, Mr. John Palmer, president of the Hartt Boot & Shoe Company, Limited, Fredericton, said recently, "I can speak with accuracy only of our own business and I am able to say that the stringent conditions existing have had no material effect on our business. Only this week we shipped a carload of goods to Winnipeg and other similar consignments are in progress. In fact our business has shown a substantial gain during the past year notwithstanding the conditions that are prevalent. The business we have already booked for Fall, is very satisfactory indeed and fully up to our expectations."

A by-law is before the citizens of Orillia, Ontario, which provides for the raising of the sum of \$25,000, by debentures, for the purpose of loaning same to the C. N. W. Shoe Com-

pany, Limited, of London, Ont., to assist them to establish a boot and shoe factory in the former town. The vote on the by-law will be taken on July 21st.

Mr. D. Lorne McGibbon, president of Ames-Holden-McCready, Limited, was able, at the annual meeting held in Montreal on June 26, to submit a statement showing progress right along the line. The net profit for the year ended April 30th last, was \$351,390.10, which, after deducting interest on bonds, leaves a balance of \$291,390.10, equal to about 11 2-3 per cent. on the preferred stock. After providing for the preferred stock dividends for the year, the balance, amounting to \$116,390.10, is equal to about 3 1-3 per cent. on the common stock.

The business of Marden, Orth & Hastings, manufacturers and dealers in tanning materials, Boston, has been changed from a limited partnership to a corporation. The limited partnership expired by limitation on the first day of June, 1913, and the property and business have been conveyed to and taken over by the Marden, Orth & Hastings Company, which has also assumed all the obligations and liabilities of the partnership. The Marden, Orth & Hastings Company has been incorporated under the laws of the state of Maine, with a capital of \$1,600,000, and the partners in the old will be the officers of the new company. They are Frank M. Marden, Mountford S. Orth and Walter O. Hastings.

Mr. C. Brouillard has resigned his position as superintendent of No. 1 factory of Ames-Holden-McCready, Limited, Montreal, on his appointment as superintendent of the factory of J. Ritchie & Company, Quebec.

Mr. J. W. Murphy, president of the American Leather Company, Boston, has been on a pleasure tour in eastern Canada.

The Crown Shoe and Leather Company, Montreal, have sold to Mr. J. R. Claude certain land and buildings fronting on Moreau street, for \$17,500.

E. Labiberte, of the Dupont & Frere Company, Maisonneuve, has resigned his position as cutting room foreman with that firm.

A. H. Thompson, of Boston, has taken a position as manager of the upper leather department for Getty & Scott, Limited, Galt, Ont.

Jas. H. Houllian, foreman of the making room of the Getty & Scott, Limited, Galt, Ont., has returned to Rochester, N.Y.

Mr. W. Pereaull, foreman of the finishing and treeing departments of the J. & T. Bell, Limited, of Montreal, has resigned his position.

A. Hennessey, who travels for the C. B. Dayfoot Company, was recently seriously injured in the wreck on the C. P. R. near North Bay, Ont.

Frank Dell, formerly a shoe retailer at Chatham, Ont., recently committed suicide at that place by taking carbolic acid.

The Montreal Ad Club has just been organized, rooms having been arranged for in one of the new down town offices. As its name implies, the club aims at promoting publicity, but has also a social side. It has the support of some of the most important firms in Montreal, and will be carried on on lines which have proved successful in other cities. One feature will be the assistance given by a board to any members who desire advice in the solution of salesmanship problems. The Montreal Council are to be asked to give an appropriation for advertising the city, the Ad Club undertaking to spend the money in the best way without charge to the city. It is also intended to send out to business men literature dealing with advertising from a general standpoint, and to show the advantages of sound publicity.

E. Massicotte, a Montreal shoe retailer died recently.

A new shoe retailing establishment has been opened in the Imperial Building, Blenny street, Montreal, under the name of the O'Loughlin Boot Shop.

The Amherst Boot & Shoe Company, of Amherst, N.S., report a very successful season with the "Bulls eye" fishing

last. Out of 9,000 pairs sold only three or four pairs were reported to have had any defect. They are making preparation to give them a big push this fall.

E. W. Wallace & Company has purchased the retail shoe business of Thompson & Company, at Pembroke, Ont.

B. Granton, a well known and respected shoe retailer of Preston, Ont., died recently at that place.

F. S. Hardman, has opened a shoe store on the corner of Queen street and Jones avenue, Toronto.

J. Ready, shoe retailer, St. Marys, Ont., has been elected treasurer of the local branch of Retail Merchants' Association.

Las. Hazelton & Company, leather merchants, are opening a branch office in Fort William, Ont., in the premises of the Merchants Bank.

A by law relating to the Hewetson Shoe Company, Limited, of Toronto, to enable them to establish a shoe factory was carried by the ratepayers of Brampton, Ont., by a large majority on June 27th, only two votes being recorded against the proposition.

The Brockton Shoe Company, 119 Yonge street, Toronto, are opening a branch at 264 Yonge street.

John Ritchie & Company, of Quebec, who recently closed their factory in order to take stock have resumed operations.

J. A. Newman, has been appointed superintendent of the factory of Sterling Bros., Limited, of London, Ont. He was formerly with the Relindo Shoe Company, of Toronto.

With the object of securing closer co-operation between the heads of the rubber mills, the Canadian Consolidated Rubber Company sometime ago decided on a series of monthly conventions, the superintendents visiting, in turn, the various mills at Granby, St. Jerome, Montreal, Berlin, and Port Dalhousie. The superintendents thus keep in touch with one another, and are able to offer suggestions for the general benefit. At the last two days' convention in Granby, P.Q., the following were present:—C. J. Labelle, secretary-treasurer, Dominion Rubber Company, Limited, St. Jerome; J. H. Pearce, general superintendent, Shoe Division, Canadian Consolidated Rubber Company, Limited; J. H. Pearce, Jr., the Granby Rubber Company, Limited, Granby; Donald Fisher, the Canadian Consolidated Rubber Company, of Montreal, Limited; C. K. Hutchinson, Canadian Consolidated Rubber Company, Limited; I. W. Keuhner, the Maple Leaf Rubber Company, Limited, Port Dalhousie; F. W. Kramer, Dominion Rubber Company, Limited, St. Jerome, Que.; P. Y. Smiley, the Merchants Rubber Company, Limited, Berlin, Ont., and A. D. Weber, general superintendent of stock at the mills, Montreal.

Mr. J. A. Cyr, of the O. B. Shoe Company, Limited, of Drummondville, is in Toronto on a business trip.

Messrs. Brunet, Frank Slater, and Robinson, of the Eagle Shoe Company, Montreal, have been on a visit to Boston inspecting spring styles.

The Brockton Shoe Company, Limited, have opened a store at 440 St. Catherine street west, Montreal, for the sale of men's American shoes. There is only one price—\$4.00. Mr. T. R. Trudeau, is the manager.

Mr. John Reid, of the Hartt Boot & Shoe Company, Fredericton, was in Boston recently on a business trip.

F. D. Pageot is to manufacture shoes at Ancienne Lorette, Quebec. He will specialize on children's lines.

D. Gauthier, who was foreman of the cutting department of the L. Gauthier Company, Quebec, has resigned and is to go into business for himself, making shoe patterns, it is understood.

E. L. Thomas, who is cost man and manager for Getty & Scott of Galt, Ont., has been in Boston on a business trip recently.

The Fogarty Company, Limited, of St. Catherine street east, the owners of one of the largest retail shoe stores in Montreal, have leased their premises for a number of years to a company who will operate a drug store there. Possession will be given in October, the Fogarty company intending to go out of the shoe trade.

The Berlin Trunk & Bag Company, Limited, have registered at Montreal.

Samuel Goldstein and Benjamin Goldstein have been registered to carry on a boot and shoe business in Montreal under the style of the Ritz Shoe Company.

Henri Arthur Robert has registered, in Montreal, to carry

on business as the Sunlight Shoe Company, Limited, wholesale shoes.

There are splendid openings at Arrow River, Man., for a harness maker and shoe repairer. Further information would be promptly be supplied by J. F. Tennant & Company, general merchants at that place.

Mrs. Napoleon Malo, Montreal, has registered to carry on business as a shoe manufacturer under the style of The Up-to-date Shoe Company.

Alcide Mineau and Aime Bellemare have registered to carry on a retail shoe business under the name of Mineau & Bellemare, at Three Rivers, Quebec.

The last block factory of Geo. Willard & Sons, at McNeil's Crossing, Quebec, was recently totally destroyed by fire, the loss amounting to several thousand dollars.

The Regina Tanning Company recently suffered from fire. The loss is estimated at about \$1,000.

It is reported that a company styling itself, The Alberta Shoe Company is contemplating the erection of a \$75,000 shoe factory at Redcliffe, Alta., and that the promoters are Messrs. Stoner, Lockwood and Quigley, all of Redcliffe.

J. A. McCaughan & Sons, manufacturers of boots and shoes, Montreal, have dissolved, and J. Alfred McCaughan and Antonio Bedard have registered.

Mr. R. M. McGowan, of H. G. Middleton & Company, Limited, wholesale shoes, Winnipeg, has been elected grand councillor of the United Commercial Travellers at their recent Annual Convention, held at Moose Jaw, Sask.

A. Levy, proprietor of the Right Form Shoe Store, 260 Yonge street, Toronto, has opened a branch at 107 Yonge street. The new store, which deals mostly in medium-priced goods, appears to be doing a rushing business.

The Acme Tanning Company, Limited, has been incorporated with a capital of \$20,000, the headquarters being at Quebec. The object of the company is to manufacture and import all kinds of merchandise, and to act as wholesalers and retailers, particularly in leather.

At a dinner of the Canadian Credit Men's Association held in Montreal, Mr. Henry Detchon, the general manager, referred with satisfaction to the fact that, by an amendment in the Criminal Code, a person making a false statement to a third party, such as a mercantile agency, for the purpose of obtaining credit rendered himself liable to prosecution on a charge of false pretences. The speaker also referred to the enlarged activities of the association, particularly in the establishment of an adjustment bureau for the handling of insolvent estates. Mr. Paul Valentine, secretary of the Montreal branch, said that the association has succeeded in killing the Election of Domicile Bill. The dinner was presided over by Mr. B. W. Grigg.

A fire recently broke out at the factory of Wickett & Craig, Limited, leather manufacturers, Toronto, in which the central part of their factory was practically wiped out. This was the older part of the plant, the newer part including the beam house and boiler room are intact, the result being that by installing some additional motors the firm will be able to go on with their regular work without any serious interruption. The damage was in the neighborhood of \$225,000, including about \$150,000 on stock. There will be some salvage on the stock item, but just what it will be we cannot state at the moment of going to press.

Leclair & Chalifoux, Limited, Montreal, have been incorporated under Federal Charter with a capital of \$50,000 to carry on a business as shoe manufacturers.

H. H. Harder has opened a boot and shoe store at Herbert, Sask.

Mrs. Lazarus recently opened a store in Montreal under the style of the St. Henry shoe store.

R. J. McIntosh, the popular shoe retailer, of Chilliwack, B.C., conducted a very successful shoe sale last month.

Burglars entered the shoe store of Allan Simpson, 419 Parliament street, Toronto, one night last month but did not remove anything. They were evidently in search of money when they were disturbed and made off before the police arrived.

Crummy & Lambert, Limited, has been incorporated at Victoria, B.C., with a capital of \$50,000. Their charter permits of them carrying on a boot and shoe manufacturing business.

The Regina (Sask.) City Council last week approved a plan whereby there will be erected in Regina a boot and shoe

plant that will be the nucleus of a boot and shoe industry there. It is agreed to construct a brick factory costing \$50,000, of which W. G. Downing & Company will be proprietors. Part of the building will be utilized in making shoes, while the remainder will be used for storage and shipping of shoes made by concerns for which this company are the western Canadian agents. The matter has been before the finance committee, whose recommendation was unanimously carried in the council giving the company certain conditions. This recommendation is as follows:—"Having received from W. G. Downing & Company an application to purchase lots 11, 12 and 13, block 122, and lots 11 to 15, both inclusive, in block 136, at the nominal price of \$1 per lot for warehouse site for the location of a boot and shoe manufactory, your committee has given the matter careful consideration and now begs to recommend that instead of selling the property applied for the city arrange to finance (from the property Sales Account) the erection of a warehouse and factory building for use of applicants at a cost of approximately \$50,000. Interest on the amount expended will at a rate of 5 per cent. per annum for a period of five years, after which term the applicant will purchase the building from the city at cost price; and that the city solicitor be instructed to prepare an agreement containing the conditions as set out, and the usual spur track rental and reservation clause; that the city be secured by the personal covenant of the directors of the company for the carrying out of the various conditions pending the purchase of the building by the applicants, it being understood that the city will, at the end of five years period, donate to the company the site mentioned, provided all conditions of the agreement have been duly carried out; and that the Mayor and the City Clerk be and are hereby authorized to sign said agreement and affix the Corporate seal thereto."

One of the narrowest shoes in existence is on exhibition in the window of Wallace's shoe store, Guelph, Ont. It is twenty-seven years' old and surrounds itself with an atmos-

phere of interest from the fact that twenty-five years ago it was worn by one of the most popular actresses on the continent, who was then playing at the Princess Theatre, Toronto. She left it at McLaren & Ellis, wholesale shoe merchants in that city, to have it repaired. And never since then has she called for it. The shoe across the broadest part of the toe is only about two and one-half inches. It was made by the Foreman Shoe Company, of Chicago.

Jackson & Dowdell, heel manufacturers of Toronto, have dissolved.

J. M. Sullivan, who formerly conducted a retail and repairing shoe shop at Orillia, Ont., died recently at Gravenhurst.

Henry C. Durgin, late superintendent of Sterling Bros. Limited, London, Ont., has gone into the confectionery business at Port Stanley, Ont.

A. O. Giroux, the well-known secretary of the Montreal Superintendents' and Foremen's Association, is now foreman of the finishing room of J. & T. Bell, Limited, Montreal. He was formerly with the Regina Shoe Company.

W. F. Martin, sales manager of the Kingsbury Footwear Company, Montreal, was in Toronto recently for a couple of days calling upon the trade.

D. J. McDermott, of the McDermott Shoe Company, Montreal, has returned from a trip to the New England States shoe centres.

Mr. Griffith Clarke, of the A. R. Clarke & Company, Limited, Toronto, has just returned from his European trip, where he visited England, Germany, France, Holland, Belgium, Italy, Spain, Portugal and Switzerland. He reports that the patent leather manufactured by the firm is finding increased popularity in the old world. Mr. A. R. Clarke, the president of the company, is at present in England, combining business with pleasure. After calling upon all the customers of the firm he intends making a motor trip of England.

General Store News of Western Canada

Where the Shoe Manufacturer May Find a Customer

Alberta

M. O. Bonnett has discontinued his general store business at Three Hills.

J. E. Gurgin, general store keeper, at Sibbald, has been succeeded by G. B. Speer.

C. S. Cawne, of Tollerton, has opened a general store.

Oldstadt & Hardy, general store merchants at Bawlf, have been succeeded by Sargent Bros.

J. Jarrett, general store keeper at Blackfoot, has been succeeded by a Mr. Farquhar.

C. Lorensen, general store keeper at Edmonton, has been succeeded by S. Strang.

Laxon Bros., general storekeepers at Longview, have been succeeded by A. R. Allen.

E. F. Morris, general storekeeper at Penhold, has been succeeded by McDougall & Company.

Faull & Gregory, general storekeepers at Irricana, have sold out their business to Wm. Schang.

Saskatchewan

J. A. Davidson has opened a general store at Milden.

W. D. Harper is opening a general store at Sovereign.

Hochman & Schachter have opened a general store at Meacham.

J. W. Maher has been succeeded in his general store business by Garish & Cautley, at Marshall.

R. O. A. Langlois, who has been in the general store business at Delmas, is removing to the Narrows, in the Jackfish Lake district.

R. E. Stinson, general storekeeper, at Carnduff, has sold out to R. E. Wilson.

The Guernsey Supply Company has opened a general store at Guernsey.

Brent & Potter have started a general store at Ritchie.

McNeal & Dowling have opened a general store at South Fort George.

W. J. Currie, Lemberg, has sold his general store to P. Kennedy.

R. R. McCorkle has opened a general store at Prelate.

W. J. Shepherd, general storekeeper at Antler, has removed his stock to Wauchope.

Lobe & Zagins have established a general store business at Readlyn.

W. J. Parker has commenced a general store business at Humboldt.

L. H. Rawlings, general storekeeper at W. Hope, has sold to A. J. Wright.

S. Stockhammer, general store keeper at Carroll, has been succeeded by Shatsky & Lax.

Ernest Leach has started a general store at Lumsden.

Manitoba

H. J. Peck has started a general store at Pease.

W. Drolunreke has started a general store at Mankin.

John D. Grossen, general merchant at Brandon, has sold out to K. B. Reimer.

Robert Duroette has commenced a general store business at McCreary.

Frank Cochran has started a general store at Compton. A. D. Demison, at Rosedale, has been succeeded in his general store business by G. M. Plummer.

POSITIONS WANTED

WANTED—POSITION AS TRAVEL-
ing salesman by a Canadian shoe-
man with first class connections. Best
of references. Box 823, Footwear in
Canada, Toronto. 7


SHOE TRADE

YOUNG MAN WITH WHOLESALE,
retail and repair shop experience de-
sires responsible position. Thorough
knowledge of modern plants and can
adjust and operate any stitcher. Box
795, Footwear in Canada, Toronto,
Ont. 6-7

WANTED GOOD SHOE BUSINESS.
State price and all particulars in first
letter. Box 825, Footwear in Canada,
Toronto. 7

SHOE SALESMAN WANTED BY
largest manufacturing firm in Middle
States making the best known brands
of shoes in America for men, women,
boys and girls. We want to secure
a good man for Ontario, one for East-
ern Canadian field, and one for West-
ern field. Only high class men with
good connection need apply. Give
particulars regarding experience and
the territory you want to cover. Ap-
ply Box 826, Footwear in Canada, To-
ronto, Ont. 7-8

Riemer's Wood Sole Boots and Shoes



Water-proof leather and water-proof wood sole. Best for wear in wet and damp places. Light, durable, sanitary, water-proof. Special Tannage Oil Grain. High Cut Buckle Shoes, tongue and back strap, per pair, \$1.35. Special Tannage, Oil Grain Boots, per pair, \$2.50. Patent Steel Rails on sole and heel 25c. per pair extra.

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James F. Lawson Henry J. Welch
LAWSON, WELCH & COMPANY
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the PIECED HEEL STOCK you
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BROCKTON, MASS.

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If you want a real holiday, plan to spend your vacation this year in Muskoka where "the breezy call of incense breathing morn" will put new life in mind and body. Muskoka offers more real healthful enjoyment for less money than any other resort in the world.

Four cottages to rent \$125 to \$200 on Bohemia Island, less than a mile from Royal Muskoka Hotel and good Golf Links. Box 771.

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"AUTO DRESS"
FOR LADIES

The latest Patented Felt Boot with Rubber Sole and Heel for Women.

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in 3 shades, Black, Blue and Steel.

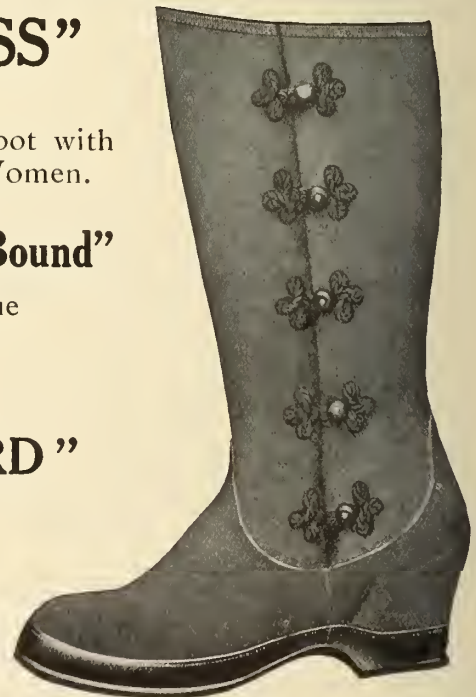
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"CITY BLIZZARD"

Black only.

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Made in all popular colors



For cleaning white or colored buck, ooze or suede shoes

The Best and Most Convenient WHITE SHOE CLEANER

A perfect cleaning preparation in a bag that serves as a brush. The powder sifts through upon the shoe in just the [necessary amount—no waste

Cleans in a few minutes

and, as no drying is necessary, shoes may be worn again at once. Carton may easily be carried in lady's hand bag for application when needed.

Retails readily at

25 c

Also makers of
K & S "Universal"
(6 Different Shades)

For restoring the color of faded or stained Tan shoes



Sold by leading wholesalers.

Write us for the name of the nearest one who can supply you.

Dozen lots, \$1.00

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Either white or colored

We will send you a sample carton of "KLEANSAK" postpaid on receipt of **25c**

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Nufashond
TRADE MARK REG.

The Nufashond Line anticipates the dictates of Dame Fashion and is always prepared to furnish Shoe Laces in colors to match the novelty as well as the staple colors of shoe material.

Of course we are prepared for a **White Season.**

The Nufashond Line comprises the

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Nufashond "No 10" Boot Lace

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Nufashond Fabric Tipped Tubular

Nufashond Fabric Tipped Laces in silk, mercerized, and glazed cotton, at a range of prices to meet all demands.

All Jobbers

Send postal for sample of Fabric Tip.

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This Trade Mark



ST. HYACINTHE,
CANADA.
Guarantees Reliability
in Solid Leather Shoes

Yamaska Brand Shoes

for Surveyors, Prospectors, Miners, Workmen, etc., are renowned for their reliability.

All Well Made Solid Leather Shoes

New Lasts and Styles in all finer makes.

A special new line of comfort Solid Leather shoes for working men.

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OUR FELT PRODUCES
A HARD UNIFORM
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MADE SPECIALLY FOR SHELLAC OR GUM
WRITE FOR SAMPLES
KENWORTHY BROTHERS CO.
ALL KINDS FELT ALL COLORS
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It Pays to Have an Attractive Store

A System of the Milbradt Rolling Step Ladders will pay for themselves in a short time by enabling you to wait on more trade, save the wear and tear on your fixtures and goods, as well as bring the appearance of your store up-to-date. Write for catalogue which shows various styles of ladders we manufacture.

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The latest styles in lasts may always be had from our factory. We make nothing else but lasts for ladies' footwear and have the most up-to-date plant in America devoted to that purpose.

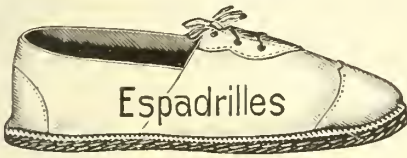
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Rochester Last Works
Rochester, N. Y.

ROCHESTER LAST WORKS

Lasts For
Ladies' Shoes

ESPADRILLES

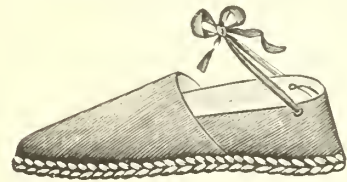


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Cheapest supply to buyers of large quantities.

Largest manufacturing works of the above specialties in Germany.



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LEATHERS**

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Gowanda Tannery No. 2 (Chrome)

Smooth Mosco Sides Full Grain, Mat Chrome Sides, Smooth Mosco Sides Snuffed, Boxed Mosco Sides, Shoe Splits (black and Chocolate), Gussett Splits (black and Chocolate).

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You would never guess that that shoe covers a Bunion Deformed foot, but it does, and a bad bunion at that. There is just **ONE** way for you to fit a Bunion Deformed foot and get that result, Mr. Dealer. It's by using that Fischer Bunion Protector. **YOU CAN'T GET IT IN ANY OTHER WAY.** You know it.

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in our 1913 Catalog. Just what you want to illustrate your ads.

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RAMSDELL ENGRAVING CO.
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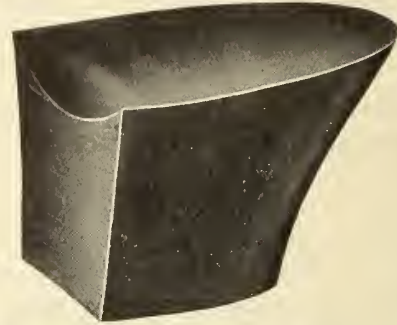
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**Inks, Dressings, Waxes, Toe Gum
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For Women, in Tan and Black

Two Leaders

These two well known lines will carry the trade of any high grade store. They are manufactured with special care to suit the taste of particular men and women. They are well made, have style and snap and will prove quick sellers to a high grade trade.

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For Men in Tan and Black

We also carry a large and varied line of men's, women's and children's shoes, including our well known **TIGER** Brand work shoe, made especially for construction, railroad and mining work--and our **TIGER** Brand shoepack.

Our travellers are now on the road with our latest Fall Styles. Watch for them.

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This Tag— The Sign of Merit

The sign of the Sisman Everyday shoe is your guarantee of Canada's best Solid Leather Shoe.



SHOVE IT ALONG ON THE RETAILER

We supply all Grades of Backing Cloth, because we are in business for our daily bread. We warn customers against our cheap grade, because, though the Shoe Factory gets away with it, wearers of the shoes blame and despise the Retailer who sold them the shoes.


The difference in cost between our Standard Acme Backing Cloth, made of Pure, New, Live Gum, for Re-inforcing—Strengthening—Doubling—Leathers and Fabrics—that stays soft as an Old Kid Glove, and the lower grade is only a few cents per yd. of 9 sq. feet—a fraction of a cent in a pair of shoes. Yet—to grab that fraction, some Shoe Factories say, "Shove it along on the Retailer."

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Fine, Flat Grain,
Mellow, Full Feel
Yet Tight
Uniform in Weight
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Shoes


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17 Styles in Stock

For Games for School for Everyday
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- 1400 Patent Pla-Mate Lace
- 1403 Tan Russ. Pla-Mate Lace
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- H40 Patent Pla-Mate Hi-Cut Button
- H41 Dull Calf Pla-Mate Hi-Cut. Button
- H43 Tan Russ. Pla-Mate Hi-Cut. Button
- 1460 Patent Pla-Mate Pump
- 1461 Dull Calf Pla-Mate Pump
- 1463 Tan Russ. Pla-Mate Pump
- 1140 Patent Baby Pla-Mate Button
- 1143 Tan Russ. Pla-Mate Button
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H. 41



1460

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Makers of infants', children's, misses' and growing girls' turns and welts
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MOHLENE "A" adds the Quality that makes your leather a little better than the rest. Ask us about it.

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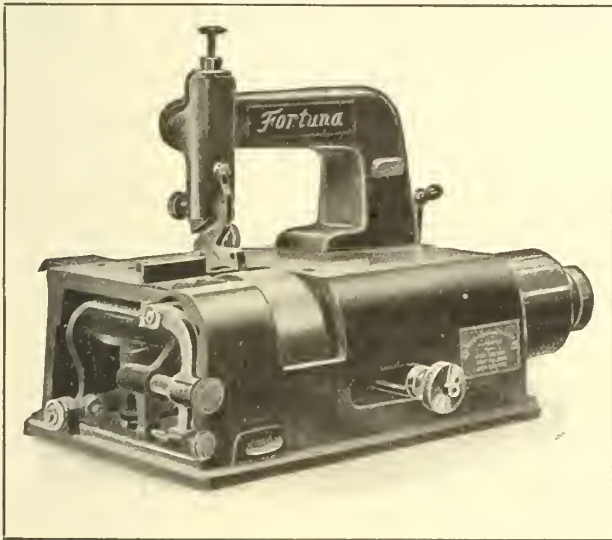
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THE
AHRENS
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MANUFACTURERS OF

Cutting Dies

of Every Description



For Cutting
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High grade box toes for Goodyear
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Also combination toes of all kinds

Men's, Boys' and Women's Heels
All Grades

Write for Prices

The Montreal Box Toe Co.
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FISK

What we maintain and can prove about our Patent Leather is that shoes made of it have a beautiful and distinctive appearance which makes shoes made of the usual run of Patent Leather look common and cheap when they are seen in contrast.

It is well trimmed, cuts economically and works as easily and safely as the dull finished leather.

No delays for "reairing" no botched unsightly shoes to worry about.

Fisk Limited

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Hope Webbing Co.

Providence, R. I., U. S. A.

Established 1883

Incorporated 1889

Manufacturers of
NARROW WOVEN FABRICS

For the Shoe Manufacturer:

Top Facings

Stay Webs

Pull Straps

and Tapes

Plain or with name or
trade mark woven in

Boot Webs

Large Factory

Modern Equipment

30 Years' Experience



No. 824—Patent Foxed, three strap sandal, any color top. Pump Box. \$4.50.



No. 862—Patent Foxed, two strap, any color top. Rosette on Vamp. \$4.50



No. 193—Button shoe with tassel. Can be made in any color kid, also in velvet or satin. \$4.50

Infants' High-Grade Footwear

We are specialists in the manufacture of strictly high class footwear for infants. Catalogue on request.

J. J. McMaster

Rochester, N. Y.

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Finest
Quality

Whittemore's
Shoe Polishes

Largest
Variety



Oldest and Largest Manufacturers of Shoe Polishes in the World.

"GILT EDGE" Oil Polish. The only Ladies' Shoe Dressing that positively contains OIL. Softens and preserves. Imparts a beautiful Black lustre. Always ready to use. Largest quantity. Finest quality. Polishes without rubbing. Retail 25c.

"ALBO" Cleans and Whitens Canvas, White Buck, Suede and Nubuck shoes. Each cake in a zinc tin box with sponge (see cut). Retail 10c. Each cake in a handsome aluminum box with sponge. Retail 25c.

"NUBUCK" White Leather Dressing cleans and whitens Buck, Nubuck, Suede and Ooze leather, both smooth and nappy finish. Retail 25c.

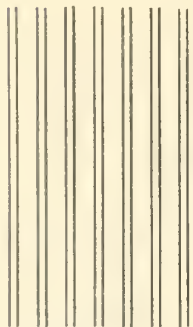
"DANDY" COMBINATION. For cleansing and polishing all kinds of russet brown or yellow boots, shoes, saddles, bridles, etc. Retail 25c. "STAR" russet combination (10c size). Russet, Brown and Ox Blood pastes (5 sizes of each color).

"ELITE" COMBINATION. For those who take pride in having their shoes look AL. Restores color and lustre to all black shoes. Retail 25c. "BABY ELITE" COMBINATION (10c size). "ELITE" PASTE in 5 sizes.

"QUICK WHITE" makes dirty Canvas shoes Clean and White. In liquid form, so can be quickly and easily applied. A sponge in every packet so always ready for use. Two sizes, retail for 10c and 25c.

Send for circulars giving full particulars of our other Polishes to WHITTEMORE BROS. & CO., Boston, Mass., U.S.A.
For Sale by the Shoe Findings and Shoe Jobbing Trades of all Canada

Union Made Shoes Should be on Your Shelves for the Coming Season, Mr. Retailer



You want shoes, next season, Mr. Retailer, for all your customers, and to satisfy EVERYBODY, YOU MUST CARRY UNION STAMPED SHOES.

The Union employee demands Union made goods. He has been educated to insist on Union Stamped shoes through our advertising of Union stamped shoes in the labor journals of the country. The Union man knows that only shoes bearing the stamp of the BOOT AND SHOE WORKERS' UNION are Union made.

There is nothing to lose and every possible profit to gain by handling UNION STAMPED shoes. They are shoes of the highest quality, made by expert workmen that satisfy the demands of all your patrons.

You can secure shoes from Union manufacturers every day in the year, for in the Union factory, under our agreement, there is no chance of delays by strikes.

The retailer who handles Union stamped shoes is endorsing the fair policy of arbitration with no strikes.

DO NOT BE MISLED BY THE CLAIMS OF NON UNION MANUFACTURERS. THE OFFICIAL STAMP OF THE BOOT & SHOE WORKERS' UNION IS THE ONE POSITIVE GUARANTEE THAT THE SHOES ARE UNION MADE. ALL OTHER STAMPS ARE WORTHLESS.

INSIST ON UNION MADE SHOES WITH THE STAMP OF THE

Boot and Shoe Workers' Union

Affiliated with American Federation of Labor

246 Summer Street

BOSTON, MASSACHUSETTS

JOHN F. TOBIN
General President

CHAS. L. BAINE
General Sec.-Treas

Shoe Machinery

For Every Department from Lasting to Finishing



**Goodyear
Welt and Turn
Systems**

**Consolidated
Hand Method
Lasting Machines**

**Model-C
Ideal Clicking
Machines**

**Rapid Standard
Screw
Machines**

**Davey
Horn Pegging
Machines**

Heel Protector, Driving, Heel Compressing, Loading and Attaching Machines, Heel Trimming, Breasting, Scouring and Finishing Machines; Loose Nailing and Slugging Machines; Cementing, Buffing and Skiving Machines; Gem Insole Machines, Eyeletting Machines; Eyelets, Shanks, Brushes, Etc.

United Shoe Machinery Company of Canada

122 Adelaide Street West, TORONTO

MONTREAL, QUE.

492 St. Valier St., QUEBEC.

WOOD SOLE SHOES



Iron Heel and Sole Rim.

When wood sole shoes are used upon cement floors or in mines and quarries we strongly recommend Iron Sole and Heel Rails. Attached for 25c. per pair extra on any styles.

Ice cream makers, creamery men, brewers, smelters and packers are using Wood Sole shoes more extensively than ever. Made with seasoned bottoms and Soft Plump Oil Grain Uppers on lasts that fit.

Men's Black Oil Grain Don Pedro,	\$1.30
Same with red felt lining	- - 1.45
10-inch High Top	- - 1.95
12-inch High Top	- - 2.12½
14-inch High Top	- - 2.30
Regular Boots	- - 2.55

Vanderslice-Stahmer Shoe Co.,
DAVENPORT, IOWA

Largest Wood Sole Shoe Makers In the World.



Stock No. 200.



TO-DAY

If you will drop us a line indicating that you wish to see the

Very Latest Make of Solid Shoes

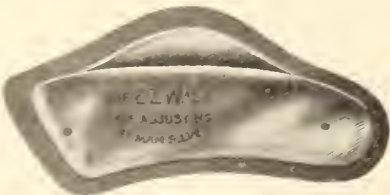
we will follow out your wishes and show you samples in the new Fall Range of

WILLIAMS SHOES

We rely on the genuine value in our shoes to do their own selling—we only want you to see them.

The **WILLIAMS SHOE CO.** Brampton, Ont.

THE SELF ADJUSTING



THE FOOT FORM



Shoe Dealer's Duty To His Business

Thousands of people having foot troubles do not know that you Mr. Shoe Dealer, can help them. But you can, and make a good profit at the same time. Flat Foot, Fallen Arches, Callouses, and numerous other ailments of the feet—all are instantly relieved and permanently cured by the use of

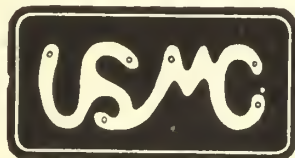
THE E-Z WALK SPRING ARCH SUPPORTS

Your duty as a progressive merchant is to talk and sell Foot Comfort to your patrons. The E-Z Walk Spring Arch Supports are made of live spring steel and German silver, and we back them with a written guarantee against breaking or flattening down. They are the only arch supports on the market having a full spring from the heel to the ball of the foot. If you want all there is in the arch support business, in profit and in prestige, don't overlook the E-Z Walk line. Let us send you descriptive circulars and booklets showing "How to increase your profits 100%."

The E-Z Walk Mfg. Co.

33-35-37-39 Sixth Avenue
New York City

IF IT BEARS
THIS MARK



YOU CAN RELY
UPON THE QUALITY

United Shoe Machinery Company of Canada

Montreal, Que.

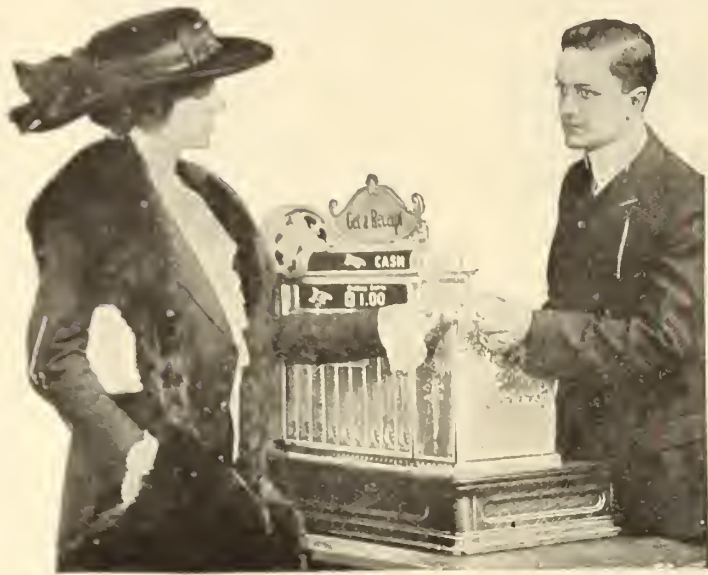
122 Adelaide Street West, Toronto

492 St. Valier Street, Que.

The Merchant Gets His Money

When the Customer Gets a Receipt.

The "Get a Receipt" plan compels the giving of a correctly printed receipt to the customer, which means that there are corresponding and unchangeable records inside the register for the merchant and the clerk.



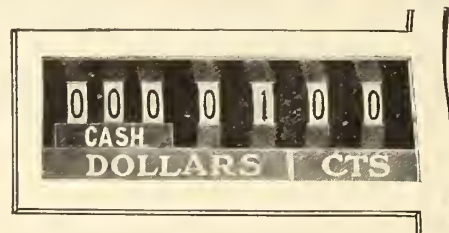
The customer's printed receipt, the clerk's receipt on the sales-strip, and the merchant's receipt on the adding wheels, are all made by the same operation of the register and therefore must be the same.

The Customer's Receipt



This receipt, which goes to the customer, is printed by the register.

The Merchant's Receipt

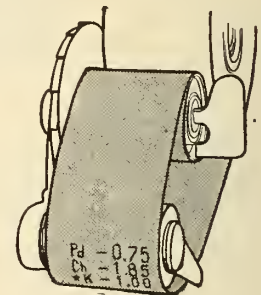


These are the adding wheels which must show the same record as the receipt. They are the merchant's receipt for a correct unchangeable record.

National Cash Registers range in price from \$30 to \$900.

Write for complete information about the "Get a Receipt" plan.

The Clerk's Receipt

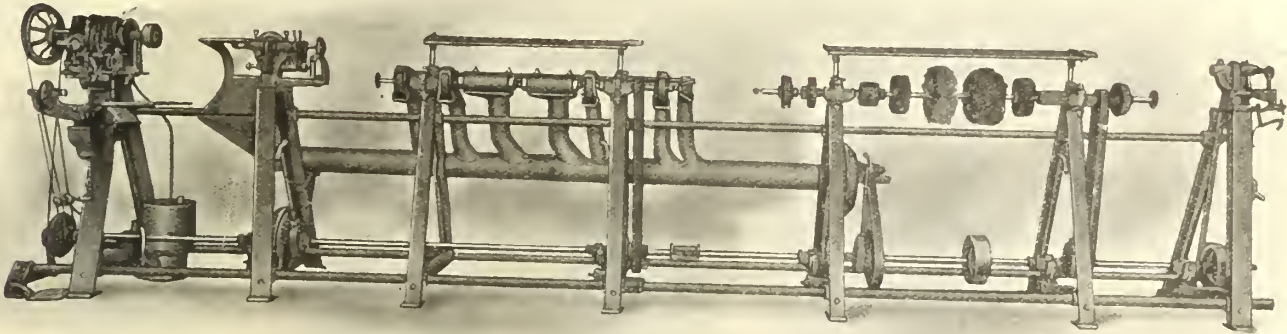


The sales-strip, which must show the same record as the customer's receipt, and the adding wheels, is the clerk's receipt for having handled the transaction correctly.

The National Cash Register Company

285 Yonge Street, Toronto
Canadian Factory, Toronto

22-Foot Goodyear Shoe Repairing Outfit



MODEL N.

THIS Outfit represents the highest development in shoe repairing machinery, and meets every demand of modern shoe repairing. It embraces all the essential processes for making new shoes from old ones, giving the maximum of equipment and efficiency in the minimum space. The Outfit has the Goodyear Stitching Machine with all its improvements, including a new style steam generator which uses gas or gasoline for generating the steam, and operates automatically, thereby insuring a uniform heat for keeping the wax in proper condition and requiring little attention from the operator. The Edge Trimming Machine has the new feature of the two shafts being operated by a single belt, and the cutter grinder is attached directly to the main shaft. This arrangement gives better results with less power.

The Buffing and Scouring Machine has a shaft 57 inches long and carries the following equipment:—

2 Split Bottom Buffing Rolls	1 Heel Breast Scouring Wheel
2 Flat X-Ray Heel Scouring Wheels	1 Pin Wheel Pad complete
2 "C" Shape X-Ray Heel Scouring Wheels	

A powerful Blower System removes the dust resulting from the trimming, buffing and scouring operations, and is designed to overcome certain objectionable features of other blowers.

The Finishing Machine has a 78 inch shaft which has all the necessary equipment for black or russet work:—

2 Corrugated Rubber Shank Finishing Wheels	2 Heel Brushes
1 Corrugated Rubber Heel Finishing Wheel	1 Stitch Cleaning Brush
1 Corrugated Rubber Bottom Finishing Roll	1 Levelling Roll
2 Shank and Bottom Brushes	1 Bead and Wheel

At the end of the Outfit is the Oscillating Edge Setting Machine which is fitted with union irons and in its motions duplicates hand workmen with quicker and better results.

Each of the machines is operated independently by a friction drive pulley, so that it is necessary to use only those machines which the operator may require. This feature means a saving of power.

All the machines are firmly mounted on legs and driven by a countershaft with carefully adjusted bearings, so that the Outfit runs with very little vibration, and is in every way most efficient.

Full information furnished promptly on request.

United Shoe Machinery Company of Canada

MONTREAL, QUE.

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC

WHEN YOU SELL



WATERPROOF SHOE POLISH

You are selling a line that gives absolute satisfaction to your customers.

Did you ever stop to think that you are judged just as much by the polish you sell as you are by the shoes that you sell. Push a line that is advertised and well known. Push "Nugget"

The Nugget Polish © **Limited**

9, 11 and 13 Davenport Road

Toronto, Ont.



**We Can
Supply Anything
From a Tack
To a Full Factory
Equipment**

**If there is anything
you want, write us**

United Shoe Machinery Company of Canada

MONTREAL, QUE.

Toronto

Quebec

FOOTWEAR IN CANADA

CLARKE'S PATENT LEATHER



*The Finest
In The Land*

A. R. Clarke & Co.
Limited

Toronto

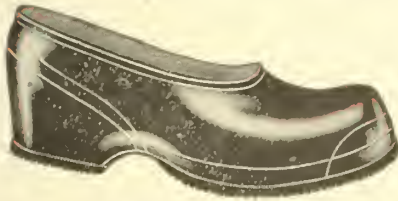
-

Montreal

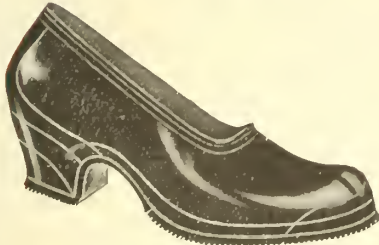
Footwear In Canada



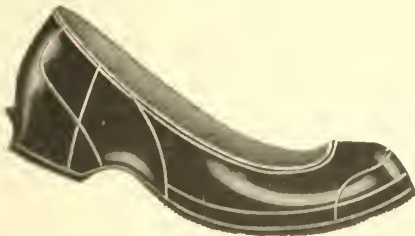
415 Women's Alaska



254 Boy Scout Over



428 Women's Petite



153 Men's Actor



429 Women's Juliet



Miner Rubbers

It is time to stock up for the rubber season. There is no better looking, better fitting or better selling line of rubbers than Miner.

Our styles and shapes include all the latest lasts found in fashionable footwear.

Get our Prices and Catalogue.

The Miner Rubber Co., Ltd.

GRANBY MONTREAL TORONTO QUEBEC

For list of Selling Agencies see page 8.



See other advertisement page 11

Gentlemen :

We can make a black shoe tan for a short while, or a tan shoe black permanently, or either a black or a tan shoe a patent leather that won't come off for a long while, or we can make a tan heel white so it can be washed with soap and water.

REPRUS made a sensation.

BAGOF is admittedly a very clever scheme. We will have other articles for competition to imitate—"Imitation is the sincerest flattery."

Nearly all of you know REPRUS and BAGOF ; they are SO different.

But ONCE-A-WEEK is really just as different from any other liquid black shoe polish. It lives up to its name. More people will shine their own shoes when it becomes well introduced. Mud does not adhere to it so much as to other polishes.

SLIDE is the easiest work-

ing paste polish made and the JOBBER'S price is RIGHT.

DUCKSBACK is a vastly different waterproof.

WHITE HEEL is the only thing of the kind on the market.

CANVAS CREAM is different from any other liquid canvas cleaner.

There are other black dyes besides STAYSDYED, but there is a difference when it is STAYSDYED.

PATENTREP is the only flexible patent leather finish made.

These articles are not veterans in the retail shoe polish game, but the veterans of the present day were promising young colts once. Don't you want some of the promising young *comers* of the present day in your combination? Judging from the name they bear they should be able to play the game.



RALSTONS FOR FALL

Send for our **NEW FALL CATALOG**—Out To-day

Ralston Fall Stock Styles have been described as "Self Starters"—a phrase which very accurately suggests the selling power behind this splendid line of new and classy styles.

Send for a complete catalog—just out—and look into the merits of this line to which we call your attention.

This past season has been the most successful we ever experienced. Our Canadian sales have doubled. There's a reason—and we can make it very plain to you if you will but give us a chance.

Any and all of the thirty-one Fall Styles "In Stock" are ready to ship NOW. Let us have your order and we promise in return perfect satisfaction, both as regards *shoes* and *service*.

**31 Styles in Stock
Ready to Ship NOW**



Stock
No. 627
New Red
Sox Last



Stock No. 619
New Wales Last

Churchill & Alden Co.

(RALSTON HEALTH SHOEMAKERS)

Brockton, Mass., U.S.A. (Campello Station)

HERE IS THE MEN'S LAST FOR THE COMING SEASON



OUR STYLE
No. 7993

Already Adopted by
Leading Retailers and
Wholesale Houses. A
Sensation Already. It
will be a Big Seller.

OUTSIDE VIEW



INSIDE VIEW

Manufacturers cannot
go wrong in adopting
this style for the coming
Season.



Retailers should insist
on including this style
in their orders for
Spring.

VIEW OF TOE



BOSTON LAST COMPANY

— MANUFACTURERS OF —

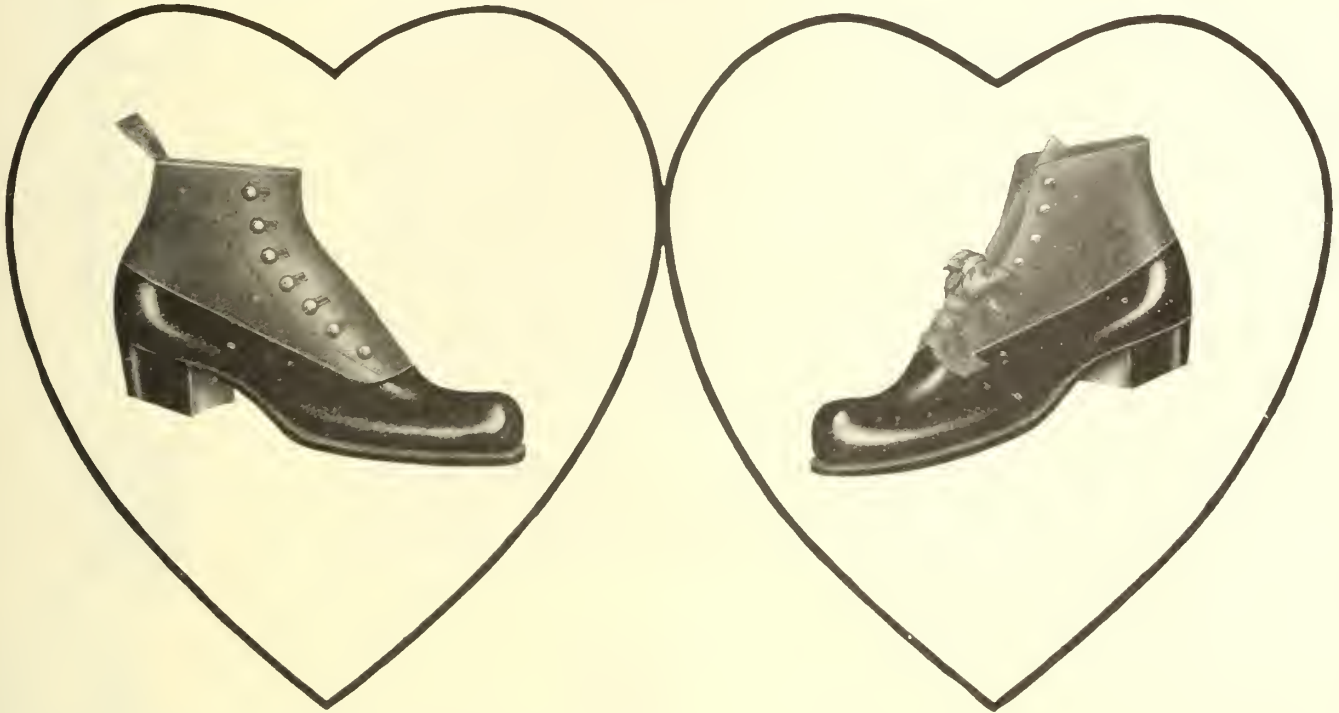
Fine Last, Followers, Fillers, Trees, etc., also Maple Last Blocks

MAKERS OF ELECTRIC HEATING AND IRONING OUTFITS
FOR SHOE FACTORIES
Simplex System

Canadian Factory: RICHMOND, QUE. Chas. Campbell, Manager

Factories: Boston, Mass., 44 Binford St., Phone Main 107 Richmond, Que., Phone 82

HARTT



The above two are selected from our 9 new ones for Spring, 1914.

Their attractive appearance will bring business and their excellent wearing qualities will retain it.

Hartt Boot & Shoe Co., Ltd.
FREDERICTON, N.B.

SHOES



Y
O
U
R

If You Are

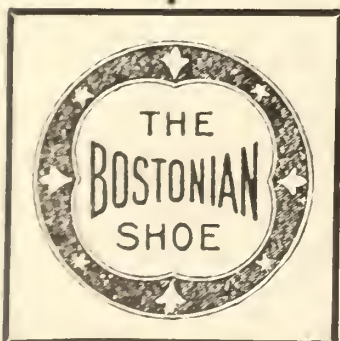
Yes it is your own fault if you are missing sales because of short stock. My in-stock department is maintained to supply the retailer with odd sizes that are sold out and to supply him promptly.

Phone, wire or write me a list of the goods you need.

My shoes are the famous good selling Bostonian. They

JAMES

Montreal



F
A
U
L
T



JAMES ROBINSON

Missing Sales

are easy to fit, have a neat and stylish appearance and may be had for men and women.

Men's in Goodyear Welts only, 6 different lasts.

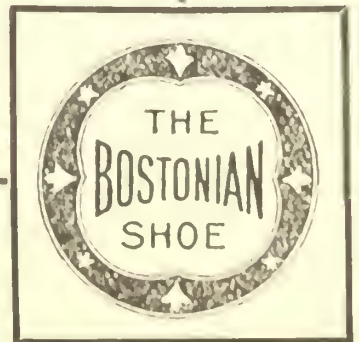
Women's in Goodyear and fine McKay, 4 lasts.

In Velour, Calf, Tan, Gunmetal, and Patent.

My rubbers are the time tested Dainty Mode, Royal Brand, Kant Krack and Bulldog.

ROBINSON

Quebec





The Apex Shoe Co., Ltd.
103 Latour Street
Montreal

The 50 Leaders



The Apex Shoe Co., Ltd.
103 Latour Street
Montreal

50 Lines of Men's Welts—Every One a Winner

The strongest line of men's goodyear welt shoes in Canada to retail at
\$4.00, \$4.50 and \$5.00



\$3.25
Velour Calf Button or Blucher
Widths A to F

Three of our leaders
that you should see.
They are trade
builders.



\$2.80
Box Calf Blucher Slip Sole
Widths C to E



\$3.25
Tan Russia Calf Button or Blucher
Widths A to F

Before Buying wait and see our line. A large assortment of men's welts, in all leathers. Our travellers are on their way to see you.

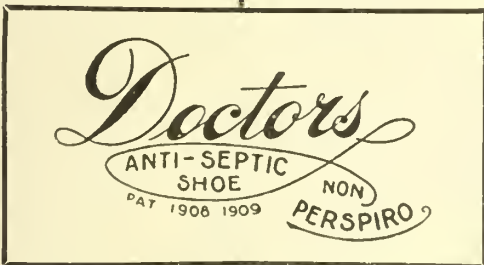
The Apex Shoe Company, Ltd.
103 Latour Street, Montreal, Canada



Tebbutt Shoes



☐ Tebbutt Shoes have attained popularity because they are much more than just shoes. They include special features in their construction which make them waterproof, cold-proof and capable of withstanding rough wear.



☐ The Doctors and Professor Shoes are very popular with the public who are seeking foot comfort combined with style and wearing qualities.

Your jobber will show you samples, or write us



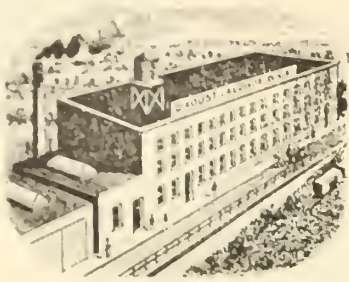
Tebbutt Shoe & Leather Co.

Limited

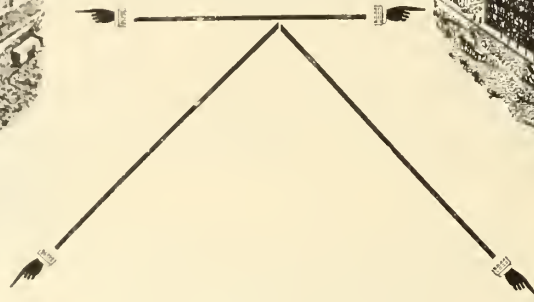
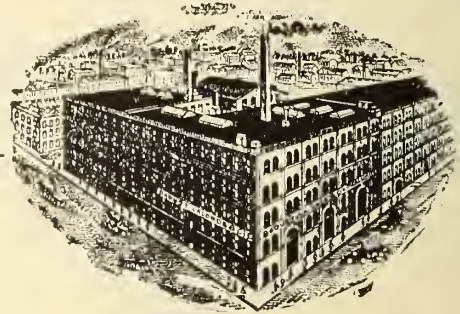
Three Rivers, Quebec



*We tan our
own leather,*



*To make our
own shoes.*



"Paris"

**A
combination
you should
consider.**



"Paris"

HOME MADE—that is what our leather is, with the goodness all there. This is our guarantee that Paris Shoes are right. We absolutely know, and you will know if you place an order for a few dozen pair. Paris Shoes, men's and women's, for the trade who want a genuine stylish, home made leather shoe,—and we can sell them to you at a low price too.

This Fall let us show you our new Spring samples.

Daoust Lalonde & Co., Limited

Montreal, Que.



**The Harvest is
good—
Good
seed was
sown**



YOUR Spring shoe sales—
your harvest—will be good
or bad—depends upon your
choice of seed now.

As with seeds, many stores may
look right, but fail to produce
a harvest.

Rideau Shoes are sure sales pro-
ducers. They have a guaranteed
germinating quality.



Dealers from Halifax to Van-
couver in increasing numbers are
proving that Rideau Shoes are
sales builders. They have the
selling quality built right into
them.

This Fall let us show you Rideau
Shoes for your best trade. They
will help your spring harvest.

The Rideau samples for 1914 are
now on the way. The sure sales-
getting seed for your Spring har-
vest—increased shoe sales.

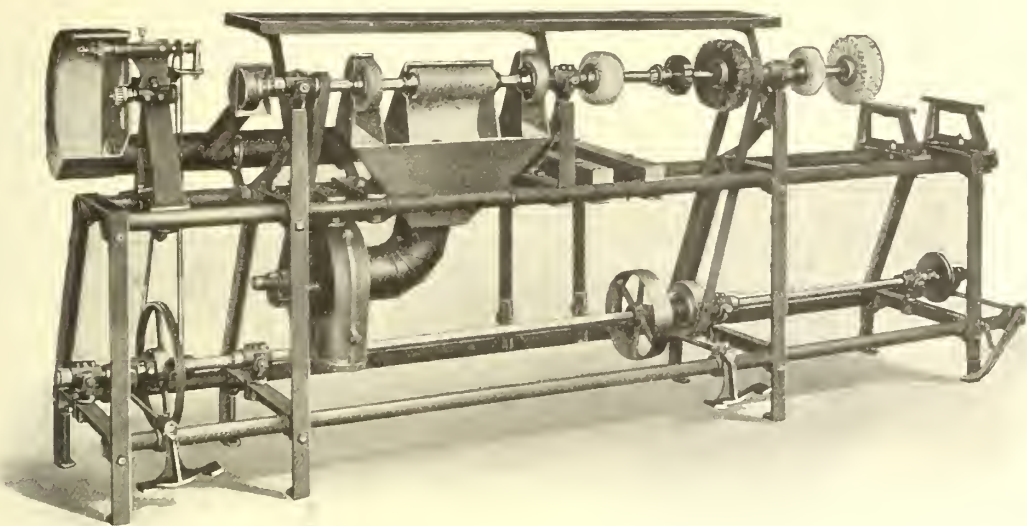


**Rideau Shoe
Company
Montreal, Can.**



Smooth Working Progressive Finishing Machines

SEND FOR CATALOG M



Progressive Shoe Machines are built of the best materials by thorough and practical men who know the needs of the shoe repair shop from actual experience. We make sure that every part works smoothly and efficiently.

There are twenty-four different models of Progressive Finishers. Both motor driven and foot power. Built to last and built for satisfactory service.

Progressive Machines are reasonable in price and are sold on the payment plan or for cash. With a Progressive Finisher your shop will make more money.

SEND FOR CATALOG M

PROGRESSIVE SHOE MACHINERY CO., MINNEAPOLIS MINN. U.S.A.

The Best Shoe Finishing Machinery Manufactured.



Ralston's 3 Beauties



From a commercial standpoint as much as from a moral point of view, we have made each of Ralston's 3 Beauties a good honest polish. A polish that is simply perfection and positively does not injure the finest shoes.



Our latest — a quick, efficient, harmless Dry Cleaner
Ralston's Nubuck Powder

If there is anything new in the shoe dressing line we have it.

Robt. Ralston & Co., HAMILTON, ONTARIO

Five
Styles

Colonials In Stock

Five
Styles

“On a last that fits”

This page brings you a most important message of timely and likable footwear *The Tango Pump*. Which we carry five ways in stock waiting your shipping instructions.

COSTS
YOU
NOTHING
TO
SECURE
MOST
CONVINCING
SAMPLE
EVIDENCE
ON
THESE
ATTRACTIVE
TANGO
PUMPS



The Tango

THE TANGO
COMES IN
PATENT COLT
GUN-METAL
WHITE BUCK
WHITE CANVAS
and
GUARANTEED
BLACK SATIN
FACED FABRIC
WITH
CHARMING
CUT-STEEL
ORNAMENTS

Lot 407 $\frac{1}{2}$
Patent Colt
Colonials
Cut-Steel
Ornaments
\$2.35

Lot 071 $\frac{1}{2}$
Gun Metal
Colonials
Cut-Steel
Ornaments
\$2.35

Lot 0841
Black Satin
Faced Fabric
Colonials
Cut-Steel
Ornaments \$2.35

Lot 092 $\frac{1}{2}$
White Buck
Colonials
Cut-Steel
Ornaments
\$2.35

Lot 091 $\frac{1}{2}$
White Canvas
Colonials
Cut-Steel
Ornaments
\$2.10

SIZES 2 to 7

WIDTHS A to D

Same items carried in Pumps, Grograin Bow 10c. a pair less

TELL US NOW

TELL US WHERE

and we'll ship you ON THE DOT for instant action

The Menihan Company

INSTANTANEOUS
IN-STOCK DEPT.

Rochester, N. Y.

Ames-Holden Shoes *McCready Shoes*

Two Complete Sets of Samples

Our travellers will start out in a couple of weeks with the best line up of samples for Spring 1914 that we have ever produced. Do not on any account, miss seeing them before placing your orders.

For City and | Shoes for Men, Boys and Youths
Country Wear | Shoes for Women, Girls and Children



Men's Tan Calf Button, low broad heel, a recede toe, whole vamp, fancy perforated quarter and toe-cap.

We make a specialty of lines and grades in our Three highly specialized factories, that puts us in a position to offer you a better shoe at less money than can be bought in Canada.

The latest styles combined with best of leather and workmanship places our goods in the lead.



Women's gun metal, fabric top, 14 button, three-quarters vamp, medium toe and heel.

Ames Holden McCready, Limited

Montreal St. John Toronto Winnipeg Calgary Edmonton Vancouver

P. J. Harney Shoe Company

Lynn, Mass., U. S. A.

are carrying these Women's Fine Goodyear Welt
SHOES IN STOCK
 ready for immediate delivery



ORDER BY STYLE NUMBER

Style No. 806	Tan Russia Calf	Button Boot	44 last, 15/8 heel, Price \$2.60
900	Cloth Top Patent Colt	" "	2.25
923	" Gun Metal	" "	" "
940	Mat. " Patent Colt	" "	" "
941	" Gun Metal	" "	" "
954	Gun Metal	3 Eyelet Sailor Tie	33 " 14/8 " " "
955	Tan Russ. Calf	" "	" " 15/8 " " "
960	Patent Colt	" "	99 " " " " "
962	White Nubuck Seamless Pump	" "	67 " 14/8 " " "
963	Gun Metal	" "	" " " " " "
964	" "	" "	84 " 12/8 " " "
966	Mat. Top Patent Colt Button Oxford	" "	44 " 15/8 " " "
967	" Gun Metal	" "	" " " " " "

Styles and values that cannot be excelled—
 all are seasonable goods

Mail your orders to the P. J. HARNEY SHOE CO., Lynn, Mass., U. S. A.



Patent Colt

Spring
Styles



Dongola Kid

For
1914



Gun Metal Calf

The Preston Shoe

All Solid Leather

Men's Winners at \$3.50

Women's Hot Sellers at \$3.00



Gun Metal Oxfords

*Nine New
Lasts*



Home of the Preston Shoe



Patent Pump

*All Up-to-Date
for Spring*

Wait and see them. Our travellers will call on you with a full line of Spring Footwear. Prices Right.

Solid Leather Shoe Company of Preston, Ltd.

Preston, Ontario, Canada



Tan Calf

We study
the
wants
of the
people



Velour Calf

Preston
Shoes
are complete
Fitters and
give
Satisfaction



Tan Calf



Your Rubber Stock



YOU will find your rubber stock moving more quickly if you carry a line of neat, snug fitting rubbers. Our four famous brands cover every branch of the rubber business and to sell them means increased business and a list of satisfied customers.



The four brands are Kant Krack, Dainty Mode, Royal and Bull Dog.



A post card will bring you particulars and prices. Write any of the following jobbers.

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The Amherst Boot & Shoe Co., Limited,
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Garside & White. - Toronto, Ont.
Kilgour, Rimer Co., Limited,
Winnipeg, Man.
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(Auburn & Binghamton, N.Y.)

**Stylish - Solid - Dependable
Shoes for Women**

15,000 pairs per day

McKays & Welts.

42 years in business.

All the styles and equal wear
va'ue of the higher priced lines.

The Hazzard

(Boston Mass.) Up-to-date

**Snappy Welt
Shoes for Men**

6,000 pairs per day

A to E widths.

All shapes and styles of wear
value shoes.

N. B. *Either or both of these lines
will add to your profits and
boost your sales. They are
strong on style and snap. See them.*



Charles E. Slater

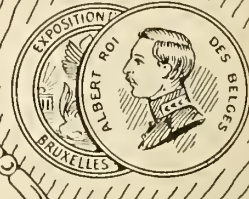
Special Sales Agent for Canada

60 South St., ^{Corner} _{Essex} Boston, Mass.

The E. T. Bank Bldg., MONTREAL, QUE.

*(My Boston Headquarters—right in the Shoe Dis-
trict—a stones throw from the South Station and
the Hotel Essex—at the corner of Essex and South
Streets—are at the disposal of the trade. Make
them YOUR headquarters—when in Boston.)*





“Trickett’s Styles”

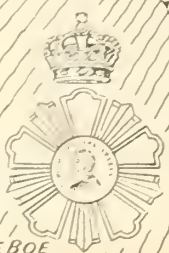
☞ Ask your jobber to show you samples of Trickett’s Poplin, Canvas and Leather shoes for Spring and Summer wear.

☞ Make sure you are well stocked with Trickett’s slippers for coming season.

Sir H. W. Trickett, Ltd.

Waterfoot near Manchester
ENGLAND

CANADIAN OFFICE :
16 Manchester Bldg.,
Melinda St., TORONTO



KLEBOE



1866

RICE & HUTCHINS
 WORLD SHOEMAKERS
 FOR THE WHOLE FAMILY

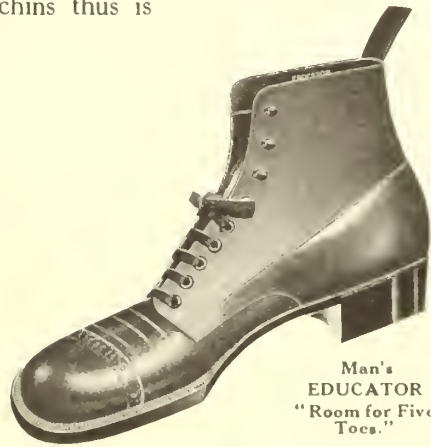


When You Were A Boy

Rice & Hutchins were making shoes; they made them so well that today they have eight shoe factories, two tanneries, and nine wholesale distributing houses in the United States, besides a stock in London and one in Berlin, to supply the world-wide demand for Rice & Hutchins Shoes. The reputation of Rice & Hutchins thus is based upon a half-century of "tried and true" quality.

For the convenience of Western Canadian merchants, the New-England-made shoes of Rice & Hutchins are carried in Winnipeg,—on your own side of the boundary line. This offers you a wonderful opportunity to get EDUCATORS and ALL AMERICAS just when you want them. Drop a line to these salesmen:

BERNARD STEDMAN ; MILLS C. SIMPSON
 at the address below.



Man's
EDUCATOR
 "Room for Five
 Toes."

Western Shoe Distributing Co.

719 Main Street, WINNIPEG, CANADA

1913



EDUCATOR
SHOE 





The High Values

that every buyer of good quality footwear is always on the lookout to secure, are found in the new Corbeil shoes for Spring 1914.

The Improved appearance of our samples is being noticed with considerable effect and the snap and style we have put into our new Season's line will no doubt receive a ready response.

Many new and up-to-date lasts and patterns are included in this season's line, which merits the attention of every buyer who is looking for high values.

We specialize in Men's and Boy's shoes to retail from \$3.50 to \$5.00

CORBEIL LIMITED

71-79 St. Paul Street
MONTREAL, P. Q.

Spring of 1914

*Specialized Women's
Footwear to Retail
at \$4.00 to \$5.00*

*Fit, Style,
Service*



*Satisfaction
Guaranteed*

Make sure
to inspect our
1914 Spring Models

The Cleo Shoe Co.

London, Canada

Canadian National Exhibition

August 23rd

- -

September 8th

Your Program

should include a visit to our especially prepared "Exhibition Sale". On the "Menu Card" are many good things, such as the up-to-date appetite of all buyers of footwear cannot fail to enjoy.

Make Your Visit Profitable

by attending this "Bountiful Spread" of good things in

Leather, Rubber and Felt

at our warehouse **30 Front Street West, Toronto.**

Our travelling staff will be on hand to assist in making your visit a pleasant one.

Our celebrated trade builders include

The Imperial Shoe

Made in all fine leathers, Goodyear Welts and McKay Sewn.

Beau Brummel

Superior quality Goodyear Welts—All with last minute touch.

Little Canadian

Misses' and Children's fine shoes.
Trickett's Slippers, Elmira Felts.

Maple Leaf Brand

Solid Leather working shoes, every pair guaranteed.

Beaver Brand

An extra fine line of men's Goodyear Welts.

Moose Mocassins, Oil Tans, Lumbermen's Knit Socks, Wool Lined Sheepskin Socks, and Wanigans.

Agents for Ontario for The Famous Witch-Elk Sporting and Hunting Boots.

RUBBERS *Dainty Mode* *Kant Krack*
 Bulldog *Royal*

McLAREN & DALLAS

Boots - *Shoes* - *Rubbers*

30 Front Street West, Toronto

Mr. Retailer


- ☞ Our line for spring is replete with that quality for which you are seeking.
- ☞ There are many new and distinctive models and patterns for your critical inspection. Do nothing until you see them.
- ☞ Visitors welcome at our exhibit at the Big Fair, August 23rd to September 8th.

Astoria Brand
Liberty Brand

The Cook-Fitzgerald Co., Limited

Makers of Fine Shoes for Men

London, Ontario



Star Brand
Shoes

“Star” Styles

For

Spring

STAR Brand Shoes for Spring will surpass all previous efforts to market smart and serviceable footwear. “Star” samples include all the new shapes and styles that promise to be popular for the Spring of 1914.

With our increased factory facilities we can live up to our promises for the prompt shipment of “Star” Brand Shoes.

*See the “Star” Samples when
the “Star” man calls.*



Star Shoe, Limited
Montreal



The Shoe Centre of Canada



You can have a buying partner here—without salary; a partner who knows the shoe market and the shoe manufacturers both of Canada and the United States.

Let us be your partner and all partnership means—making profit for your store, and by so doing we make our own success also.

You see our stock is unusual. We bring to you not the best product of one single factory, but the finest, choicest pickings of some dozen of the best shoe manufacturers in America. This is what you certainly want—some one stock where you have assembled the top-notchers of all manufacturers. This is where we specialize.

We may not be able to sell you all your shoes but there are some we can if you will give our man a chance to show you.

Remember our stock is unique—an assortment of the best from America's leading factories.

We don't ask you to buy hundreds of pairs at a time. Just get acquainted with the Thompson way of doing business and you can order when you like and as you like.

That is the Thompson idea to supply you in season and out of season with the stock you need just when you need it.

Our salesmen are now out, and have in their trunks the newest things for Spring, gathered from the shoe centres of America. We know you will be interested in looking at them.

"Make it while you live"
—Thompson

Thompson Shoe Company, Limited

36 St. Genevieve Street, Montreal

Travel the "Gainpath"
with
"Derby" and "Murray Made" Shoes

The "made-good" lines



Premier

"Derby" and "Murray Made" Shoes for men have won their way into the confidence of the public through sheer merit—merit of quality as well as exclusive style. They have the aristocratic touch that places them in the forefront of men's shoedom.

"Stampede" - "My Pal" - "Premier"

The Three New Lasts for Big Spring Business.

"Derby" or "Murray Made" Shoes, made on these new lasts, represent 100 per cent. shoe value in Quality—Profit—Sales.

The Murray Shoe Co., Ltd.
London, Ontario

C. H. McGee—Maritime Provinces

J. G. Settle—Eastern Ontario and Quebec

Ken Murray—Western Ontario

J. F. Sharpe—Northern Ontario

A. M. Jarvis—Western Canada

On Our Shelves For Shipment



No. 944—Cloth Top. Patent Button Boot. Tip. Medium Welt. High Heel. "Plaza" last. Sizes 2½ to 7. Widths A to D \$2.60.



No. R940—Same as 941 in Gun Metal. \$2.75.



No. 255—Gun Metal Welt, thirteen-button boot. Heavy sole. Medium heel. "Dash" last. \$2.35.



No. 257—Patent Vamp. Mat top. Thirteen button Welt boot. Medium heel. "Dash" last, \$2.35.



No. 946 Black Cloth Top. Gun Metal Button Boot. Tip. Heavy Welt Sole. Medium Heel. "Plaza" last. Sizes 2½ to 7. Widths A to D. \$2.60.



No. 256—Gun Metal. Polish lace. Welt sole. Medium heel. "Dash" last. \$2.35.

A quality line embracing every style and type of footwear for ladies.

Keep your stock complete from our stock department.

Ask for catalog showing big range of stock goods in both high and low cuts ready for shipment.

MOORE-SHAFER SHOE MFG. CO.

Factory—BROCKPORT, N.Y. (30 Minutes from Rochester)

L. B. SHAFER—Canadian Salesman.

Many Calls Will Be Made Upon You For



During August and September

What Sizes and Styles Do You Require?

If you sold FLEET FOOT last year you KNOW that demand for this brand is greatest during August and September.

The reason for this is obvious. Most people take their vacations during these months and summer sports are in full swing.

This year FLEET FOOT are more popular than ever before and sales have been immensely greater—due to the splendid wearing qualities of the shoes themselves and the fact that their merits are being advertised in 1000 Canadian newspapers.

You Can Make These Next Two Months Show Bigger Sales and Bigger Profits By Meeting the Demand For FLEET FOOT

There is no “slow season” for the dealer who handles FLEET FOOT. The demand is steady and sure and continues right up to the Fall.

And you don't have to overstock to keep your lines complete because our unequalled service enables you to get the sizes and styles you require in the shortest possible time.

Send your order, large or small, to our nearest branch and it will get instant attention.

FLEET FOOT Will Give You The Results You Are Looking For

Canadian Consolidated Rubber Co., Limited

SALES BRANCHES

ST. JOHN, Halifax, Sydney, Yarmouth, Pictou, Moncton, Charlottetown, MONTREAL, Quebec, Granby, Ottawa, Kingston, TORONTO, Belleville, Berlin, Hamilton, Brantford, London, Port Dalhousie, WINNIPEG, Regina, Saskatoon, Calgary, Edmonton, VANCOUVER, Victoria.

Footwear

in Canada

A Journal of its Findings, Making and Sale.
Published for the Good of the
Trade by

HUGH C. MACLEAN, LIMITED

HUGH C. MacLEAN, Winnipeg, President.
THOMAS S. YOUNG, General Manager.

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Telephone Main 2362

MONTREAL - Tel. Main 2299 - Room 119, Board of Trade
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NEW YORK - Telephone 3108 Beekman - 931 Tribune Bldg.
CHICAGO - Tel. Randolph 6018 - 659 Peoples Gas Bldg.
LONDON, ENG. - - - - - 3 Regent St., S.W.

SUBSCRIPTION RATES

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Single copies 15 cents

Vol. 3 August, 1913 No. 8

Spring Styles

What will sell for Spring and summer of next year? This is the question that is exercising the mind of the shoe buyer as the shoe traveller overhauls his samples and extols their merits. The shoe retailer, if he had common sense and good judgment, is, of course, by far the best judge of the requirements of his own business. There is generally a difference between the stock carried by the shoe merchant in the small towns and that of his confrere in the city and even in the city trade, if the merchant in the suburbs stocked the same way as his rival on the main street, he would be unable to satisfy the demands of his trade and at the same time would find difficulty in moving some of his stock. But, of course, the modern progressive shoe retailer has studied the question and knows the wants of his trade and by exercising judgment in buying will not find himself very much out of his reckoning when he takes an inventory of his stock next August. Nevertheless, although such a man knows, or should know, his business best, there has always in the past been an uncertainty about footwear styles and they have been so liable to sudden and radical changes that the live shoeman is ever watching the style trend and is ready to listen to what those who are supposed to be in "the know" have to say about it.

The "wise ones" predict increasing popularity for the recede toe flat last with low heel, in the finer grade

of footwear. While they claim that a modification of this last will have increasing sales in the medium priced lines, they maintain that the modified high toe with high heel will have the bulk of the sales in this line. The button, they claim, is still popular, particularly so in women's lines, although the demand for lace footwear is increasing even with the latter trade. There is also a tendency in high class women's walking shoes toward low heels and broad toes. Fabrics also will be seen in women's lines, due to some extent to the price of leather, although they supply an element of change which women love so much.

Elsewhere in this issue Spring styles for 1914 will be dealt with more fully and opinions quoted of the leading manufacturers of the United States and Canada as to what will catch the fickle fancy of the consumer. We also illustrate a few of the new styles that these manufacturers are just presenting to the trade.

* * *

Middlemen Necessary

One of the remedies oftenest proposed to reduce the high cost of living, which is so prominently before the public just now, is eliminating the retailer, commonly called the middleman. Persons who advocate this doctrine undertake to classify all of mankind into two groups, viz., producers and consumers, and argue that if the producer can be placed in direct relation with the consumer much of the present high cost of living will be avoided. This is a favorite argument with many mail order houses who advertise that they manufacture their own goods and ship them direct to the consumer, thus avoiding all middlemen's charges. The arguments in favor of eliminating the middleman may sound logical and on superficial examination may appear to offer a ready solution of the vexing problem which confronts every human being in all steps of its career from the cradle to the grave. However, inasmuch as this proposed change in method of doing business is somewhat radical, if not revolutionary, it deserves more than casual notice, if not indeed careful study and analysis.

The farmer, in advocating the elimination of the retailer or middleman, looks upon the latter as a mere handler or go-between, who performs no service, but exacts a profit that imposes upon the consumer a burden for which he receives nothing in return. For many years the farm has been looked upon as the source and the farmer as the producer of all wealth. As food is indispensable to life and as the farmer produces most of the food, his part of the economy of life need not be underestimated, but he is a consumer as well as a producer and while the rest of the world could not live long without the products of the farm, neither could the farmer live in comfort or carry on agricultural operations without the many conveniences in the way of household and farm equipment, which are the product of thousands of hands who, so far as

the farmer is concerned, are as truly producers as he is. The farmer must therefore admit that the thousands and thousands of the population who work in foundries, machine shops, shoe factories, and other manufacturing industries, whom he has been accustomed to look upon as mere consumers, are, in fact, producers. These producers are also consumers; if they were not so the farmer's market for his products would be reduced to so narrow a compass that agriculture would occupy an insignificant place in the industrial scheme. While the products of the farm are indispensable, yet many of them are unfit for consumption until they have gone through various processes of manufacture.

Human beings in almost every class of life are both producers and consumers; each in his way performs services, that to a greater or less degree is an essential factor in modern life. The retailer or so-called middleman is no exception to this rule. The products of agriculture must be carried from the farm to the manufacturer who is to render them fit for consumption. In the work of transporting these products and manufacturing them, true economy and safety calls for the division of labor. Public policy demands that the persons who control the transportation shall not control either product or the manufacture of the product. Consequently the three factors, the producer, the carrier and the manufacturer must remain separate entities. When the products of the farm have been transformed into commodities fit for the consuming market they must be redistributed to the customer. This means that they must not only be sent back to the farmer, who is able to consume only a small part of what he produces, but also to thousands upon thousands of other customers who had no hand in their production. As the commercial scheme now stands, the middleman, or various kinds of middlemen, perform this work of distributing.

From the foregoing it should be clear that the work of distribution of the products to the consumer is an indispensable part in modern commerce. The question is, if this distribution is now performed in the most logical and economical manner? In other words, in the methods adopted by the so-called factory-to-consumer firms, has the middleman been eliminated and what is even more important, have the middlemen's profits been eliminated by this new system of merchandising?

Up to a comparatively recent period all shoes were marketed through wholesalers and retailers. Within the past fifteen or twenty years shoe manufacturers have established branch stores and have advertised that they sold direct from the factory to the consumer saving the middleman's profit. Notwithstanding this claim, however, the prices asked by these so-called factory-to-consumer concerns are as high, if not higher, and the quality is no better at the same price, than those of the shoes handled by the retailer.

Another emphatic demonstration of the fallacy of

the "eliminate-the-retailer doctrine" is being made by the mail-order concerns themselves who have been the loudest in calling the middleman a robber and a useless member of the merchandising fraternity. The mail-order house claims generally that its ability to undersell the local merchant is due to its control or ownership of the factories producing the commodity it offers. But an examination of evidence that may readily be obtained shows that the factory controlled by the mail-order house must stand on its own foundation and make its own or factory profit on the goods it sells to the mail-order house, the same as the independent factory might market its products through the catalogue concern.

However, though the mail-order house controls a dozen, or even a score of factories, it would still be unable to supply more than a very small percentage of the thousands of products that the consuming trade demands. But even so, when the mail-order house markets these goods directly from one large central plant it is for all practical purposes a middleman or retailer. Recent developments in the mail-order business, however, have shown conclusively that this business cannot be conducted in the most economical way from a central plant. One of the largest and most modern of the mail-order houses in the United States includes in its so-called selling from factory-to-consumer not only a factory substantially independent and an independent wholesale house, but a distributing depot or jobbing house in addition. That this is not the end of the development, however, the following clipping from a Boston paper will show.

"In order to handle its heavily increasing business, ——— is inaugurating a system whereby it will handle a large amount of its sales through branches established in various states. The branches will in reality be companies in themselves. The plan has been tried in Texas, and proved eminently satisfactory. Officials are now considering the establishment of other branches in Kansas and Seattle.

"Sales of ——— to date this year show a gain of about 25 per cent. over 1911. Sales for full year will total approximately \$80,000,000 if present rate of increase is maintained during the last two months of year."

Clearly, so far as the number of hands that are to perform the service of distribution and that are to share in the profits which increase the cost to the consumer are concerned, the mail-order house is demonstrating in the most convincing manner that many of its loudest advertising claims have been unsound, untrue and deliberately calculated to deceive.

Initiative consists of doing on the spot, without being told and without complaining, what the other fellow never thought of doing—and didn't do when he was told.



Women's two button strap pump
—The Hazen B. Goodrich
Company.

Spring and
Summer
Styles for
1914



Women's patent 4-button
oxford, mat calf top, so-
ciety last—The C.N.W.
Shoe Company.



Men's button, medium high toe, low broad heel—
The Slater Shoe Company.



Men's bal., blind eyelets, recede toe, low broad heel—
The Slater Shoe Company.



Women's bal. walking boot, low heel and medium
toe—The Slater Shoe Company.

Advice for the Buyer re Spring Styles for 1914

The travelling men of the shoe manufacturers and jobbers are now on their way carrying to the shoe retailer samples of the new Spring styles in footwear for 1914. The question that is confronting the retailer is what to buy, what will be asked for by the public. The question is all important to him, as upon the course of his judgment in this matter hangs success or failure. In times past it was somewhat of a guide to the Canadian shoe retailer in the larger centers of population to know what had been selling in the cities in the United States the previous season or year, as the Canadian trade used to be about a year behind that of the neighboring republic. Then, the country retailer would not go far wrong if he purchased the styles that were in favor in our cities the previous season or year.

While the small town merchant still to a certain extent follows the lead of his confrere in the cities, the latter are no longer following a year behind the trade in the United States. It is a pretty well established fact that at the present day what is selling in the United States will be selling in Canada and the Canadian shoe buyer is no longer contented to get his ideas on footwear models a year old from the United States.

In making the following forecast of what styles of footwear will be in demand for the Spring of 1914 we take into consideration the general trend of style for the last year or so and have consulted the opinions of leading shoe manufacturers, jobbers, and retailers, in Canada and the United States and to some extent Great Britain, for the latter country is beginning to exercise an ever increasing influence on the styles of Canada and the United States, as indeed on the whole world.

Men's Styles

In high grade footwear the receding toe flat last, with long forepart, wide shank and heel from $\frac{5}{8}$ to 1-in. in height will be featured in men's, for the fine city trade. Some new models show a nearly straight bottom with a slight swing. The extremely long forepart last, which is being shown by some manufacturers, will in all probability only have a limited sale, and indeed, is looked upon by the manufacturers themselves as somewhat of an experiment. There is a fairly large range of toe shapes in the finer grades, all being modifications of the flat English last.

In popular priced footwear the short forepart last with the high toe will probably be a favorite. While there is a considerable variety of high toed shapes shown, the tendency is to modify the height and give a rounded appearance to the toe. The straight up and down wall effect noticed in some of the last season's models is missing and there is considerable variation in the length of the short forepart lasts.

In the medium priced goods the receding toe seems to be gaining popularity, though it is seldom met with in the cheaper grades and probably will not be for another season or two. The receding low-toe last which is more commonly seen in the popular priced goods is not a very flat effect and carries a somewhat higher heel than in the fine lines.

In men's lines the Balmoral will undoubtedly be again the most popular style in the finer lines, its elegance of fit having placed it in a class by itself with men who dress well. The Spring styles in the high class goods are generally made in very plain effects with invisible eyelets. The tops have rounded corners and are of a good height, the throat being square at the vamp. The toes are plain, or with small perforations. The dark shades of Russian tan calf will probably be most prominent, with black calf leather second. Patent colt with mat calf or black serge top will probably be in some demand as a semi dress boot, while gunmetal vamps with dark Russian calf top and similar combinations are being shown and will probably have a certain sale in the finer lines.

The Balmoral is also steadily gaining in favor in the popular priced lines, although here its sale will probably be about evenly divided with the Blucher. In this grade, however, the retailer must to a great extent let his experience be his guide, as certain lines that are selling well in one section could not be given away in another.

In lace oxfords the Balmoral cut should lead, although a considerable number of bluchers will be bought for summer wear by the high class trade and will have the same features as the high cut in regard to last, leather and general effect. Oxfords will probably sell stronger than ever next season in both fine and popular priced lines. The sale in oxfords will be fairly equally divided between button and lace with probably a tendency toward the latter.

The lace oxford is gaining ground, especially in the high priced lines, although this will to some extent restrict its sale in the medium grades. The Balmoral oxford will be shown more on the latest lasts with low toe effect than the blucher. The button and Blucher oxfords made on medium high toe last with fancy perforated effects should also be strong sellers in popular priced lines.

Some manufacturers of men's fine footwear are featuring the button boot for the Spring, but we would advise our readers to be cautious in stocking this line, as the tendency seems to be toward the lace boot, and the Balmoral at that. The button boot, however, will undoubtedly have a fairly strong sale in the medium price grades. Our advice to shoe retailers who insist upon stocking the button boot in the higher grade is that he will probably have more chances to unload if he picks on patent colt button as it is considered in some quarters to be the correct style for evening wear, as is also the plain toe pump.

The tan calf button boot is rarely shown in high grade men's lines, although in the medium grade there will probably be more tan buttons sold than black. Bluchers made in black calf and in darker shades, all done on flat lasts with long forepart, whole quarter, showing extreme length in vamp, may become popular in ultra fine boots. The demand of the high class trade in oxfords will undoubtedly be for lace with white quarter and circular vamp, five or six invisible eyelets and flat last with receding toe. In high class button oxfords probably the strongest seller will be the four

button in dull calf, with patent colt with mat calf top as second.

Heels and Edges

In the higher priced footwear heels will vary from 5/8 to one inch, according to the flatness of the last. The flange style with large top lift being in the lower heights. In the latter the inside of the heel is trimmed square so as to show the flange only on the outside of the heel. The one inch heel does not carry the flange effect, but has a large top piece and is trimmed square. The forepart edges are trimmed close, with sometimes a little extension at the ball. On some lasts the edge is close at the sides and full at the extreme toe. The bottom finish in the fine lines is plain. The wheeled edge is not shown in the best lines, the pricked stitch or the flat ribbon stitch looking better. The wheeled edge, however, is shown to a certain extent in patent colts with light sole.

In the popular priced goods the heel will be from one inch to 9/8 or 10/8 inch, the higher heel being considered by many as correct for the prevailing styles in modified high toe lasts. This last calls for a large top lift making a square heel. In the latest samples the military heel is seldom seen. In this grade close edges are correct and suited to the last. When the last has considerable swing it is closely trimmed at the inside but quite full on the outside edge.

Women's Styles

In the finer welts the medium to narrow toe last with long forepart and carrying a 12/8 heel will be "the thing," although the modified high toe last with short forepart will hold its place in the medium priced lines. Some of the ultra fine lines show the long narrow extended toe, as in the men's, and carry a 10/8 heel. Fine turns are also made over this last, with 2-in. full-Louis heel.

In pumps the flat last with the low heel and fairly wide toe will be in demand. Footwear made on the extreme short forepart last will retain its favor in the light welts and turns. The lace boot is gaining popularity in the finer lines and the tendency is toward an increase in favor. One of the latest styles is made on the short last with lengthened forepart in a medium shade of tan Russia, with invisible eyelets. This pattern will probably have a large sale in high grade walking boots with a fairly heavy sole and low heel. The button boot is likely to retain its present popularity although some authorities claim that its sale will be diminished.

In oxfords the demand should be fairly well divided between button and lace styles. The straight lace

oxford with circular vamp, in tan and gray buck, promises to be popular, as does also the four and five eyelet blucher oxford with whole quarter, also in tan and gray. In button oxfords the demand will be for four to six buttons and circular vamp and will be worn in both fine and medium grades. The Colonial with large tongue, will appear more in satins and patents and some of the high priced pumps carry a satin tongue with puffed effect. In the popular priced shoes the plain toe pump with silk bow or cut steel ornament should be strong. Novelties next season will be chiefly confined to the medium priced goods in button and blucher oxfords and fabric tops.

Speaking of fabrics, the dealers anticipate a brisk demand for cloth top footwear for Summer and Fall. Brown fabric in various shades will be seen in combination with tan calf, while navy blue fabric tops, black serge or whipcord, and dark gray is shown in patent colt button boots.

Leathers

Calf in both black and tan should be strong next season owing to the increasing popularity of the lace boot and oxford. Many manufacturers think that tans will to a great extent replace the white shoes, which will be worn only in hot weather or with white gowns. Tan footwear in many shades will be worn, principally in buttons, and gray and brown suede should also have a steady demand. Most of the new samples made in tan are of the darker shades, both in the high priced and medium goods. Patent colt will be popular both in cloth top boots and oxfords while colored kid is generally shown in light welts and turns.

Heels

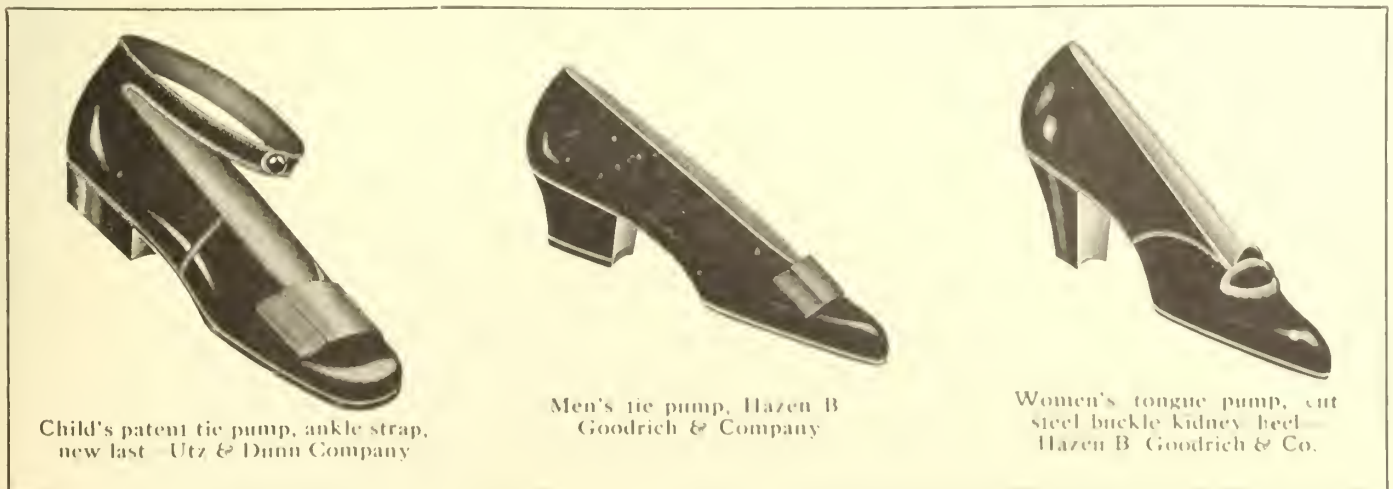
The 12/8 heel will be in common use for street wear, in both the fine and medium welts, in the Cuban shaped leather heel. In the flat last with high toe walking boots, heels will show as low as one inch. In the lighter welts the heights of heels will vary from 12/8 to 14/8 and are shown in Cuban and "kidney," the latter being a type of half-Louis.

Strong Sellers

The following should be in good demand:—Bal. and blucher oxfords in high grade lines made in Russia calf and grey buck, neat and plain, with invisible eyelets.

Blucher oxford with five eyelets, light brown vici and tan calf. Strong in medium grades.

Button oxford, four buttons, whole vamp. Made in gummetal or patent vamp with dull finish. Also four to six buttons, whole quarter, circular vamp, in tan calf, grey nubuck or gummetal.



Child's patent tie pump, ankle strap, new last—Utz & Dunn Company

Men's tie pump, Hazen B Goodrich & Company

Women's tongue pump, cut steel buckle kidney heel—Hazen B Goodrich & Co.

Leaders in the Shoe and Leather Trade

WILLIAM A. MARSH—SHOE MANUFACTURER

The subject of our sketch in this issue, Mr. William Alfred Marsh, president of the Wm. A. Marsh Company, Limited, is a thorough Quebecer—was born and educated there, has made his business there, and has taken a leading part in the affairs of the ancient capital. The name of Marsh, as associated with the hat and shoe business, is known throughout the Dominion, their goods being sold from coast to coast by the jollying trade.

Mr. Marsh was born in 1848, being the son of the late Rev. David Marsh, a Baptist minister; in his earlier business life he was in another line of business from that of shoes—hardware—and since he has been connected with the former trade he has done much to improve the standard of Canadian products. He left the hardware industry as he believed that there were better prospects for him in the shoe trade—and the prominent position he has taken show how well he judged. It is over 30 years since the firm was started, Mr. Marsh becoming president on its incorporation. As firms go in this country, the business is a very old one, and naturally at first it had to fight pretty hard to get its shoes into retailers' hands, there being an impression—which has not yet altogether disappeared—that it was only in the United States that fine footwear could be obtained. When once trade has run in certain courses it is hard to divert it, even although domestic goods are equal, if not better, than foreign manufactures. The shoe industry in Quebec city has undergone many changes, but in spite of the drawbacks incumbent on British goods and trade prejudices, the company made steady progress, and to-day has one of the largest businesses in Canada.

The factory on St. Valer Street, is six storeys high, with a wing of the same height; it has the latest sprinkler equipment, and it need hardly be said contains machinery of the most recent design. About 550 people are employed, a sufficient indication of the volume of the output. Mr. E. P. Mullarky is the superintendent, whose ability is acknowledged throughout Canada.

The company have done much to make known the good points of Canadian shoes outside our country, by

exhibiting at various exhibitions. As far back, as 1891, the goods of the company received a silver medal at the Jamaica exhibition; in the same year a diploma at the Trinidad and Tobago exhibition; in 1900 a gold medal at the Paris exhibition, and in the next year a diploma at Glasgow; while in 1899 the company had an exhibit at the Quebec Provincial exhibition, receiving the silver medal.

Mr. W. A. Marsh has not confined his attention to the mere business side of life. He has broader views

—he is, to use the words of a local newspaper, "an enterprising and exemplary citizen." As president of the Quebec Board of Trade he has naturally taken a leading part in the affairs of the city. Then he served as president of the Quebec branch of the Canadian Manufacturers' Association. He is also a director of the Quebec Bank, and one of the life governors of the Jeffery Hales Hospital. Mr. Marsh was one of the promoters of the Quebec & James Bay Railway.

Going outside commercial affairs, he was moderator, in 1911, of the Eastern Association of Baptist Churches; member of the Provincial Committee of the Y. M. C. A., Ontario and Quebec; and a vice-president of the local branch of the Lord's Day Alliance. He is also a member of the Quebec Garrison Club.

From this sketch it will be noted that he has led a strenuous life, building up the city's commerce, and at the same time not forgetting the moral and social side of life's activities. Nor is his fame merely local, for there is

no better known person in the Canadian shoe trade and the products of the Wm. A. Marsh Company command an enormous sale from coast to coast.

Trade Inquiries

Firms interested should write to the Department of Trade and Commerce, Ottawa, giving number of item.

633. Hides and skins.—An Indian firm exporting hides and skins wishes to enter into business relations with tanners of leather in Canada.

61. Leather.—Firm in Holland wishes to get in connection with makers of leather in Canada.



Mr. Wm. A. Marsh

New Styles Fresh from Canadian and U. S. Factories

Footwear in Canada will be in the hands of the Canadian shoe retailers before the majority of them have been visited by travellers carrying the new spring styles for 1914. The following advance information, gathered from leading manufacturing firms in Canada and the United States, should therefore be interesting to them and may prove of some value and assistance in buying.

The Slater Shoe Company, Limited, Montreal, for Spring, 1914, are showing a long line of new snappy lasts in men's, boys' and youths' shoes in a variety of new styles and patterns, in all kinds of imported and domestic leathers, to retail from \$4 to \$8.

Among the new ones are last No. 243 Hi Lo as the name signifies; a low, high, semi-broad toe with a broad flat shank and low heel. Last No. 244, Cosmopolitan, a new last English effect, semi-recede toe with



Tie pump with two buttons on bow—Hazen B. Gooderich & Co.

good full fitting qualities. This is the best of all their English style lasts. Last 245, Latour, is a slightly English effect with a slight raise on the outside of the toe and carries a $1\frac{1}{8}$ inch flat heel. It has extra fitting qualities.

On the Slater Women's lines showing are, shoes, pumps and Oxfords in welts, in all leathers and patterns to retail from \$3.50 to \$6. In addition to their popular lasts, they have a new last No. 205—Jeanne Mance—with a slightly raised toe with slight receding effect, and a $1\frac{1}{2}$ inch heel. Last No. 206—Lady Grey—is a new English last with good fitting qualities and semi-receding toe, and $1\frac{1}{4}$ inch heel. They are also showing cravenette and fabric tops, in both men's and women's lines.

The Medium High Toe

Mr. A. Brandon, of The Brandon Shoe Company, Limited, Brantford, Ont., writes Footwear in Canada as follows: "I have visited the shoe centres of the United States, and found that the medium high toe will be the leading last for Spring. The English last, that was so prominent in the United States a year ago, is almost out of the samples. It is not a selling shoe except in the large cities. Take southwest of Chicago, they are wearing the same styles as we have in Canada. The medium high toe is the leading shoe all over the Dominion, in the Provinces, in the Northwest, and in British Columbia.

"The leathers will be about the same as last season. Tans will be selling heavy, and patent leather is com-

ing back very strongly. Gunmetals will be in the lead. Fabric tops will not be very strong except in Quebec Province. They seem to take better down there.

"The French lasts will be shown this year. They are forming about one-quarter of the samples in the United States for spring.

"The English last in Canada is something of the past. There are a few sold here and there, but it will drift by without taking a prominent place.

"We expect this spring will be later than it was last year. On account of the money market being a little stringent, merchants are not so keen to buy, but we are able to report that we have sold more shoes for fall season this year, than we did a year ago."

The John Ritchie Company, Limited, Quebec. "In the opinions gathered from our customers who are now here looking at our new Spring samples it appears that the modified toe, a little rounder than last season, will be a big seller. There will be a few recede toes sold especially in the cities but the large business will follow the lines of the past season; we expect a big run on fancy toppings, though gunmetals and tan calf will be as popular as before. There seems to be a larger demand than ever for the women's pumps and colonial ties, and we expect the sale of the next summer will be much larger than in the past season."

Patent Will be Strong

C. N. W. Shoe Company, Limited, London, Ont.; "As regards spring styles, we are putting in two new lasts. In my opinion patent will have the strongest call for spring mostly on the medium recede toe last,



Women's patent medium recede toe pump, bound edge, stazon last—C. N. W. Shoe Company.

with tan and gunmetal following. We are figuring as strong in button shoes as ever and will find as much favor as they did last run, as three-quarters of the shoes made this last season have been buttons.

Daoust Lalonde & Company, Limited, Montreal, have put in a few rubber soles and heels, also a few lines of felt lined for fall. Their spring samples are all ready and they have added two new lasts on the men's welts, one is a receding toe (English last) and the other is a half high toe.

The Rideau Shoe Company, Maisonneuve, P.Q., are putting ten new lasts on to the market, five women's and five men's. In the latter the goods will be characterized by low heels and receding toes, although the company have also some fine lines with the popular high toe. The new bals, bluchers and oxfords are in brown and tan; there is also a black English calf oxford, and a chocolate and a light chocolate in vici-

Four samples have fancy fabric tops. Their new women's lasts comprise button, blucher and bals, also a high cut in browns and Russia calf. In the oxfords, there are buttons and bluchers in dark and light tans, chocolate kid and black kid, and patent. The firm are making g. l. tennis, and bowling shoes in the new oxfords, with a low flat heel. The latest pumps are in black satin and silk, striped silk, corded silk, velvet, and white and steel buck. Mr. Adams, the manager of the company, is of opinion that the high toe will continue to keep its hold on the public, and that there will be a big demand for oxfords.

The McDermott Shoe Company, Montreal, P.Q., will show a new men's pump last in turns and Goodyear welts, made in gummetal and patent. In women's there are two fresh turn lasts, one with a medium toe and the other with a wide toe, both being made with a cushion insole and rubber heels. A women's welt has a medium wide toe and very wide fitter, this last being made with a cushion insole. They have a wide range of turn pumps and oxfords in patents, white nubuck, and black ooze calf; also a number of fabric shoes. In the opinion of Mr. McDermott, there is likely to be a big run on patents, and pumps will maintain their position as good sellers.

Several new lasts in men's and women's will be manufactured by Geo. A. Slater, Limited, Maisonneuve, who intend to adhere to their policy of marketing one grade of shoe.

No Recede Toes in McKays

Messrs. Dupont & Frere, Maisonneuve, Que., who make high grade McKays, are not changing their last this season, having found that the demand in their line is still for high and medium toes and practically the same as last year. They find that there is little or no demand for receding toes in McKays and that the buyers of this grade of goods seem to realize that a comfortable last is better than a so-called stylish one which is a bad fitter. This firm thinks that prices will be higher than last year as raw materials have gone up in price as well as labor.

High Cut Welts

C. B. Dayfoot and Company, Georgetown, Ont.; "The most prominent feature of our lines for Spring will be our large variety of high cut Goodyear Welts for surveyors, hunters, prospectors and lumbermen."

Pumps, Oxfords and Colonials Strong

Hazen B. Goodrich & Company, Haverhill, Mass., state that reports from their travelling men indicate that pumps and colonials will run strong next season, and these will figure largely in their new line. They shall make a considerable showing of straight lace and blucher pattern oxfords.

Children's Footwear

The Nursery Shoe Company, St. Thomas, Ont.: "We are nearing completion on one of the largest ranges of samples we have ever got out. These all run on high grade calf, kid and patent, together with several lines of cloth tops in the McKay make and fancy colored calf slippers have been added to our turn lines. Our new range of samples, set off by the addition of three new lasts, should prove one of the most interesting lines on the road the coming season. The new lasts which we are adding are not extreme but have been very carefully chosen in regard to their fitting qualities. In children's trade we consider the best fitting lasts one of our strongest points, something much more called for than extremes in style.

"With regard to heels we are running these as formerly varying in height according to the range of sizes which in a heeled shoe runs from a small five to a large five. Our greatest change in styles have been made in our growing girls' lines, sizes 2½-5, a line, which during the past season, has proved a very strong one."

Lasts

The Mawhinney Last Company, Brockton, Mass., state that in Spring styles for 1914, they believe that the most popular last will be the fairly high toe, medium width to carry about ¼ inch heel. They con-



"The Largest Seller"—The Mawhinney Last Company.

sider that other styles will find favor in some degree but believe that this type will be the largest seller. This is substantially the same as many lasts which are now in use.

The days of the bronze shoe are now recalled by observing bronze kid skins, and in some instances, bronze calfskins in shoe factories. Whether or not there will be a revival in the demand for shoes made of bronze leather remains to be seen, but the fact is that a good many samples have been made, or are being made, and some regular orders have been placed both for export and for home requirements.

The bronze shoe craze of a few years ago was not a particularly profitable proposition, and it is a question just how far manufacturers will want to go toward encouraging a revival of it.

Man who discovers way to stop price cutting will have those north and south pole fellows backed on to a siding.

Suede shoes that are spotted from rain can be renewed by the simple method of rubbing with an emery board the spots matted together by the water.

If you believe advertising does not pay, it shows very poor judgment on your part to keep on advertising.

If you cannot look your creditor squarely in the eye, he is likely to think you will fail to meet your obligation when it comes due.

If you want the farmer's trade, meet them halfway. Show them you value their business as highly as that of the town people.

Be good natured with people, but don't think you must be so to the extent of letting them trespass upon your rights.

No matter on which side of public questions you may be, take a definite stand, and while being firm about the matter be polite and not obtrusive. This will get you the respect of even the folks who disagree with you.

Two of Guelph's Leading Shoe Stores

A Unique Window—Both Feature Trunks and Leather Goods, also Hosiery—Attractive, Well Lighted and Thoroughly Modern

A fine shoe store that would be a credit to any city is that of W. J. Thurston, of Guelph, Ontario. Situated on the principal business street, with its imposing front and spacious, well-dressed windows, it commands favorable attention. The window, which is of the "V" type, is well lighted both in the show windows themselves and in the entrance. Under the display windows there is a space of about a foot and a half for displaying footwear and novelties. Over the window is a beautiful stained glass transom over which is a carved stone coping, which adds to the impressive appearance of the store front.

On entering the store in the day time one is struck with the fact that it is extremely well lighted, daylight entering by an enormous skylight in the roof. The interior is lighted by both gas and electric light. The shelving is on the two carton system and the show cases in which are attractive displays occupy a prominent position in the interior. A few trunks, club-bags and suitcases are shown in the interior as well as in the store windows, but these are merely to catch the customer's eye, the leather goods and trunk departments being in the basement.

Mr. Thurston handles hosiery, of which he sells large quantities. He is a very popular man and is thoroughly up to date in every respect. If one observes the courteous way he receives his customers and the personal interest he appears to take in each



Interior of Thurston Shoe Store

it is not hard to understand the reason for his popularity and success. His is a store that is always busy.

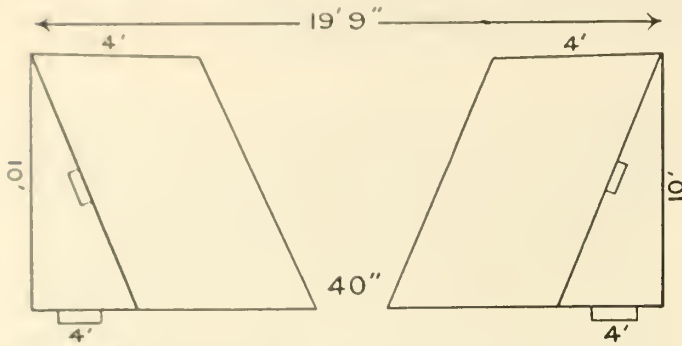
R. Neil & Company

Next door to the Thurston store is the Guelph store of R. Neil & Company, and anyone familiar with this firm, who operate a chain of stores in many of the prin-



Imposing Front of the W. J. Thurston Shoe Store, Guelph, Ont

local Ontario towns, will know that the name of the firm over the door guarantees the fact that the store is in no way behind any of its rivals in that town. Mr. F. I. Costford is the local manager and understands



Ground plan of unique window of R. Neil & Company, Guelph, Ont., described in the article.

the shoe business from a to z. This store also handles leather goods and trunks, devoting a department to this trade on the second floor. We were unable to secure photographs of this excellent store but hope to do so at a future date.

There was rather a novel feature about the show window, a sketch of the ground plan of which we illustrate for the benefit of our readers. In order to dress the window the trimmer enters a small three cornered passage, from the store, which is in the rear of one side of the window. Here by means of a sliding door access is gained to the window and the proprietor claims that this method has many advantages over the ordinary direct entrance in the rear of the window. The window is finished in Circassian walnut on the sides, ceiling and vestibule, the floor being of oak. The back of the window, facing the store interior, is of golden oak. The vestibule is paved with mosaic tiles and a marble base runs along the bottom of the windows. The plate glass of the windows is set in a ventilated copper sash by the Hester system. The show windows were put in by the Canada Store Front Company, of Hamilton, Ontario.

Satisfactory Artificial Leather?

There is no doubt that some day, and not far distant either, artificial leather producers will break into the market with a practical substitute for upper leathers.

Within the past year this proposition was worked to a climax which, had the plans under way been continued, would have caused quite a stir in the shoe world for a time, at least. Action was stopped by the honesty of a shoe man and the exercise of common sense on the part of the manufacturers of the imitation product.

The try-out was made on babies' shoes. The problem was whether the material could be lasted without cracking; what would be the comparison in wearing quality with leather and whether the shoes could be sold in competition with leather. The result was there was no trouble in the making. Uppers were cheaper than leather because the average cost per foot of material was about five cents, and there was so little waste it was not noticeable. Cutting was cheaper because, even by hand cutting, several thicknesses could be cut at a time, and with the clicking machine the cutting cost would have been but a fraction of a cent per pair. The stitching cost less because the sewing was easier and could be done more rapidly than

leather work. Other operations cost about the same as on leather shoes up to the packing room and here the cost was less. There was no ironing to be done and no cleaning other than, when necessary, the shoes were washed off with water.

Wearing quality, satisfactory to those who tried out the shoes in actual wear, was demonstrated. It afterwards developed, however, that the results on this point were not entirely satisfactory to the shoe man. He knew thousands of pairs of the shoes could be got on the market, with probable satisfactory results, but he also thought of the possible come-back and was fearful of it, finally advising against taking the chance at that time.

Before this came about a selling trip was made to Baltimore. Price was the question. The buyer laid it down flat that the price would have to be less for an artificial leather shoe than for a leather shoe. But, the shoes looked good to him. He wanted them. Finally, price for volume of business was tentatively agreed upon, and a conditional order given for 6,000 pairs. This was the first order and the buyer's statement was that he had no doubt the shoes would sell like hot cakes, and if this proved to be the case, his average requirements would be about 500,000 pairs a year.

He wanted the shoes very cheap, said quality did not enter into the matter at all, and that very little need be considered as to appearance. It was found the shoes could be got out at a fair profit, considering the large volume of business figured on, at his price.

He tipped off a friend in the business in Rochester, N.Y., and this man made it a point to go right after the shoes, himself. He called on the manufacturer and insisted on acceptance of his order for 6,000 pairs and said he would guarantee to take 500,000 pairs a year if they sold the way he believed they would.

In the meantime, on the strength of the first order, an arrangement had been made with the producers of the material to finance the shoemaking business on a large scale, and they also had closed arrangements with a man connected with the proposition to go on the road for them, giving him the entire country as territory to cover among the shoe manufacturing trade. His expense checks were handed to him and the time set for him to start.

The night before he was to start off he thought he would like to carry with him one pair of shoes, which were in wear and from which he had heard fine reports. The next morning he was to see the Rochester man and decide whether to close with him or not.

He called in the pair of shoes, and as soon as he saw them he made up his mind that the deal was off, and to go to the makers of the artificial product the next morning, hand back his expense checks, and advise them not to attempt to push the product for shoemaking purposes. This he did, first keeping his appointment with the Rochester man, to whom he showed the shoes.

This pair had been under every day wear for a month and had been purposely given hard usage. They were whole, but the surface had cracked and in many places peeled off. However, at the price for which they could be bought at retail, it was stated they were entirely satisfactory.

The merchant who patronizes the advertisers in his trade paper and tells them he is glad they advertise there is helping the paper to become worth more money to him.

Canada's Great Shoe House Entertains

Ames-Holden-McCready Convention at Montreal—Gathering of Officers, Managers and Salesmen—Instruction and Enjoyment

IT was a great sales convention—and one from which very big results are expected. We refer to the gathering of the officers, managers, and salesmen of the Ames-Holden-McCready, Limited, held in Montreal from July 21 to 26. Conventions of the branch managers are a regular institution with the company, but the sales convention was the first of its kind, and was successful beyond anticipations. It served not only to make the members of the staff better known to each other, but it was educative in the sense of giving the salesmen a wider insight into the manufacture of the products they are selling. Further, it allowed opportunities for the outside men to talk over their troubles, and for the management to explain the why and wherefore of certain rules and decisions—a real heart to heart talk, in fact, one which will intensify harmonious working. In addition to this, there was the exchange of experiences and the talks on selling points, tending to the mutual benefit of company and salesmen. The management, on their part, spared no effort to make the convention of real service, and at the same time gave the visitors a right royal time from the social point of view. Mr. A. R. Angus had charge of the arrangements for entertaining the visitors after convention hours, and he certainly succeeded in providing some enjoyable periods.

The ladies of the party were not forgotten. Ten or twelve salesmen brought their wives, and these were entertained by the company. The programme included a motor drive to the principal points of interest, a Tally Ho drive to Mount Royal Park, a trip down the Lachine Rapids with the members of the convention, and a visit to the theatre and the amusement parks.

The doorways of the three factories were nicely



Group taken outside No. 2 factory, Ames-Holden-McCready, Montreal, at the firm's recent convention.

decorated, under the direction of Mr. W. V. Mathews, the general superintendent, who was also responsible for the very appropriate and unique decorations at the banquet at the Windsor Hotel. Mr. Mathews has the artistic eye not only for producing footwear but for decorative purposes.

The following branch managers and heads of departments were present: Messrs. Clarence F. Smith, vice-president and general manager; W. S. Louson, general sales manager, who was in the chair at all the convention gatherings; W. V. Mathews, general superintendent; A. L. Johnston, western manager, Winnipeg; Charles Bonnick, manager Toronto branch; W. M. Angus, manager St. John branch; A. R. Angus, assistant sales manager, Montreal; C. Brouillard, superintendent Factory No. 1; A. J. Mathews, superintendent Factory No. 2; F. J. Boyden, superintendent Fac-



Banquet at the Windsor Hotel, Montreal, during the recent convention of Ames-Holden-McCready, Limited.

tory No. 3; J. K. Mercant, comptroller, and F. McKenna, purchasing agent.

The travellers also in attendance were: St. John.—Messrs. Geo. I. Dawes, J. E. Petrie, H. C. Simmons; W. T. McCord; F. J. Ackerley; S. C. Mitchell and A. B. Matheson. Toronto: Messrs. E. A. Chalk, A. E. Seider, W. J. Drysdale, W. H. Stagg, Geo. Lloyd, Fred Knibbs, H. W. Pearson, John Paine, and R. Partidge. Edmonton: Messrs. Grainger, Sharpe, English and Hurst. Calgary: Messrs. Clarke, Alexander, Flavin and Labontane. Vancouver: Messrs. Clarke, Richards and Bates. Winnipeg: Messrs. McCallum, Tyler, Thompson, Hall, Hendron, Franks, Geddes, Musgrave, Carter, Logan, Giroux, Whitworth and Whitley. Montreal: Messrs. C. M. Mills, R. H. Mills, A. Lafayve, G. Lefayve, A. J. LaBerge, F. W. Wait, Jas. Armstrong, Geo. C. Trudeau, Henri Martineau, John Feron, Champagne, and G. St. Pierre. This makes a total of three branch managers and 52 salesmen. A salesman from St. John and one from Edmonton were unable to attend. Three branch managers—Mr. A. B. Frskue, Vancouver; Mr. E. A. Dagg, Calgary; and Mr. F. M. Morgan, Edmonton, were also prevented from going to Montreal.

The first day's proceedings were in the nature of a welcome, at which brief addresses were made by Mr. Clarence F. Smith and Mr. W. S. Louson. The programme was outlined and the subjects to be discussed briefly referred to. In the afternoon the visitors had an opportunity seeing the city.

On Tuesday morning the real business was commenced by a demonstration, in No. 1 factory, of men's Goodyear welts by Mr. W. V. Mathews, after which the salesmen inspected the factory, which specializes on men's and boy's footwear. Luncheon over, a general discussion took place, principally on the lines which had been inspected in the factory—thus emphasizing the points which had been previously noted.

Wednesday morning was a very busy period. By special car the visitors were taken to the No. 2 factory on Mount Royal Avenue, devoted to the making of women's, misses' and children's shoes. In addition the building contains an entirely distinct cut sole factory and a heel factory, both fitted with the finest appliances. There is also the carton factory, making all the cartons required for the shoes produced in Nos. 1 and 2 factories. Mr. Mathews again gave a demonstration, in No. 2 factory, this time on turns and women's McKay sewn goods, and an inspection followed. The luncheon was held in the large sample room, about 100 feet long, which was elaborately decorated with flags. The afternoon session was devoted to a discussion of the products which had been inspected. Followed by a visit to Lachine, down the rapids to the harbor, and then by special car to the hotel.

The next day a special Grand Trunk car conveyed the members of the convention to St. Hyacinthe, P.Q., where No. 3 factory is situated. This has been reorganized, and has a capacity of 6,000 pairs per day of the best staple footwear. A return was made to Montreal in time for lunch. In the afternoon Mr. F. E. Mutton, managing director of J. J. Gibbons, Limited, gave an address on the higher points of salesmanship. This was one of the most interesting sections of the convention. Afterwards there was a further talk on business.

The banquet at the Windsor Hotel on Thursday evening provided by the company was the event of the convention. Those present included the officers, visitors, the factory superintendents, and heads of de-

partments, and all had a right merry time. The feature of the scheme of decoration of the banquet room was the employment of the products of the shoe factories. Pictures of the factories were placed on the walls, skins were hung between the pictures, while festoons of cut soles, heels, and other products of the shoe business were to be seen. Shoes served as flower vases, and at the head of the table was placed a floral design in which shoes formed a prominent part. Mr. Clarence F. Smith presided, supported by Mr. D. Lorne McGibbon, the president; the branch managers, and some of the directors. There was much speech making, including some by salesmen from the different territories represented, expressing enthusiasm and loyalty to the interests of the company. A vaudeville entertainment, organized by Mr. W. V. Mathews, followed the banquet.

At the invitation of the Canadian Consolidated Rubber Company, a large number of the visitors on Friday morning inspected their Montreal factory, and were thus enabled to get a better knowledge of the good points of rubber making. Mr. Pearce, the general superintendent, acted as guide, and his efforts were much appreciated.

The final meeting of the convention was held in the afternoon, at which several matters previously taken up were reviewed, and some fresh subjects discussed. The new spring samples were also examined, attention being directed to the excellence of the goods which will be put on to the market.

Superstitions About Shoes

When, after the Battle of Newbury, Charles I. came to Southwell, with a few followers, he went into a shop of a shoemaker named Lee, to be measured for a pair of shoes. Taking the Royal foot in his hand, and looking at the King attentively, the shoemaker refused to proceed, giving as the reason that he was the customer of whom he had been warned the night before in a dream as one doomed to destruction, and that those who worked for him would never thrive. The forlorn monarch, adds the narrator, uttered an ejaculation expressive of his resignation to the will of Providence, and returned to the place where he was staying.

Shoes appear to have acquired, in the course of ages, and in many lands, a weird and uncanny character, as if they possessed the power of stealing the souls of their owners—at least, of affording them a last hiding-place on earth. The extraordinary identification of the shoe and its owner is to be met with in all parts of the world.

Thousands of European children have dreamt of Jack the Giant-killer's seven-leagued boots, but the same wonderful power is attributed by the Indians of the Far West to certain enchanted moccasins, by means of which the favorites of the witch-world are able to extricate themselves from every kind of difficulty. Thus, Onwee Bahmondary, or the Boy that carried the Ball on his Back, being hard pressed by the enemy, under the form of the skeleton of a moose, manages to elude him by sending off a pair of moccasins, the skeleton hurrying after them to the end of the earth, believing himself in full pursuit of Onwee. And these wonderful moccasins are fellows of such sense and humor that when Onwee's rival (Koko, the Owl) gets possession of them they play him fine tricks, running him first into the arms of his enemy, and then, giving a sudden leap, they slip off his feet and leave the aston-

ished Owl flat on his back; after which they glide swiftly back to the lodge of their true owner.

On the other side of the Atlantic a legend is found that recalls not only Jack the Giant-killer, but the golden sandals of Hermes, and doubtless we might find all over the world several of the same kindred, as, for example, the story of the Abyssinian, King Tecla Haymane I., who was believed to walk on the water and to have shoes of such virtue that wherever he left them a rose grew up.

Superstition, according to Dr. Johnson, is the doing of an unnecessary or uncommanded act. When a ceremony of any kind reaches this stage of dotage, it often obtains an indefinite lease of existence, as a source of "good luck." Such is the point to which the ancient custom of throwing the shoe has arrived throughout Great Britain.

Queen Victoria related in her Journal that when she first entered Balmoral Castle, September 7, 1855, old shoes were thrown after her for good luck.

Tennyson says:

For thus thou shalt from all things seek
Marrow of mirth and laughter,
And wheresoe'er thou move, Good Luck
Shall throw her old shoe after.

Another superstition about shoes exists, such, for

instance, as the saying, "If you wear your shoes on the outer side, you will become poor, if inside, rich."

The Romans were peculiarly superstitious about the state of their footwear, drawing from it omens and signs of ill-luck.

In China, when women desire offspring, they repair to the Temple of the Goddess of Children, in order to obtain a shoe worn by the deity. Again, should a bride die during the time of her betrothal, the bridegroom goes to the house of mourning and asks for the last pair of shoes she has worn. He takes them home, and for two years burns incense to them, acknowledging in so doing their departed owner as his wife, and believing that her spirit was present with him, enticed by her shoes.

In Japan, people who seek to have their limbs made strong hang up to the entrance to a temple their straw sandals.

A queer instance of hanging up a pair of shoes in an English church occurred in the seventeenth century. Tom Coryat, a traveller, who died at Surat, in 1617, made a tour through France, Savoy, and Italy in one pair of shoes, in commemoration of which he hung up the said shoes, on his return, in the church of his native place, Bolsover, in Somerset.—The Boot & Shoe Trades Journal.

Among the Stratford Shoemen

The representative of Footwear in Canada was in Stratford recently calling upon the trade. He found the factory of the Dunford's Elk Shoe Company, Limited, in full swing and the new superintendent, Mr. W. J. Ellingwood, showed him samples of some fine shoes they are getting out for Spring, 1914. These are Goodyears, with receding toe and low broad heel. They are of the best stock and will bear comparison with any up-to-date shoes sold in this country.

The Retail Shops

Knechtel & Company have a fine store at 26 Downie street, where they were established in 1893 by the present proprietor. The store is stocked with high grade footwear, trunks, suit-cases, travelling bags and rubbers. Some of the lines handled are the Slater, Empress and Queens Quality. They have a repair department fitted with a Champion shoe repairing outfit No. 20, made by the Champion Shoe Machinery Company, of St. Louis, Mo. The management look upon this department much as an accommodation to their customers, although it pays them a small profit. They employ three men and call for shoes and deliver them. Their leather goods department they look upon as an excellent side line, but in common with most Stratford shoe stores they are rather cramped for room and have no space available to devote to this department.

The Fletcher Johnson Shoe Store handles mainly Regal shoes, although they find the Menihan shoe also a good seller. They also stock trunks and valises, which they find excellent sellers during the holiday season and around Christmas time, although somewhat dead the rest of the year. In this store we noticed a new patented aluminum stick. The store is fitted with both gas and electric light.

The shoe stores of **John Agnew, Limited**, are spread throughout many of the towns and cities of Ontario and wherever they are located they take second place to none. The store of this firm in Stratford is no exception to the rule and is as thoroughly up to date and

modern as any similar establishment in that town. They are situated in a one-storey building and make a very strong feature of their leather goods department, their trunks, suit-cases, etc., being shown in the window along with their footwear. They say this line pays them an excellent profit. They have no repair department as they have found from past experience that it does not pay and that it is only a source of worry. The store is lighted by both gas and electricity, although only electric light is used in the show cases. The shelving is on the two carton system, and the findings and accessories are kept near the door.

Shore & Paff are very much opposed to the shoe retailer doing repairing. They claim that the two businesses are separate and distinct and that the retailer loses money if he indulges in it. He receives telephone calls and then sends the boy out for little 10 cent jobs and afterwards the shoes have to be returned. Then again many people seem to think that the shoe retailer should repair for nothing shoes bought in his store. This firm have a fine store and find their trunk and leather goods department a source of profit.

J. D. McCrimmon has a store occupying three storeys. The lower floor is devoted to footwear, the second to trunks and leather goods storing and displaying, and the third to repairing and stock departments.

Probably the oldest retailer in Stratford is **John Way**, who has a shop on Market Square, having been in business at the one stand for some twenty-seven years. He is a practical shoemaker himself and has a repairing department. He also has a trunk and leather goods department.

A very little sharp criticism goes a long way and it usually brings mighty little back with it.

All the dead stock in your store has seen a day when you thought it was live merchandise. Is it all the fault of the goods that they have not sold

Talks on Trade Topics

Interviews of Interest to Retailer, Jobber and Manufacturer. The
Opinions of Experts on Bettering Business Conditions

The Time People Take to Pay

"If I were to start a shoe store to-morrow," said a city retailer, "I would either sell for cash and cash only, or I would have a hard and fast agreement with my customers that their accounts had to be settled by monthly drafts through the Bank. I do not know," said he, "whether it is the result of the extravagant living of the present day or not, but there is no doubt whatever that the public as a whole, are not paying their bills as promptly as they used to a few years ago. I can remember the time when if I sent out my bills at the end of the month, I could count on a certain proportion of payments by the 10th of the next month; but now a days, I regret to say, one can't do this at all. Credits in the shoe business in many cases are anywhere from three months to twelve months, and even then one does not get paid without sending a collector, in some cases not once but four or five times. There used to be a time when the majority of people had a horror of being in debt, but it looks now as though a good many had a perfect horror of being out of debt."

We listened to all that our friend had to say, and then we said, "Why don't you try the plan you speak of?" He leaned his head on one side pensively for a moment, and then he replied, "Oh, well, we seem to manage to get enough collections to take care of our bills payable, and so long as things are not too desperately distressing, one hates to install revolutionary methods. Another thing, too," continued he, "is that no one dealer wants to undertake such a change alone, for if he did, it would simply mean that his present customers who wanted credit and think they need credit, and long credit at that, would go to some other store. An adjustment of the situation will probably not be made until things get worse than they are, and then the retail trade will come together and adopt a system such as I have already mentioned."

* * *

Keep Track of Your Stock

A man had a few thousand dollars he wished to keep busy. He started a retail shoe store and put a man in charge to "keep shop." A year or so later a chance to sell out came, even though the store had not been making a great deal of money. The purchaser required an inventory to be taken. The man who had been "keeping shop" "guessed there was some ten thousand dollars' worth of stock on hand."

The actual inventory, the first in the history of the store, showed a stock on hand worth seventeen thousand dollars. Seven thousand dollars had been buried on the shelves just as thoroughly as if at the bottom of a well. Modern stock methods would have made the neglect of these goods impossible for more than a few months. Quick turnovers are only possible to retailers who know by effective records and correct stock-keeping methods the amount of goods normally demanded by their trade and the quantity on the shelves or in storage.

Analytic stock records not only automatically

check stock and watch the mark-up, but usually also uncover valuable information regarding the best selling lines. If cards are ruled for each line of goods and every price noted for all items within the full lines, a girl can keep on them stock records which indicate the popular goods. The cards should separate the lines into departments and show daily receipts and sales of stock. The retailer who, by this economical system can place his finger on his best selling line knows how to display and push and renew his stock to the very best advantage.

* * *

No Special Sales

A St. John, N.B., shoe merchant attributes his success to his policy of no special sales. "From the time I started in business five years ago," he declares, "I have never had a special sale. I have always emphasized the fact that I never had had and never will have one; in fact, I don't talk sales. I talk value. This is because I am bidding for steady trade. I want all of a man's patronage. I do not want him to buy of me only when I'm cutting below other merchants."

"My talk to customers, both in my advertisements and through my salesmen, is something like this: 'You ought to buy your footwear in season. You can afford to do it when you trade here the year round. I make no slashes in price, and do not have to boost prices at the beginning to make up for an anticipated cut in price later. I am satisfied with a small profit and I can afford to do business on a small margin because I make a little money on every article I sell.'"

* * *

American and English Shoes in Halifax

Is the sale of American shoes in the city of Halifax as big as it was five years ago? We asked this question of a prominent retailer. He replied that in his opinion the number of pairs of American shoes sold in the city was now very much less. This condition, he said, is owing to the remarkable strides which had been made in the quality of Canadian made shoes of late years. There were, however, said he, a goodly number of very high class American boots being sold, both men's and women's, and as these naturally were quite high priced they would of course represent a tidy bit of money; perhaps more than in earlier days. He thought the tendency among men was to favor Canadian made shoes, but that women who didn't mind how much money they spent were more favorable to the imported article. We asked the same retailer if he were doing anything with English made shoes. He said no, not a thing, and that he had not seen an English traveller in these parts trying to sell shoes for a very long time.—The Maritime Merchant.

* * *

What do you do with your profits? Do you take them out of the business as fast as possible for various uses or do you leave them in order to increase your working capital and make it possible to give the public better service?

Progressive Industry at Leicester

"Footwear" Pays a Visit to the Works of the Standard Engineering Company, Limited, Situated on the Outskirts of the Great English Shoe City

Staff Article



Charles H. Millman,
Secretary

NOT the least interesting of a number of trips made this summer in Great Britain by a representative of "Footwear in Canada" was a visit to the works of the Standard Engineering Company, Limited, of Leicester, Eng. This firm manufacture a complete and comprehensive line of boot-making and repairing machinery. They are doing a considerable amount of business in Canada and it is of interest perhaps to recall that they were the first British firm to place an advertising contract

with "Footwear" shortly after the paper was founded.

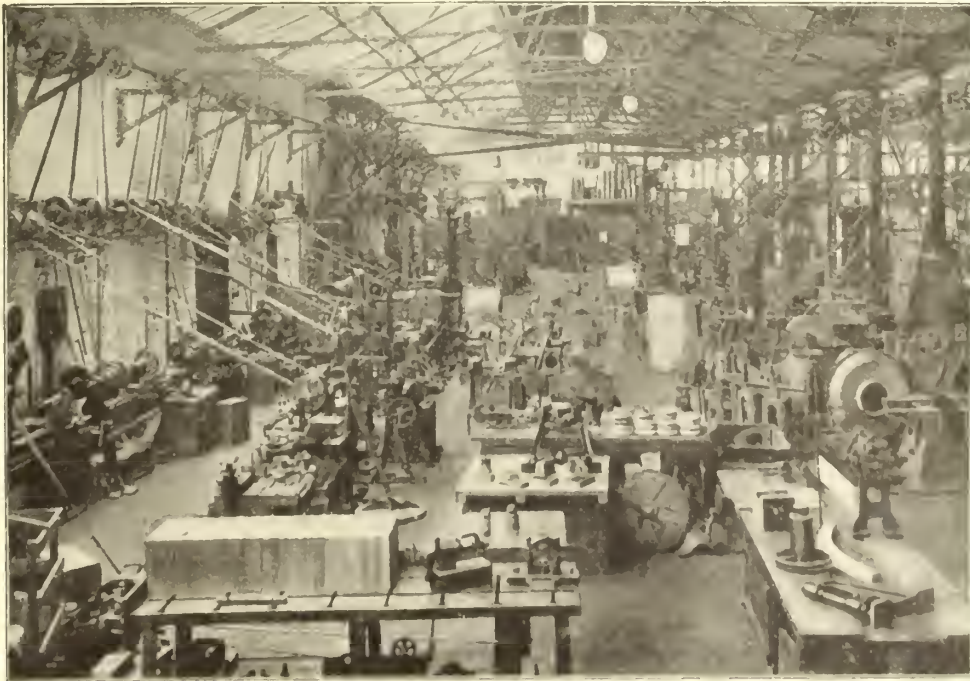
Upon arrival at the works, we were cordially received by Mr. Charles H. Millman, the secretary, and afterwards by Mr. F. Howard Pochin, managing director. Mr. Millman personally conducted us through the various departments of the works and explained the various processes in the manufacture of the machines. The wide range of the machines made enables the company to undertake the total equipment of a modern shoe factory.

Apart from the extent of the works, which in itself is a noteworthy feature, the visitor to this plant is impressed by the up-to-date nature of the equipment

and the modern improvements seen on every side. The Standard Engineering Company's works contain much that is instructive as regards the general lay-out of the plant, the location of the machines, and the heating, lighting and ventilation.

The best mechanics required in a plant of this kind are none too plentiful and the company seek to retain competent help by making every provision for their well-being. A commodious lunch-room is provided for the men, while the energetic administration of cricket and football clubs stimulates the workmen to healthy outdoor pastimes. On the occasion of our visit, Mr. Millman pointed with pride to a photograph of the company's cricket team which recently won the local league. In Canada we are apt to think that such provision makes for loss of time, but it is not the experience of this company, who have been consistently successful since the founding of the business in 1894. A rest and tea-room on rather an elaborate scale, provided for the typists, is another department worthy of a line, as showing the trend of business developments in the Old Land, where the conditions under which labor of the better kind is employed are not nearly as unattractive as they are often painted in Canada.

As we have stated, the machines are wide in their range and so we shall not attempt a detailed description of them in this brief article. We illustrate here with one of the company's "Standard" combined finishing machines. They point out that their machines



Turning Shop, The Standard Engineering Company, of Leicester, Eng.

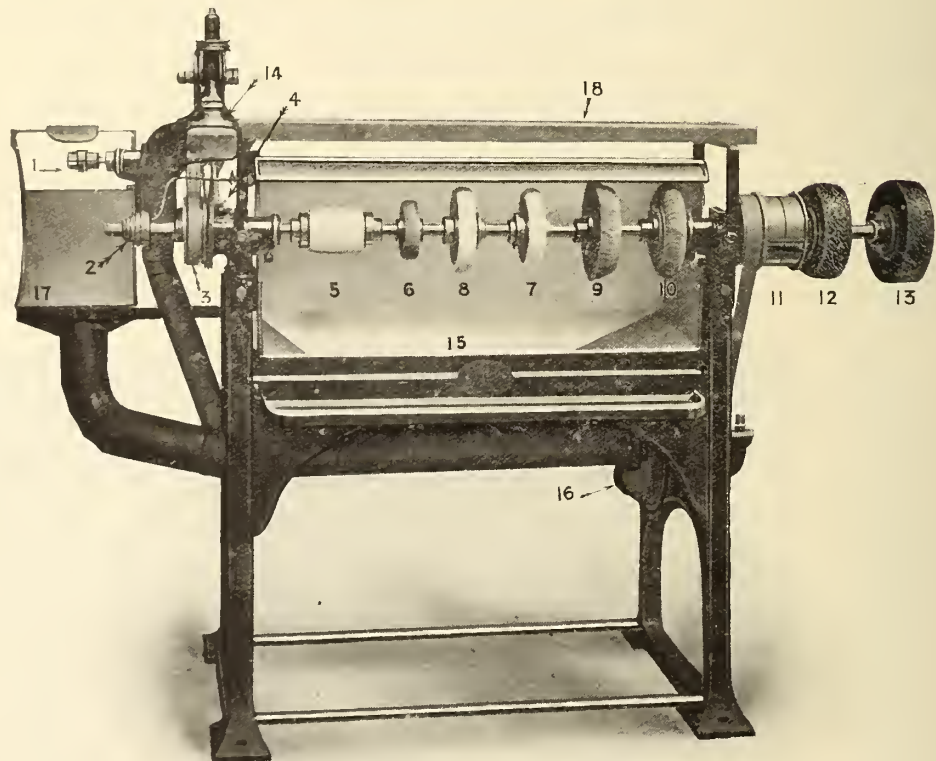


Fitting Shop of The Standard Engineering Company, Limited, of Leicester, England.

Standard Combined Finishing Machine, No. 2, made by The Standard Engineering, Co., Limited, Leicester, England.

Description of Parts

- 1 Cutter for Paring Foreparts
- 2 Four Step Rotary Edge Setting Iron.
- 3 Pulley for Driving Forepart Paring Shaft.
- 4 Grinding Attachment for Cutters.
- 5 Bottom Scouring Roller, 5-in. wide.
- 6 Patent Rotary Rasp for Paring Heels.
- 7 Round Heel Scouring Roller for Ladies' Heels
- 8 Flat Heel Scouring Roller for Men's Heels.
- 9 Leather Polishing Pad for Polishing Bottoms and Waists.
- 10 Leather Polishing Pad for Polishing Heels.
- 11 Fast and Loose Pulleys and Double Pulley for Fan.
- 12 Black Heel and Waist Brush.
- 13 Brown Heel and Waist Brush.
- 14 Naumkeag Attachment for Scouring Waists and Top-pieces.
- 15 Dust Trough for catching Dust from Scouring Rollers
- 16 Fan for Extracting Dust.
- 17 Dust Hood for catching Dust from Paring Cutter.
- 18 Table for Work, etc.



are not the cheapest in the first cost, but are by far the best investment, as they pay particular attention to design, material and workmanship. They lay emphasis on the type of self-oiling bearing they use and on the grinding of all shafts to ensure quiet and perfect running. At the Manchester Exhibition the gold and silver medals were both won for the best finishing of boots on the "Standard" machines in competition with all others. We also show views of the turning

and fitting shops, an inspection of which we made with much interest. On our visit we were privileged to see the company's large range of boot manufacturers' machines which include a full line of finishing machines—entirely re-designed lately—Consol type lasting machines, stitching and welting machines, and a variety of improved accessory machines for the lasting, welting, finishing and sole-cutting departments—in fact every machine required for the boot factory as

well as the repairer. This company has set its face to fight the royalty system and they would appear to have made a very satisfactory stand.

Accustomed as we are in Canada to rapid progress, it is yet worth while to record the progress made by the Standard Engineering Company. Twelve years ago the area of working space was 1,000 square yards, while today the plant covers one and one-half acres. Four additions have been made to the new factory in two years.

The Standard Engineering Company, Limited, is a private company of which the brothers, Messrs. F. Howard and H. Stanley Pochin are the managing

directors. Both of these gentlemen have visited Canada at various times and each understands the requirements of the trade. Mr. F. H. Pochin encouraged the writer by a warm tribute to "Footwear in Canada."

Altogether our trip to this plant, which is picturesquely situated in the Evington Valley Road, was an instructive and pleasurable one. Mr. F. H. Pochin is an ardent motorist and the owner of two fine cars. He generously extended to us an invitation to accompany him to the Shakespearian shrine at Stratford-on-Avon, but the activities of "Footwear" in the Old Land made it impossible for us to accept—to our lasting disappointment.

G. W. N. D.

The Mailing List—How to Get it and How to Use it

Here is a letter that came from a small merchant a short time ago. He brings up an important subject that should be of interest to a great many merchants who are now groping in the dark and wondering what they can do in these days of strenuous competition.

"I have a small store in a country town of about 500 inhabitants. Can I use a mailing list profitably, and if so, what is the cheapest way to get it started? Can you suggest some ways of using such a list so as to interest the people? How can I keep it up to date?"

Our friend asks some pertinent questions. Let us answer them one by one.

Can I Use a Mailing List Profitably?

Most assuredly you can use a mailing list very profitably, if you go about it in the right way. In answer to one of the other questions I will give some suggestions that may be of interest.

What is the Cheapest Way to Get it Started?

The best way is to get about as many cards as you expect to have names. Use a size that is standard, say three inches by five. Then take your ledger and write each name on a card, together with the mail address of the customer. Underneath the name you can write any other information that it may be desirable to have in regard to this particular man.

Among other things, you might put the following data: married or single, with size of family; is he a bargain hunter; does he send away for things he is in need of.

This "ledger list" is the basis to work on. It gives you your customers and when filed alphabetically, can be used in numerous ways outside of its original purpose. Use white cards for these names.

Extending the List

The next step is to go to the county clerks of the counties in which you do business and purchase from each the last tax list. Make out a card for each name, the same as for the ledger list, only instead of using a white card, employ one of another color, salmon, for instance.

The above method is perhaps the cheapest and easiest way to get a good mailing list started. There are others.

Take a township map of your trade territory and select a bright school boy or girl in each township, give each child a bunch of cards, and tell him that you will pay two cents for each name and address of people

in his township, together with the number of children in the family.

This will accomplish a twofold purpose. In addition to getting the names, they will be already written on the cards and all ready for filing, saving that work.

How Can a Mailing List Be Kept Up-To-Date?

Eternal vigilance is the only way. Whenever a new family comes into your territory the name and address must go on your list, and whenever one moves away, that name must come off.

The telephone directory must be consulted every time a new issue comes out; the railroad agent should be relied on for information as to newcomers; friendly and reciprocal relations with non-competing merchants; all these should be employed to keep the list alive.

When the new tax list comes out, a copy should be secured and compared with the mailing cards and changes made.

All this may seem like a lot of trouble, but it really is not as bad as it may look, and then the results are sure to be worth it.

How Should Mailing List Be Used?

There are many different ways in which a mailing list can be used with profit to the merchant. Perhaps the most important of these is in getting your store and its advantages before the women of your community.

A personal letter to Mrs. Jones telling her of the things that you have that will interest her; quoting prices on some of these lines, emphasizing the fact that your particular store is a good place to trade, is more than likely to bring some of these ladies in to see whether what you said is true or not.

Interesting the Men

While a mailing list is a mighty good trade changer as far as the women are concerned, it will act just as well in interesting the men. At a recent convention I was talking to one of the most progressive and successful merchants in the country on this very subject. It is his opinion that the judicious use of the mailing list in his own business has brought him more profit than any other advertising method.

In doing his "mailing list work" this man uses personal letters, imitating typewriting, which he obtains at a reasonable rate.

This concern has a duplicate of his list, print the letters, fill in the names, addresses, the envelopes, and expresses the whole outfit to him as soon as it is ready.

These letters are then sent out from the local post office.

In each envelope, in addition to the letter, is a "stuffer" of some kind, furnished free of charge by a manufacturer or jobber, with the merchant's name printed or stamped on it, describing and illustrating some specialty the dealer has in stock and wants to push.

Circulars and Post Cards

Then the dealer uses circulars, sent out under a one cent stamp, three or four times a year, which describe, illustrate and price different lines of seasonable goods.

In addition to this postal cards go out at frequent intervals, with timely suggestions, bargain offers and the like; and any manufacturer who will is invited to get his matter before the people on the merchant's list.

All this publicity costs money. But, and here is the point, something is actually being done to counteract the effect of the tremendous amount of advertising matter being sent out by the large mail order houses.

More than this. Business is really created and brought to the store and actual dollars in profits are secured that more than pay for the money spent in the advertising.

For the small merchant whose list of probable customers is of such a size as would not make it worth while to send away for imitation typewritten work, I would say: get a typewriter and learn to run it. In addition have most everyone in the store do the same thing.

Then plan your circular letter work ahead, so that whenever anyone has half an hour or an hour to spare, he or she can sit down and pound out a few of these letters.

The Personal Touch

The merchant told about in the foregoing signs each of his circular letters by hand himself. When doing this he has someone help him. The assistant calls the name of the party addressed and the letter is signed and pulled away.

This man knows many of his customers intimately. When he comes to the letter to such a one, he writes a little personal message at the bottom that gives it just that personal touch that is needed.

Now all this may seem like a lot of work. But I want to tell you that results make it worth while. Anything that shows on its face that you take an individual and personal interest in your customer is going to draw him closer to you. And everyone knows what that means.

I know and realize fully that the average merchant is hard pressed for time. If you have not got time, make time, and do the personal intimate things that count, often unconsciously, in drawing trade to your store.

Just one thing more: Do not expect that the first letter or circular that you send out will bring the people flocking to your store so as to block up the entrance, for if you do you are likely to be disappointed, though some surprising results have been secured by the right kind of letters.

It is the man who keeps everlastingly at it who will win out in the end.

The Boston Last Company

The Boston Last Company are showing on page 4 three views of a new creation in style and fit for the coming season. It has proved a winner against all

competitors. The general adoption by manufacturers assure the company profitable results for the careful and intelligent working out of the ideas of buyers, salesmen and manufacturers in a combination model that is snappy in style, graceful in outline, and a perfect fitter.

Why Prices are Soaring

It is proper that shoe men should be more familiar with the conditions governing the cost of leather. They should remember that the domestic supply of sole leather in 1912 was 3,000,000 sides less than in 1907 and at the same time the population was increasing, also the number of shoe wearers all over the world. The other uses for leather have diverted great quantities from former customary use in shoes, and if some people must have automobiles upholstered in leather (and only the best is used), or leather upholstered furniture, or Siberian pony coats and valises and suit cases, it is certain that either some others must go without shoes or pay higher prices for them.

The requirements of leather users make large importations of hides necessary and the United States is consuming great quantities of leather. Other countries find increased uses for the same reason.

The advance of civilization all over the world reduces the number of animals, the hides of which are used, consequently an increasing demand and a decreasing supply results in advancing values. The cost of manufacture is also a factor in values that cannot be overlooked.

Sheepskin for Shoes

There was a time when sheep leather was used by the shoemaker only for linings, or to strengthen the back of women's shoes, or stiffen the uppers, or perhaps for insoles or heel pieces. When the shoes were made by hand, this leather, naturally flabby, could hardly have been applied to other purposes, even with all the advances in tanning and the processes at present employed. But in machine manufacture, sheep leather plays a very important role, and many shoemakers lose track of it in its various metamorphoses.

To tell the truth, if manufacturers did not have sheep skin in some form to fall back upon they would be obliged to materially raise their prices. It is now extremely used for uppers. Brown sheep leather is in much demand for summer sandals, etc., and it is finished under the name of chagreen, many shoemakers do not trouble to look for the origin of many colored leathers, which under one name or another satisfy the scruples of the manufacturer and the purse of the buyer. Moreover, in the chrome tanned leathers it is hard to tell the difference between goat and sheep.

Mark Twain's Advertising Story

Once upon a time Mark Twain was the editor of a paper in Virginia City, and a subscriber who found a spider in his copy of the paper wrote asking whether this was good or bad luck.

Twain answered through his paper as follows:

"Old Subscriber—The finding of a spider in your copy of The Enterprise was neither good luck nor bad. The spider was merely looking over our pages to find out what merchant was not advertising so that it could spin its web across his door and lead a free and undisturbed existence ever after."

No spider ever spins his web across the door of a busy advertiser.

Helpful Hints for September Opening

A Few Suggestions for Advertising and Window Display—
Also Some Effective Card Samples—Treatment of Cards

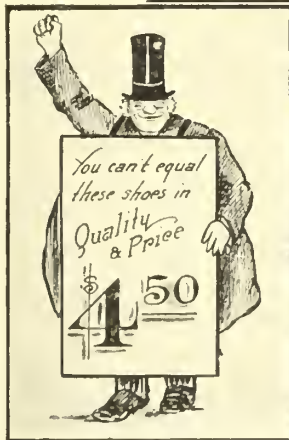
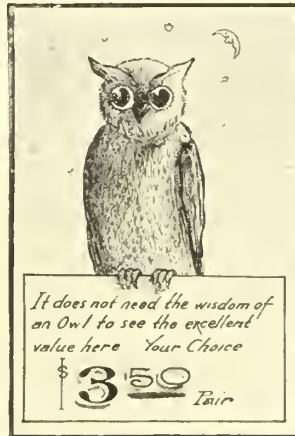
If we said nothing more for September than "SELL SHOES," we feel we have said enough. And again we say, SELL SHOES. If you have not already cleared your summer stock of odds and ends, take advantage of the remaining weeks of August and clean out every pair that is liable to hang on longer than it should.

Having made way for your new Fall goods, we will repeat SELL SHOES. By this we mean, that as

the months of July and August are those that have a tendency to slacken trade, it is necessary to put forth extra effort to stimulate business during that trade-trying period. It is then you must offer special price inducements, inaugurate special sales, increase your advertising, etc.

It is then you must clear away all lines and off sizes that have any inclination to stick. But with the first of September you must think only of your new autumn lines and push these. Push them for all you are worth. Push them as good values. This is one season when your shoe business should make you good returns and pay you dividends on your investment. You do not need to cut prices. Cater to your best patrons. Tone your newspaper advertisements to appeal to the best class of trade. Use high grade cuts that will give a good illustration of the shoes you are advertising. If you are handling one or more special brands which are advertised extensively by the manufacturers, you should be able to secure cuts from them for your local advertising. No doubt some of the manufacturers would be willing to co-operate with you financially in your advertising of their lines.

In all your advertisements describe your goods minutely, setting forth the various strong points of each particular line. This will include design or style, material or stock, workmanship and finish. Then quote prices. Do not let one advertisement get into the paper without quoting a price. This should be the culminating point of every advertisement. Of what value is a lengthy, detailed description of a shoe or any other article if the price is not given. Suppose the description impressed the reader that the article was about \$4, but in reality you were selling it for \$2.50, you will at once note the effect if no price were given.



It will be well to do a little planning for your window display for your opening week. If you have not used it before, and your windows will permit, put in the background neatly decorated with some good up-to-the-minute design of wall paper. Choose some small pattern of the very best grade of papers you can get. This may be in a panel design with pretty molding and a molding at the frieze. The back

ground can be made of a frame work of 2 in. x 7/8 in. material made the proper size to fit the back end or side of your window. Cover this with cotton and glue size it. On to this ground work paste your paper. Use some rich covering for the bottom of the window. Avoid using anything

that in any way looks cheap. Spend a little money to have your window look well and it will give standing and class to your goods.

Another material for making very pretty windows is crepe tissue paper. This may be had in various colors and if augmented with a little ribbon in harmonious colors, very pretty effects are obtainable. We have suggested before that it is well not to crowd your windows with too many shoes. The effectiveness, both in appearance and results is lost if you do.

Labor Day

Do not lose sight of Labor Day. Make the most of it by dressing your windows specially for the occasion. If there are any demonstrations in your town on that day, offer a prize of a good pair of shoes for some event and put this pair in the centre of the window and a card explaining what they are and what they are for. Then use lines of shoes that bear the Union Label and advertise this fact, that all the shoes in this window bear the Union Label. Make mention of all this in your newspaper advertising. The public's attention will be more receptive to things of this kind around Labor Day than any other time of the year.

Fortunately the holiday comes on the first day of the month this year which will not interfere with your formal Fall opening. You can arrange your opening for the following Thursday or Friday evening. Engage some special attraction for this event. This may be an orchestra of three or more pieces, a piano, a

player, piano, vocalist, phonograph or some other musical instrument. Advertise this opening extensively and it will bring you good returns.

Treatment of Cards

For your September opening you may prefer to use plain cards with no pictures or ornamentation. But for those who may prefer something more fanciful and attractive we offer a few suggestive ideas. The \$5 design is specially for your Fall opening. Bright red, yellow and gold may be used in the costume of the bearer and the trappings of the horse. The horse should be white. The banner may be in a red or yellow tint, and the lettering in black with the figure in red and shaded.

The Owl card is strong and effective. Very grave in make up and suitable for your best grade of shoes. The owl can be made in natural grey colors and the panel and lettering in colors.

The \$4 card is a humorous design that will compel attention. It can be used in various ways on various lines and the wording may be changed to suit the circumstances. The colors may be very flashy in the clothing and the lettering should be in black and the figure in red.

The \$4.50 card is another odd design that should be very attractive. Make the hat black and the coat red, yellow or bright blue. Make the lettering in red and the figures in black.

Another important event you should not overlook in September is school opening. Many boys and girls have been going barefooted during the vacation months and will need new shoes when they start to school. Advertise that you make a special effort in the outfitting of children in school footwear. Advertise this widely in the papers and get out a few handbills. The \$2.50 card will give you an idea for your window display. This card may be painted very fancifully in brilliant colors. It is a strong card that will more than attract attention.

Merchants Keep Tab on "Dead Beats"

Conditions of credit have changed much in big cities. Nowadays a person who asks for credit at a store is asked to wait a moment. During that moment, the clerk telephones the credit bureau and gets the history of the applicant in the matter of paying his bills. He governs himself accordingly.

The modern method for beating the dead beat is a preventative method. A credit bureau is the wall of protection about the store. The credit bureau of Salem has a record of 100,000 persons, and is adding to it each day. The record shows the bill-paying habits of each person. It shows if a person pays his bills promptly, if he lets them run until he gets ready to pay them, or until the bill collector calls. It also shows various other things about many persons, which help to make up the financial standing in the community.

Naturally, the work of the bureau is as secret as can be. The credit of a man and what storekeepers think of him cannot be peddled about in the market place. Some punctilious person might feel grieved over the report of his credit standing, if it become public property, and bring suit against the person responsible for it. No sensible credit bureau is hunting for law suits these days, even if it is well within its rights.

Even if a man pays his bills promptly it isn't well for the fact to leak out and become common property. The mail order houses of New York, Chicago and other

large cities are constantly selecting from credit books the names of persons who pay their bills promptly, and are soliciting their trade.

Storekeepers rejoice in the credit bureau. It is far easier for them to telephone to the credit bureau than it is to trust a man and let him run up a big bill. It saves hounding a man to make him pay his bills.

A Strong Line of Samples

The Cook-Fitzgerald Company, Limited, of London, has a very strong line of 160 samples for spring and summer of 1914, embracing everything in the way of men's fine footwear. There are five new lasts, among them a recede, a moderate recede, a roll toe carrying a low heel and a broad shank, and two roll toes with moderate heels. These models were installed only after months of study. Upwards of fifty models were purchased and these were tried out under every test. Only the smartest were selected, in the first place, and these were in turn put through an elimination test which finally ended in the installation of the five which have been named as follows: Cub, Tecumseh, Hyde Park, Swagger and Buster. In order that no chance should be taken in the matter of patterns the head of one of New England's leading pattern organizations was engaged to make a special trip to London, where he spent a week. As a result the fitting qualities of Astoria and Libertys will be unquestioned.

The embellishments in this range, in the way of pinking, perforations and eyelet rows are new and unique. Many novelties have been secured in this most attractive feature of the shoemaker's art. The Cook-Fitzgerald line has always been conspicuous for the good taste shown in the make-up of its range. Much thought has been given to the matter with a view to satisfying all tastes and there is no type of high-grade footwear that is not represented. The young man, the middle aged and the veteran are all taken care of in an especial manner, in fact there is nothing lacking to promote the style, durability and comfortableness of these shoes which have a most enviable reputation throughout Canada.

There will be a display of the Cook-Fitzgerald Company's products at the Canadian National Exhibition this month. Their booth will be found in the Manufacturers Building and all visitors will be welcome. Out of town patrons of the concern will find Messrs. Orendorff, Sutherland, McDiarmid, Johnston and FitzGerald in attendance day and evening.

Irish Guards Band

The band of the Irish Guards, who feature the music at the Canadian National Exhibition this year, need no introduction to Canadian music lovers. They were brought over to the Canadian National Exhibition in 1905 and so enthusiastically were they received that it was decided to tour them from the Atlantic to the Pacific. The tour was carried out and its success marked the Irish Guards as the most popular of the splendid British Military Bands that have visited Canada.

Visitors to the Exhibition that year will still remember the selection from Il Trovatore and the cornet solo that came floating in from a distant part of the grounds. The same soloist, Sergeant Hunt, is still with the band. Then you'll remember "Baby Sweetheart." The whole country was whistling and humming it.

A Large Western Department Store

Regina Retail House Holds "Made in Canada" Sale—Advertise Extensively and Scientifically—Enlarging the Premises

In the week of July 7 to 12, inclusive, R. H. Williams & Sons, Limited, Regina, held a "Made in Canada" sale, and among their display windows on this occasion none looked more attractive than that devoted to footwear, as indicated by the accompanying illustration. The outstanding policy of this house is to give preference to Canadian-made goods, and as it is one of the largest departmental stores west of Winnipeg, the volume of sales in these is very considerable. The firm is at present busy enlarging its store to double its present size, and the boot and shoe department, as well as many of the other departments, will be greatly enlarged, and some new departments will be added as well.

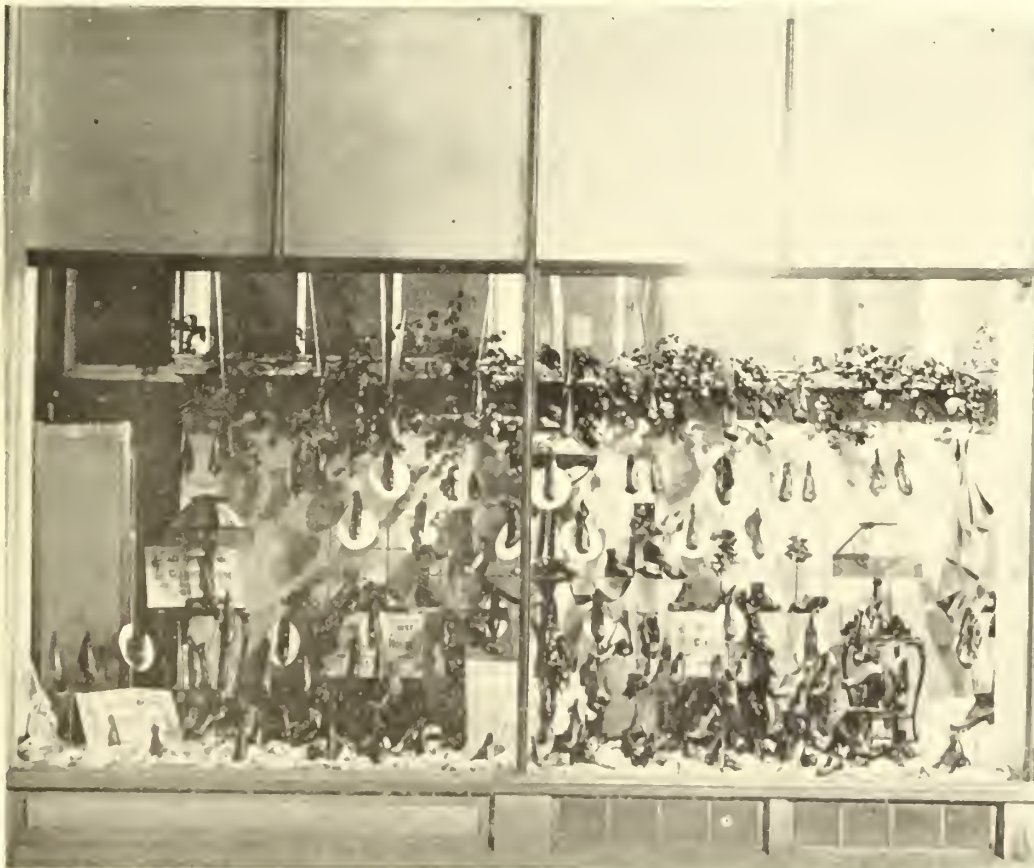
Mr. R. H. Williams, like many other old-timers in the prairie provinces, went to Regina by ox cart over the prairie from Winnipeg in 1881. It was not until late the next year that the steel for the Canadian Pacific Railway was laid to Regina. Mr. Williams came from Stainer, Ont., and for a while after reaching Regina followed up his line of business, which was that of building and contracting. Regina at that time was mostly spread along South Railway street, and passengers on C. P. R. trains could easily take the census

of the place by counting the number of people on the station platform.

The first advertisement of the Glasgow House, which was the name of Mr. Williams' store, appeared in *The Leader* (then a weekly paper), of Tuesday, August 28, 1888, in which the public of Regina were informed that "the business so long carried on by Alex. Sheppard having changed hands, will now be known as the Glasgow House." The advertisement announced that a full line of "dry goods, millinery and groceries" was always kept on hand, and that farm produce would be taken in exchange for goods.

Even at that time the firm recognized that advertising was a big factor in building up a business, and the old files show that they used more space than any other of the local merchants. Instead of writing up an advertisement and allowing it to run from one year's end to another without a change, as seemed to be the general custom at that time, it is interesting to note that the Glasgow House advertisement was changed after two weeks to announce a fall millinery opening, and that they have adhered closely to the policy of continuous and up-to-date advertising ever since.

Business was begun in what is now Kelly's drug



"Made in Canada" Shoes. Window of R. H. Williams & Sons, Limited, Regina.

store, on South Railway street, between Scarth and Hamilton. Only 1,200 square feet of floor space was available in this frame building, but it was ample for the needs of the store at that time, and, indeed, among "business blocks" dotting the south side of the road



The Glasgow House, store of R.H. Williams & Sons, Ltd., Regina, as the building will appear with the two additional storeys, now in course of erection

running parallel with the C. P. R. tracks, it appeared quite a respectable size. However, after the town once began to grow there was no holding it back, and the Glasgow House kept pace in such a splendid way that

in two years it was found necessary to move into a larger building.

South Railway street was still the main thoroughfare, with Broad street making a strong bid for second place, so a building near the main corner was chosen, which was destined to house the store until the present handsome big building was erected on the corner of Hamilton street and Eleventh avenue in 1910. Many Regina citizens remember shopping at the Glasgow House in their old stand near Broad street on South Railway, which is at present occupied by J. F. Robinson & Company. When R. H. and J. K. R. Williams took possession, there was a combined floor space of 4,680 square feet, comprising two floors and a basement, but after five years of steadily expanding trade, it was found necessary to increase this by building an addition, thus securing 13,260 square feet. This was done in 1905.

Five years later, the Glasgow House celebrated the opening of their present large departmental store opposite the City Hall by a reception and dance in the new building, while today workmen are again busy enlarging the store to double its present size. When alterations have been completed, the store will be five storeys in height, besides basement, and will contain 112,000 square feet of floor space, as against the present area of 48,000 square feet.

Description of Tanning Processes

Leather tanning, by reason of the exceptionally high wages paid, offers big inducements to the young man who is casting about for a lucrative trade. Skilled tanners and grainers always are in demand. In order, however, to reach the degree of skill called for, the young man must make up his mind that he will apply himself without fear of the exactions of several years before he may qualify. He must first begin as a common laborer at laborer's wages. If he is built of the sterner stuff he will find a certain fascination about the work.

It is not generally known that in the manufacture of high-grade patent and enameled leathers, for use in automobiles, upholstery, and various other articles, steer hides—called cattle hides in the trade—are almost exclusively used. The finer grades of these leathers are made from European hides. The German hide has the preference over all other hides but it is not always possible to obtain them in large quantities. French hides and Russian hides are about on a par with those that come from Germany; Spain and Norway furnish hides of good quality. There is something in the climate of these countries that gives the hides a peculiarly fine texture. Also, the barbed wire fence is an unknown quantity in these countries.

Foreign Butchers Superior

Foreign butchers are much more careful workmen than are our domestic butchers. They strip a hide from a steer with great accuracy and get the greatest possible surface free from blemishes. And the cost of the imported hide is not much more than those obtained here. The foreign butchers also show their superiority over the domestic ones by the way in which they do up their hides for exportation. Their bundles are wrapped with the flesh side out, which is the poorest part of the hide. The American hides are all bundled with the hair side out. The consequence is that when they come in contact with sharp points the choice

side of the hides is damaged. Some of our hides also are purchased from the various domestic packing houses.

Hides are split on two machines made for that purpose. One is known as the old style union machine, which consists of a stationary knife, the hide being forced up against this knife and drawn through the machine by hand. It takes several men to split a hide in this manner, because of the irregular shape of the hide. The hide is pulled through for a few inches, the machine then started up again for the purpose of cutting a few inches. This process is followed until the complete hide has been split. This is a slow but absolutely accurate method of cutting the leather, for the hide may be split until the thicknesses are no heavier than a sheet of tissue paper.

The other splitting machine is known as the Hopper machine, consisting of heavy iron rollers set in a frame. As the hide passes between the rollers it comes in contact with a steel belt knife, and the hide is split just as fast as it passes through the rollers. From a dozen to fifteen hides may be split on the Hooper machine to one on the old union machine.

Green Hide Divided

Owing to the slow and expensive process only the best grades of leather are split on the union machine. The hand buffed is of course split with this machine; that is, the outside surface of a hide of the proper thickness is separated from the balance of the hide. This is known as hand buffed and gets its name from the fact that workmen, using a steel scraper, dress the outside surface of the leather as a cabinet worker finishes his work.

The flesh side of the hide is taken off and made up into cheaper grades of leather. Each green hide is divided into three complete hides.

There are two hides of precisely the same density of texture. This is true also of the skin on the human

body. There is a slight difference between every two hides, hardly perceptible in some and easily distinguished in others.

The tanning process is involved. The hide is put into various vats of liquid mixed with extracts taken from bark, remaining in each vat a certain length of time. First the hair and the loose flesh on the flesh side are taken off. We use the old oak bark process, which takes about three months for the hide to go through the numerous treatments before it is ready for the market. Before the green hide comes out of the tannery as a finished product, ready for commercial purposes, ninety days must be consumed.

Leather is sold on sixty day terms. It will, therefore, be seen that the independent tanner must have a big cash fund in order to operate a tannery, for his money is tied up in hides for something like five months before he begins to get returns. All this heavy overhead expense makes the tanner anxious for the time to come when some inventor will discover a chemical process that will tan leather in a much shorter time than it now is possible to tan it in, but the solution of the problem seems as far off today as it ever was.

Old Process Safest

The tanner who produces the highest grades of leather cannot afford to take chances and experiment with chemicals. To make money he must cling to the old style safe and sound process. There are tanners who put about fifty hides in a vat of chemicals. This method, however, is not productive of the best results. Being of different density or thickness, when they are taken out, one hide may be tanned beautifully and the rest vary. A few hours longer or less than the proper time will injure the leather irreparably. Hides are extremely sensitive to strong chemicals.

Tanning vats are about six feet square in size. In the big tanneries from seventy-five to one hundred and fifty vats will be found side by side in one room. Shafts extend along each row of vats with pulleys down to each vat, and on the ends of the rods that go down into the vats are cross pieces filled with small hooks. The hides are hung on these hooks at the neck and at the butt. They are lowered into the vats of

liquid and the motion of the machinery causes supporting frames to rock, agitating the liquid.

When a hide has been thoroughly tanned and split, it is known as leather in the russet. It is stored in that condition in the warehouses, and as orders are received by the tanner for different grades of leather, the hide is taken from the warehouse and fastened on a frame, about ten by twelve feet in size. The hide is tied to this frame at several points, suspended, and stretched.

A filler then is spread on the leather. The foundation for all this filler is linseed oil. After this first coating is put on the hide may be dried either in an oven or exposed to the sun, according to the quality of the hide being finished. It then is given a second coating, and so on, until it is reduced to the desired finish.

Graining

When it is necessary to grain the leather it is passed on to the grainers, who use a board about three by five inches in size. They hold the leather and run it several times across the board in one direction, giving it what is called the long grain, the grained leather to be found in high class automobiles and in footwear.

Another finish is known as the pebble grain. This process is the same as that employed in the ordinary grained leather, excepting that the grainer breaks the grain up in six or eight different ways. Pebble grained leather is used extensively in automobile manufacture, in upholstered furniture and in footwear.

Each tannery has its own secret process of tanning, a process which is carefully guarded. When a hide is tanned chemically, it is necessary to wash it a great many times in order to get out of it as much of the strong chemicals as possible. But no matter how much washing such hide is subjected to, it is not possible to get out all of the chemicals. What remains in the hide is continually eating at the fibre, and after a certain length of time the leather loses its strength and is called "rotten." Tannic acid is what gives leather its long lease on life.

Hides could be purchased a few years ago at from 6 to 8 cents a pound. Today they bring from 20 to 22 cents a pound.

How Rubber Heels Save the Body

The average step of the average individual measures a trifle over 24 inches or 2 feet. There are, in consequence, about 2,600 steps in every mile. Since most people of ordinary activity cover at least five miles every day, each busy person take a minimum of 13,000 steps daily, 390,000 monthly, or approximately 5,000,000 yearly! Obviously any figures of this character must vary greatly, owing to the different habits and customs of different individuals; but whether we estimate the steps each one takes annually on the basis of the distance traveled or the number per minute—5 or 6 per minute being the average—it is evident that they reach well into the millions!

Better than any one else, the intelligent physician can comprehend what five million steps each year mean in, first, the expenditure of muscular energy; second, the burden placed upon the structures of the feet, especially if the shoes are ill fitting or faulty in any respect; and third, the inevitable jar which every step on present day floors and pavements entails. Nature, to be sure, has diminished this jarring as

much as possible, and it is interesting to note the cartilaginous cushions—bumpers, as it were—that begins to develop between the joints of the lower extremities as animals rise in the scale of evolution and assume even a partly upright position in walking, as in the man like apes. There can be no question at all that the thick pad beneath each calcaneum, the intertarsal cartilages, the semi lunar cartilages in the knee joints, the thick tissues in each acetabulum, the intervertebral cartilages, the shape and arrangement of the bones, and the muscular attachments, all serve to give elasticity to the supporting structures, to insure springiness, and to minimize the jarring and jolting produced by the various movements essential to locomotion.

Particularly interesting to the physician is the form of physical depreciation—often actual injury—of the nervous system and other organs that results from the repeated jarring and jolting that laborers like locomotive engineers, motormen, firemen, conductors, brakemen, etc., are subjected to, day in and day out.

Spinal cord diseases, certain forms of Bright's Disease and various other affections are common to these particular occupations, showing that a constantly repeated jar or shock, even when very slight, will cause actual injury of sensitive tissues, that in turn produce or lead to changes, circulatory or otherwise, of more or less serious import. Very similar in effect is walking on hard floors or pavements, as required in the daily work of the policeman, the letter carrier, the nurse and many others, and though somewhat less traumatic in character, owing to the safeguards—shock absorbers—offered by the tarsal, knee, hip and vertebral cartilages, the difference in actual effect is only one of degree.

Naturally, in seeking to alleviate or correct any of these conditions, prevention is the first thought. No argument is necessary to show the desirability of avoiding overwork, likewise of reducing particularly arduous or fatiguing tasks to limits defined by each person's individual capacity. But unfortunately, the demands and exigencies of many peoples' lives—the urge of economic necessity, as some one has termed it—often make proper personal regulation impossible. So too, many unfavorable and more or less harmful conditions such as the character of our pavements and sidewalks are irremediable because present day traffic makes it necessary that they be very hard, solid and unyielding. Then our floors and stairways; sanitation and structural expediency necessitate that they be made of hard, resisting material. To be sure, we might cover our sidewalks with some soft, cushion-like material, or carpet our floors luxuriously. But expense, uncleanness, and the increased dangers of infection make these impracticable or unwise.

In the evolution of footwear, from the casing of the high caste Chinese woman to the wooden shoes of the Dutch—from the sandals of Oriental people way down to our modern leather shoes—the constant trend has been to afford the utmost protection and support for the structures of the feet, without altering their shape or anatomical relations in any way. It is quite evident that the shoes of to-day represent the highest development of the shoemaker's art—science one might almost say—and approach closer to hygienic ideals than ever before.

But with all the progress that has assuredly been made, our modern shoes still have a most serious defect. This pertains to the heels. It is certainly surprising that until comparatively recently no one saw the advantage of using something soft, resilient and capable of absorbing shock, instead of hard, unyielding material like leather that can only accentuate the impact of every step. One has only to look at the proposition in the light of common sense to see that rubber heels have a rational basis. The arch of the foot—the normal foot being a beautiful piece of mechanism—unquestionably allows the foot to give—spring—with each step. This, with the fairly thick pad under the os calcis, and the other shock absorbers between the joints, show Nature's very evident effort to counteract the jar incident to every step. With Nature "pointing the way," and so plainly emphasizing the necessity, blind indeed is the individual who cannot see the advantage of supplementing natural conditions by using heels of cushion-like material instead of something hard, compact and non-resilient.

Another service which rubber heels have been found to render is the prevention of foot weaknesses and deformities. In the presence of structural weakness of the ligaments, tendons and muscles in young

children, the irritation of more or less spasm, or unnatural tension, which walking with usual heels of leather produces, soon leads to certain so-called "habit deformities." These may be slight and only manifest themselves by causing the child to toe in or walk peculiarly. But there is abundant reason for believing that the irritation is often so great that the child unconsciously carries the feet in a position to avoid discomfort and pain as much as possible, and this not only weakens tendons and ligaments, but places pressure on wrong parts. Careful investigation would undoubtedly show that many cases of flat foot—with all their reflex ills—are thus produced.

At any rate, a good many medical men have observed improvement in the manner of walking and the condition of the feet after placing rubber heels on young children and the wisdom of the procedure is well established.

So in regard to the use of rubber heels generally, one has only to wear them for a week or so and then change to a pair of shoes with ordinary heels to see what a difference there is between resilient and non-resilient material.

The Classic Shoe Battery



Aubrey R. and Cecil H. Chamberlain, sons of Mr. W. Chamberlain, of Getty & Scott, Limited, Galt, Ont.

Ideas For and From the Shoe Trade

Seasonable Ideas for Catching Trade—Useful Hints for Retailer, Wholesaler and Manufacturer—Plans for Saving Time and Money

More Service From Typewriter Ribbons

A large shoe factory office has effected savings on typewriter ribbons. Faded ribbons are renewed by placing them for a day or so in a receptacle containing a wet sponge; by dampening the dried ink on the ribbon, it continues to produce clear copy. When ribbons are worn out, they are placed in water to soak a few days; ink suitable for rubber stamp pads is thus produced.

* * *

Mailing the "Carbon Copy"

In India, the natives and many Europeans send carbon copies of letters to their correspondents instead of the original. The latter is kept for the office file. If any alterations are necessary, the person making them initials the change and the person receiving the letter also initials the alteration if he accepts its terms. The reason for this custom is the feeling of the natives that any one can change a written letter but that it is impossible to make subsequent changes in a carbon copy without leaving traces of the change.

* * *

Is Your Number 1914?

If I owned a store with 1914 as one of the numbers in my address I would make use of it in all my advertising, beginning this Fall:

"Everybody will have to come to 1914—1914 Main Street, we mean."

"Next year is our year—1914."

"1914 bargains at 1914 Main Street."

* * *

In Multiplication

A much quicker way to multiply many numbers which are near in size to "even" amounts, calls for multiplying the even number and subtracting or adding as the case may require. The method, with a little practice, often makes it possible to "do" sums in the mind which would otherwise have to be set down.

As an example, multiply 98 by 9. The process is $9 \times 100 = 900$ less 9×2 , or 18. Subtracting, the result is 882.

The principles can be applied to more complicated problems. For example, 3×265 would be 3×250 plus 3×15 , or 795.

* * *

Double-Duty Envelopes

An order blank is printed on the inside of business envelopes by an eastern manufacturer. The back flap contains the instructions, "Important—Cut this envelope in half and use order form."

* * *

The Vogue in Gay Paree

A correspondent of an English paper writing of shoe styles in Paris this summer says that every French woman has short, stumpy-looking feet at the present moment; heels are made high and tapering, some being not wider than a shilling where they touch the ground. The leather is cut away in front to within an inch and

a half of the tip of the toe; the toe is rounded or square, and where the shoe is dressy it is kept on by ribbon, crossed over and wound round the ankle. The effect is Chinese so far as carriage and walk are concerned. White and coloured stockings are seen everywhere, and it is no unusual thing with a narrow skirt slashed in the side to see flashes of the leg to the knee as the wearer walks. Yet the harem skirt was jeered off the streets!

* * *

The owner of one of Vancouver's largest shoe stores recently found it necessary to hire additional help for Saturdays, and among the applicants was a very prepossessing young man who claimed that he understood the shoe business from A to Z. Later in the day, unobserved, the proprietor passed the new clerk while he was waiting on a customer, and from the conversation judged that he was having a little difficulty in persuading the gentleman to buy. While he listened, the new clerk handed the customer the shoe he has just tried on and very earnestly said: "Look at that shoe. Do you know what kind of leather that is?"

The gentleman confessed his ignorance, and the clerk impressively announced: "Well, that's some leather."

* * *

Average of Shoe Turn-Over

After an exhaustive study of the retail shoe business, the Bureau of Business Research of Harvard University reports that the average merchant does not turn his stock two times a year. This is only one of the many important things that the Bureau of Business Research has uncovered. With the merchant turning his stock less than two times it is evident that his selling cost is very high, and here is one of the reasons that many shoe dealers are unsuccessful.

Success and Failure

The failures of life sit around and complain
The gods haven't treated them right;
They've left their umbrellas whenever there's rain
And they haven't their lanterns at night.
Men tire of the failures who fill with their sighs
The air of their own neighborhoods;
There's a man who is greeted with love lighted eyes
He's the man who delivers the goods.

Walt Mason.

The shoe factories of Chile were busy in 1912 and the imports were heavier than ever, with the United States well in the lead in the trade. As wages advance there is a growing demand for shoes, and the better grades are imported. The imports from the United States were abnormal and the market for the class of goods supplied from American factories was overstocked at the end of the year, but by the middle of 1913 the stocks should again be normal. The tanneries did about the same business as for 1911, with the imports of leather in general above normal, and the United States leading in the trade.

An Experienced Shoeman

Mr. F. C. Smith, the general sales manager of the Apex Shoe Company, Latour street, Montreal, is now in the West with lines of Goodyear welt shoes. He has had considerable experience both in the wholesale



Mr. F. C. Smith.

and retail sides of the business. Mr. Smith was at one time manager of the shoe repairing department of Scroggie, Limited, Montreal, and afterwards joined the travelling staff of the Slater Shoe Company, covering Manitoba and Western Ontario. From there he was appointed to his present position.

Taking Care of Odd Shoes

Every packing room has always a few odd shoes that for one reason or other are not mated and therefore must set around on a rack until a mate is found and sometimes quite a collection gathers before the season is finished. I have found that I can take care of my odd shoes in a way that keeps them out of sight and where they can easily be found when wanted, by having a small bench in my packing room where I

keep the odd shoes and keep them all in cartons. When the odd shoe girl finds a shoe that has no mate she knows where to go to ascertain if it is one that has strayed into my odd shoe bench. I keep the cartons in numerical order so that any number ending 0—1, 2, 3, 4, 5, 6, 7, 8, 9, is put into the carton in its order. The number is plainly marked on the outside of the carton so that if she is looking for a shoe say number 12457 she looks in the column of 7 and easily knows at a glance if the shoe of the corresponding number is in the odd shoe list.

By the method one does not have to look inside of every shoe to see if the number corresponds with the shoe she wants to mate. If she finds that the shoe is not there then that shoe is placed in a carton and placed in the tier of sevens to await the arrival of its mate. Old cartons answer this purpose and when the front of the carton gets marked over from use all she has to do is to paste a piece of paper over the front of the carton and the old marks are blotted out and the carton kept in constant use.

Where one shoe from a sample pair is sent to customer or salesman, the shoe that is left should be placed in the odd shoe carton with its number marked on the outside of the box. Shoes in this way are kept free from dust and as every packing room foreman knows, a shoe sent to a salesman or to the branch office may be a long while in getting back to the factory, but when it does come back, all you have to do is to stand in front of the odd shoe cartons and you will soon discover the number on the front of the carton that you are looking for.

Another point that I have found to be of great advantage to the packing room is to cover the benches used by the repairers and packers with white oil-cloth. In this way the benches can be kept clean and with a little care there will be very little trouble with soiling the bottom of the shoes. After the shoes are finished the bottoms must be kept clean and a clean bench is a right step in this direction. Odd shoes are caused from being found defective and many times have to be finished over because they were soiled by coming in contact with a dirty bench but if oilcloth is used, the operator has no excuse for having the bench soiled, as a wet cloth will soon remove the spots.—Shoe Topics.

General News and Personals

Happenings in the Shoe and Leather Trade

Mr. Eeelestone, buyer for the boot and shoe department of Eatons, Toronto, was recently in Montreal, inspecting samples.

The Cimon Shoe Company, Limited, Montreal, has been registered with a capital of \$150,000. Business is now being carried on at the factory lately occupied by the A. P. Cimon Company, now being wound up, but during the present month a removal will be made to a new factory on Carriere Street. Some additional machinery will be supplied by the United Shoe Machinery Company of Canada.

J. A. Lemon & Bros., grocers and boot and shoe dealers of Colborne, Ont., recently suffered loss by fire.

James D. Doherty and Zepherin F. Roy of Montreal, Que., have registered to deal in leather goods as Doherty & Roy.

Alex. Brandon of the Brandon Shoe Company, Limited, Brantford, Ontario, paid a visit recently to Boston, Mass., looking over Spring styles.

The entire ware rooms and stock of the J. G. Groesch Felt Company, Milverton, Ontario, were wiped out by fire last month. The loss is estimated at about \$60,000, on which there is about \$17,000 insurance.

Mr. W. S. Pettes, of the Thompson Shoe Company, Montreal, has been laid up with a slight attack of bronchitis.

Mr. Mort. Wilson, of the Wilson Shoe Company, Vancouver, has been on a visit to Montreal.

Mr. C. Brouillard, superintendent of No. 1 factory of Ames Holden McCready, Limited, Montreal, who had intended to sever his connection with the company on appointment as superintendent of the factory of J. Ritchie & Company, Que., has reconsidered the matter, and has now decided to remain with the Ames Holden McCready Company.

The Galt Shoe Company, of Galt, Ontario, are now installed in their handsome new factory on Queen Street. The building consists of four storeys and basement. The area of each floor is 4,000 square feet clear as the lavatories, wash-

rooms, stairways and elevators are in a tower on the west side. Electricity is the motive power and is obtained from the Hydro-electric Company. The capacity of the new plant will be in the neighborhood of 1,500 pairs per day.

Mr. H. Thompson, of the Thompson Shoe Company, Montreal, has returned from a holiday at Cape Elizabeth, Maine.

Mr. J. A. Vallary, who represents the Thompson Shoe Company in Toronto, recently visited Montreal.

The Maple Leaf Shoe Store, North Battleford, Sask., was totally destroyed by fire last month. The damage is estimated at \$25,000.

The charter of Warner W. Howell, Limited, a new company organized in Hamilton, Ontario, permits of their engaging in shoe manufacturing.

The death of Wm. Hugh MacKenzie, president of MacKenzie Crowe & Company, Limited, tanners and shoe pack and larrigan manufacturers, of Bridgetown, N.S., occurred at that place recently. Mr. MacKenzie, who was the founder of the business, came to Pictou county twenty-nine years ago. In 1892 he joined Mr. W. E. Crowe in partnership under the style of MacKenzie, Crowe & Company. From a small beginning the products of this factory cover the Dominion. Some years ago his son Arnold, became a member of the firm and is now the manager. Mr. MacKenzie was a staunch conservative, a Presbyterian and a charter member of the lodge of Oddfellows. He had been in failing health for some time and his death was not unexpected.

A. P. Seymour Company, Limited, have been reorganized and have erected a new factory.

The Hudson's Bay Company, contemplate the erecting of a department store to cost \$500,000 at Medicine Hat, Alberta.

Repairs are being conducted on the shoe factory of Ludwig & Duchaine, Quebec City.

J. B. Douglas, shoe retailer of Calgary, Alta., recently sold out to Hood & Irvine.

Mr. Walter L. Damon, former superintendent of the Hartt Boot & Shoe Company, Limited, of Fredericton, N.B., who recently severed his connection with that firm was presented with a handsome diamond stick pin and an address by his former associates in that firm.

The Maple Leaf Shoe Manufacturing Company, of Gosford Street, Montreal, are removing their factory at Lancaster, P.Q., to premises on Logan Street, Montreal. This building is of four storeys, on a site 70 ft. x 40 ft., and will give increased facilities for manufacturing purposes. The company are removing all their old machinery and also installing some new plant.

There were about 600 present at the annual excursion of the boot and shoe and dry goods branches of the Montreal section of the Retail Merchants' Association of Canada, held at Otterburn Park. A 75 yards race for wives of dealers in boots and shoes resulted: 1. Mrs. Bouleric; 2. Mrs. Eugene Viau; 75 yards, boot and shoe dealers of the Association. 1. W. Labrie; 2. R. Vinet. A tug-of-war between the dry goods and boot and shoe dealers was won by the latter.

The Slater Shoe Company, of Montreal, Canada, have recently hung up their sign at the corner of Essex and South Streets, Boston, Mass., where they have opened sample rooms for the sale of their lines in the States.

E. S. Law & Company have opened their new shoe store in Tillsonburg, Ontario. The store presents a fine appearance and is beautifully fitted out in a convenient and up-to-date manner. Mr. Law understands the shoe business and we confidently predict that he will get at least his fair share of the trade of Tillsonburg and the surrounding country.

The town of St. Stephen is issuing bonds to the extent of \$15,000 for the erection of a shoe factory under an arrangement with a local corporation. The sum of \$34,000 has been subscribed by individuals for the equipment and carrying out of the factory, which will turn out a high grade of women's shoes, and will have a capacity of 720 pairs a day. The company known as Clark Brothers, Limited, and the management will be in the hands of men who have had large experience superintending the manufacture of this class of goods in the United States. Plans for the building are now being made, but tenders for its construction will only be asked from local contractors.

During the first half of 1911 the sales of the A. A. Durkee Company Truro, N.S., equalled their sales for the whole of 1912. Security footwear is evidently forging ahead.

H. B. Vandell, recently with the Geo. H. Slater Company of Montreal, is now in charge of the No. 2 bottoming department of the L. A. Crossett Company or North Abington, Mass.

Joseph Richards, formerly foreman of the stitching room of the Slater Shoe Company, of Montreal, has resigned his position with that concern and is now associated with the Sardon Shoe Company, of Montreal, in the same capacity.

Ye Man's Bootery is starting business at Winnipeg, Man.

Snedcor & Hathaway Company's new factory, which they are having erected in Tillsonburg, has been roofed in. Such good progress is being made on the interior of the structure that it is expected to commence manufacturing early in the fall.

P. Gordon has opened a shoe store at St. Stephen, N.B., and intends adding a hosiery department shortly.

Mr. Stanley Sutherland, the manager of the Amherst Boot and Shoe Company, Amherst, N.S., left for the western provinces recently. He will inspect the firm's branch at Regina, with the prospect of increasing the warehouse accommodation, the same having been found necessary, because of the greatly increased demand for the "Amherst" line in the western field. Coming home Mr. Sutherland will visit many American and Canadian footwear centres with a view to noting carefully the styles that have come in since his last trip. He says that he finds the visits most necessary nowadays if one wishes to keep in line with the changes of style and the improvements that are taking place in methods of production and things of that character.

A by law to authorize a loan of \$25,000 to the C. N. W. Shoe Company, of London, Ont., was carried recently by a majority of 350 of the voters of Orillia, Ont., the vote being 527 to 177. The company will begin to build at once at the latter place, and hope to be ready for business by October 1.

A fire recently destroyed the retail boot and shoe store and harness shop and boot factory of W. H. Butler, at North Battleford, Saskatchewan. The building and plant are a complete loss. The stock was estimated at some \$12,000 and was partly covered with insurance. The value of the building was about \$4,000.

Percy Walker, the popular shoe retailer at McGregor, Manitoba, has recently moved into new premises.

George C. Lapseley, has opened a boot and shoe store at Redcliff, Alta.

A Mr. Ward, has opened a shoe repairing and retailing shop at Red Deer, Alta.

The old Guptill factory at Seabrook, Mass., has been reopened by the Hervey E. Guptill Company, Haverhill. This factory is to be operated as an auxiliary to the Haverhill factory. The cutting and fitting for the Seabrook factory will be done in Haverhill for the present.

Henry L. Moench, of the C. Moench Sons Company, Boston, Mass., has recently returned from an extended trip through Europe in the interest of his concern.

Erwin C. Greb spent the past week in Montreal and other Eastern points in the interests of The McKellar Shoe Company, of Berlin, Ont.

Stanley Redding, formerly with the Hartt Boot & Shoe Company, of Fredericton, N.B., is now making room foreman with the Murray Shoe Company at London, Ont.

Ed. Aisey has resigned his position as foreman with R. Daek & Son, of Toronto, and is devoting all his time to his retail shoe business on Bloor Street, near Bathurst Street, in that city.

Wm. O'Brien has resigned his position as foreman at the Niagara Shoe Company, Buffalo, N.Y., and has accepted a position as finishing and packing room foreman with the Sursey Shoe Company, at St. Thomas, Ont.

Mr. H. Parsons, of Parsons & Company, large shoe manufacturers of Bristol, England, proprietors of the Clifton Boot Works, has just returned to England after an extensive visit in Canada. He has arranged for representation in various parts of this country. Mr. Parsons took home to members of his firm a glowing account of his trip through Canada and the business prospects offered in this country.

David Robb has started a bootmaking business at Cardwell, Sask.

F. B. Douglas boot and shoe merchant of Calgary, Alta. has sold out.

A new store with a complete stock of men's furnishings, boots and shoes and general dry goods has been opened in

the Barker block, corner of King Edward and Portage Ave., St. James, Winnipeg, by Messrs. Chiff & Wright.

Fred Cookson, of the firm of Reynolds & Cookson boot and shoe dealers is retiring from business.

Paul Gabbart, Jr., leather merchant, Montreal, has removed his office from Front St. W., to Room 508 Board of Trade Building.

W. L. Pettes, of the Thompson Shoe Company, Montreal, was recently in Boston and other shoe centers. He reports trade as quiet.

W. D. Balfour, Manager of the Regal Shoe Store, Winnipeg, is on a trip to Boston and New York.

Chas. F. Sterling, of Sterling Bros., Limited, London, Ont., was recently in Toronto and Montreal calling upon the trade.

J. B. Keany, recently foreman of the sole leather department of the Slater Shoe Company, Montreal, has accepted a position as assistant manager of the sole leather department of the Sears Roebuck Company, Boston, Mass.

Arthur Coleman, of the Montreal staff of the United Shoe Machinery Company, and his bride spent a few days recently in Toronto on their wedding trip.

Geo. C. Williams, of the Williams Shoe Company, Brampton, Ont., who has been spending his honeymoon along the shores of the Lake of Bays, has returned to Brampton and resumed his position as foreman of the Goodyear department of the Williams Shoe Company.

The Bi-Annual Convention of Rice & Hutchins, of Boston, Mass., was recently held at that place and was attended by the company's salesmen and agents from all over America. Canada was represented by Messrs. Bernard Stedman and Mills C. Simpson, who journeyed all the way from Winnipeg to attend. There were over 150 attended the convention.

The warehouse of Cristell Bros., clothiers and boot and shoe dealers of Brandon, Man., was recently gutted by fire, the damage being about \$7,000.

George Dunford is starting a harness business at Manor, Sask., and will also repair boots and shoes.

Butler's Shoe Store at North Battleford, Sask., recently suffered a loss by fire to the extent of \$15,000, of which \$8,000 was covered by insurance.

A men's shoe store has been opened at 625 Main street,

Winnipeg, by W. C. Allen, proprietor of the Quebec Shoe Store of that place.

A shoe and men's furnishing store will be opened by Glass & Lyons, at Deloraine, Man.

R. Vise, who keeps a clothing store at 790 Queen St. E., Toronto, has added a shoe department.

Edward Cook, proprietor of the Owl Shoe Store, Toronto, and Mrs. Cook, have returned home from New York, where they have been spending their holidays.

The death occurred recently of Sir Henry Trickett, J.P., C.C., the noted English shoe manufacturer, whose factories are situated at Waterfoot, near Manchester, England.

At a recent meeting of the Toronto Retail Merchants' Association, the following officers were elected for the coming year, T. H. Bigwood, president; J. H. Shinniek, first vice-president; A. R. Trudeau, second vice-president; J. Jupp, Jr., secretary, and W. T. Fegan, treasurer. The second annual convention of the Ontario Shoe Retailers will be held in Toronto in the offices of the Retail Merchants' Association at 21 Richmond street west, on September 4th, afternoon and evening.

The travellers for the Star Shoe Company, Montreal, are now on the road with their Spring samples. The following are the names of the travellers, and their districts: Messrs. J. Scott, Far West; G. A. MacLean, Saskatchewan, Alberta and Manitoba; E. J. P. Smith, Western Ontario; Madore Gautier, Montreal and Eastern Ontario; O. Porier, Quebec; and G. E. Greening, Lower Provinces.

Fred A. Lovell, superintendent of the Cook-Fitzgerald Company, Limited, London, has entirely recovered from his recent illness and is in better health than for some years past. Mr. Fernes, the credit manager of the same concern, spent a week in Boston, Brockton and other shoe centres with Mr. Lovell, early in August. Both enjoyed themselves fishing and visiting friends in the trade.

Jas. V. Flanagan, vice-president of the Cook-Fitzgerald Company, Limited, has been sojourning at his summer home on the island of Nantucket. He is expected at the factory shortly, when a convention of the salesmen is to be held.

Among the visitors at the Cook-Fitzgerald plant recently were Messrs. Douglass, Caldwell and McGregor, of Winnipeg, and James McPherson of Hamilton. They were greatly pleased with what they saw.

General Store News of Western Canada

Where the Shoe Manufacturer May Find a Customer

Alberta

The Variety store has started business at Camrose.

T. Hewton has opened a general store at Cadogan.

J. A. Campbell, general store keeper at Cochrane, has sold his business to Campbell & Maggs.

British Columbia

Mr. Heywood is the new proprietor of the Glenemma store at Salmon River.

Manitoba

John S. Doney, has opened a general store at Thornhill.

Geo. Kolinchuk has started a general store at Ethelbert.

Messrs. McCormich Bros., general storekeepers of Kenelle, have sold to E. Lockhart.

William Banning, general storekeeper at Brandon, has sold out to H. A. Rolphs.

H. Stevens, general storekeepers at Valley River, has retired to Ochre River.

Leslie Bros. & Porter, general store merchants, Moore Park, have sold out to Joseph Potvin.

Saskatchewan

The Pioneer Trading Company, general storekeepers of Lomborg, have sold out to P. M. Kennedy.

Messrs. R. Bay & Company, general storekeepers of Melville, have sold out to D. W. Burnie.

Estate of W. J. Scarff, general storekeepers of Venn, sold out to J. B. Gillespie.

The Maple Creek Supply Company, general storekeepers of Maple Creek, have been succeeded by Rubin & Grand who still retain the style of Maple Creek Supply Company.

S. W. Thompson, general storekeeper of Gerald, has been succeeded by H. R. A. Adams.

J. A. Kennedy has opened a general store at Smiley.

R. Golosoff has started a general store at Macklin.

Davidner Bros. have opened a general store at Southey.

Ennis & Sons have started a general store at Pilot Butte.

A. J. LaSalle, general storekeeper at Briercrest, has sold out to J. H. White.

G. B. Caldwell, general storekeeper at Craik, has been succeeded by John Bullied.

The Western Supply Company, Limited, of Elbow, have sold out their general store to F. T. Marks.

A Mr. Dewar has opened a general store at Perry.

R. E. A. Stinson, general store merchant, Carnduff, has been succeeded by the Grain Belt Stores.

K. Lukaseffy has sold his general store at Wakaw, to Johns & Chevalier.

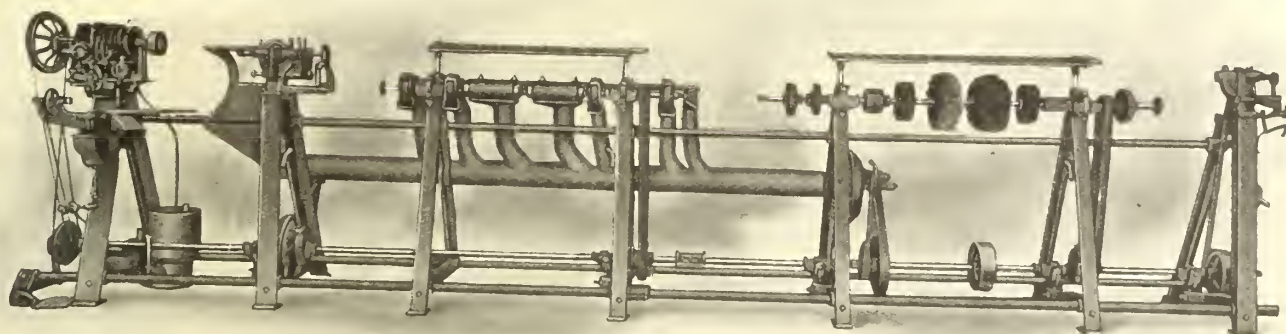
Allison & Watson have opened a general store at Watota.

D. J. Lindsay will open a general store at Wiseton.

Fred M. Wood has started a general store at Morse.

J. F. Browncombe & Company, general storekeepers have sold out their business at Rouleau, to J. Haggerty.

22-Foot Goodyear Shoe Repairing Outfit



MODEL N.

THIS Outfit represents the highest development in shoe repairing machinery, and meets every demand of modern shoe repairing. It embraces all the essential processes for making new shoes from old ones, giving the maximum of equipment and efficiency in the minimum space. The Outfit has the Goodyear Stitching Machine with all its improvements, including a new style steam generator which uses gas or gasoline for generating the steam, and operates automatically, thereby insuring a uniform heat for keeping the wax in proper condition and requiring little attention from the operator. The Edge Trimming Machine has the new feature of the two shafts being operated by a single belt, and the cutter grinder is attached directly to the main shaft. This arrangement gives better results with less power.

The Buffing and Scouring Machine has a shaft 57 inches long and carries the following equipment:—

- | | |
|--|------------------------------|
| 2 Split Bottom Buffing Rolls | 1 Heel Breast Scouring Wheel |
| 2 Flat X-Ray Heel Scouring Wheels | 1 Pin Wheel Pad complete |
| 2 "C" Shape X-Ray Heel Scouring Wheels | |

A powerful Blower System removes the dust resulting from the trimming, buffing and scouring operations, and is designed to overcome certain objectionable features of other blowers.

The Finishing Machine has a 78 inch shaft which has all the necessary equipment for black or russet work:—

- | | |
|--|-------------------------|
| 2 Corrugated Rubber Shank Finishing Wheels | 2 Heel Brushes |
| 1 Corrugated Rubber Heel Finishing Wheel | 1 Stitch Cleaning Brush |
| 1 Corrugated Rubber Bottom Finishing Roll | 1 Levelling Roll |
| 2 Shank and Bottom Brushes | 1 Bead and Wheel |

At the end of the Outfit is the Oscillating Edge Setting Machine which is fitted with union irons and in its motions duplicates hand workmen with quicker and better results.

Each of the machines is operated independently by a friction drive pulley, so that it is necessary to use only those machines which the operator may require. This feature means a saving of power.

All the machines are firmly mounted on legs and driven by a countershaft with carefully adjusted bearings, so that the Outfit runs with very little vibration, and is in every way most efficient.

Full information furnished promptly on request.

United Shoe Machinery Company of Canada

MONTREAL, QUE.

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC



PHOTOGRAPH OF SHOE WORN ON SAME FOOT BUT PROTECTED WITH THE FISCHER BUNION PROTECTOR

WHAT'S WRONG WITH THAT FOOT?

You would never guess that that shoe covers a Bunion Deformed foot, but it does, and a bad bunion at that. There is just ONE way for you to fit a Bunion Deformed foot and get that result, Mr. Dealer. It's by using that Fischer Bunion Protector. YOU CAN'T GET IT IN ANY OTHER WAY. You know it.

THE FISCHER MANUFACTURING CO.
Milwaukee, Wis.
Sole Owners, Manufacturers and Patentees

CANADIAN RETAILERS!



This Cut \$1.00

The successful business man to-day is the man who advertizes.

Advertise Your Shoes

Send for our New Cut Catalogue - 1000 New Styles

RAMSDALL ENGRAVING CO.
Exchange St.
ROCHESTER, N. Y.

Are you Looking for Help?

The surest and quickest way to secure

- SHOE FACTORY HELP** **RETAIL SALESMEN**
- TRAVELLING SALESMEN** **OFFICE ASSISTANTS**

is to insert a small advertisement in the "Wanted and For Sale Department" of FOOTWEAR IN CANADA.

Great results come from little want ads.

Try one next issue.

Footwear in Canada 220 King St., West
TORONTO

The Aylmer Shoe of Quality

Aylmer Shoes

Modern machinery, expert workmanship and best of leather and findings are responsible for the success of Aylmer Shoes.

Aylmer samples for 1914 are now being shown and include what is latest and best in fashionable footwear for Spring trade.

The Aylmer Shoe Co., Limited
Aylmer, Ontario



The Aylmer Shoe of Quality

Our Motto:—

**Best Material ; Best Workmanship ;
Best Value**

Our salesman will call on you
soon with

“Dunford’s Elk”

and

“Canadian Boy”

ONCE WORN : ALWAYS WORN

and

“SUPERBA”

THE NEW FINE SHOE

The Workman’s Shoe

The Best Shoe In Canada

We’ve Made It. You’ve Bought
It. “Nuf Sed.”

**The Sportsman’s
Shoe**

The Best Shoe in Canada

For all winter and
summer sports.

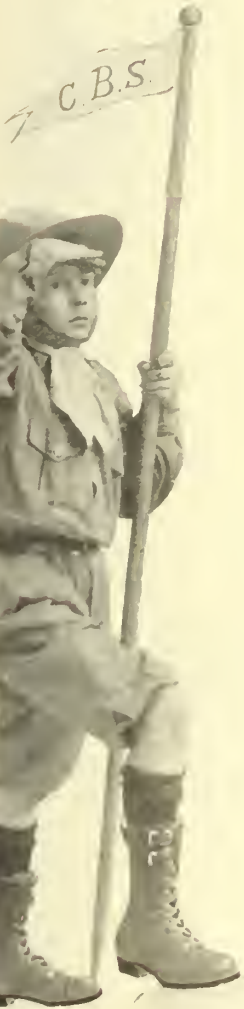
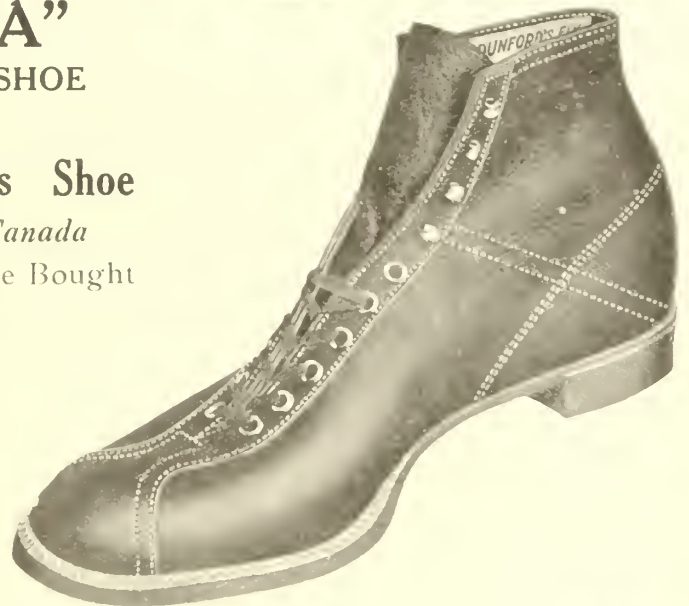
**The Gentleman’s Shoe
“SUPERBA”**

The Best Shoe In Canada

This is what we are going to
make. On Custom Laths and
popular leathers.

Dunford’s Elk Shoes Ltd.

STRATFORD, ONTARIO



POSITIONS WANTED

WANTED POSITION AS TRAVELING salesman by a Canadian shoe-man with first class connections. Best of references. Box 823, Footwear in Canada, Toronto. 7

SHOE TRADE

YOUNG MAN WITH WHOLESALE, retail and repair shop experience desires responsible position. Thorough knowledge of modern plants and can adjust and operate any stitcher. Box 797, Footwear in Canada, Toronto, Ont. 8

SHOE REPAIR PLANT

ADVERTISER WITH MODERN plant desires location with good shoe store in large town. Rent must be reasonable with lease. Box 796, Footwear in Canada, Toronto, Ont. 8

SHOE SALESMAN WANTED BY largest manufacturing firm in Middle States making the best known brands of shoes in America for men, women, boys and girls. We want to secure a good man for Ontario, one for Eastern Canadian field, and one for Western field. Only high class men with good connection need apply. Give particulars regarding experience and the territory you want to cover. Apply Box 826, Footwear in Canada, Toronto, Ont. 7-8

Riemer's Wood sole Boots and Shoes



Water-proof leather and water-proof wood sole. Best for wear in wet and damp places. Light, durable, sanitary, water-proof. Special Tannage Oil Grain, High Cut Buckle Shoes, tongue and back strap, per pair, \$1.35. Special Tannage, Oil Grain Boots, per pair, \$2.50. Patent Steel Rails on sole and heel 25c, per pair extra.

PATENTED ALBERT H. RIEMER SHOE CO. Manufacturers and Patentees, Milwaukee, Wis.

James F. Lawson Henry J. Welch

LAWSON, WELCH & COMPANY
CHARTERED ACCOUNTANTS
 TRUSTEES AND FINANCIAL AGENTS
 Crown Life Bldg., Yonge and Colborne Sts. - Toronto

We want to BUY for CASH all the PIECED HEEL STOCK you make
BROCKTON HEEL COMPANY
 BROCKTON, MASS.



For Rent—Cottages
 If you want a real holiday, plan to spend your vacation this year in Muskoka where "the breezy call of incense breathing morn" will put new life in mind and body. Muskoka offers more real healthful enjoyment for less money than any other resort in the world.
 Four cottages to rent \$125 to \$200 on Bohemia Island, less than a mile from Royal Muskoka Hotel and good Golf Links. Box 771.
 Footwear in Canada, Toronto Ont.

"TRADE MARK" that stands for QUALITY, STYLE and COMFORT



Seamless Slipper

The Latest Felt Slipper Production

Made Seamless, without Counter, Heel or Leather Sole.

Galloon Bound, Pompom Ornament. In 3 shades of felt. Black, N. Blue, Gray.

Prices to the Retail Trade 50 Cents per pair. Regular Terms.

Many attractive styles added to our "Firfelt" line this Season.

Natty "Firfelts"



Send for our new catalogue

Worcester Slipper Company, 360-370 Park Ave., Worcester, Mass.
 Boston Office and Salesrooms: 530 Atlantic Avenue

Made in all popular colors



For cleaning white or colored buck, ooze or suede shoes

The Best and Most Convenient WHITE SHOE CLEANER

A perfect cleaning preparation in a bag that serves as a brush. The powder sifts through upon the shoe in just the necessary amount—no waste

Cleans in a few minutes

and, as no drying is necessary, shoes may be worn again at once. Carton may easily be carried in lady's hand bag for application when needed.

Retails readily at

25 c

Also makers of
K & S "Universal"
(6 Different Shades)

For restoring the color of faded or stained Tan shoes



Sold by leading wholesalers.

Write us for the name of the nearest one who can supply you.

Dozen lots, \$1.00

Gross lots, \$9.00

Either white or colored

We will send you a sample carton of "KLEANSAK"

postpaid on receipt of **25c**

Kent & Smith, 77 Blake St., Lynn, Mass.

Nufashond
TRADE MARK REG.

The Nufashond Line anticipates the dictates of Dame Fashion and is always prepared to furnish Shoe Laces in colors to match the novelty as well as the staple colors of shoe material.

Of course we are prepared for a White Season.

The Nufashond Line comprises the

Nufashond Silk Oxford Tie

Nufashond "No 10" Boot Lace

Nufashond "No 5" Boot Lace

Nufashond Fabric Tipped Tubular

Nufashond Fabric Tipped Laces in silk, mercerized, and glazed cotton, at a range of prices to meet all demands.

All Jobbers

Send postal for sample of Fabric Tip.

Narrow Fabric Co., Reading, Pa.

This Trade Mark



J.A. & M. Cote

ST. HYACINTHE,
CANADA.

Guarantees Reliability
in Solid Leather Shoes

Yamaska Brand Shoes

for Surveyors, Prospectors, Miners, Workmen, etc., are renowned for their reliability.

All Well Made Solid Leather Shoes

New Lasts and Styles in all finer makes.

A special new line of comfort Solid Leather shoes for working men.

J. A. & M. Cote St. Hyacinthe, Quebec

Middle and Western Canada Demands the Best in Footwear

To successfully introduce your lines and maintain a satisfactory business you must interest the **General Merchants in the Prairie Provinces and British Columbia.**

The General Merchants are Departmental Stores—in miniature—found in every hamlet, village, town, and city in the Great Western Provinces of Canada. Every General Merchant sells boots and shoes—there are no exceptions. No exclusive shoe paper can interest this trade, because the General Merchant is not an exclusive shoe dealer.



Over 29 years in its field

"CANADA'S GREATEST TRADE PAPER."

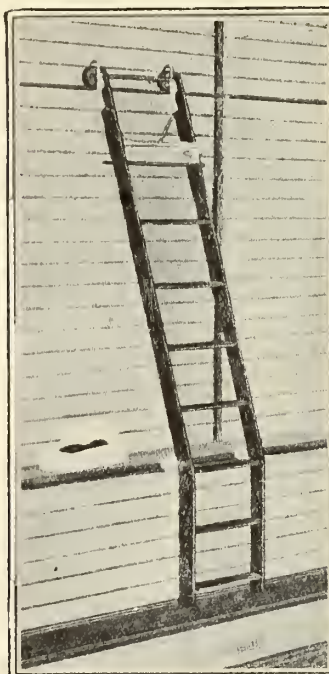
Issued every Saturday Morning at WINNIPEG, Canada.

Is the ONLY PAPER reaching the General Merchants in all points, Port Arthur and West to the Pacific Ocean

Get a sample, and advertising rates, of "That Western Paper that brings results,"—"THE COMMERCIAL"

Branches at

VANCOUVER, TORONTO, MONTREAL, CHICAGO, NEW YORK, LONDON, ENG.



It Pays to Have an Attractive Store

A System of the Milbradt Rolling Step Ladders will pay for themselves in a short time by enabling you to wait on more trade, save the wear and tear on your fixtures and goods, as well as bring the appearance of your store up-to-date. Write for catalogue which shows various styles of ladders we manufacture.

Milbradt Mfg. Co.

2410 N. 10th Street
ST. LOUIS, MO.

NEW LASTS

The latest styles in lasts may always be had from our factory. We make nothing else but lasts for ladies' footwear and have the most up-to-date plant in America devoted to that purpose.

Our salesman will call if you so request.

Rochester Last Works
Rochester, N. Y.

ROCHESTER LAST WORKS

Lasts For
Ladies' Shoes

Established 1865

MOSCO LEATHERS

Our FOUR large TANNERIES in Salamanca, Gowanda and Alpena are concentrating in producing a few good lines in large volume.

Gowanda Tannery No. 1

Box Necho (near Chrome), Smooth, Dull Necho, Topping Necho, Finished Splits and Flexible Splits.

Get Samples of MOSCO to-day, the leathers that are often imitated but never equalled.

C. MOENCH SONS CO.

TANNERS

117 Beach St., Boston, Mass.

TANNERIES—Gowanda, N.Y., Salamanca, N.Y., Alpena, Mich.
STORES—Boston, Mass., Chicago, Ill., St. Louis, Mo.

The Shoeman



This Trade Mark represents the cleanest, handsomest, most-useful-to-the-dealer-and-clerk shoe journal in the United States.

Any Canadian shoe dealer, department buyer or retail shoe salesman who asks us for a specimen copy will find at least two big useful features they won't find elsewhere—send in for a copy and find out what these two things are.

A copy sent free on your postal request

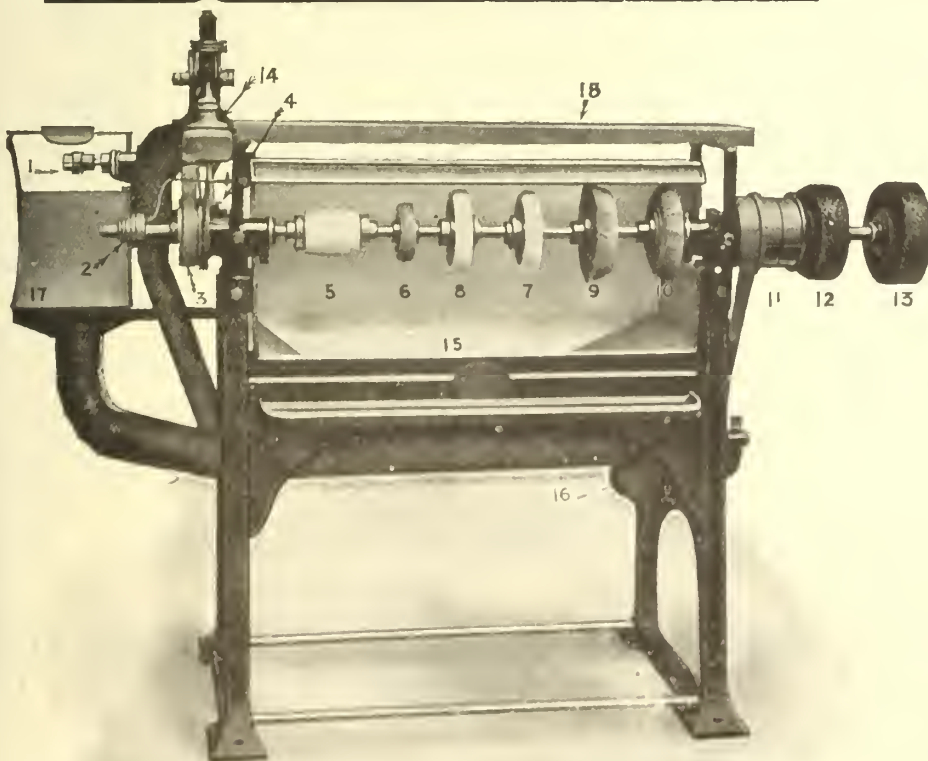
Published by

The Arthur L. Evans Co.

183 Essex St., Boston, Mass., U.S.A. Inc.

SHOE REPAIRERS

Standard No. 2 Finisher



We make 11 different Models of Finishing Machines and over 800 of Model No. 2 (as engraving) have been sold in the OLD COUNTRY.

Advantages:

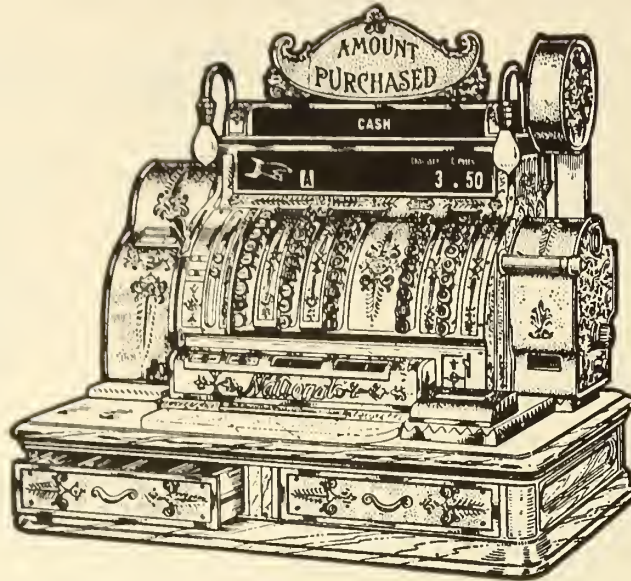
Ring Self-Oiling Bearings.
Can be driven by 1 h.p. Motor.
Dust Gate to stop Fan drawing air when not required and thus save power.

In every point, which makes a high-class machine, the SUPREMACY of the "Standard" machines is unquestioned.

PRICE \$160
Duty and Carriage
Paid to Montreal

The
Standard Engineering
Company, Limited

Liechester - England



Make Every Sale Count

Get All The Profit From Your Summer Trade

No merchant can fail to overlook the profit on even a single sale.

The National Cash Register will enable you to get all your profit by stopping losses from mistakes and carelessness.

It compels the clerk to make correct unchangeable records of each transaction.

It prevents the failure to charge goods sold on credit.

It enforces accurate records of money received on account and money paid out.

It keeps you in touch with the details of all departments of your business and enables you to manage it to better advantage.

It will increase your profits—Write for information

The National Cash Register Company

Canadian Factory: Toronto, Canada

285 Yonge Street

-

-

-

-

Toronto



Fraserville Footwear

This well known line of high grade footwear will include many new and stylish models for Spring trade.

In addition to producing high class footwear for men, women and children we are also makers of the famous "Tiger" Brand work shoe. It is a heavy well made shoe particularly suited to railroad and mining work.

The "Tiger" brand shoepack is also a winner.

OUR TRAVELLER WILL CALL UPON YOU.

FRASERVILLE SHOE CO., Limited, Manufacturers and Wholesalers
 Fraserville - Quebec

W. DAVIS, 124 Wellington St. W., Toronto, Special Ontario Representative

This Tag— The Sign of Merit

The sign of the Sisman Everyday shoe is your guarantee of Canada's best Solid Leather Shoe.



RUBBER and Gutta Percha Chemistry is still in its infancy. We asked certain questions of the biggest man at the recent International Rubber Exposition here in New York—but—he couldn't answer. The same thing happened when our third Generation asked Professors of Chemistry—Rubber Experts—at the University. Nobody knows! The Science is not fully understood. There is just one point dead sure. The chance that good, high grade materials will go wrong is 1 in 100 as compared with cheap, low grade materials.

We have all grades; we advise the Best—which is our Standard Acme Backing Cloth, made of Pure, New, Live Gum, that stays soft as an old Kid Glove. The difference in price is too small to pay for the hazard.

PETERS MANUFACTURING CO.

43-53 Lincoln Street,
Boston, Mass.

Backing Specialists
3 Generations

304-310 E. 22d Street,
New York City

H
GLAZED & KID
C
TRADE MARK

Fine, Flat Grain,
Mellow, Full Feel
Yet Tight
Uniform in Weight
and Selection

Hitchings & Coulthurst Co.
122 South St. Boston.

Pla-Mate

TRADE MARK REG. U. S. AND CANADA

Shoes

Send for Catalog

17 Styles in Stock

For Names for School for Everyday
Pla-Mate Shoes

1400 Patent Pla-Mate	Lace
1403 Tan Russ. Pla-Mate	Lace
1440 Patent Pla-Mate	Button
1441 Dull Calf Pla-Mate	Button
1443 Tan Russ. Pla-Mate	Button
1444 Glazed Kid Pla-Mate	Button
1440 Patent Pla-Mate Hi-Cut	Button
1441 Dull Calf Pla-Mate Hi-Cut	Button
1443 Tan Russ. Pla-Mate Hi-Cut	Button
1460 Patent Pla-Mate	Pump
1461 Dull Calf Pla-Mate	Pump
1463 Tan Russ. Pla-Mate	Pump
1140 Patent Baby Pla-Mate	Button
1143 Tan Russ. Pla-Mate	Button
1144 Glazed Kid Pla-Mate	Button
1401 Dull Calf Pla-Mate	Lace
1404 Glazed Kid Pla-Mate	Lace

H. 41

WILLIAMS, HOYT & CO.
Makers of infants', children's, misses' and growing girls' turns and welts
No. 6 Commercial St. Rochester, N.Y.

1460

MOHLENE "A" adds the Quality that makes your leather a little better than the rest. Ask us about it.

Marden, Orth & Hastings

ESTABLISHED 1837

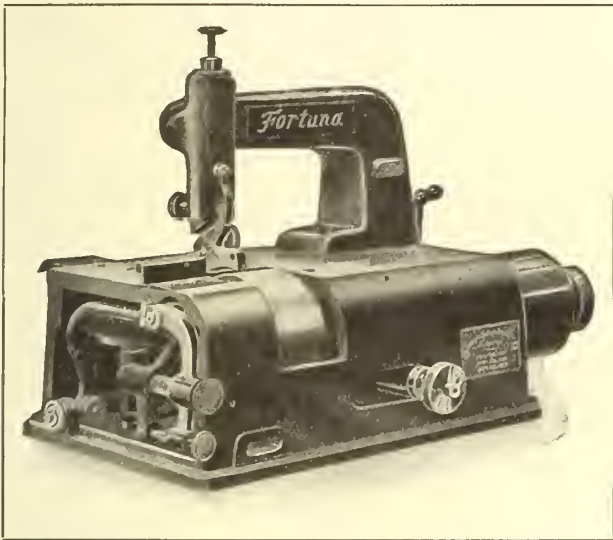
All Oils, Greases, Tannins and Tanning Extracts for Leather Manufacturers

NEW YORK OFFICE:
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OFFICE AND WAREHOUSE:
340 Clay Street

BRANCH STORES:
CHICAGO
1030 North Branch Street.

201-225 Purchase Street,
73 High Street,
BOSTON, U.S.A.

Fortuna Skiving Machine



For Manufacturers who Skive Leather, Felt, Cork, Rubber or Paper

Used extensively by Manufacturers of SHOES, BOX TOES, TRIMMINGS, INSOLES, ANKLE SUPPORTERS, WELTING, ARCH SUPPORTERS

Sole Agents for Canada

Fortuna Machine Co.

127 Duane Street - NEW YORK

THE
AHRENS
SHOE

Charles A.
AHRENS
Limited
BERLIN, ONT.
Manufacturers of
Solid Leather Shoes

THE
AHRENS
SHOE

Dominion Die Co.

MANUFACTURERS OF

Cutting Dies

of Every Description



For Cutting
**Leather, Rubber, Paper
Cloth, Etc.**

ALL WORK WARRANTED

321 Aird Ave., Montreal

HEELS



Men's, Boys' and Women's Heels
All Grades

High grade box toes for Goodyear work,
also combination toes of all kinds.

Write for Prices

The Montreal Box Toe Co.
321 Aird Ave., Montreal

DEPENDABLE PATENT LEATHER

is made by

FISK

What we maintain and can prove about our Patent Leather is that shoes made of it have a beautiful and distinctive appearance which makes shoes made of the usual run of Patent Leather look common and cheap when they are seen in contrast.

It is well trimmed, cuts economically and works as easily and safely as the dull finished leather.

No delays for "reairing" no botched unsightly shoes to worry about.

Fisk Limited

Montreal

Hope Webbing Co.

Providence, R. I., U. S. A.

Established 1883

Incorporated 1889

Manufacturers of
NARROW WOVEN FABRICS

For the Shoe Manufacturer:

Top Facings

Stay Webs

Pull Straps

and Tapes

Plain or with name or
trade mark woven in

Boot Webs

Large Factory

Modern Equipment

30 Years' Experience

For the Babies



No. 417—Short Vamp Button, Fat Baby Pattern. Any color top. Tassel. \$4.50.



No. 193—Button shoe with tassel. Can be made in any color kid, also in velvet or satin. \$4.50



No. 2008—Lamb skin Moccasin, shell ribbon trimmed. Two ties. Hand embroidered. \$4.50.

J. J. McMaster

Rochester, N. Y.

Shoe Machinery

For Every Department from Lasting to Finishing

TRADE  MARK

**Goodyear
Welt and Turn
Systems**

**Consolidated
Hand Method
Lasting Machines**

**Model-C
Ideal Clicking
Machines**

**Rapid Standard
Screw
Machines**

**Davey
Horn Pegging
Machines**

Heel Protector, Driving, Heel Compressing, Loading and Attaching Machines, Heel Trimming, Breasting, Scouring and Finishing Machines; Loose Nailing and Slugging Machines; Cementing, Buffing and Skiving Machines; Gem Insole Machines, Eyeletting Machines; Eyelets, Shanks, Brushes, Etc.

United Shoe Machinery Company of Canada

122 Adelaide Street West, TORONTO

MONTREAL, QUE.

492 St. Valier St., QUEBEC.

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Finest
Quality

Whittemore's Shoe Polishes

Largest
Variety



Oldest and Largest Manufacturers of Shoe Polishes in the World.

- "GILT EDGE" Oil Polish. The only Ladies' Shoe Dressing that positively contains OIL. Softens and preserves. Imparts a beautiful Black lustre. Always ready to use. Largest quantity. Finest quality. Polishes without rubbing. Retail 25c.
- "BULLY SHINE." A waterproof paste polish for all kinds of black shoes and old rubbers. Blacks, polishes, softens and preserves. Contains oils and waxes to polish and preserve the leather. Also Russet Bully Shine for tan leathers. Large tin boxes. Boxes open with a key. Retail 10c.
- "SUPERB" (a paste) for polishing Patent and Shiny Leather Boots and all Shiny Leather Articles. Boxes open with a coin. Retail 10c.
- "DANDY" COMBINATION. For cleansing and polishing all kinds of russet, brown or yellow boots, shoes, saddles, bridles, etc. Retail 25c. "Star" russet combination (10c size). Russet, Brown and Ox Blood Pastes (5 sizes of each color).
- "ELITE" COMBINATION. For those who take pride in having their shoes look A1. Restores color and lustre to all black shoes. Retail 25c. "BABY ELITE" COMBINATION (10c size). "ELITE" PASTE in 5 sizes.
- "BOSTON" WATERPROOF POLISH. A black liquid for men's and boys' shoes. Produce a patent leather shine without brushing. Retail 25c.

Send for circulars giving full particulars of our other Polishes to **WHITTEMORE BROS. & CO.**,
Boston, Mass., U.S.A. For sale by the Shoe Findings and Shoe Jobbing Trades of all Canada.

Re Union Stamp

To Buyers of Minister Myles make of Footwear

We note that in the July number of "Footwear In Canada" an advertisement appears inserted by the Boston Office of Boot and Shoe Worker's Union in which statements are made to which we take exception. We therefore think it proper that we should advise our customers and wearers of our shoes that our goods are strictly **Union Made**, every man in our employ being a member of the Union and in good standing. We may also state that we have recently given our employees a 9 hour day and have also given a substantial increase in wages.

We are strong believers in unionism, as proved by our refusing to employ any but union men, but we do not wish to hide behind the stamp for quality, but prefer to give our customers and friends the value in our product, and also the assurance that it is union made.

The Minister Myles Shoe Co., Ltd.

Toronto, Canada

WOOD SOLE SHOES



Iron Heel and Sole Rim.

When wood sole shoes are used upon cement floors or in mines and quarries we strongly recommend Iron Sole and Heel Rails. Attached for 25c. per pair extra on any styles.

Ice cream makers, creamery men, brewers, smelters and packers are using Wood Sole shoes more extensively than ever. Made with seasoned bottoms and Soft Plump Oil Grain Uppers on lasts that fit.

Men's Black Oil Grain Don Pedro,	\$1.30
Same with red felt lining	- - 1.45
10-inch High Top	- - 1.95
12-inch High Top	- - 2.12½
14 inch High Top	- - 2.30
Regular Boots	- - 2.55

Vanderslice-Stahmer Shoe Co.,
DAVENPORT, IOWA

Largest Wood Sole Shoe Makers In the World.



Stock No. 200.



TO-DAY

If you will drop us a line indicating that you wish to see the

Very Latest Make of Solid Shoes

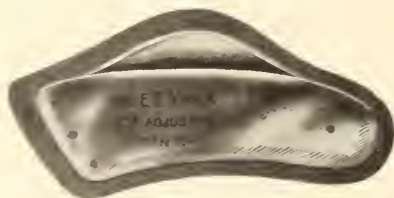
we will follow out your wishes and show you samples in the new Fall Range of

WILLIAMS SHOES

We rely on the genuine value in our shoes to do their own selling—we only want you to see them.

The **WILLIAMS SHOE CO.** Brampton, Ont.

THE SELF ADJUSTING



THE FOOT FORM



Shoe Dealer's Duty To His Business

Thousands of people having foot troubles do not know that you Mr. Shoe Dealer, can help them. But you can, and make a good profit at the same time. Flat Foot, Fallen Arches, Callouses, and numerous other ailments of the feet—all are instantly relieved and permanently cured by the use of

THE E-Z WALK SPRING ARCH SUPPORTS

Your duty as a progressive merchant is to talk and sell Foot Comfort to your patrons. **The E-Z Walk Spring Arch Supports** are made of live spring steel and German silver, and we back them with a written guarantee against breaking or flattening down. They are the only arch supports on the market having a full spring from the heel to the ball of the foot. If you want all there is in the arch support business, in profit and in prestige, don't overlook the **E-Z Walk** line. Let us send you descriptive circulars and booklets showing "How to increase your profits 100%."

The E-Z Walk Mfg. Co. 33-35-37-39 Sixth Avenue
New York City

YOUR



USMC



**GUARANTEE
FOR QUALITY**

United Shoe Machinery Company of Canada

Toronto

Montreal, Que.

Quebec

Felt

For

*Slippers
Cushion Insole
Hard Insole
Box Toes
Lining Felt
Rack Felt
Heel Pad
Buffing Wheels
Cut Felt Heel Pads*

Prices right and service prompt.

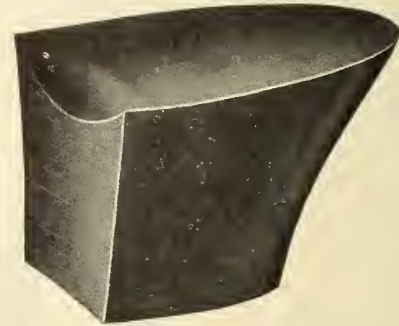
**Kenworthy Brothers
Company**

110 Summer Street, Boston, Mass.

HEELS

THAT WILL NOT CHECK

All Grades, Denominations and Heights
A Full Line



BOX TOES THAT COME ALIKE
made in leather, split, combination
leather, canvas and felt.

Independent Box Toe Co.
102 Christophe Colomb - Montreal



To get results, YOU must have the
best material.

That is why the Wise Foremen in-
sist on getting

C. B. C.

**Inks, Dressings, Waxes, Toe Gum
and Cements**

Each Product Guaranteed to be A 1 Quality

Made in Canada by

Canadian Blacking & Cement Company
Hamilton, Ontario

Union Made Shoes Should be on Your Shelves for the Coming Season, Mr. Retailer

You want shoes, next season, Mr. Retailer, for all your customers, and to satisfy EVERYBODY, YOU MUST CARRY UNION STAMPED SHOES.

The Union employee demands Union made goods. He has been educated to insist on Union Stamped shoes through our advertising of Union stamped shoes in the labor journals of the country. The Union man knows that only shoes bearing the stamp of the BOOT AND SHOE WORKERS' UNION are Union made.

There is nothing to lose and every possible profit to gain by handling UNION STAMPED shoes. They are shoes of the highest quality, made by expert workmen that satisfy the demands of all your patrons.

You can secure shoes from Union manufacturers every day in the year, for in the Union factory, under our agreement, there is no chance of delays by strikes.

The retailer who handles Union stamped shoes is endorsing the fair policy of arbitration with no strikes.

DO NOT BE MISLED BY THE CLAIMS OF NON UNION MANUFACTURERS. THE OFFICIAL STAMP OF THE BOOT & SHOE WORKERS' UNION IS THE ONE POSITIVE GUARANTEE THAT THE SHOES ARE UNION MADE. ALL OTHER STAMPS ARE WORTHLESS.

INSIST ON UNION MADE SHOES WITH THE STAMP OF THE

Boot and Shoe Workers' Union

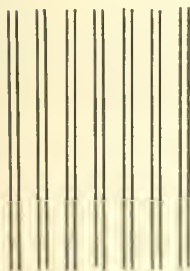
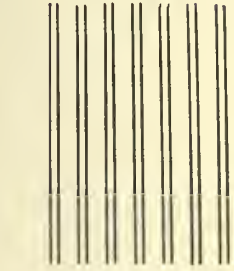
Affiliated with American Federation of Labor

246 Summer Street

BOSTON, MASSACHUSETTS

JOHN F. TOBIN
General President

CHAS. L. BAINE
General Sec.-Treas.



SHALL WE SEE YOU AT

**Canadian National Exhibition
Toronto**

Aug. 25th to Sept. 6th

**Central Canada Exhibition
Ottawa**

Sept. 6th to 13th

**Western Fair
London**

Sept. 8th to 13th

We shall demonstrate the waterproof, and the many other qualities of our polish at these exhibitions and will be glad to meet you.

The Nugget Polish Co. Limited

9, 11 and 13 Davenport Road

Toronto, Ont.



**We Can
Supply Anything
From a Tack
To a Full Factory
Equipment**

If there is anything
you want, write us

United Shoe Machinery Company of Canada

MONTREAL, QUE.

Toronto

Quebec



Clarke's Patent Leather

Is Better and More Favorably Known than any other But have you seen it or sold it in your shoes?

Any shoe retailer who does not know the Clarke quality by personal experience is going without Knowledge that has a direct influence on his sales and profits.

Clarke's Patent Leather is not only Dependable in wearing quality but it has that finished appearance that is essential to stylish footwear.

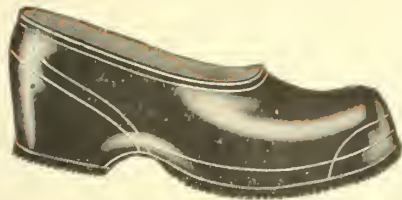
Specify Clarke's in your next order for Patent Leather Shoes. It will pay you

A. R. Clarke & Company, Ltd.

Toronto, Montreal and Quebec



Footwear In Canada



254 Boy Scout Over



428 Women's Petite

Miner Rubbers

WHEN ordering Rubbers for the coming sorting season be sure to buy a brand of proven quality, a brand that will be easy to fit and that won't get out of shape, in short buy Miner Rubbers for your Fall trade.

Catalogue and Price List mailed upon request.

The Miner Rubber Co., Limited

GRANBY MONTREAL TORONTO QUEBEC



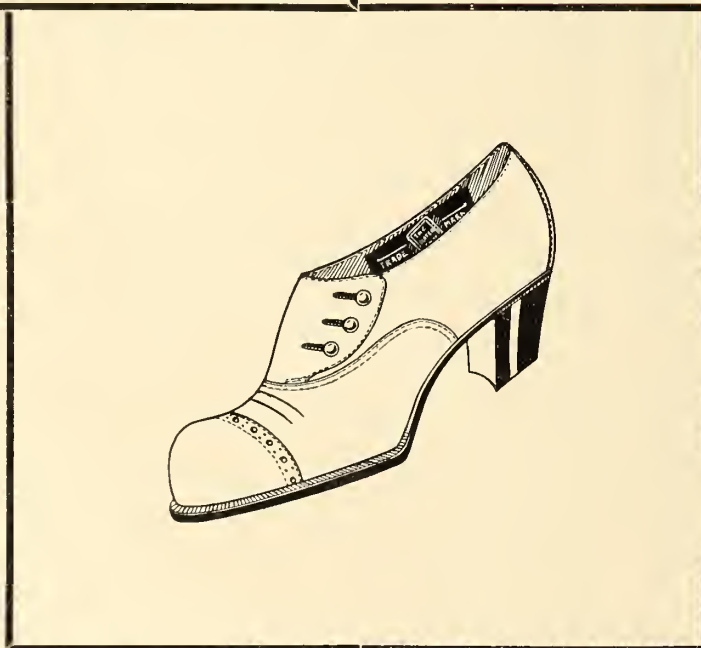
415 Women's Alaska



153 Men's Actor

See other advertisement page 77

Slater Smart Spring Styles



SOME specially attractive patterns are being offered in the Slater fine showing of spring samples.

The usual Slater good workmanship and choice materials will be found in this spring footwear.



Slater Shoe Co.
Montreal Limited

Send for our NEW FALL CATALOG—Just Out

Ralston Fall Stock Styles have been described as "Self Starters"—a phrase which very accurately suggests the selling power behind this splendid line of new and classy styles.

Send for a complete catalog—just out—and look into the merits of this line to which we call your attention.

This past season has been the most successful we ever experienced. Our Canadian sales have doubled. There's a reason—and we can make it very plain to you if you will but give us a chance.

Any and all of the thirty-one Fall Styles "In Stock" are ready to ship NOW. Let us have your order and we promise in return perfect satisfaction, both as regards *shoes* and *service*.

**31 Styles in Stock
Ready to Ship NOW**



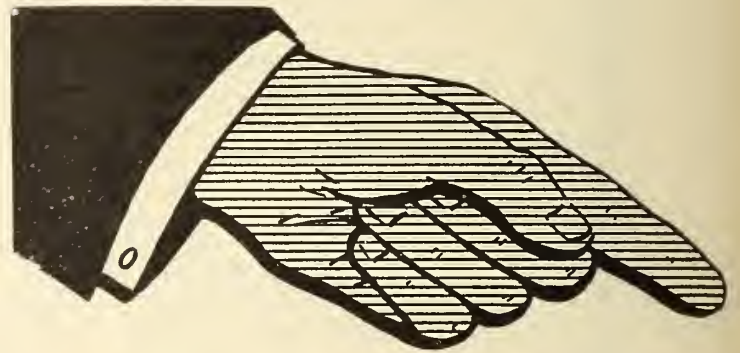
Stock No. 619
New Wales Last

Churchill & Alden Co.

(RALSTON HEALTH SHOEMAKERS)

Brockton, Mass., U.S.A. (Campello Station)

5 Reasons Why Count 'Em



SOON the Murray Man will call with samples of the Spring and Summer styles in Murray-Made and Derby Shoes. You will do well to consider carefully these "made-good" lines. Watch for our new "Stampede," "My Pal" and "Premier" lasts. The three new Models for Big Spring Business.

The Murray Shoe

London

Murray-Made Derby



Individuality of Style
Superiority of Materials
Expert Workmanship
Long Profit Qualities
Guaranteed Satisfaction

Company, Limited

Ontario

All Ready to Ship



No. 944 Cloth Top. Patent Button Boot. Tip. Medium Welt. High Heel. "Plaza" last. Sizes 2½ to 7. Widths A to D \$2.60.



No. R940—Same as 941 in Gun Metal. \$2.75.



No. 255—Gun Metal Welt, thirteen-button boot. Heavy sole. Medium heel. "Dash" last. \$2.35.



No. 257 Patent Vamp. Mat top. Thirteen button Welt boot. Medium heel. "Dash" last, \$2.35.



No. 946 Black Cloth Top. Gun Metal Button Boot. Tip. Heavy Welt Sole. Medium Heel. "Plaza" last. Sizes 2½ to 7. Widths A to D. \$2.60.



No. 256 Gun Metal. Polish lace. Welt sole. Medium heel. "Dash" last. \$2.35.

A line of high grade footwear including every style and type of ladies' shoes

Send for our illustrated catalogue

MOORE-SHAFER SHOE MFG. CO.

Factory BROCKPORT, N.Y. (30 Minutes from Rochester)

L. B. SHAFER—Canadian Salesman.

Spring of 1914

Brandon, Monarch and Dr. Brandon Cushion Shoes



Brandon, Monarch, and Dr. Brandon Cushion Shoe Styles for Spring are now ready.

They embrace a smart selection of many models in all the leathers.



Our travellers are now in their respective territories.

Our slogan "Where Quality Counts We Win" is being daily proven by all wearers of Monarch, Brandon and Dr. Brandon Cushion Shoes. Careful supervision at every stage of manufacture produces quality shoes.

When the Brandon man calls, examine his samples carefully. Your order will be promptly filled.

All rush and mail orders shipped in 21 days from receipt of order, which enables the retailer to buy direct from the manufacturer when he is sizing up. Giving him larger profits.

We are showing the latest lasts and Patterns selected by Mr. Brandon while on his semi annual visit to the leading shoe centres of the United States.

The Brandon Shoe Company Limited

Brantford, - Ontario

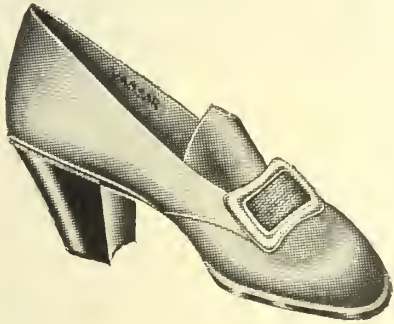


Snappy Styles

NEVER before have we produced more stylish and smart looking footwear than is found in our Samples for Spring.

The workmanship too is of the highest order and the leathers specially selected.

Minister Myles
Toronto



Spring Selling

IT is easy to buy but
less easy to sell,
so for your Spring
trade select only those
models and brands of
shoes that are of
proven quality.

Shoe Co. Limited

Canada



Cleo Shoes

Unusual Smartness, pleasing Styles and Superior Quality are characteristics of Cleo Footwear for Women.

The dealer seeking footwear that he can conscientiously recommend to his patrons should buy the Cleo Line.

Cleo shoes are made only from specially selected materials and modeled in all strictly stylish shapes.

Cleo shoes will give your customer the maximum of Style, Comfort and Service.

The Cleo
Shoe
Company

London
Ontario

Trade Winners



1866

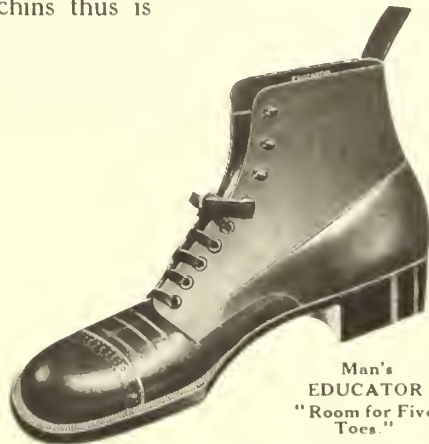
RICE & HUTCHINS
 WORLD SHOEMAKERS
 FOR THE WHOLE FAMILY

When You Were A Boy

Rice & Hutchins were making shoes; they made them so well that today they have eight shoe factories, two tanneries, and nine wholesale distributing houses in the United States, besides a stock in London and one in Berlin, to supply the world-wide demand for Rice & Hutchins Shoes. The reputation of Rice & Hutchins thus is based upon a half-century of "tried and true" quality.

For the convenience of Western Canadian merchants, the New-England-made shoes of Rice & Hutchins are carried in Winnipeg,—on your own side of the boundary line. This offers you a wonderful opportunity to get EDUCATORS and ALL AMERICAS just when you want them. Drop a line to these salesmen:

BERNARD STEDMAN ; MILLS C. SIMPSON
 at the address below.



Man's
 EDUCATOR
 "Room for Five
 Toes."

Western Shoe Distributing Co.

719 Main Street, WINNIPEG, CANADA

1913



EDUCATOR
 SHOE 





Bostonian

THE Bostonian is an extra fine shoe made in all styles, sizes and leathers for men and women. I always carry a large and complete stock of these shoes, so never miss any sales because you have not the stock. Just send me your sorting orders and I guarantee a prompt shipment.



James
Montreal,





Fine Shoes

I also have a full line of canvas and light weight shoes, pumps and oxfords.

My rubbers are the nationally famous Dainty Mode, Royal, Kant Krack, and Bull Dog.

Their quality and style make them an easy line to sell.

Remember prompt and complete shipments are my promise.

Robinson

Quebec



JAMES ROBINSON





Tebbutt

TEBBUTT Spring styles are smart and attractive. Tebbutt lasts are comfortable and foot-fitting. Tebbutt workmanship is good. These features combine to produce Tebbutt Footwear as the most satisfactory around footwear on the market. It is a good line for the retailer to buy and good for him to sell because it always satisfies.



Tebbutt Shoe and Three Rivers,



<p>THE <i>Professor</i></p>	<p>PAT. N^o.  119409 GOLD CROSS SHOE</p>
---------------------------------	---

Footwear

THE old reliable Doctors and Professor shoes are two lines of Tebbutt Footwear that give real solid comfort to the wearer. They are made for the man who insists upon antiseptic and sensibly lasted shoes.

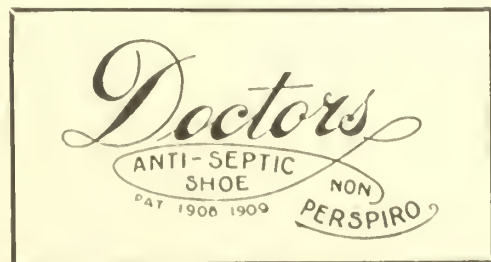
When your shoe man calls with Spring samples be sure and ask to see Tebbutt's Shoes. Give him an order.

Every shipment up to samples.



Leather Co., Limited

Quebec



CLASSIC
SHOES



CLASSIC
SHOES

Special

The Keynote of

CONSIDER the importance of quality—consider the result of years of experience in manufacturing — and realize the importance of dealing with a specialist in the manufacture of special shoes.

“Classic” Shoes

have earned a reputation for wear, style, and fit which reaches from coast to coast.

Prove this for yourself by including this well made shoe in your next season's stock.

Getty & Galt,

ization

Our Success

“Classic” Shoes

for Women, Misses and Children are high class in design, superior in quality and popular in price. We have specialized on them for years, therefore give our customers the advantage of our experience.

The shoes made in our factory are of high quality and their stylish well made appearance will command a ready sale.

Scott, Limited

Ontario

CLASSIC
SHOES



CLASSIC
SHOES

PHILIP JACOBI

Sole Manufacturer of

"Tailor-Made"
REGISTERED

Overgaiters and Leggings

**All
Tailor-Made**

Order Early and
Insure Prompt
Delivery.

Women's, Misses' and
Children's in Fine Beaver
and Melton Cloth.



*First for
Fit, Fashion
and
Quality.*

Children's in Tan Leather
and all colors Corduroy.

The

So-Cosy **Boudoir Slipper**

For

"Women Who Know"



*They Do Not
Slip Nor Lose
Their Shape.*

Made of
**"MUSTANG
NEVER-SLIP"**
Soles.

*Made in all
Fashionable
Colors. Glossy
Kid or Suede
Leather with
Pom-Poms.*

PHILIP JACOBI

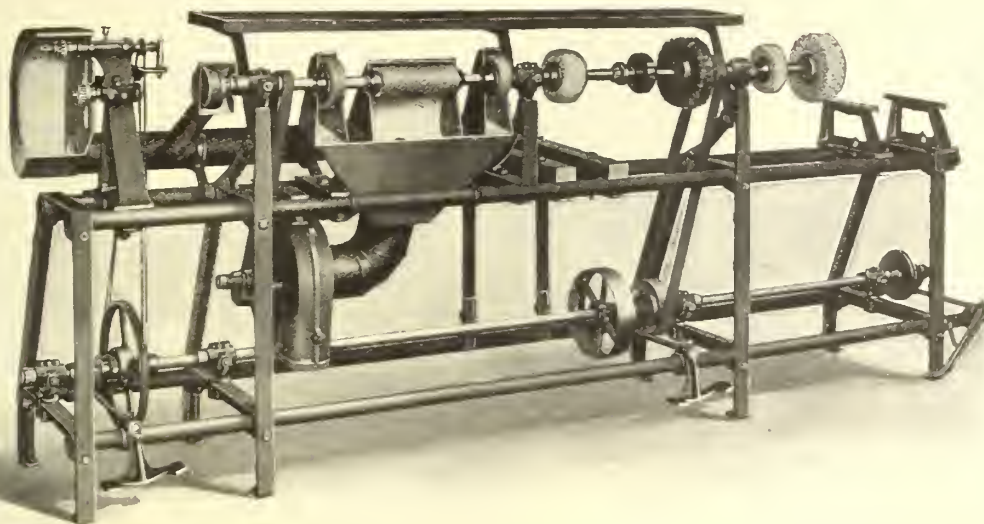
Headquarters for Shoe Store Supplies

5 Wellington Street East,

TORONTO

A Progressive Finisher Soon Pays for Itself

SEND FOR CATALOG M



A Progressive Finishing Machine soon pays for itself in the increased business and profits it brings to your shop. It enables you to do better work and more of it.

You can start with any size Progressive Finisher you want and add to it as your needs increase. You simply add the new sections and equipment without throwing away any of the original machine.

Progressive Machines are giving the best of service in shoe repair shops west, east, north, and south.

Sold on the payment plan or for cash.

SEND FOR CATALOG M

PROGRESSIVE SHOE MACHINERY CO., MINNEAPOLIS, MINN. U.S.A.

The Best Shoe Finishing Machinery Manufactured.



Ralston's 3 Beauties



From a commercial standpoint as much as from a moral point of view, we have made each of Ralston's 3 Beauties a good honest polish. A polish that is simply perfection and positively does not injure the finest shoes.



Our latest — a quick, efficient, harmless Dry Cleaner
Ralston's Nubuck Powder

If there is anything new in the shoe dressing line we have it.

Robt. Ralston & Co., HAMILTON, ONTARIO

REED'S

The Shoes You When You

Of Interest to the Man Fall Order. He Can Sellers From



Stock No.
B-502



Stock No.
B-507



Stock No.
B-520



Stock No.
B-509



Stock No.
B-549



Stock No.
B-501



Stock No.
B-515



Stock No.
B-517

Stock No. 502. Gun Metal, 3/4 Foxed Button, Welt, 14 Buttons, Cloth Top, No. 48 Last, 1 5/8 in. Heel, Widths A to D, Sizes 2 1/2 to 7, Price \$2.50.

Stock No. 507. Patent, 3/4 Foxed Button, Welt, 14 Buttons, Mat Kid Top, No. 38 Last, 1 5/8 in. Heel, Widths A to E, Sizes 2 1/2 to 8, Price \$2.25.

Stock No. 520. Black Satin Finish Reign Cloth, Button, Welt, No. 52 Last, 1 5/8 in. Heel, Widths A to D, Sizes 2 1/2 to 7, Price \$2.25.

Stock No. 509. Patent, 3/4 Foxed Button, Welt, 14 Buttons, Mat Kid Top, No. 44 Last, 1 5/8 in. Heel, Widths A to D, Sizes 2 1/2 to 8, Price \$2.25.

Stock No. 549. Gun Metal, 3/4 Foxed Button, Welt, Mat Top, No. 38 Last, 1 3/8 in. Heel, Widths A to E, Sizes 2 1/2 to 8, Price \$2.25.

Stock No. 501. Patent, 3/4 Foxed Button, Welt, 16 Buttons, Cloth Top, No. 36 Last, 1 7/8 in. Heel, Widths A to D, Sizes 2 1/2 to 7, Price \$2.50.

Stock No. 515. Patent, 3/4 Foxed Button, Turn, 14 Buttons, Mat Top, No. 48 Last, 1 5/8 in. Heel, Heavy Edge, Widths A to D, Sizes 2 1/2 to 7, Price \$2.60.

Stock No. 517. Gun Metal, Foxed Button, Welt, 14 Buttons, Mat Top, No. 38 Last, Coarse White Stitch, 1 1/2 in. Heel, Widths A to D, Sizes 2 1/2 to 7, Price \$2.60.

STOCK

WRITE FOR CATALOG

E. P. REED & COMPANY

CREED

Need Delivered
Need Them

What Did Not Place His
Get the Pick of the Fall
Our Stock Now



Stock No.
B-500



Stock No.
B-516

Stock No. 500. Black Suede, 3/4 Foxed Button, Welt, 14 Buttons, No. 44 Last, 15 3/8 in. Heel, Widths A to D, Sizes 2 1/2 to 7, Price \$2.65.

Stock No. 516. Patent, 3/4 Foxed Button, Welt, 16 Buttons, Mat Kid Top, No. 36 Last, 17 3/8 in. Heel, Widths A to D, Sizes 2 1/2 to 7, Price \$2.50.

Stock No. 508. Patent, 3/4 Foxed Button, Welt, 14 Buttons, Mat Top, No. 48 Last, 15 3/8 in. Heel, Widths A to D, Sizes 2 1/2 to 7, Price \$2.50.



Stock No.
B-508



Stock No.
B-540



Stock No.
B-548

Stock No. 540. Patent, 3/4 Foxed Button, Turn, Black Cloth Top, No. 48 Last, 15 3/8 in. Heel, Widths A to D, Sizes 2 1/2 to 7, Price \$2.50.

Stock No. 548. Gun Metal, 3/4 Foxed Button, Welt, 16 Buttons, Mat Top, No. 36 Last, 2 in. Heel, Widths A to D, Sizes 2 1/2 to 7, Price \$2.50.

Stock No. 512. Dark Tan, Button, Welt, 14 Buttons, No. 44 Last, 15 3/8 in. Heel, Widths A to D, Sizes 2 1/2 to 7, Price \$2.85.

Stock No. 519. Tan Cali Button, Welt, 16 Buttons, 17 3/8 in. Heel, No. 36 Last, Widths A to D, Sizes 2 1/2 to 7, Price \$2.85.

Stock No. 514. Lotus Cali Button, Welt, 14 Buttons, No. 38 Last, 1 3/4 in. Heel, Widths A to D, Sizes 2 1/2 to 7, Price \$3.00.



Stock No.
B-512



Stock No.
B-519



Stock No
B-514

DEPARTMENTS

Rochester, N. Y., AND Chicago, Ill.

ORDER EARLY

The Just Wright
SHOE

Fashion Plates for Spring

The Just Wright
SHOE

Style is the keystone of Just Wright shoes. Never was this fact more prominent than in this season's samples.

Get in touch with a Just Wright Salesman. There are three now in the Dominion.

You owe it to yourself to at least see this line of men's shoes—Fits in a minute—Sells on sight.

Made in Canada to give you a long profit.



Club



Boob



Duke

Salesmen

- F. A. Macfarlane
Port Arthur West to Coast
- J. M. Macfarlane
Port Arthur to Montreal
- W. W. Lindsley
Montreal East to Coast

E. T. Wright

St. Thomas, Ont.

The Just Wright
SHOE



In Stock Ready to Ship



Our Goinsome and Lucky Strike lasts are breaking all records as sales makers.

Five styles on these popular lasts are now in stock.

Made according to Just Wright standards with smooth plump uppers and 18 iron soles, these ready fitters will make business for you.

Send in your order **now**. It will be shipped the day it is received.

If you have not received catalogue, write for it.



No. F. 201
In Tan
No. F. 203

- F201 Gun Metal Blucher
Goinsome Last
18 Iron Sole
 - F202 Gun Metal Button
Goinsome Last
18 Iron Sole
 - F203 No. 23 Tan Gun Metal
Blucher
Goinsome Last
18 Iron Sole
 - F204 No. 23 Tan Gun Metal
Button
Goinsome Last
18 Iron Sole
 - F205 Gun Metal Blucher
Lucky Strike Last
18 Iron Sole
9/8 Broad Heel
- Sizes C 6-10 D 5-10 1 2

Price \$3.90



No. F. 202
In Tan No. F. 204



No. F. 205

and Co., Inc.

Rockland, Mass.





(N:B)



Tally-ho

is on the road

HEADED WEST—The full line of Spring Samples of the “Tally-Ho” \$5.00 Shoe is speeding for the inspection and orders of those who are wise enough to secure one of the memberships in the Tally-Ho Syndicate of Shoe Shops.

If you want to see the line—notify the Boston Office—at once—by post or wire. Your city may yet be open.

This “Tally-Ho” Proposition is going to be a whirlwind in shoe annals. The price is right. \$5.00 is enough for the wearer to pay for a shoe. And a really good shoe cannot be sold for less. The standard price for all styles—leathers and shapes—and the generous assured profit to “Tally-Ho” agents makes it a winner.

The “Tally-Ho” Method—of creating a consumer demand—in your own store and in your own town—for you—and the way we build a business for you that will be yours—and yours alone as long as you want to hold it—is unique and certain. If you do not know about it you are neglecting a real live shoe opportunity. Ask about it now.

Charles E. Slater

Late President and General Manager Slater Shoe Co., Limited

58-60 South Street, - Boston, Mass.

704 E. T. Bank Bldg, Montreal. 3 Regent St. S.W., London, Eng.



Ames-Holden Shoes

McCready Shoes

The Height of Fashion for Spring



Men's Tan Calf Button, low broad heel, a recede toe, whole vamp, fancy perforated quarter and toe-cap.

With three highly specialized factories and also branches carrying large stocks we are able to render a service unequalled in this country.

Prompt and complete shipments with every shoe up to samples are features of our service that are appreciated by every retailer.

Shoes for men, women and children in every style and size in all the leathers.

When our traveller calls be sure to see his samples.



Women's gun metal, fabric top, 1 1/2 button, three-quarters vamp, medium toe and heel.

**Ames Holden McCready
Limited**


Montreal St. John Toronto Winnipeg Calgary Edmonton Vancouver

ROYAL
BRAND

BULL
DOG

RUBBERS

The Discriminating Retailer

realises that style, fit, reliability and comfort are as essential in rubber lines as in first quality leather footwear 



From these four points of view the reputation of our

**KANT KRACK
DAINTY MODE
ROYAL and
BULL DOG**

Brands of Footwear is unassailable, as evinced by their wide popularity with the trade and the consumer.



BULL DOG styles are the highest grade of second grade rubber footwear in America. The rubber that won instant popularity.

The ROYAL BRAND includes all heavy gum lines and other first quality styles except light specials. The Tiger Head means sterling quality.



**SELL
THE
POPULAR
BRANDS**



The KANT KRACK duck lines are known from the Atlantic to the Pacific, in camp, farm, factory and workshop. They are reinforced at every point requiring extra resistance.

DAINTY MODE are easily first in the race for distinction in style and quality. They are the highest grade of light specials known in the footwear branch of the rubber trade.

Write for catalogues to the following

The Amherst Boot & Shoe Co., Ltd., Amherst, N.S. The Amherst Central Shoe Co., Ltd., Regina, Sask.
A. W. Ault Co., Limited, Ottawa, Ont. Garside & White. Toronto, Ont.
Kilgour, Rimer Co., Limited, Winnipeg, Man. The J. Leckie Co., Limited, Vancouver, B.C.
The London Shoe Co., Limited, London, Ont. McLaren & Dallas, Toronto, Ont.
James Robinson, Esq., Montreal, Que.

The Independent Rubber Co., Ltd.

Merritton - Ontario

KANT
KRACK

DAINTY
MODE



LADIES' FINE SHOES



Our factory is highly specialized.

We are producing *Ladies' Footwear* of the *Highest Class* and of the *Latest Models*.

Made in *Welts* and *McKays* and in *all leathers*.

"*G. & F.*" representatives *cover Canada*.

GOURLAY & FOGELBERG
LIMITED

BERLIN, ONT.



The Thompson "Instantaneous Service"

How it puts Profits in your Till

Now listen—some more.

We are with you body, boots and breeches to make your shoe business a success whether your volume of sales is large or small.

But our ideas of your Success are different from the other fellow's in two important points—

(1) We welcome small orders fully as much as large.

(2) We believe in quick turn-overs instead of slow stocks.

And you—when you figure it out—will agree that the Thompson Idea is best.

So here's where the Thompson Instantaneous Service lets you sleep nights instead of lying awake.

You don't have to load up on Thompson Shoes in order to have a saleable stock from week to week or month to month.

You don't have to carry a big live stock in order to sell your dead stock.

All Thompson Shoes are Quick-Sellers the-tried-out and tested sellers amongst all shoes.

No "dead" ones in the Thompson Lines—all Quick Movers—as proved out by retail stores everywhere in the Dominion practically all insured Quick Selling stock that never stays on the shelves.

Three of Our
Ready Sellers
in this column

No. 311 — Wos. white
satin pump, also in
black, pink and blue,
\$2.00



No. 311

No. 511 — Wos. pat.
button boot, cloth top,
\$3.00

Also in gun metal and
dull leather tops.



No. 511

No. 17 — Men's
Patent Pump,
also in gun metal
\$2.00



No. 17

*Send for and use our new catalogue — Scores of
retailers are doing this every week—and a bumping
big mail order business is a result—Get in line*

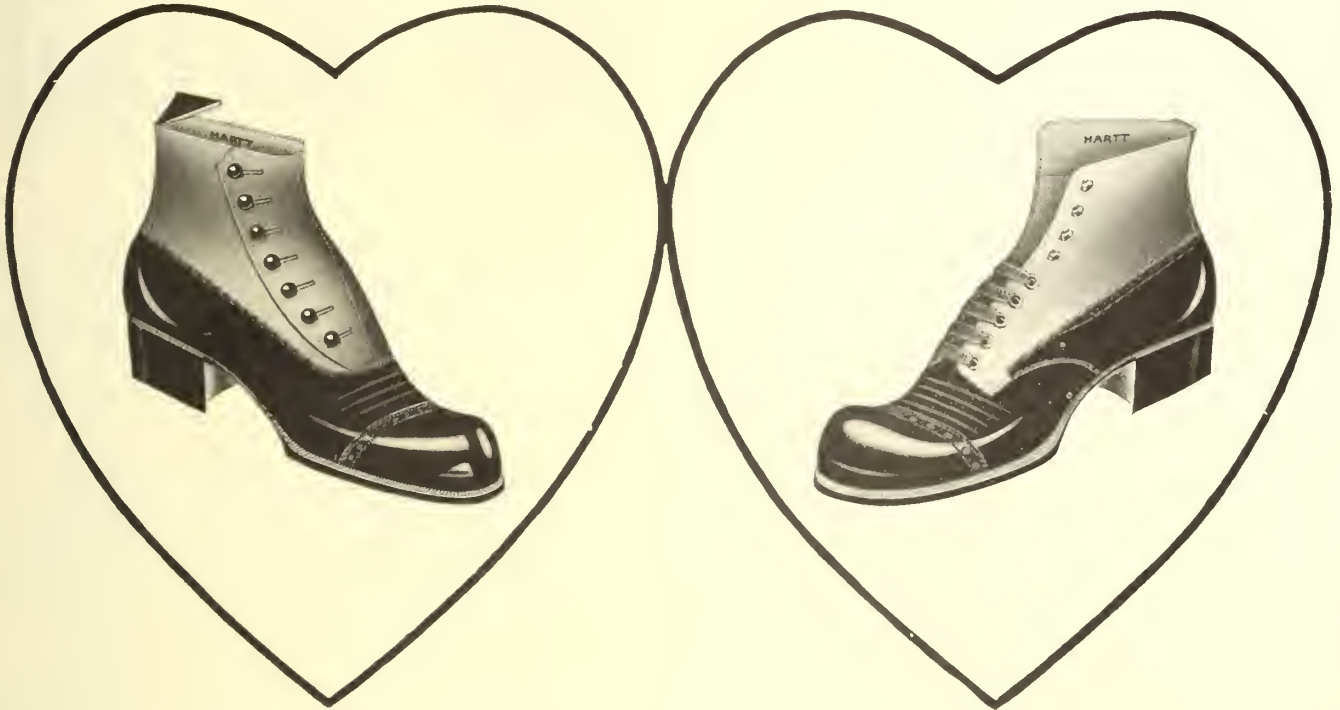
Thompson Shoe Company, Limited

36 St Genevieve St.

-

Montreal

HARTT



The above two are selected from our 9 new ones for Spring, 1914.

Their attractive appearance will bring business and their excellent wearing qualities will retain it

Hartt Boot & Shoe Co., Ltd.
FREDERICTON, N.B.

SHOES



Mr. Retailer

☞ In justice to yourself inspect our line for Spring before placing your business.

☞ It is the most complete and best balanced bunch of samples we have ever made.

☞ The illustration shown on these pages represent a few of the new things we have to offer.



The Cook

Company
London

See our exhibits at the



☐ Astoria and Liberty Shoes reproduced here are actual photographs, not fancy sketches.

☐ Don't they suggest a smoothness, snap and finish that makes for big business? New lasts, new patterns.

☐ Remember we stand behind our product in every instance—Wait for our young men! It will pay you.

Fitzgerald

imited

Ontario

estern Fair, London.



P. J. Harney Shoe Company

LYNN, MASSACHUSETTS

POPULAR SHOES IN STOCK FOR IMMEDIATE SHIPMENT

Style 923
Black Cloth Top
Gun Metal Vamp
Round High Toe
15/8 Heel
Price - \$2.35



Style 900
Black Cloth Top
Patent Colt Vamp
Round High Toe
15/8 Heel
Price - \$2.35



Style 925
Black Cloth Top
Gun Metal Vamp
Round High Toe
12/8 Heel
Price - \$2.35



Style 940
Mat Top
Patent Colt Vamp
Round High Toe
15/8 Heel
Price - \$2.35



Style 941
Mat Top
Gun Metal Vamp
Round High Toe
15/8 Heel
Price - \$2.35



Similar Shoe to 941
carried in stock in
Tan Russia Calf at
\$2 60. Ask for our
Style 806.

All Shoes on this page are Women's Fine Goodyear Welts

The Women's Shoes above illustrated are still the staple shoes for the medium price trade. One dealer reports sales of 900 pairs of these styles from August 1st to August 15th—and this was not in the boot season.

Send for some of these shoes to-day and get acquainted.

P. J. Harney Shoe Company

Lynn, Massachusetts

Shoe Manufacturers for Twenty-Five Years

Our Canadian Trade Is Increasing

IN all sections of the Dominion, the genuine goodness of Utz & Dunn Co. shoes for women, misses and children is being recognized, and a constant increase in business is the result.

As a merchandising proposition, the line that will make good for you, hold your trade and bring them back for more shoes is the logical one for you to feature.

Utz & Dunn Co. shoes never fail to meet this requirement. They are backed by a reputation of more than thirty years for making good with the dealer and his trade.

No. F0308H—\$2.75



Cloth top, patent leather, Ardsley last, 1 $\frac{3}{4}$ inch heel, welt, AA to D.

Use this Stock Department

We carry ready to ship at all times the best sellers of the season. For Fall we have more than fifty styles of boots on the floor—Enough to meet the needs of any retailer. Quality of goods and efficiency of service have made this department an important factor in many retailing successes. What can it do **for you**.

No. F0108B—\$2.25



Mat Kid top patent leather, Panama last, 1 $\frac{3}{4}$ in. heel, Perfection welt, C to E.

Canadian Salesmen Now Out

Three of our salesmen are now calling on the Canadian trade, booking orders for Spring and at once delivery. A postal card will bring one of these men to you.

If you prefer we will gladly send catalogues or samples on request.

Dependable merchandise will eventually succeed for you. We are ready to demonstrate to you the splendid worth of these shoes.

Utz & Dunn Co., Rochester, N.Y.

ANNOUNCEMENT

To Dealers in Rubber Footwear

But little time remains in which to prepare for the Rubber Footwear season.

In a few short weeks the demand will have commenced in earnest.

If your stocks are not complete, you will have to turn many early purchasers away—this you would wish to avoid if possible.

Here Is Where We Can Help You

Our brands of Rubber Footwear need no introduction—

“JACQUES CARTIER” “DOMINION” “GRANBY”
“MAPLE LEAF” “ANCHOR” CHALLENGE”

are known as Standards of quality all over Canada, and are sold in larger quantities than any other brands of Rubber Footwear made.

If you concentrate your purchases on any one of these brands, you cannot fail to increase your business.

And you don't have to overstock because any one of our twenty-seven Branches is ready to attend to even your largest order in the shortest possible time.

This service is unequalled in Canada, and has proven an immense help to thousands of dealers.

This season should be an exceptionally busy one, and we have anticipated this by providing an unequalled assortment of styles in all lines.

*If you want to make this the biggest season you have ever had,
just get in touch with our nearest branch.*

“Granby” and “Maple Leaf” sold exclusively by
Ames-Holden-McCready, Limited

Canadian Consolidated Rubber Co., Limited

SALES BRANCHES

ST. JOHN, Halifax, Sydney, Yarmouth, Pictou, Moncton, Charlottown, MONTREAL, Quebec, Granby, Ottawa, Kingston, TORONTO, Belleville, Berlin, Hamilton, Brantford, London, Port Dalhousie, North Bay, WINNIPEG, Regina, Saskatoon, Calgary, Edmonton, VANCOUVER, Victoria,

Footwear

in Canada

A Journal of its Findings, Making and Sale.
Published for the Good of the
Trade by

HUGH C. MACLEAN, LIMITED

HUGH C. MacLEAN, Winnipeg, President.
THOMAS S. YOUNG, General Manager.

HEAD OFFICE - - 220 King Street West, TORONTO
Telephone Main 2362

MONTREAL - Tel. Main 2299 - Room 119, Board of Trade
WINNIPEG - Telephone Garry 836 - 302 Travellers' Bldg.
VANCOUVER - Tel. Seymour 2013 - Hutchison Block
NEW YORK - Telephone 3108 Beekman - 931 Tribune Bldg.
CHICAGO - Tel. Randolph 6018 - 659 Peoples Gas Bldg.
LONDON, ENG. - - - - - 3 Regent St., S.W.

SUBSCRIPTION RATES

Canada and Great Britain, \$1.00. U. S. and Foreign, \$1.50.
Single copies 15 cents

Vol. 3 September, 1913 No. 9

Co-Operation

The Canadian shoe merchant is progressing. He is becoming alive to the value of co-operation.

Although there are a few who prefer to work for self alone their numbers are rapidly decreasing, and the "get together" movement is gaining adherents daily. Why should a shoe merchant fear to co-operate with his confreres in matters that affect them mutually, for the betterment of all concerned? Perhaps mistakes made by associations of shoe merchants in the past have been the means of turning some against the co-operation idea, but mistakes are always made in starting anything, and are no proof that the idea is a failure. It is pretty well proved among shoe retailers all over the world, and more particularly in the English speaking countries, that co-operation redounds to the benefit of all, and any mistakes that are made at the initial organization by associations can be rectified. The shoe retailers in most of the cities and towns in Canada have their local associations, many of which are affiliated with the Retail Merchants' Association of Canada. In Quebec and Ontario there are provincial boot and shoe branches of this Association which have already done much towards the betterment of conditions. The Ontario Chapter held its second annual meeting in Toronto on September 4th, particulars of which will be found elsewhere in this issue.

Yes, in spite of mistakes and temporary set backs

the organization idea is gaining in power and numbers, and we prophesy that ere long there will be a Provincial Association of Shoe Retailers in each province, and possibly also a national one, probably all being under the auspices of the Retail Merchants' Association of Canada.

* * *

Advertising is becoming more **Testing Advertising** and more a matter of mathematical proportions as it is being studied and systematized. It is possible to gauge by a small test what can be done in a larger campaign. Test out your possibilities for the experience will be worth while.

How much is your business capable of expansion and how much are you prepared to save for its expansion? There are a lot of people you could interest in your store who could be reached and influenced by the right kind of advertising. How much of the prospective and probable profit from their orders are you willing to set aside as the cost of getting these orders? The answers to these queries must necessarily only be approximately close, but these are questions that must be studied when planning your advertising. If a certain sum expended in a certain way brings a certain amount of business, then it is almost a mathematical certainty that ten times the amount similarly expended will produce at least ten times the business. So, if two hundred circular letters, sent out as a trial test make twenty sales, a thousand should effect one hundred sales.

It is for you to consider if your profit on one hundred sales with the probable addition of repeat orders or regular custom, be sufficient to repay you for the expense of sending out the thousand circulars, if so, be game and make the plunge! One such experience will be worth more to you than simply the increase in your business, for it will broaden your grasp of things and will open the way for still further expansion.

* * *

Travellers and Advertising

Why is it that some travellers are opposed to their firm spending money in advertising? One would think that every man on the road would welcome advertising, particularly in the trade press which reaches his customers and prepares them for what he has to offer.

Perhaps one reason why some travellers do not thoroughly appreciate the value of the trade journal, is that it is not an easy matter for him to keep in touch with it. His constant movements make it difficult to insure that he shall receive his trade organ on the morning of publication wherever he may happen to be. It becomes necessary for him to write a weekly or monthly postcard giving his next address and this is an irksome duty that sometimes gets forgotten. There is no one who scans with greater interest the columns of the trade paper as it is essential for him to be posted on the latest developments and the latest

may, but this little difficulty cannot explain the fact that when asked about advertising the traveller sometimes expresses a derogatory opinion. This arises from one of three causes, ignorance, selfishness or a peculiar form of human weakness.

We pass over the ignorant man for after all he is an exception to the rule. We have little sympathy with the selfish man as his follies will in due course come home to him. He is of the type that imagines that a dollar spent in advertising might be better laid out in travelling salaries and fears that an attempt may be made to cut down the latter on account of the former.

The third cause, however, which we describe as human weakness, is probably the main factor of the situation, and here discussion opens up one or two interesting points. The shoe manufacturer or jobber receives an order and immediately the question arises as to how that order originated. The head of the firm puts it down to the quality of the goods, the advertising manager attributes it to the skilful nature of his copy and the traveller claims that the order has been secured in spite of the bad quality and high price of the goods and in spite of the undignified nature of the advertising and that had it not been for his personality, his powers of persuasion and his influence with the customer the order would have gone elsewhere.

The truth is that the business was secured by the skilful combination of the three causes referred to above. However fine may have been the quality of the goods they would never have been known to the customer without the advertising, and the inquiry which the latter produced probably would not have resulted in a contract without the services of the representative. Occasions do arise when trade is done by the goods themselves, or by the advertising alone, or by the unaided representative, but the maximum business can only be secured by the proper combination of these three essential elements.

If the above theories be correct it is hard to understand why the traveller should fail to be an enthusiastic advocate of advertising. There can be no doubt whatever that in opening new accounts and breaking new ground the representative is in a far better position if a prior knowledge of his house and goods has been spread by advertising. There can equally be no doubt whatever that in opening new accounts and breaking new ground the representative is in a far better position if a prior knowledge of his house and goods has been spread by advertising. There can also be no doubt that, in keeping together the old connection, his work is made easier if his firm maintains a reputation for quality, stability and good service by the liberal and high class nature of their announcements.

Why then, we repeat, should some travellers be found in the ranks of those who deprecate the spending of money on publicity? To answer this question fully one has to go into another phase of modern busi-

ness practice. In these days of competition the traveller has to justify every cent that is spent upon him—for that matter advertising has to do the same. The head of the house who, at the end of the year finds he has spent so much travelling and so much on advertising, wishes to know what he got from each expenditure. In order to make his case as good as possible the traveller, very naturally, claims the credit for all the business done. He would be glad enough to see a lavish advertising expenditure, but he is faced with the old story of cutting down expenses, the absence of profit and all the usual stock-in-trade arguments of the proprietor and fears that the cutting-down process may extend to the travelling department. So he takes it out of the advertising. Can we blame him?

These circumstances bring about an altogether false situation. As a matter of fact, the interests of the trade paper and the traveller are in all respects identical. They are both engaged in the work of educating the retailer up to lively sense of his business opportunities. The chances of a traveller to introduce some new line are much improved if the buyer is a trade paper reader and a go-ahead business man. The traveller's true interests are to see that his customers prosper and increase, and the trade journal's chief object in life is in helping the tradesman to that end.

* * *

Window Selling Window trimming is really window selling, but few merchants understand the real value of the space behind their plate glass windows, and, as a result, their displays are apt to give an erroneous impression of the character of the store, of the class of goods carried, and even of the personnel of the establishment. To merely place goods on display means absolutely nothing; nor is there any real way of learning through books how to reach the public, attract attention and secure patronage. A man to make a successful showing must first study his locality, its habits and their needs. Having learned this, the next step is to cater to these people.

Your store may be in the shopping district, a residential or a factory section, or that frequented by professional people, such as lawyers, doctors, dentists and others, and to them you must play. The conditions obtaining in these different divisions are unlike in every respect, for salable goods in the one would remain unsold in the other, and to endeavor to force a five-dollar article on a ninety-nine cent pocketbook is an evidence of a lack of conception of true merchandizing.

Initiative consists of doing on the spot, without being told and without complaining, what the other fellow never thought of doing—and didn't do when he was told.

C. E. McKee Company Open New Store

One of the Finest on the Pacific Coast—Magnificent and Practical in Design and Fittings—Excellent Window Trim

A new retail shoe store which shows an unusual degree of both luxury and art as regards its interior arrangements and decorations is that of the C. E. McKee Shoe Company, Limited, situated at 747 Yates Street, Victoria, in the very centre of the shopping district of this garden city of the Pacific Coast. The store, which was opened as recently as July last is thoroughly up-to-date in all its details, the decorations and furnishings of the interior supplying an excellent illustration of the latest ideas in store lay-outs, while the method in which the stock is arranged and in which the business is conducted speaks highly of the management. The store itself has a length of 107 feet and is 18 feet wide in the ladies department at the front; where the slipper and men's departments at the rear are situated, the width is 25 feet. The shelving arranged down each side of the interior stands 17 cartons high in the men's department and 20 shelves high in the ladies' department, with a fancy moulding along the top and base to match, the mouldings, base and uprights being finished in mahogany in keeping with the interior woodwork, which is mainly composed of this material, while the shelving is finished in white enamel. The single shelf system is carried throughout, each carton bearing the same label, and every shoe is distinguished by a number, and is thus readily accessible and easily located.

A beautiful Jason Axminster carpet designed in artistically blended shades to match the general color scheme of the interior covers the entire floor, and rows of small palms placed at intervals along the top of the shelving stand out in attractive relief against the white walls.

The showcases and all the chairs and fitting stools

are of special design, being solid mahogany. On either side of where the lines of shelving end at the front of the store are placed two handsome cabinets, equipped with sliding doors in which are displayed all



A Water Carnival window that attracted much attention.

the findings such as polishes, laces, brushes, heel treads, arch supports, etc.

The reserve storage room in the rear is separated from the rest of the interior by a panelled mahogany



Ladies' department, the new C. E. McKee Shoe Company store, Victoria, B. C.

entrance fitted with leaded glass panels. Particular attention has been devoted to the arrangements of the ladies' and children's shoe department, where the presence of such furnishing details as upholstered lounging chairs, writing tables and full length mirrors is calculated to create a distinctly favorable impression



The men's and boys' department.

on the mind of a customer. Important features in connection with this store are its airiness and brightness, these effects being due to the light tones adopted in the treatment of the walls and ceiling, combined with the plentiful volume of daylight admitted through skylights, in addition to the supply from the windows at both front and rear.

Artificial light is provided by a row of five brass electroliers from each of which are suspended four 60-watt candlepower and one 100 candlepower lamps in frosted globes. The windows, which are ten feet in depth, are brilliantly illuminated by means of thirty-six 60-candlepower lamps which are reflected in large mirrors placed in each window. Solid mahogany finish has been used in both windows and also for the



The ladies' slipper and children's department.

roof of the intervening entrance porch and massive swinging doors, fitted with bevelled plate glass panels.

The striking window trim seen in the accompanying illustration was designed and executed by the manager, Mr. R. B. McPherson, on the occasion of the Water Carnival held in Victoria recently. This

display attracted a great deal of attention locally, and shoe travellers from eastern Canada and the United States unhesitatingly voted it the finest they had ever seen in any Pacific Coast city. Mr. McPherson has always believed in the efficiency and attractively dressed windows and has established quite a reputation in Vancouver and Victoria for his displays on special occasions. His designs are invariably worked out carefully in the basement preparatory to being set up in the window spaces for public inspection.

It might be added that the strongest selling lines in men's footwear carried in the Victoria branch store of the C. E. McKee Company are manufactured to the special order of the company. The widths in all lines stocked are A. to E.E. In addition to the premises described above the firm operates three high-class stores located in central positions in Vancouver, with Mr. W. W. Ingledew general manager and secretary-treasurer of the company.

Superintendent's and Foremen's Banquet

The Montreal Association of Shoe Factory Superintendents and Foremen held their second annual outing and banquet on Saturday, August 23. The party, numbering about 150, were conveyed to Bout-de-L'Isle in motors kindly furnished by the United Shoe Machinery Company of Canada. The motors were decorated with flags of Canada, Great Britain, and the United States. Included in the party were the wives and friends of the members of the Society. In the afternoon there was a baseball game, while there were also, later, singing and dancing. The dinner, presided over by Mr. E. F. Leonard, the president, was a bright affair, and the whole outing was a very pleasant function. The menu was the product of some of the humorous members of the Society. It was as follows:

	Soups	
A la Box Toe Gum,		Cream de Pink Cement
	Entrees	
Pullett Stuffed a la Besto,		a la Lionne dope
	Roasts	
Ribs of Hemlock and Oak,		Slaughter Sole
	Vegetables	
	New Potatoes a 16 Slip	
Tomatoes and Edge Blacking		Cucumbers and Alkaline
		Lettices with a Viscolized Salad
	Dessert	
	Assorted Cakes a la Full Scotch	
	Ice Cream a la Heel Paste	
	Fruits	
Coleman Pea Nuts	Algoe Olives	Knowlton Apples
Slater Shoe Plums	Rideau Doughnuts	

Patents Popular

Inquiries show that patent leather is likely to be a very strong line for the coming season, and that it will appeal more than ever to public favor. One reason for this is that silk stockings are increasingly popular, and patent leather shows them to great advantage. Dongolas in the medium priced shoes will also probably have a big run, and the trade seems well cleaned up on kid stock from 12½c to 16c.

Work with your competitors for the general good of the town instead of working against them for your own personal advantage.



Ladies Patent 34 foxed button, mat top, Goodyear welt, 1 3/8" heel.—E. P. Reed & Co.

Some Smart Styles for Spring 1914



Ladies Kid 34 foxed button, mat top, kid tip 1 5/8" heel.—E. P. Reed & Co.



Ladies recede toe, Cuban heel—Utz & Dunn.



Men's Patent Button, gun metal top, low broad heel and medium toe—



Ladies Patent Button, mat calf top, medium toe and heel—Utz & Dunn.



Ladies Kid 34 foxed lace boot, kid tip, common sense heel.—E. P. Reed & Co.



Ladies 34 foxed lace kid tip, 1 3/8" heel.—E. P. Reed & Co.



Ladies Patent 34 foxed button, black cloth top, 1 5/6" heel.—E. P. Reed & Co.

Leaders in the Shoe and Leather Trade

ALEX. BRANDON—SHOEMAN

One of the best known men in the Canadian shoe trade today is Mr. Alex. Brandon, of the Brandon Shoe Company, Limited, Brantford, and it is due to his ability and energy that the Brandon Shoe is in such demand with the Canadian trade. The firm was established in 1907 and the advancement made since that time has been very rapid. They manufacture men's fine Goodyear welt shoes and the factory has a capacity of 1,000 pairs per day. Previous to organizing the Brandon Shoe Company, Mr. Brandon was



Mr. Alex. Brandon

connected with some of the largest firms and shoe manufacturers in the United States, serving in the highest positions in various factories and in this way obtaining the necessary experience for running an up-to-date factory.

The thought first came to him of starting a shoe factory in Canada when he was with a concern in St. Louis, Mo., and as he was living in a state where they say "show me," he decided to carry the slogan with him and show the trade in Canada that he could manufacture shoes of quality. Mr. Brandon is now in the prime of life and expects to see the Brandon Shoe Company have the largest specialty factory in Canada for the manufacture of men's fine welt shoes and he should go a long way toward realizing his ambition as he has a thorough knowledge of all branches of the business and has a practical man in charge of each department which enables him to obtain the best results.

The company now has five travellers on the road, covering Canada from Cape Breton to the Pacific coast, and their slogan, "Where quality counts We Win," has been demonstrated by the large and increasing business being done. The high quality of

footwear produced by this firm satisfies alike the retailer and the consuming public and the lines turned out by the Brandon Factory, namely, "Monarch," "Brandon," and "Dr. Brandon's Cushion Sole Shoes," are by-words with the trade.

On account of the large volume of business done by the company the factory is kept running fifty weeks in the year, which gives them satisfied employees and enables them to retain the best and steadiest of skilled help and to have no difficulty in obtaining competent heads as occasion may require.

Mr. Brandon has not confined his attention to the mere business side of life, but has broader views. He takes an active part in church work, being a member of the Presbyterian Church and serves on various boards in this connection, as well as being Chairman of the Financial Committee. Thus, he in no wise forgets the moral and social side of life's activities. As a proof of Mr. Brandon's standing in the shoe trade and the esteem in which he is held by his confreres, we may mention that he was appointed Chairman for this year by the Ontario branch of the Boot & Shoe Section of the Canadian Manufacturers' Association.

Collecting Accounts

"I think the proper way to collect small accounts is by personal solicitation," said a shoeman recently. "One of our clerks does nothing but collect accounts for ten days out of each month, and he goes after them whether they are one or ten miles out in the country. Letter writing is a very poor collecting medium. It serves as a notification to the man who pays every month, but the only way to make the slow-paying customer come to time is to go and see him. There are few merchants who give the collecting department the attention they should. A poor collector is just as bad as a poor payer. You can't expect to discount your bills and maintain your credit unless you are careful in collecting the accounts that are due you. I have bought my experience dearly, and I find the best asset in collection is a clerk's time ten days every month to go after them. I might add that we manage some way to get a promise out of the customer if possible, to pay on the 10th, 15th or 20th, or the first of next month. That promise is noted on the back of the bill and goes into a tickler, and if he does not come on time when the day rolls around, we make another call. We keep that up until it is absolutely impossible to collect, and then we charge it up to experience and go on with the business."

Treat your employes as you would be treated were you working for someone else. They are only human, liable to make mistakes. Being human they appreciate a commendatory word, a pleasant smile and the glad hand. Many a man and woman will render better service when the "Boss" makes the store a pleasant place to work in than they will with increased pay and a grouch.

When a salesman meets a new customer he should first of all study that person with a view to learning his characteristics and peculiarities.

Ontario Retail Shoemen's Convention

Good Work Accomplished Last Year—Wholesalers Agree to Not Sell Retail—Credit Reporting System—The New Officers

The Second Annual Meeting of the Ontario Boot and Shoe Section of the Retail Merchants' Association of Canada was held on the afternoon of September 4th, in the Association offices, 21 Richmond Street W., Toronto, the Chairman, Mr. T. H. Bigwood, presiding. The attendance was fairly representative, but the officers would like to see more members attending from outside towns.

The minutes of the last meeting were read and confirmed, after which was heard the report of the Grievance Committee, which was formed at the last annual meeting for the purpose of expressing to wholesalers and manufacturers the disapproval with which the practice of selling retail was viewed by the Association and to take the necessary steps to put an end to this objectionable custom.

The committee reported that they had dealt thoroughly with the trade in Toronto before undertaking the work in other cities and towns. They called on all manufacturers and wholesale dealers in footwear in Toronto and induced all but three of these firms to sign an agreement undertaking not to sell retail. This agreement was to take effect upon their being served with a notice stating that all or the majority of the local wholesalers had agreed to the petition of the Association. Recently the firms that signed this agreement were served with the necessary notice to insure its operation. They were also given the names of all the companies who had signed the agreement, together with the three who had not. In the case of the latter, one of the firm is a rubber company, who have only an office in Toronto, which was closed this summer, and so the committee were unable to interview the branch manager, who will doubtless be willing to sign the agreement.

Further, the names of the members of the association were also supplied the signers of the agreement,

who will thus be able to know if any of these should send customers there with the request to be served. The association has also supplied the wholesale houses with wall cards bearing a legend to the effect that the house does not sell retail and putting the onus of the blame for this state of affairs upon the Retail Merchants' Association. Thus, an employee in the wholesale house, upon being asked to sell retail, can point to the notice as an excuse of his not being able to do so.

An Abuse Remedied

Mr. Bigwood, the Chairman, claimed that the stopping of this selling retail on the part of the wholesalers will mean an average of at least \$20 a week to any Toronto shoe dealer. One of the wholesale houses informed him that they took in between \$700 and \$800 weekly through selling retail. The members of the association pledged to give the names of wholesalers who broke the agreement and to not buy from them.

Some interesting stories were related showing that although this agreement has but recently been put into operation, it has already had an appreciable effect. One retailer related that he had recently received \$1 from a certain wholesale firm and upon enquiry learned that a man had called there and asked to be allowed to purchase a pair of shoes. The firm pointed to the notice of the new agreement hanging on the wall, and told him that he would have to get the shoes through a retailer. The customer claimed that he was in a hurry and could not wait. Upon being asked the name of his retailer he gave that of a certain Toronto firm. He was then charged the retail price of the shoe by the wholesale people and the balance, after deducting the wholesale price, was sent to the retailer in question.

Recently, two dry goods travellers who had been in the habit of purchasing their footwear from a local



T. H. Bigwood, Toronto, Chairman



F. Kibler, Berlin, Vice-Chairman



A. R. Trudeau, Toronto, Secretary

wholesale house were refused on account of the agreement. The travellers for the various wholesale houses were perhaps the greatest sinners in this respect. The shoe man would get his clothing from a wholesale clothing house through the introduction of the firm's traveller, while the drygoods man would get his footwear from the shoe house by a similar method and it shows that the protests of the retailer are having some effect when the wholesaler is refusing this class of trade.

A Neat Rejoinder

A rather humorous incident was told about a member of the association in one of the Ontario towns. It seems that his wife visited the offices of a wholesale firm from whom her husband had been in the habit of buying extensively and asked to be served with a pair of shoes. She did not give her name on being asked and was, of course, refused. When the salesman of this house next called upon the retailer the latter was rather indignant. He stated that as he had dealt with the firm for a number of years and bought some thousands of dollars of their stock annually that he thought they should have accommodated his wife in the matter. The salesman, of course, knew nothing of the case, but made enquiries from the firm and learned that the lady did not give her name. The salesman was then able to point out to the retailer how careful his firm was for the interests of its retail customers when they refused to sell retail themselves.

Credit Reporting System

The Credit Reporting System inaugurated by the association was next discussed and letters read from merchants all over the country stating that they had found this method of collecting bad debts very efficacious and asking for more forms to be sent them. Many stated that the sending of one of these forms frequently resulted in the delinquent settling at once even when solicitor's letters and collection agencies had failed to force him to disgorge. A complete description of this system is given elsewhere in this issue, together with the two letter forms that are used. By this method the delinquent debtor is followed up and generally payment is forced even in cases where the debt is outlawed, the association giving him no respite.

Election of Officers

The next business was the election of officers. Mr. T. H. Bigwood, of Toronto, was re-elected Chairman unanimously and he thanked those present for the honor they had done him. He reviewed the work done during the past year and hoped that more would be accomplished during the ensuing one. Mr. F. Kibler, of Berlin, was re-elected Vice-Chairman. Mr. J. A. Shinnick of Toronto, was elected second Vice-Chairman. Mr. A. R. Trudeau, of Toronto, Secretary, and Mr. Jos. Johnston, Toronto, Treasurer.

Before the meeting closed, the Chairman thanked the trade press, as represented by the Shoe & Leather Journal, and Footwear in Canada, for the good work they had done in the past for the association, and the retail shoe trade in general. The editors of both these journals replied assuring the association that they would ever work to serve the best interests of the Retail shoe trade and the association.

After a motion empowering the executive of the association to call the next annual meeting at a date to be arranged among themselves, the meeting closed.

Don't always be thinking about moving, or changing or quitting. Put your thoughts on making good.

Window Trimming

Don't allow the windows to get stale, full of dust and flies and faded trimmings.

Don't overcrowd. The shoes will stand out with more individuality and result in more sales if you give each shoe a chance to show itself.

The color combination should be pleasing and harmonious. The fewer number of colors used in a window the better. Too many colors are apt to produce a discordant note.

Be up-to-date always. Take advantage of every local or current event, public holiday or celebration that gives an excuse for a window display. Keep the windows up with the spirit of the season.

Lamb skins in various shades and embossed in a large variety of designs are much sought after for display purposes. They are exceedingly attractive as well as artistic, and lend themselves readily to the harmony of the display of footwear.

Work your windows, work them steadily, work them daily if need be, but work them. Change their dress so materially that they cannot be recognized. Keep constantly changing their appearance so as to make them attract, and do not lose that big percentage of passersby who, having once become accustomed to your display, never give it a second glance, even though it be months afterwards.

The best window displays are those which show the goods with prices and qualities plainly marked. Freak exhibitions may draw the crowds and attract lots of attention, but they don't sell the goods.

We would urge upon every one having any window work in charge, the importance of careful workmanship in building designs. Pins and tacks should never show. Designs covered flat should be free from wrinkles and puckers. Take particular pains in arranging the shoes on display.

Good windows for display are essential. Most shoe merchants are alive to this fact, and as a rule, shoe store fronts compare favorably with those of stores in other lines. If you are handicapped with an old style front, resolve to have it remodeled at once, or at least in time for the opening of Fall business.

A new stunt in the way of props for shoe stands was noticed in the window of one of the large downtown stores this week. All of their glass tops had been replaced by wooden tops, which had been covered with white moire wall paper. The work had been so cleverly done that it was almost impossible from the outside of the window to determine whether the tops of the stands were marble, wood, porcelain or exactly what they were. This certainly forms a very inexpensive and at the same time attractive top for stands for displaying footwear of every description.

There is no reason why you should not have the most prosperous selling season this fall you ever experienced. Footwear styles for fall and winter are now well defined along general lines and from an analysis of the advance orders placed, the fashion trend seems to have gone back to the safe-and-sane basis. Novelties are conspicuous by their absence and the bulk of the business is to be done on the conservative types of footwear. It is this bread-and-butter kind of shoes which returns the greatest amount of net profit.

Clerks are hired for full time and there is no real reason why they should not work on rainy days as well as on others. Find them something to do.

The Use of Foliage in Window Displays

Proper Methods of Using Different Kinds of Artificial Foliage—The Use of Price Tickets—How to Make

When the salesman for the artificial flower house visits you and spreads out his wares for your inspection, very likely you will try to convince him that you have plenty of old foliage stored away in the basement that will do just as well for all your trims for some time to come, says The Shoe Retailer in a recent issue. But, granted that he has overcome this or any other excuse you may have, with what idea in mind are you going to make your selection?

It is safe to assert that few merchants who do their own window trimming have much, if any, idea of how they are going to use the material when they buy it. And so, if you find yourself on the point of deciding on some poppies or chrysanthemums growing on a vine, or wisteria blossoms on a tree, or some other incongruity of nature, just because they happen to "look pretty," please stop and consider. Just why the artificial flower houses perpetrate these nature fakes is not understood, for surely there is enough

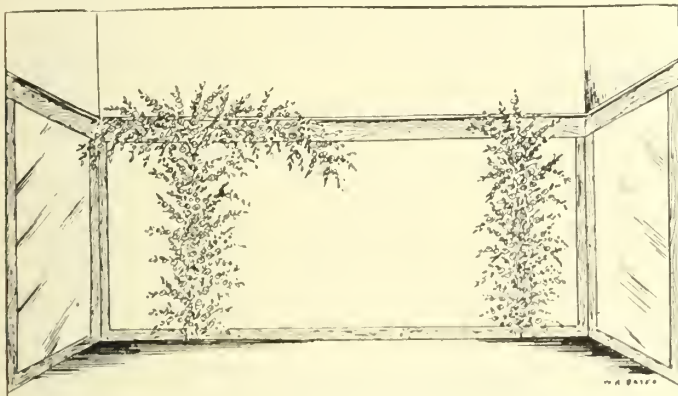


Fig. 1.—Sprays or branches massed on background. A good trim for summer shoes.

variety in nature itself to carry out any scheme of decoration without trying to improve on it.

Different Forms of Artificial Foliage

Considering the different forms of artificial foliage analytically, we can reduce them to the following classification:

1. Single flowers, with either long or short stems.
2. Small sprays, or branches.
3. Vines.

Of these the small sprays, or branches, are more desirable, as they can be massed together to give the most natural effects. In this class will be found almond blossoms, roses in great variety, all kinds of autumn foliage, apple and peach blossoms, etc. The sprays usually average 18 to 24 inches long and from 12 to 18 inches wide.

In using a mass of these on the background, one should consider somewhat the nature of the flower, and also aim for a definite proportion in their arrangement. The novice would probably take these separate sprays and tack them up, haphazard, on the background, resulting in a scattered and confusing effect. The experienced trimmer would arrange them more as shown in sketch No. 1, in two distinct groups, the

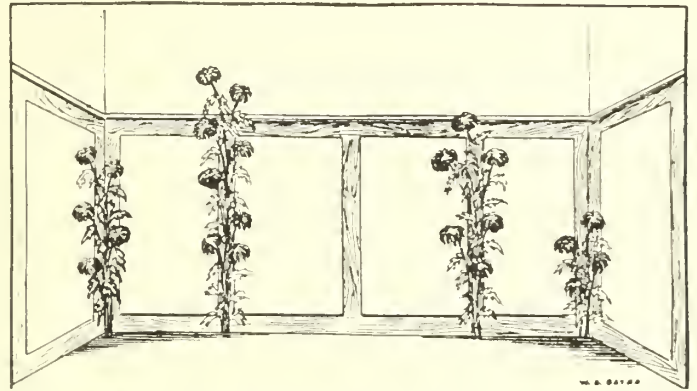


Fig. 2.—A background treatment showing how to decorate with artificial or natural flowers.

one at the left larger and more spready at the top than that at the right of the window.

In placing these sprays start at the top, or out at the ends, and work down to the floor, letting each spray overlap on the one above it. In case they are to be used on a hardwood, or mirror background, they can be fastened to slender upright sticks wrapped with green tissue paper.

Suggestions for Using Single Blossoms

In the class listed as single blossoms, the most useful are those made up on long stems, such as chrysanthemums, asters, poinsettias, poppies, sunflowers, etc. A good arrangement for placing these on the background is shown in sketch No. 2. Note the different heights of the groups and the way the 24 blossoms are distributed over the background. This may not seem specially important, but it is just because of attention to such little details that the windows of the large city department stores are classed so far above the average. And it may be interesting to know that in making preliminary sketches for their special trims the head window trimmer usually takes as much pains to show in detail the placing of the foliage as he does to show the details of the architectural work.

Decorative Background

Sketch No. 3 shows an arrangement of vines on the background. Now, vines, as commonly put out

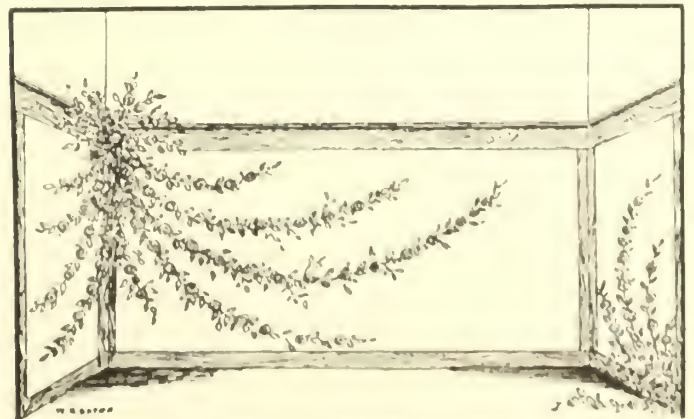


Fig. 3.—Showing vines draped on background

by the flower houses, come in one-yard lengths, and are made up on a rather stiff wire, which for convenience in packing is bent into a zig-zag effect, with the leaves and flowers packed at regular intervals. If the vines are used in this form they give a very stiff and unnatural appearance, so they should be straightened out, or bent in a more uneven manner, and the leaves also twisted around so as not to appear too regular.

In window work, vines are always more pleasing if used somewhat in the way they grow in nature, either arranged on lattice work, trellis, pergola or garden wall. The sketch No. 3 shows the placing of vines right on the back, all spreading from the corner. The long vines are made by fastening together two or three of the one-yard lengths. Also a few vines are to be cut up into short lengths to make the cluster at the corner.

Use of Price Tickets in Shoe Displays

As price tickets are an important part of most displays of shoes, it is quite essential that they be given an unusual amount of attention, both in regard to

their design, as well as to the manner in which the lettering and arrangement of them may be executed.

First, we want to say that a window of shoes minus price tickets is like a cart without the horse. Again, there are certain times throughout the year when price tickets are not quite so necessary. This is especially so when making your initial showing of new spring or fall styles. This custom is more commonly noticed among the higher class of shoe shops. Price tickets, as a rule, should always be used in every display.

In view of the excessive competition in shoe retailing, there are today very few concerns that can afford to do without price tickets, or at least window cards that clearly state the merits as well as the price of the shoes on display. Instead of using tickets that tell the price of the goods, some merchants prefer to simply number the shoes. Others put both price and an identification number on each ticket, believing that price tickets so marked assist customers in making their desires known, and also enables the clerks to more easily secure the shoes desired.

Retail Association as a Debt Collecting Agency

The Retail Merchants' Association of Canada have adopted the following method of collecting in cases where debtors refuse to settle. They send the latter a letter upon the letter-head of the association written as follows:

Dear _____

"The Retail Merchants' Association of Canada, of which we are members, and which includes among its membership nearly all the Retail Merchants of the cities, towns and villages of Canada, and which is formed for the purpose of mutual protection, have requested us, as members of the association, to forward to the Head Office a list of any of our customers who have not paid their accounts, and who have allowed them to remain unpaid after having been requested to pay the same. These names must be submitted by us within fifteen days from the above date.

"Your name appears on our books as owing us the above sum, which is past due; but before we send in your name we desire to give you an opportunity to settle this account with us, or arrange for it in a satisfactory manner.

"We hope that you will see the imperative necessity of attending to this within fifteen days from the above date, so that we will not be compelled to include your name, as you can understand that this will be the only course open to us.

"Trusting that you will give this matter your immediate attention, we remain,

Yours truly,

"Member of the Retail Merchants' Association of Canada."

Attached to the letter form is a stub which the merchant detaches and sends in to the Head Office of the Retail Merchants' Association informing them of the particulars of the case. Should this letter fail to bring results the following is then forwarded from the headquarters of the association:

"A member of our association has forwarded to us a letter, stating that you are justly indebted to them, in the sum of \$_____, and after repeated requests

for the same, you have failed to make a settlement—either in part or in full. We now beg to notify you that unless you make a satisfactory settlement with our member, within fifteen days from the above date, and notify us in writing within five days from the date that you make the settlement with them, we will, without further notice to you, place your name on our DELINQUENT DEBTORS' BOOK,—which gives the names of all those who do not pay—and which goes into the hands of every member of our association in Canada, which is formed for mutual protection, and which is comprised of all classes of retail merchants.

"We dislike to believe that you purchased the goods with the intention of not settling for them, and we trust that you will make an effort to avoid being reported; but if you make no attempt to comply with this notice, we have no other alternative but to report you, and place your name on our Delinquent Debtors' List.

Yours truly,

The Retail Merchants' Association of Canada,
Credit Reporting Department."

If the second letter still fails to bring results the association is by no means through with the debtor but sends them a follow-up letter from time to time reminding them that they are still on the delinquents list and that as soon as they pay their name will be removed from same. This system is expected to prove effective in dealing with the majority of the "dead beats."

Concentrate on Selling

Good, hard conscientious work will overcome almost anything and it is still true, as has been said by someone in commenting upon this very thing, that the average merchant puts too much time—too much energy—into the buying and not enough into the selling. By so doing he defeats his own purpose. For no matter how cheaply he may buy there is no profit in the merchandise until it is sold.

The Montreal Store of the Brockton Shoe Company

The Brockton Shoe Company, Limited, recently opened three stores, one in Montreal and two in Toronto. The Montreal store is situated at 440 St. Catherine street west, and was formerly occupied by Casselman and Thompson as a retail shoe business, the latter firm receiving \$11,000 for the lease. The company specializes on \$4 shoes for men only—this being the standard, "no more no less," to quote the motto of the company. The object, according to Mr. Thomas R. Trudeau, the manager, is to give a quick service and to do a large turnover with a small profit on each pair of shoes.

The store, which is 105 feet deep by 25 feet wide, has been entirely reconstructed, and is attractive, both as regards exterior and interior. White enamel has



Interior of New Montreal Store of the Brockton Shoe Co.

been freely employed in the windows and the interior furnishing, giving the store a bright appearance. The window trim is very effective, a wide range of men's shoes, set off by artificial flowers and leaves, being shown.

The company have a large stock, comprising about fifty styles, in various widths. The single carton system is employed, the goods being kept in fixture on each side of the store. The various descriptions of footwear, blacks, tans, dongolas, etc., are numbered and separately stocked, so that the clerks can readily obtain the desired size and style. The sizes are arranged so that the smaller numbers commence at the bottom of the fixtures and go upwards.

Seating capacity for about forty customers is provided, the chairs being of fumed oak and located down the centre of the store. The hardwood floor is partly covered by green Wilton carpet. On entering the store there is a very fine glass showcase, exhibiting several of the leading lines. Mr. Trudeau states that the recede toe is the most popular seller. The size of shoe required by the customers is accurately obtained

by a measurement device attached to the stools of the clerks.

The Lampson cashier system is used. The goods and money are sent in a basket by the clerks to the cashier seated in a mezzanine gallery at the end of the store. Here the shoes are wrapped, each pair being inspected by a clerk in order to prevent mismates.

New Firm Manufacturing

Gourlay & Fogleberg, Limited, Berlin, Ont., are now manufacturing in their well appointed temporary premises. The firm is to be congratulated in having secured such a well-lighted and roomy building in which to manufacture their excellent line of ladies' fine shoes, McKays and welts. The long experience of Mr. Charles Fogleberg in shoe manufacturing assures the trade of receiving only a first class up-to-date shoe in style and quality. Their line will be sold by representatives who have been connected with the shoe trade for a number of years and all centers will be covered from coast to coast. The new factory will be ready to commence operations about December 31st, 1913. This building will be constructed of solid brick and will be four storeys in height. When completed it will be one of the most modern buildings of the kind in Western Ontario.

Let the Buyer Beware

There are still men on the road, and houses employing them, who will overload the retailer. Of such let the merchant beware. The extra five per cent. that can be secured by buying a larger quantity than the business done will warrant, soon becomes a liability instead of an asset.

A merchant recently was persuaded to over buy by a "clever" traveller. This man complained bitterly of the salesman who sold and characterized him as a robber. In addition he blamed himself for being persuaded to over buy by a comparatively slightly lower price.

The goods in question will last this merchant at least two years and possibly three. His money is tied up for that length of time and he will probably have to sell a good proportion of the merchandise at a cut price owing to its shop worn condition.

Every merchant should look out for the salesman who offers a reduced price providing you will buy a quantity larger than you can reasonably hope to dispose of in the next few months. Even then the retailer should be sure that the reduction is more than enough to provide for a substantial carrying charge.

It is not infrequently the case that a quantity price will not stand the acid test of this carrying charge. Then it should be avoided and the order placed for the smaller quantity at the higher price.

The salesman who willfully overloads a retailer should be discharged by his employer. He is a distinct detriment to the house he represents, for the buyer will not patronize a firm that so overlooks his interest as to allow a salesman to oversell.

If you want bigger business this fall than last, spend a little more money in advertising.

How to Deal With the Returned Shoe Problem

"Returning Worn Shoes"

The text of the little booklet on the above subject, put forth by the National Wholesalers' Association of the United States, is worth repeating. It runs thus:

"A Little Horse Sense"

"While some may say the horse has had his day, old-fashioned horse sense, we hope, will never go entirely out of use. There ought to be some of it used in all the branches of the shoe business.

You sell a man a sound horse for three hundred dollars. Thirty days later that same horse is led to your door lame and badly foundered; he carries all the evidence of hard driving, over-heating, weather exposure, and a look of neglect that is lamentable. What would you think of that man if he demanded a new horse, or all his money back? What would you say to him?

"You sell a man a set of harness for twenty dollars. He hangs it out in the weather, fails to oil it, and it cracks and looks unsightly, or a few stitches may break. What would you think if he brought it back for a new set, insinuating if he didn't get one, you'd lose his trade? As a matter of fact, doesn't he take better care of it because he knows it is HIS harness, and he has got to protect it?

"To get more up-to-date, if you have a puncture in your automobile tire within a month, do you go back to the dealer and say, 'A car at that price ought not to do that way?' Does he give you a new tire?

"Our association invites the co-operation of all fair-minded merchants to counteract by common sense a tendency to abuse the general underwriting that every high grade manufacturer likes to give to his product.

"Many dealers and most wearers have been led by a misapprehension to expect the same endurance from

the light, new leathers (many made for dress only) that had been given by the old-fashioned wax calf.

"Many more had come to believe that it was so easy to get a new pair that a premium was thereby put upon abusing a shoe, instead of the exercise of 'reasonable care,' which is the presumption in all counts of equity.

"Everybody knows that sunlight is as necessary to plant life as oxygen is to human life. Everyone should also know that oil is equally essential to preserve the fibre in most leathers, and it should be constantly renewed.

"When your customer fails to keep the leather in his shoes alive by proper care and dressing, has he any more claim on you than he would have for the neglected harness, or the punctured tire. It is proper that you should examine a shoe carefully before selling it; if there is any defect, report it promptly. But if it is sound at time of delivery to your customer, this should be considered, if later it is presented as a claim, and if possible the real cause of the trouble located. A soft answer quite apt after a rainy spell would be, 'That's true, Colonel, this has been rather a bad season on everything made of leather.'

"No one expects the years of 'bad training' to be eliminated from the shoe trade in one season, but if clerks gather from the foregoing these few points, it will cut your shoe troubles in half.

"Never use the word 'guarantee.' It should not mean any more on a shoe than it does on an automobile.

"Arrange with your local cobbler to repair all reasonable complaints; the aggregate will be only a small part of your profit, and much less than the express charges.

"Fit your shoes full length. Half the registered



Men's button, "Duke" last, medium toe and heel—
E. T. Wright & Company.



Men's Balmoral "Boob" last, low broad heel, recede
toe, blind eyelets—E. T. Wright & Company.

complaints are traceable to short fitting, outside heat or inside perspiration.

"You are interested in making better business men of all your employees. Would it not be to your advantage to have them read and remember the contents of this little pamphlet?"

Cleaning White Shoes

White shoes should be cleaned by having the extraneous dirt removed before the whitening preparation is applied, for many of these merely whitewash the dirt instead of taking it off.

Mud should be allowed to dry; then most of it may be easily rubbed off with a brush or piece of flannel.

If the shoe is canvas the mud stain can generally be removed by scrubbing it with a hand brush on which soap has been rubbed, but do not be too lavish with water or the canvas is apt to shrink.

The cleanser is then applied and the shoes or slippers are left to dry in the shade to prevent yellowing. Once a shoe has been cleaned with whitening even clear water will spot it. Spots on suede or buckskin shoes should be rubbed lightly, very lightly, with sandpaper before the cleanser is applied, and water should never touch them.

An Elastic Leather

We recently saw an interesting invention, namely an elastic leather. The inventor, after years of experimenting, has discovered a method of treating leather so that it has the elasticity of rubber and at the same time retains the natural strength and appearance of ordinary leather. It appears to be entirely practical for many purposes where formerly only elastic webbing could be used.

The manufacturer of this leather has already placed on the market a line of men's belts and is now experimenting in the shoe trade and has made a leather which appears to be suitable for Congress shoes, juliets and slippers requiring an elastic material.—The Leather Manufacturer.

A Trade Winner for Spring



Men's Gunmetal button oxford, medium toe and heel, fancy perforated toe caps—E. T. Wright & Company.

Skirts and Shoes

One result of the present style of skirts, both the "split" and "hobble," is the bringing into prominent view of women's feet and, therefore, this style is of more than passing interest to the shoe manufacturer. The influence of the skirt on shoes was first noticed in the increased height of women's shoes, which came as a direct result of shortened skirts, but with the lengthening and narrowing of the skirt, the matter of coloring and style of trimming have taken first place.

It is now essential for the well dressed woman to be more particular than ever about her foot-wear. Time was when few, of even stylishly dressed women, paid much attention to the proper dressing of their feet, and it was formerly common comment that women never indulged in a "shine." The fullness of the skirt furnished sufficient covering for the feet to prevent them from appearing conspicuous, no matter how clothed.

Now all is changed and the dainty shoe made to match gowns is almost a necessity and must serve to increase materially the shoe bill of the stylishly clothed woman.

The increased demand for attractive footwear is shown by the growing output of turn shoes. There are indications that this demand will be at the expense of the welt shoe. The very fact that a larger variety of shoes than ever before is required makes it imperative that these shoes be made by the turn process, not only because a daintier looking shoe is possible, but also because the necessity for long service is not so great as when fewer styles were called for with the average wardrobe, and on account of the lower cost the wearer does not hesitate to discard the shoes when their freshness and shapeliness has gone.

If the prediction made by some of the style magazines is to come true, and American women are to adopt Oriental costumes, this demand already so much in evidence will steadily increase, and manufacturers of women's wels will find it imperative to add a turn shoe department if they are to keep their factories fully employed.

Of course, welt shoe manufacturers are striving to produce turn effects in welt shoes by using light soles and trimming the edges closely, but this will not stop the trend toward turn shoes, which are always lighter and daintier.

The fact that the welt shoe wears better than the turn, will not, we believe, attract the average feminine buyer, for daintiness and style always appeal to woman's nature with greater force than service. American women seldom ask, when buying shoes, "How long will they wear?" but always "How do they look?"—American Shoemaking.

Hint for the Merchant

"Turn that paper the other side out," said a lady in a shoe store the other morning, as the clerk was putting up her purchase. "I don't want to be a walking advertisement for your store. I read the paper as all intelligent people should, and I think in them's the place to advertise your business instead of asking your customer to carry your signs around with each purchase of goods. Go tell the people through the papers what you have to sell and how you sell it."

Now is the time to be planning to have your store comfortably warm during the next winter. People buy more in a comfortable store.

Talks on Trade Topics

Interviews of Interest to Retailer, Jobber and Manufacturer. The Opinions of Experts on Bettering Business Conditions

Salesman Today is Temperate

The travelling salesman's job has changed a good deal in late years," said a drummer of the old school the other day, "and it is scarcely fortunate for him that he doesn't have to 'hit the booze' all the time he is on the road any more in order to get trade.

Why, I can remember in a certain territory not a great many years back when I never dreamed of landing an order unless I asked my customer out to have a drink. In nine cases out of ten nowadays such an invitation would be sufficient in itself to 'crab' a sale.

"It used to be that I went out a good deal as a soldier goes to war. I knew that I would be obliged to fight every conceivable brand of booze until I got back from my trip. Now it's hard enough to do business in these swift days of competition without having your brain muddled, and I believe as this competition has grown keener and keener there has been less and less drink consumed along with business deals.

"My house once upon a time entertained its out of town customers with liquor when they came in to buy goods. Now they would hesitate about selling goods to a drinking man, even though he had a lot of money, because they would fear that his success would not last.

"Believe me, the travelling salesman with booze on his breath is becoming an almost extinct species."

* * *

Price Juggling

A traveller of the "smart Aleck" type, who prided himself on his "cleverness," sold a bill of goods at a close figure to the leading merchant in a small city, declaring that it was the very best price possible to give him, and the lowest made to anyone; he repeated the story to another buyer, in another town, but the price made was ten per cent. below that given to the first named, and again the story was told that it was impossible to do better. This lowering of prices was made when the buyer seemed about to decline giving any order, and it was only to close the deal that the salesman made the reduction. To his amazement he got at his next point a wire from the house that both orders were cancelled. It was learned that both stores were owned by one person, and that he had set a trap for the salesman. The lesson was a sharp one, but it was salutary, for it cured that man of price juggling, and taught him the advantage of treating all buyers alike.

* * *

The Clerk and the Boss

"Those of us who run shoe stores and have two or three clerks to wait on the customers, or possibly more than that," said a retail man the other day, "are apt to feel that we know all that there is to know about making the actual sale of a pair of shoes. We may not sell any ourselves. We may devote our time to general supervision, buying the goods, thinking up plans for sales, watching the stock and that sort of thing, but back of all of it we feel that we know how to make the actual sale better than anybody we have

in the store, and we back our thought with another, that if we did not, then they would be running the store and we would be earning the wages working for them.

"But while this may be true, there are many times when it isn't. Everything considered we may have more ability than the clerk selling the goods and our position may be the proof of it, but in the specializing of actual selling we may be able to get points right along. The good clerk not alone knows how to sell a pair of shoes to a stranger, but he also knows the characteristics and the peculiarities of his individual customers. He knows how to handle them, knows what they want, and what is likely to irritate them. We don't, because we have not been brought into close personal contact with these people. And so the man who is not as high in the business scale as we are may know his particular part of our business better than we do. He might fall down hard if he had to take over our job and run the business, but then there is more than a possibility that we would fall down just as hard if we exchanged places with him and got right down to selling goods on the floor.

"So perhaps it might be well to think a minute before we get one of the boys up on the carpet and give him our opinion as to how he managed some particular matter that came under our observation."

* * *

What About Repairing Wood Heel Shoes?

"Take them around to the carpenter shop if you want them mended," said a facetious retailer to a customer who brought in a pair of wood heel shoes, to have the heels built up. The fashion of wood heel shoes for women, which is now stronger than ever before, brings up as a new problem in cobbling, the matter of repairing wood heel shoes. It is now a common remark among shoe manufacturers that wood heel shoes will never sell well in medium and low price lines because cobblers cannot re-sole or re-heel these shoes.

* * *

Close Buying

"Leather buyers were never figuring their orders more closely than today," remarked a salesman. "For instance, I have customers who used to take 500 or 600 sides of leather a week. They placed orders for so many sides. Now they buy 500 or 600 feet of leather.

"I suppose the close buying is due to the dull state of the shoe trade. It's also due to the fact that leather is worth today higher prices than ever before, and, naturally, it's bought more carefully."

* * *

Consider the Need

The logical starting point of successful merchandising is to discern a need and then devise a way to fill it. The reverse of this is merely to purchase something you happen to think of and then try to sell it. The merchant who carries goods which nobody wants, and fails to supply the goods that are in demand, will soon find that he must change his methods or fail.

Some Suggestions for Fall Selling

Who Your Opposition is and How to Offset it—Value of Window Display — Sales Talks — Show Cards

Has it ever occurred to you who is your opposition in the shoe business? Ninety-nine shoe men out of a hundred possibly would answer "The other shoe dealers." To an extent this is true, but there are others. Has it ever dawned on you that the confectioner, the nickel show, the men's furnisher, the livery man and many other such places are your opposition? If not, here's a study. Do you not know that in the United States the strongest opposition to the saloons are the "movies." For the first time in the history of the liquor trade saloon men have raised a cry about opposition, and that is against moving pictures. Other saloons are not figured as opposition. All this is feed for reflection for the shoe man.

In what way is a livery stable, a confectioner, a haberdasher or picture show your opposition. In this way; the majority of people are not systematic. Very few people have any stated rule for spending money. Very few set aside so much for the bank, so much for clothing and groceries, amusements, etc.—so in a careless unbusiness method most money is spent. If people happen to have a little loose change in their pocket and a box of chocolate catches their eye or a moving picture theatre attracts their attention, or a new tie, pair of gloves, or other article of wearing apparel meets their approval, out

comes the loose change and they always get it.

Did it ever occur to you how many people put off buying shoes until they actually need them? Now how shall you best offset this unthought of opposition? By attacking them, by talking about them? No, that would only advertise them. Meet them on their own ground. Make your shoes and your business and your offerings so invitingly attractive that you will compel them to buy.

The first plan will be to make your windows such a medium of display that even the most casual observer will have his attention arrested. This can be done with classy fixtures and artistic display. The next plan is to offer such values that these same people who spend simply because they happen to have money in their pocket, will buy shoes, because they happen to have the money. Thus you meet not-thought of opposition and secure

some of the money that might be diverted to other channels.

For the balance of September and the fore part of October we would offer the same advice we gave last month. Sell Shoes. This is almost the last opportunity to clear out your fall lines. Get every pair sold you possibly can before you have to cut prices. Make it a rule to turn over your stock every season. Do not carry a pair over if you can't

Just Arrived

*This Fashionable
Fall Foot Wear*

\$ **4**

*Our
Thanksgiving
Sale*

These High Grade Shoes

\$ **4.50**

Our Great Leader

*Fit, Comfort, Finish
and Style all in one*

\$ **5**

*A STRONG SHOE
FOR A STRONG BOY*

But the Price is Weak

\$ **2.75**

PRIZES

We are offering for competition at our big

Fall Fair.

get rid of them even at a small sacrifice. Its good advertising is to let a few pair out at low figures. The buyers will talk about it.

Keep up your newspaper advertising. Hammer away about the excellent values you have in your various lines. Talk quality, style, workmanship and finish. Then price. Don't forget to quote the price. Never mind what other shoe men may do with their ads. You quote prices every time. An advertisement of this type "High grade shoes at reasonable prices" is a waste of space. Get down to something definite. "Men's fine box-calf shoes, Goodyear welt, blucher cut, correct shape, medium heel, will give excellent wear. We guarantee to please you. Special for Saturday \$3.00 a pair." In that you have said something definite and your customer has something to take hold of. But the term "reasonable prices" may mean anything from \$2.00 to \$7.00.

Merchants in the smaller towns will have two special days to take advantage of in October, viz., the Fall Fair and Thanksgiving Day. It is a good advertisement to offer two or three pairs of shoes for prizes at the Fair. A pair of plow shoes for the best sample of wheat or other grain or vegetables. A pair of women's shoes for some line of women's work and, if you care to go so far, a pair for boys or girls or a pair each for drawing or some other work, but confine these all to farm people. Show these prizes in your window with a card explaining what they are.

For Thanksgiving decorate your store with natural or artificial fruit, vegetables, etc. This will afford great display for your window. The old favorite corn-stocks and pumpkins will make a splendid corner while apples, pears, grapes and other favorites may be used to wonderful effect. If you can get some line of shoes to sell at a special price for your Thanksgiving sale it will increase trade very noticeably.

Treatment of Cards

We offer a few card suggestions that should be helpful with September and October selling. The "Prize" card is for your display with the prizes you may offer for the fall fair. Of course these goods will occupy only a limited space, say in the centre of your window. This wording, or something similar can be put on the card. The words "Prizes" and "Fall Fair" can be done in red and nicely shaded. The smaller letters in black. This card is a dark brown with the centre cut out, and a white back put on and the lettering done on the white card. The result is very effective.

The \$5 card is similar in treatment to the card described above. This is a suitable card for some special line or brand you may be handling and wish to push with a little extra effort.

Then the school children's shoes should not be forgotten. Like the poor, the children we have with us always, and their shoe trade is worth something. Make an effort to have something to say about children's shoes at least once a week, and have some window display at least every week or ten days. The \$2.75 may be in black and the rest of the lettering in red. The border is a subdued grey.

The \$4.00 card has something to fall suggestion in the sunflower effect. Make the flowers in natural colors. The stalk and leaves green and the petals and centres brown. The figure may be in red and the lettering in dark brown and the shading in light green or brown.

The \$4.50 card is for a Thanksgiving sale. The

fruit on this card is drawn by hand but you may be able to get a picture and cut it out and paste it on and secure just as good an effect. The lettering may be in black, the figures in red and shaded with green.

These cards should be of very material help to you if worked out well.

Shoes of the Past

The early shoe seems to have been a sandal. In the Roman, Egyptian, and Greek days men wore sandals of hide or leather or wood.

When we read of shoes in the Bible we know that sandals were meant. In Egypt they made sandals woven from palm leaves and papyrus. It was the fashion for a conquering Egyptian to have painted on the soles of his shoes the figures and faces of his conquered enemies.

In early times the sandal took on many forms. In Greece the sock was used for comedy and the buskin for tragedy. The buskin reached to the knee, something like a Wellington boot. The sock reached only to the ankle and was worn whenever quick movement was desired.

It was in Rome first that the sandal began to take shape like our modern shoe. There are in Eastern Europe many people whose civilization is derived from Rome, who still cling to the un-reformed sandal. But in the days when Rome was in her glory shoes were far from a simple affair. For instance, the shoe gear of the patricians was decorated with golden clasps and elaborately embroidered.

The sandals of Egyptians had wooden soles. And the French peasant of the present generation derives his sabots from that source. Emperors wore purple buskins, and red was even permitted the nobility, but the common people were forced to content themselves with the plain sober colors.

In the early years in England extraordinary developments took place in the shoe line. The Plantagenets had the toes of their shoes turned up like horns or drawn out to a long length and pulled up to the knee. These were brilliantly bedecked with jewels and precious stones. Rosettes and ribbons were also attached.

All nations recognize that footgear is the most important part of an army's equipment. It has been claimed that the sturdy sandals of the Teutonic tribes enabled them to cross Europe to the walls of Rome, and that if it had not been for the stability of their shoe apparel they would never have been successful in conquering the Romans.

Just Sell Goods

Sales are the most important thing in the store, and clerks should recognize this fact. A customer is more important than a display, or the sweeping of the floor, and should be attended to first.

When a clerk is employed at some minor job such as sweeping or fixing the shelves and a customer enters, it sometimes seems hard to break away from the less important work, but when it is remembered that the great object is to sell goods, and that all the other jobs are of secondary importance, will help to make it easier to promptly attend to each customer's wants.

The increased business a modern store front will bring will soon make it pay for itself—and it keeps on paying.

The Opportunity of the Shoe Retailer

The Retailer an Essential Part in Commercial System— The Growth of the Mail Order Business and How to Fight It

There has been considerable said of late by certain sections of the press, about the present high cost of living being due largely to the retailer or "middleman," and suggesting that the only way to meet the situation is to eliminate the latter entirely. Those who make these statements have either not studied the situation thoroughly or are but the mouth-pieces of the mail order houses and "direct to the people" manufacturers. This matter was dealt with fully in an editorial in our last issue in which we pointed out that the retailer was an absolute necessity in the modern scheme of commerce and that he was giving as good or better service than either the mail order house or the retailing manufacturer. The following address, delivered by Mr. H. E. Holt, before a recent meeting of the National Confederation of Retail Merchants of the United States, should prove of interest to our readers as Mr. Holt has had opportunities of studying the matter closely and has opened the eyes of many retailers as to the actual havoc that the mail order houses were playing with their trade. Mr. Holt said:

There has been and is a very strong sentiment in this country, and some people think it is growing, in favor of doing away with the retailer, eliminating him from the scheme of distribution. He has been called 'the robber middleman,' and he has been looked upon by a certain class as one who is not entitled to a place in our business family.

You and I know that **the retailer is an essential factor in our commercial system**, and that he is one of the important parts of our great business fabric. Thoughtful and successful business men recognize the important service that the retailer renders to the community and to the country at large, and they appreciate the necessity of perpetuating the retail business. Anything that affects the community, that draws from its purchasing power, affects the retailer. Therefore, the retailer is especially interested in maintaining and developing the community in which he lives that he may enlarge and increase his business.

Their Interests are Mutual

The manufacturers and wholesalers and jobbers of any city who are engaged in legitimate lines of business are interested in the development of the local town and community, just as the local merchants are. They want the small merchant to prosper, because if he prospers it gives them the opportunity to sell him goods at fair prices in such quantities and at such times as he needs them; it means stability for their business.

The merchant in the city and the merchant in the country have a common interest; as one prospers the other does also. The retailers desire to join with the manufacturer, the wholesaler and the jobber in educating the public to a more thorough understanding of the proper relationship existing between branches of the trade.

It Robs the Community

We have discovered in this community development work many things that we believe are interest-

ing. One of the most important things found was that the mail order houses have been taking money away from the towns and from the retailers who should be selling the goods in their localities.

"The money that goes out of a town to the mail order houses never comes back. It is spent by the owners and directors of the mail order houses.

The money thus taken out of circulation in that rural community won't pay any more of its taxes, won't help to support its schools and churches, won't build any more roads or improve the streets, nor build a waterworks for the town.

Working to Check It

Here's a little evidence of how the mail order system works. We had a man investigating for us in the state of Iowa. He would go into the town and he would say to the local merchant: 'How much is your time worth for an hour?' The merchant would say one dollar or two dollars. Then our man would hand him a dollar or two and tell him to put it in the cash drawer and come along to the depot.

They would go down together and our man would point out to the merchant the names on the packages in the freight house that were being shipped in by the mail order houses. He would ask the merchant if he knew that Brown, and Smith, and Jones were getting goods from mail order houses.

And the retailer would say: 'Well, I had a suspicion that they were, but I didn't know for a certainty that they were.' Then our man would say: 'Well, now, come with me and let's go up to the bank.' Then they would go and interview the banker, and our man would ask the banker: 'Do you send many drafts to the mail order houses?' 'Yes.' 'How much?' 'I couldn't tell you that.' 'Couldn't you tell me how much in a week?' 'Yes, I could tell you how much in a week approximately.' 'Well, tell me this. Do you send more money out of this town on mail order drafts than you get in deposits from the retail merchants?' And the banker says 'Yes.' And then the retail merchant would say to our representative 'Come back over to the store and I'll give you back the \$2, and I owe you something besides.'

We found that condition existing in 26 towns in Iowa in just a little bit of one corner of the state.

The work of the mail order houses in this great state has helped to drive the retailer out of business. The great state of Iowa suffered a net decrease in population of three per cent in ten years, yet Des Moines, her capital city, increased her population 39 per cent in the same time.

To Be a Better Merchant

We have been trying to educate the retailer to become a better merchant, to get more thoroughly in touch with conditions and lead him to see that he must be an important factor in all the affairs of the rural community. He must take an interest in the things in which the people of his community are interested. **If he is not already a member of the commercial association, we advise him to join. If there isn't one in the town, we advise him to take a hand in organizing**

one, becoming an active member, taking office if it is necessary.

We have asked him to see to it that there is a building and loan association in the town; and if there isn't a savings bank in the town endeavor to get the banker to start one.

We have endeavored to have the local dealer take an active part in all movements that are designed to aid the farming community, such as the good roads movement, providing rest rooms for the farmers' wives when they come to town to trade, and circulating libraries.

We realized that one of the quickest and surest ways to so succeed is to interest and co-operate with the editor of the local paper by asking the dealer to cultivate him and get acquainted with him, to learn the editor's views and to give the editor his views. Thus friendship will spring up between them.

To Cultivate the Farmer

One thing that the retailer must ever keep before him is the importance of breaking down the barrier between the farmer and the townsman. Let's draw them closer together by showing them that their interests are identical.

Let's tell our city people that they must be considerate of the farmer. Let us impress retailers with the importance of having good goods at fair prices, and then we can insist that our farmers shall trade with our local merchants because they handle good goods at fair prices and because the merchants are as necessary to the welfare of the community as the farmers.

We must demonstrate to the farmers that if the mail order business continues, if our local merchants go out of business, and if our local bankers close their doors, there will be nobody to pay the taxes which are necessary to maintain high schools, to educate the children. He must be made to see that if the community does not prosper his land will depreciate in value.

There has been a good deal of cry in this country about the 'high cost of living,' and some people have charged it to the retailers, saying they are responsible for the great increase in the cost of foodstuffs and other necessities. Gentlemen, the high cost of living is largely due to the unequal distribution of our population.

The Real Cause

Too few people are on the farms raising foodstuffs; too many people are in the cities consuming foodstuffs, while the people in the cities are in sharp competition with each other for the limited employment available.

About 20 per cent. of our population was in the cities in 1860; to-day more than 60 per cent. of our population is in the cities.

Look at the map of Illinois, whose counties, right in the bread-basket of the universe, have fewer people in them to-day than ten years ago. The state as a whole increased in population 16 per cent.—817,000 in the last 10 years. Chicago, its largest city, increased 54 per cent. during the same time, and she got 598,000 of the whole of 817,000, the other cities in the state getting the balance of the increase, the small towns and farms getting practically none!

Keep the rising generation at home. You must get acquainted with the "comers,"—the boys and girls

who tomorrow will be the men and women of your community. You should be active in promoting the children's interests, their sports, their pleasures. Seek them out!

Retail merchants who have made quite an extensive study of advertising have said that one of the best advertising mediums they have (in addition to the local newspaper) is the younger generation. They carry their own impressions into the homes as to whether or not a merchant is progressive, suggesting to their parents the particular retailer with whom the money should be spent, and they often indicate as well the amount that should be spent.

Let us provide ways and means for our boys to work off some of their superfluous energy. Organize a ball team and include not only the town boys but the country boys as well. Take in the whole range of the young folks and make a great deal of entertainments for children. Your neighbor and the old folks will enjoy them and the children will be delighted.

Suppose we pay less attention to politics and more to the home, for that is the place where the right kind of politics is made—in the home.

Let us make our town a bright spot and your store the center of the light.

The country needs its young men on the farms and in the smaller cities; villages and towns need the young men, too, and the way to keep them is to make the country and the rural villages attractive. You older men must co-operate with one another and the young men, encouraging them to stay at home and enabling them to receive for their efforts something more than a mere living, in order to make it possible for your girls and your neighbors' girls to choose from among these same young men sweethearts and husbands who will grow up and be an honor to your community.

My message to you who are striving to become better and more successful merchants is to take an active interest in everything which will stimulate the growth and prosperity of your own individual town and community. For by so doing you will not only help to make it a better place to live in and to bring up your children in but you will reap your well-deserved reward in the increased business bound to result from the greater prosperity and business of your fellow citizens.

New House Organ

"The Dominion" is the name of a house organ just issued by the Canadian Consolidated Rubber Company. It is edited by Mr. J. A. Holland, and will be published twice monthly. This is in addition to "Footprints," which has been published by the same company for a long time, and deals mostly with their footwear products. "The Dominion" is attractively arranged and printed, with the cover in colours. The magazine is devoted to the interests of the entire sales organization, the object being to foster a stronger spirit of co-operation and mutual interest between the members of the many sales outposts in the trade centres of the Dominion. It will be, to quote the words of the editor, "A magazine of inspiration, enthusiasm and encouragement—tending to give each of us a greater sense of our responsibilities—to ourselves and to our company." All the articles are along this line, inspiring the sales force to greater effort and more enthusiasm.

Footwear, Leather and Findings at the Toronto Exhibition

At the Canadian National Exhibition, which opened in Toronto on August 23rd, there were more shoe, leather and finding exhibits than ever before in the history of the fair. Some attempt to group these allied exhibits together was made, which is a decided improvement over former years when they were scattered all over and it was like looking for a needle in a haystack to locate them. Nevertheless, there is still

to the shoeman to focus the attention of the public upon one or two special lines that are remarkable for quality, style or cheapness, while in the latter it is up to the concern having space to use it to the greatest advantage and a firm turning out many styles would certainly be not doing itself justice unless it took advantage of this excellent means of advertising by displaying them all.



Exhibit of Cook-FitzGerald Company, London, Ont.

room for improvement as these exhibits were divided up among three buildings, namely, the Manufacturers building, the Process building and the Manufacturers annex.

The great Toronto fair grows in size and importance every year and manufacturers in the shoe and leather and allied lines are now alive to its possibilities from the advertising and business getting standpoints and next year will, without a doubt, see a large increase in the number of exhibitors in these lines. It is therefore the duty of the exhibition authorities to make some effort to group this section of its exhibits together in some building, thus benefitting the exhibitor and the interested spectator, who will then know where to locate the exhibit he is looking for without waste of time.

The Cook Fitzgerald Company, Limited, of London, Ont., put in their first appearance at the Canadian National Exhibition this year and their exhibit attracted considerable and favorable attention. The booth was under the care of J. C. McDermid, the popular western traveller of the firm, and F. J. Fitzgerald, son of the leading partner of the firm. Some criticism was made of the arrangement of the shoes shown in the cases on the ground that the exhibit was a little too crowded but we could not agree with this opinion as there is considerable difference between showing shoes in a shoe window and exhibiting them in a case at the exhibition. In the first case it is up

A visitors book was kept at this booth and among the prominent shoe men who registered from all over the country were: E. W. Ingraham, Sydney, C.B.; F. H. Baiden, of Calgary, Alta.; A. J. Fluke, of Dillon & Moore, St. Catharines, Ont.; H. Westlake, of John Agnew, Ltd., Brantford, Ont.; John Affleck, of the Yale Shoe Store, Winnipeg, Man.; J. Bauslaugh, of Woodstock, Ont.; A. Chisholm, Toronto; J. W. Jupp, Toronto; J. C. Budreau, Toronto; Jas. Whimster, Aurora, Ont.; W. C. Halpin, Smiths Falls, Ont.; J. W. Hilkey, Drayton, Ont.; Thos. Sloan, Cape Town, South Africa; E. J. Kastner, St. Lambert, Que.; A. Rickard, Hamilton, Ont.; E. H. Gullede, Oakville, Ont.; W. J. Bartlett, Brampton, Ont.; H. O. Doran and H. R. Smith, of "The Big 88," Toronto; Ed. Vaisey, Toronto, and George Arbuckle, Toronto.

The booth of the Minister Myles Shoe Company, of Toronto, was also the center of much attraction, both on the part of shoemen and the general public and Mr. C. F. Schuszler, the firm's popular traveller, had a busy time of it. One thing that particularly took the fancy of the ladies was a blue nubuck shoe, another shoe that pleased them was a combination sixteen button and lace shoe. This firm showed nubuck in four colors, viz., white, blue, tau and gray. Souvenirs were given to the male visitors in the form of pocket combs and cases and to the ladies as powder books.



Booth of the Minister-Myles Shoe Company, Toronto

A. R. Clarke & Company, Limited, Toronto, as usual were in their stand in the Manufacturers Building at the Canadian National Exhibition and showed a very attractive lot of Mackinaw coats, riding breeches, shirts, automobile dusters, gloves, mitts and moccasins. The leather used in all these articles is tanned in their own tannery and the skins which they use were also to be seen on frames. As leather is an article the general public know so very little about the exhibit attracted more attention than usual. The firm do a big business in the West and were called on by several of the Western customers, as well as a good many of the different customers in Ontario. Messrs. Trickey and Patterson were in charge of the booth.

The Relindo Shoe Company, of Toronto, had one of the most attractive booths at the Exhibition, Mr. Metcier, the sales manager, being in charge. This booth proved of special interest to women as the firm only manufactures women's lines.

The Anglo-Canadian Leather Company had their booth trimmed with hemlock bark and considerable skill and artistic ability was displayed in the designing. They showed oak and hemlock sole leather in sides and bends, and about 700 dozen soles and tap pieces in the various stages of tanning. Tanning materials of different kinds were also displayed. The sole leather made by the firm was also shown and the floor was covered with ground tan bark, the whole plan being very appropriate. The Anglo-Canadian people are the largest sole leather tanners in the British Empire and their factory has a capacity of 4,000 sides a day. The entire exhibit of tap soles and sole leather was purchased by Chas. Tilley & Sons, of Toronto. Mr. W. J. Baggs, the Western Ontario representative of the firm, was in charge of the exhibit.

In the Manufacturer's Annex under the Grand Stand was the exhibit of Beal Bros., tanners, of Toronto, who showed harness and larrigans, shoepacs and leggings in a show case. This booth, which was very favorably commented on, was in charge of Mr. W. A. Beal.

In the Process Building were to be found the exhibits of the following firms:—



Space of the Anglo-Canadian Leather Company

The Dunlop Tire & Rubber Company, who made a fine display of rubber heels.

The Gutta Percha & Rubber Company showed the many excellent mechanical and foot-wear products turned out by their factory, the whole being arranged with an eye to artistic effect.

The Nugget Polish Company had one of the most unique exhibits in the whole of the fair. Besides displaying their products they had a shoe shine stand at which free shines were given. A young man was kept busy selling tins of blacking with which were given away souvenirs in the shape of thimbles, button-hooks, and boxes for school children, the latter containing pen, lead pencil and slate pencil.

Dalley & Company, of Hamilton, Ont., had an excellent booth in the Process Building under the care of B. J. Pierce and T. J. Sheridan, two of their travellers and the Canadian Arrowsmith Manufacturing Company, Limited, were close by the latter booth, with Mr. H. H. VanNata, the Secretary-Treasurer of the company, in charge.

An exhibit that attracted considerable notice was

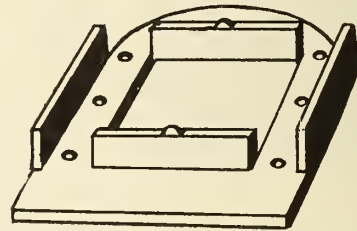


Plate for Detachable Rubber Heel. Surface shown in illustration goes next to boot heel. The detachable rubber heel has a pit in it. The projection shown in lower side of plate is pressed into a space in pit made for it. The rubber is then bent slightly and forced down when the round projection shown on upper part of plate fits snugly into a space made for it on the opposite of the pit. This device holds the rubber heel firmly and when heels are slightly worn they can be changed over.

that of the Detachable Rubber Heel Company, Limited, of which Mr. Geo. Evans is president. Only one thing was shown at this booth, viz., a rubber heel that could be readily fastened to and detached from the heel of the shoe. This could also be changed from one shoe to the other thus ensuring the heels wearing evenly and the wearer walking straight.

Other firms which exhibited in this building were G. Tilley & Son, Toronto, The Majestic Shoe Polish Company, Toronto, and The Scholls foot specialty people.

Be a good fellow. That does not mean that you have to buy a drink or give a cigar to everyone you want to please. But take an interest in that which is near to the hearts of your neighbors and customers. Then they will take an interest in what concerns you. That means dollars in the cash drawer.

Twenty-Cent Shoes at Panama

The rope-soled slippers, with cloth uppers, known as Spanish alpargatas, and worn by practically all the European and colored laborers in the canal zone, are imported all the way from Spain in such quantities that they can be retailed at the low price of 20 cents a pair. The European laborer wears them twelve months in the year on the isthmus, and over 1,000,000 pairs are sold annually by the commissary. Alpargatas are durable, and have been adopted by isthmian bathers as the most convenient form of beach shoe.

The Importance of Harmony in the Retail Shoe Store

Some proprietors and managers of retail stores do not attach enough importance to harmony in the store. It is a fact that a store where harmony exists does a better business and is easier to manage than one where it is lacking, says Ben J. Wolf, in a recent issue of the *Boot and Shoe Recorder*. When there is friction on the inside it affects the trade that comes to the store. A store must, of course, have rules; but it is the breaking of these rules occasionally that shows their value.

Human nature is the thing that enters into the question when considering harmony. A proprietor or a manager may be a regular "Old Grouch," but there may be clerks who have that constituent in their make-up that they will not stand for "call downs" that are undeserved and that are just given because the boss wants to let off a little grumpiness. A peculiar fact, too, is that it is the better clerks, who can get other good positions, who will not stand for undeserved censure.

There was a time when it was customary to fire an employee who disobeyed a rule, regardless of whether the disobedience was excusable. It has now become the rule to discover **why orders were not carried out** before taking drastic measures. The first job I ever had I lost because the boss thought that he was handling a bunch of soldiers. If he gave an order, regardless of what it was, it was to be carried out. He told us clerks that we must not guarantee patent leather shoes and not to bother him with complaints on them.

One day a very good customer and a friend of the boss came in to complain about a pair of patents he had had a week. The boss was not in and he asked me to show them to the boss when he came. Knowing who he was, I agreed, and as soon as the boss came I approached him to tell him.

Evidently I did not start my conversation right, as I said as I approached him with the shoes in my hand: "Will you please look at the way this patent has acted." Before I could say any more the boss yelled: "My orders were not to bother me with kicks on patents. You are fired."

Being only a kid, and as such, independent, I did not try to explain, but merely put the party's name on the shoes and left. Later I heard that a new pair and an apology were given the customer by the boss.

That he lost a good clerk by his hastiness goes without saying! In fact, when a man is looking for trouble he usually finds what he is looking for.

Among the Sales Force

There must be harmony among the clerks. The clerks in the one department must not be antagonistic to the clerks in another. To get the best results every department of a business must be in unity with another.

We read much nowadays about the wrongfulness of interlocking directorships in companies; but this does not apply to departments in a store, where interlocking merely means working in harmony.

One department manager must not be allowed to treat another department head in a high handed and arbitrary manner.

There was a time when it was customary for the

boss to hire any clerk who suited him,—but now in hiring a clerk the boss considers that it is the effect the clerk will produce on the patrons of the store more than what his ideas are. Also he should consider whether such a person will work in harmony with the other clerks.

Selling and Collecting

The two departments in a retail store where harmony is essential and where it is often lacking are the selling department and the collection department. The selling department cannot understand why they should endeavor to get information that will be of help to the other department.

If an article is sold to a new customer and charged, they do not feel called upon to inquire as to the head of the family's occupation or anything else. The only reason they should, perhaps, is that it is to the store's interest to know such things, and the rule of the entire store organization should be "Anything for the store's good." How often will a salesman say: "I sell the goods. It is not my place to look up the credits. That's what the collection department is for."

There is a large department store in the West which has 400 clerks, where the idea of "harmony" seems to have been worked out well. It does a large business and there seems to be a spirit of loyalty to the firm that works out well. It has a list of rules which is unusual. It is:

"The following are our rules, and must be observed on all usual occasions. If an unusual occasion arises that would require that rules should be broken, please break them. We want our clerks to think. We cannot use 'selling machines,' but must have thinking salespersons, whose chief rule is, 'For the Store's Good.'"

More Than the Selling

As the manager said to me: "It is easy to find people to sell goods. What we want is people who, after they have exhausted the possibilities of their department, can make the customer feel we have other departments where they will be treated just as well."

One can feel the spirit of "harmony" in this store. It seems like an organization of 400 boosters, all boosting for the one store. To foster the spirit of co-operation of departments, acquaintanceship is encouraged. During the summer, on the Saturday half holidays, once a month the management rent a grove and invite all employees to go out as their guests. The management and their families also attend and all shop talk is tabooed. It gets the bosses acquainted with the help, and the help with each other, and it reflects on itself at the store.

Some time ago when there was a street car strike in this town and the help could not get to and from their work on the cars, the store opened at 9 a.m., and closed at 5, and auto delivery trucks made trips to the suburbs in the morning and the evening for the help, so they would not be inconvenienced any more than necessary.

Such little acts of thoughtfulness on the part of the management pay big dividends in "harmony."

Years ago it was up to the boss to decide on whom he should have to work for him. Now a clerk does

not always take the first position offered but finds the best place. The question of a dollar more per week does not have the influence it once had. Working conditions are now considered. Unless the employees realize that the management look farther than to the ability of their sales people as selling machines, it is fool to get a first class force.

Some time since I was in a retail shoe store and had occasion to observe how a lack of harmony is rampant to the trade. A man and his wife came in

for a pair of shoes for her. Unfortunately, they got on the men's side, and the clerk on that side, instead of escorting them across the store and calling some one, merely said: "Ladies' shoes on the other side."

It was evident that the men's department had no interest in the women's department. If he (the clerk) had had the good of the store at heart, he would have seated them on the women's side and called some one to attend their wants. It is only a small matter, perhaps, but it does make an impression on the trade.

The Shoe Clerk is a Misogynist

Have you ever seen a misogynist—a man who is unnatural enough to hate women? If you have, ten to one he is a shoe clerk. No other person has such unbounded opportunities to observe the peculiarities of the feminine sex as the shoe clerk, and no other class of humans is therefore so liable to lose faith in the common sense of the fair ones.

If a shoe clerk is cynical about the common sense of a woman you can't blame him. Poor fellow, what experience he has!

His most frequent pest is, of course, the woman who knows the exact size of her foot, but doesn't. She has been the object of jests since time immemorial, and often the question is asked: "Is she really so fond?" Well, she is. At least a third of all woman shoe buyers of the city positively claim that they wear a smaller size shoe than they actually do. That is, however, not altogether their fault. They wore a "two" or a "three" or a "four" at one time in their life and they never realized when their feet grew. The kind shoe clerk hated to break the tragic news to them, and so with every new pair of shoes they bought, the thinness of their feet became a greater object of pride. Pity the poor shoe clerk who tells them the truth! The shoe he fits on them is too large even if it packs the toes in true sardine fashion.

But the woman who wants a size "four" shoe for a size "six" foot is not the worst bane of the shoe clerk's life. There is the woman who is perfectly satisfied with the shoe she bought until a minute before she leaves the store. Then a sister sitting beside her tries on a different style, that suits her fancy better than her own purchase. Shoe clerks therefore never want a customer safe until she leaves the store with the shoes on her feet.

The mother who comes in with her daughter to see that she gets a good fit is another case for the shoe clerk's nightmare. She never likes what the daughter likes, and the daughter is never satisfied with her mother's choice.

The question of dispute is, as a rule, over the height of the heels. In these days of English shoes it is the mother who thinks the heels are too low. She used to fuss about their being too high. In cases of such controversy the shoe clerk must be a diplomat and prove his knowledge of the fundamentals of diplomacy by observing absolute reticence. If he takes sides at all he must nowadays take the daughter's side. Ten years ago it was better if he stuck with the mater.

Most women solemnly announce upon their advent in the shoe store that they have a very hard foot to fit. This is as a rule an advance apology for their contemplated crankiness, or it may also be the manifestation of their pride on the individuality of their

foot formation. Often it is both. Having made this initial announcement most of the women shoppers qualify it by declaring that they have a high instep, which causes the difficulty in fitting the feet.

Shoe clerks used to aggravate this trouble by solemnly declaring that a high instep was a sign of aristocracy. That multiplied the high instep brigade immensely. There are some who declare that they have a low arch and a high instep, disregarding all the laws of anatomy.

Oh, there is no other business which gives such unbounded opportunity to observe the peculiar opportunity to observe the peculiar little affectations of femininity as the shoe business.

The Shoe Industry of Massachusetts

The following statistics from some of the more important shoe manufacturing cities and towns in Massachusetts, including what are known as their districts, will give some idea of the immense proportions of the shoe and leather industry in that state.

Brockton has 33 shoe factories, with a capital of \$5,000,000, and 135 establishments making shoe manufacturers' goods, leather, machinery, etc.

Lynn has 13,000 of the most skilled shoemakers in the world. It manufactures \$55,000,000 worth of shoes and kindred articles annually. It has 110 boot and shoe manufacturing concerns.

Haverhill has been a leather manufacturing centre since 1643. It has 100 boot and shoe establishments, and many others devoted to the manufacture of shoe machinery, boxes, laces, nails, tacks, heels, patterns, etc. The total value of these products is \$30,000,000 a year. It manufactures 30,000,000 pairs of men's and women's slippers annually.

A New Catalogue

We have just received a beautiful illustrated catalogue from E. P. Reed & Company, women's shoes, of Rochester, N.Y., showing the lines carried in their stock department, together with a price list. This is one of the most attractive and convenient catalogues we have seen this season.

You can't expect to succeed without arousing more or less criticism, but you can't expect to succeed if you pay attention to all the criticism you arouse.

When advertisement writing seems to be hard work, just bear in mind Richard Brinsley Sheridan's remark that "Easy writing makes curst hard reading."

While you are getting the best of a man, remember he is probably planning a way to get the best of you.

Should Give Address

J. H. Sutherland & Bro., whose advertisement we reproduce as our third illustration this month, make use of a good illustration. That might have been used to rather better purpose. Advance Fall Styles would seem to be better worth talking about—and paying good money to talk about too—than a society in which every Tom, Dick and Harry in town is to be enrolled as a life member! Really there is nothing very inviting, nothing exclusive about that. Isn't it making the thing a little too cheap, and robbing membership of all distinction? But apart altogether from the society, wouldn't something bright and newsy about the **very latest shoes** be really far more interesting to the man who is **thinking**, and even to the man who has not been consciously thinking, about shoe buying? One other point. We happen to know that the Sutherland store is in Kingston, Ont., but some other people down that way, might want good shoes and not know where to go for them.

However old-established and however well-known a store may be, it is policy—it is better advertising—always to give street and number, at least. As a rule it is better also to give town or city as well. Some people don't know your store, perhaps, as well as you may think.

To Successfully Combat the Mail-Order Houses

The idea suggested itself to me when I was reviewing the advertising methods we used in a co-operative sale that if the right sort of co-operation could be arranged among the merchants of the smaller cities, their newspaper advertising could carry at regular intervals some well-planned thoughts on the mail-order subject, says A. Bert Weyl, shoe Retailer, Franklin, Ind., in *The Shoeman*. During the sale mentioned, the committee in charge of the general advertising prepared copy for an advertisement, comprising the single sentence, "WATCH FOR THE BIG YELLOW BULLETIN — IT'S WORTH YOUR WHILE." This they asked every merchant to publish in his regular space in the local papers the day previous to the distribution of the bulletin. The effect was truly startling. The ads were uniformly set in rather small type in the center of each space and the impression made upon the mind of every reader by the sudden appearance of this simple sentence surrounded by so much white space may be imagined; there was absolutely no way for him to get away from the message.

Why may this not give us the basis for an idea to combat the mail-order house? Suppose every merchant in your town were to-morrow to publish a uniform advertisement reading, for example: "Your home merchant is here, ready to prove his goods worth your money; the catalogue house is a hundred miles away." Suppose next week this were followed up by another thought along this line and the following week by another? Done with intelligence, could not the mail-order business be given a body blow and practically be "kicked out" of your community?

Summed up, then, this trouble of the customer who leaves home, and the remedy, as I see it,—this remedy to be forcibly administered at regular intervals,—lies within these elements:

Better Store Service—including a more comprehensive display of our stocks and the creation of the closest, most courteous relationship with our trade.

Better planned, more persistent advertising—as applied not only to the printed matter we send out, but to the personal influence we may exert among the people of our community.

Closer co-operation among all our merchants—for the general benefit of the trade of our city. This not alone for the purpose of holding the business which naturally belongs to our city, but to assist in bringing into the solution the last element entering into the remedy.

Short Lengths for the Ad-Man

About 4,000 pair of the ——— High Shoes remain in our stocks, in styles that duplicate our own standard brands, and that, therefore, are not to be re-ordered. They are all standard leathers and about every style that a man could ask for. We do not guarantee every size in every style, but every man can get his size in one good style or another.

Women's \$4.00 Pumps, \$2.45.—Dainty white pumps for women, of finely woven canvas; silk bindings, Goodyear welted, leather Cuban heels, and neatly finished with tailored silk bows. New, fresh goods, in all sizes and widths, regular \$4.00 value—\$2.45.

Men's Laced Oxfords—Rubber Soled—\$5; a New and Scarce Kind.—These shoes are a clever compromise between the regular Oxford and the English style outing shoe. They are made with blind eyelets and in appearance they are neither "loud" nor "flat"—you can wear a pair with white duck trousers, or with a regular business suit. If anything, they are just a bit English—but not enough to make them impracticable for practical everyday wear. The basic fact that they carry a deal more individuality, sanity, comfort, style and solid merit than a five dollar bill can usually buy.

A Few Words About Correct Shoes for Children and Girls—This is the place to start that baby of yours on the way to life-long foot-ease and shapely, well-formed feet. From the little soft-sole Moccasins at 50c to \$1, to the last pair of school shoes, every shoe here is the correct kind of its size, carefully planned and made with a view to the wearer's health, comfort and gracefulness of carriage.

These Trunks Keeps a Factory Going Full Time—Early winter is dull season time in trunk making; sometimes the factories shut down. To keep his factory going, a good maker took our order for trunks at one-third less than the usual price—and at the same savings we sell them. Three-ply veneer basswood, covered with canvas or fiber. All edges bound with a special steel rim immovably fastened. Divisions in trays removable.—*Merchants Record and Show Window*.

Rheumatism Cured

A shoemaker correspondent writes that many people who think they are suffering from rheumatism in their feet have nothing but a broken arch which a shoe repairer can cure by building an arch support of thin sole leather.

To make this support, take first a thin piece of sole leather and skive it so it will fit nicely in the arch. Let the patient wear it for from four to six weeks, then return and have it raised about one-eighth inch more. When this has been done four or five times or until you have raised the arch about five-eighths of an inch, then have them wear a patent arch support and you will find the rheumatism gone.—*The Shoe Repairer and Dealer*.

Some Advice on Selling Footwear

Should Salesmen Have a Practical Knowledge of Shoemaking?—The Advantages of Having Such Knowledge

How much general knowledge of practical shoemaking shoe salesmen travelling on the road should have is a matter admitting of much discussion and regarding which opinions differ.

I am constrained to write upon this subject, in the light of its interest to manufacturers, by reason of the expression to me recently of one of the members of a large jobbing firm and, also, because of the result of talks with several shoe salesmen.

First I will deal with the jobber and his talk with me. As a result of my factory experience I was able to converse with him minutely as to the detail of shoe construction, my endeavor being to try to get him to commit himself for the house with reference to a new produce to be put on the market.

I had no trouble in convincing this man of the merit of my proposition and getting from him what I wanted, though I have had no selling experience whatever. During the conversation I remarked to him that, having convinced him as easily as I had done, there could be no doubt that his men on the road, engaged for their selling ability, could dispose of the product readily and to great advantage for the house. His answer surprised me. He said I knew more about shoes than any of his men and therefore could talk to better advantage and do more convincing work than they, and, further, that their knowledge of the practical part of the business was so limited he wondered how some of them stayed, or were permitted to stay, on the road as long as they did, and that they made all sorts of unnecessary trouble for the house.

Now for the salesmen I talked to. There were three of them. To try them out I talked shoe construction, this, of course, applying to their own lines. All admitted they knew nothing whatever about the making of shoes. About all I could get from any of them was that each man declared his line a good one and that the shoes were the best made at the price. One fellow had a flexible McKay. The shoe was stamped in the shank "Flexible Welt." The shoe was a regular McKay stitched, also stitched on the outside edge similarly to a welt shoe. He did not know whether the shoe was made with a slip or only a rand, or whether it was known as a mock welt. All he did know was that it was a flexible McKay and he wanted to sell it.

That a man can sell shoes probably is sufficient, in the sense of that is what he is engaged to do and he gets results. I have heard the subject discussed fully and the opinion strongly expressed that a shoe salesman is better off by not having knowledge of shoe construction.

This I do not agree with. The jobber above quoted points out the disadvantage of lack of shoemaking knowledge. What I have related of the three salesmen shows their weakness in this respect. Is there need of further arguments?

Always in dealing with a subject showing what I believe to be a wrong condition I think it right to not only state the wrong, but to point out a remedy, if possible.

Any man, I hold, employed in any capacity, owes

it to his employers, and certainly to himself, to make himself as efficient in his position and work as possible. There are any number of means for a shoe salesman to make himself thoroughly familiar with every part of the business he represents. Trade papers will give him a vast amount of information he needs, and he loses if he does not read them.

Most salesmen know shoes are made over lasts and from certain kinds of leather, and that is about all they do know regarding the factory work. Many have never seen actual factory operations and cutting, fitting, lasting, and so on are to them little more than abstract terms. General knowledge of the manufacturing end of the business is certainly of value to them, and as they have ample time and opportunity to go to the factories and learn what they should know, they or the house employing them should see to it that they do so. And it would not be a bad idea to occasionally catechise them in this respect.

Here is something I think would be helpful.

"If I were on the road selling shoes," said a young man well versed in the factory end of the business, "there is one plan of demonstration I would use whenever necessary in the endeavor to convince a buyer hard to influence as to the quality of goods I offered.

"First, I would know my own line through and through. Then I would know as thoroughly as possible the lines of competitors and the characteristics of the firms making these shoes. In the conversation incident to my selling efforts most likely a buyer would refer to some other line as compared with mine. Especially in the case of a chance to sell a big bill or of securing a new customer I would ask to see a pair of the particular line he spoke of, buy and pay for it right there. Then and there I would dissect that shoe, ripping the outsole back to the heel, ripping off the welt, opening up the toe to show the box and slashing the upper to show the counter. Then I would cut an edge off the heel to show its composition.

"Everything then would be revealed. Treating one of my own samples the same way (of course, my shoes would have to be up to the mark in every respect) I would have a good prospect of showing up a part leatherboard heel against a solid leather heel, a poor and pieced counter against my good quality, solid leather counter, a cheap shank piece, canvas toe box, poor outsole, cheap welt and possibly gemmed insole against better grade of all similar parts of my shoe.

"I think that would convince the buyer that I knew something of shoes and shoemaking and that my line had good merit. I believe, too, such a demonstration would sell shoes."

Speaking of this to a salesman, he said, "That is good, but I could not do it with my line." What could the fellow with a line of honest shoes do to this man and a good many others by following the above method?—Shoe Topics

They say that variety is the spice of life, but that is not all. It is the bread and butter of the retail business.

Death of Noted Slipper Manufacturer

In our August issue we published a brief notice of the death of Sir Henry Trickett, the head of the firm of Sir H. W. Trickett, Limited, Waterfoot, England. He was the son of the late Mr. and Mrs. Henry Trickett, and was born in Waterfoot in 1857, being therefore, 56 years of age.

He commenced to work when eight years of age as a "tear boy" in a carpet printing establishment, and worked from six o'clock each morning till late at night. His scant education he developed as occasion permitted by attendance at night schools. When 17 years of age he was apprenticed to a carpet block printer and seven years later his term of apprenticeship expired. Being free and the trade in his own line being slack, he commenced travelling for a local slipper firm. A couple of years in this business convinced Mr. Trickett of the possibilities of the industry and also of the crudity of the existing methods of manufacture, thus it was that in 1883, while but 26 years of age, he started business for himself. His plant was very limited at first, being only a small section of a building with some half-a-dozen work people

as his staff, none of whom were experienced slipper makers. The latter fact, in place of being a drawback to the new firm, was actually a point in its favor, in that they were free from the trammels of custom, tradition and precedent. Though they had much to learn they had nothing to unlearn. The first slippers were, however, needless to state, crude and unsatisfactory, but then in those days cheap slippers were not the dainty fabrications that we see at the present time. This crudity soon disappeared and the little business began to extend itself, the half a dozen employees growing into twenty or thirty and the market served by the business extending from a local to a national and finally to a world wide service.

Sir Henry Trickett's activities were not confined entirely to business, taking an active part in politics, both municipal and national. In 1909 he received the honor of knighthood. In addition to being the governing director and head of Sir H. W. Trickett, Ltd. Sir Henry was also the governor and director of the Newchurch Boot Company, Messrs. W. L. Ingle & Company, Limited, tanners, of Leeds, and many other companies.

General News and Personals

Happenings in the Shoe and Leather Trade

Mr. R. E. Jamieson, general sales manager of The Canadian Consolidated Rubber Company, Limited, Montreal, has been on a visit to the West, going as far as Vancouver.

A tender for \$10,555, has been accepted by Clarke Bros., Limited, for the erection of their new shoe factory at St. Stephen, N.B.

Mr. J. A. Thompson, head of the packing department of The Canadian Consolidated Rubber Company, has visited the various branches from coast to coast, with a view to reorganizing the sales force.

It is understood that Mr. W. C. Dunford, of Stratford, Ont., has been negotiating with the town council of Acton, Ont., with reference to starting a shoe factory at the latter place for the exclusive manufacture of elk shoes. Up to the time of going to press nothing definite had been arranged.

John McKay, Limited, has been organized with a capital of \$150,000, the head office of the company to be at Kingston. They will carry on a leather and findings business.

Mr. H. A. Beatty, at present sales manager for the Slater Shoe Company, Montreal, will open a permanent office in Toronto for the company. Mr. Beatty will reside in that city, and the office will be under his direction. Mr. Franklin, however, will take charge of the branch.

W. G. Downing, Limited, shoe manufacturers, have entered into an agreement with the city council of Regina to operate a shoe factory in that city. The company has plans prepared for a building to cost \$50,000, the erection of which will be commenced shortly. The building will be four storeys in height and of the ground dimensions of 50 ft. x 115 ft. It will be of brick construction.

Mr. Kinsella has joined the staff of the Apex Shoe Company, as representative in the smaller towns of Ontario.

Mr. Berube has been made foreman of the lasting department in the Rena Footwear factory, Montreal.

F. A. Williams has opened a retail shoe store at Brampton.

O. Lord, who has recently joined the selling staff of the Rena Footwear Company, will cover Montreal city.

E. T. Jacobi has returned from Rochester, N.Y., where he had been spending several days on business.

The Broadway Shoe Store, 40 St. Catherine street west, Montreal, has recently had a new store front installed.

W. J. Barr, shoe retailer, of Ottawa, is retiring.

E. T. Chauvin, shoe retailer, of Tilbury, Ont., has discontinued business.

Mrs. M. Drysdale has opened a retail shoe store at 139 12th avenue east, Calgary, Alta.

M. E. Price & Company, shoe retailers, Vancouver, B.C., are retiring.

Friedman & Goldenberg have opened a shoe store at Medicine Hat, Alta. They were formerly located at Sault Ste. Marie.

W. F. Martin, sales manager of the Kingsbury Footwear Company, Montreal, has recently returned from Maine, where he has been spending his vacation.

T. Dussault, the popular Montreal shoe retailer, is having his store renovated and enlarged.

T. F. Ellis, of the firm of Ellis Bros., retail shoe dealers, Wilkie, Sask., has severed his connection with the company.

J. D. Palmer, president of the Hartt Boot & Shoe Company, Limited, Fredericton, N.B., has returned from a business trip to Boston.

J. A. Stephens, shoe retailer, of Erin, Ont., recently suffered a fire loss of some \$5,000. The insurance was about \$2,000.

C. E. McKee Shoe Stores Company, Limited, have opened their fourth Vancouver store at 747 Yates street, in that city. Mr. McPherson is manager of the new store.

The Eagle Shoe Company, Limited, Montreal, have recently installed some new machinery.

W. A. Moyer, who was formerly president of the Moyer Shoe Company, Limited, of Winnipeg, has sold out and is

now opening an exclusive men and boy's shoe store at 349 Portage avenue in that city.

F. F. Dalley, of the firm of F. F. Dalley & Company, Hamilton, the well-known manufacturers of 2 in 1 shoe polish, died recently after a brief illness.

The Toronto branch of the Miner Rubber Company, intend shortly to move into a new warehouse on Wellington street west, next door to the shoe factory of Walker Parker & Company. The Miner Company will occupy four flats in the new building which is centrally located.

A convention of the officers and salesmen of the Hartt Boot & Shoe Company was recently held at Fredericton, N.B.

C. Falardeau, tanner, Quebec City, has added another flat to his factory and expects to turn out 100 sides a week. He specializes on patent leather for tips.

The following changes have been made in the sales staff of the Slater Shoe Company, Montreal. Mr. Campbell, formerly of the Walkover Shoe Store, Montreal, succeeds Mr. E. G. McCullough, as representative in the Maritime Provinces; Mr. M. Robitaille takes the place of Mr. Hoffman in the province of Quebec; and Mr. Harry Adams covers Manitoba, with the exception of Winnipeg.

The Winnipeg Tallow & Hide Company, Limited, of Winnipeg, Man., has been succeeded by A. C. Turner.

J. S. Dixon & Son, dealers in dry goods, boots and shoes, have closed up their business at Edmonton, Alta.

Mr. A. Gibeau, formerly with the Tetreault Shoe Manufacturing Company, has been appointed accountant for the Star Shoe Company, Montreal.

Mr. L. S. Odell is now in the West representing Fisk, Limited, of Montreal. Mr. D'Arctois, formerly of the United Shoe Machinery Company of Canada and the Hudson Bay Knitting Company, has been appointed Montreal salesman of the cotton department of Fisk, Limited.

Jos. Beaulieu & Company, shoe manufacturers, Quebec, have discontinued making peg work and in future will devote their attention to McKay and standard screw outputs. They have added several new machines and have bought the right to manufacture a new patent shoe in which the eyelets are invisible. They state that the shoe is much appreciated by the jobbers, to whom samples have been shown.

The International Shoe and Leather Fair will be held in the Royal Agricultural Hall, London, England, from October 6th to 11th. This is an annual exhibition of the shoe and leather industries which has attained great importance in recent years. The management hopes to see more visitors from Canada and extends a hearty invitation to the trade through Footwear in Canada from whom tickets of admission may be obtained. If any Canadian manufacturer, tanner or shoeman is visiting England this fall he will be warmly welcomed at the International Shoe and Leather Fair.

W. J. McLean is the new foreman of the buttoning department of the factory of the Hartt Boot & Shoe Company, Limited, at Fredericton, N.B. Mr. McLean was lately head machinist of the Douglas Shoe Company, of Brockton, Mass., and previous to that was with the U. S. M. Company.

P. J. Losier, boot and shoe dealer at Weyburn, Sask., recently suffered a fire loss.

The name of Wilkinson & Company, men's furnishings and boot and shoe store, of Kamloops, B.C., has been changed to Lawrence & Company.

Mr. Stanley Sutherland, general manager of the Amherst Boot & Shoe Company, Amherst, N.S., has just returned from a trip as far west as Regina, where his firm established

a distributing warehouse over a year ago. He reports that conditions are not nearly as bad as the newspaper reports have led us to believe and that the banks are fairly generous to their customers as far as purely mercantile purposes are concerned. The crop is expected to be the largest on record and business conditions generally look promising.

A. McKillop & Company, wholesale boot and shoe merchants, of Calgary, Alberta, have been succeeded by A. McKillop and Company, Limited.

Frank Mercer has been appointed sales manager of the Relindo Shoe Company of Toronto. Frank Rousseau, the well-known traveller for this firm, who lost both his legs in a railway accident over a year ago, is now travelling for the company in Ontario, being able to get around very well with artificial limbs.

D. Cameron Rood, a shoe manufacturer, of Boston, Mass., has enquired of the Sydney, N.S., Board of Trade as to the possibilities and advantages that would be derived from the establishment of a shoe manufacturing industry in that city.

Plans have been drawn for the new \$7,000 shoe store to be built by Harrison Barringer on Main Street, Port Rowan, Ont.

O. N. Shink, shoe retailer, Quebec City, is erecting two large fireproof stores adjacent to the one he occupies at present.

Fire broke out recently at the plant of McQuay Tanning Company at Owcu Sound, Ont., but the damage done was slight, owing to the early discovery of the fire.

A winding-up order has been made in the matter of Leclair and Chalifoux, Limited, shoe manufacturers, Montreal.

A first dividend of 20 per cent. has been paid to the creditors of the Boston Shoe Company, Montreal. The remainder of the stock and the lease will be sold by auction in Montreal, an arrangement having been made between the liquidator and the company to give a purchaser a clear title to the lease.

The J. W. Hewetson Company, Limited, shoe manufacturers, Toronto, have called for tenders for the erection of their new factory at Brampton, Ont. It will be situated at the junction of the C. P. R. and G. T. R. and will be two storeys, 200 x 40.

Mr. P. M. Goff, sales manager for the O. B. Shoe Company, Limited, Drummondville, Que., has been at the factory for the past five weeks working at the samples for the coming season, Spring, 1914. Several new lasts have been added to the line and Mr. Goff says they are strictly up to date and will be great sellers in this line of popular priced footwear for men only. The travellers of the firm are all on their respective territories and are unanimous in their expressions for a big trip for spring. The salesmen are: Auguste Martineau, Montreal and Quebec cities; E. J. P. Smith, West of Toronto; J. M. Redmond, East of Toronto, W. F. Lamer, Maritime Provinces; O. Porier, Province of Quebec, and H. A. W. Reed, west from Winnipeg.

Mr. C. E. Lapine has severed his connection with the Kingsbury Footwear Company, of Montreal, and has joined the executive staff of the O. B. Shoe Company, Limited, Drummondville, Que., as general manager, with a monetary interest in the company. Mr. Lapine is well known throughout Canada as an able shoe manager, having been connected with the Ames Holden Company for seven years. The Hartt Boot & Shoe Company, of Fredericton, N.B., for six years, and the Kingsbury Footwear Company, of Montreal, for the past six years. With Mr. Lapine's long experience and undoubted ability there will be no room for doubt about the

future success of the O. B. line of men's Goodyear welts at popular prices.

Richer Limited, boot and shoe manufacturers, Chatham street, Montreal, have been granted a Federal charter with a capital of \$50,000.

H. H. Lightford, superintendent of the Perth Shoe Company, at Perth, Ontario, Canada, entertained a party of expert fishermen over the week end recently. The party left in a steam launch for Rideau Lakes and remained there until Monday morning. Those in the party included Messrs. Antero and Hutchinson of the Kaufman Rubber Co., Berlin; Mr. Jones of the Grey Shoe Patterns Co. of Montreal, Mr. Hennessey of the U. S. M. Co., Toronto; Mr. Algoe of the Montreal U. S. M. Co. and a few others.

The Pariott Shoe Company are opening a branch at Moose Jaw, Sask.

The James Muir Company, of Montreal, formerly of Quebec, have replaced their former machinery by the most modern type and have also increased their capacity.

A. McRae, shoe retailer, Calgary, has sold to J. W. Taylor.

The Eureka Shoe Company, Montreal, have recently had machinery installed in their factory for the manufacture of women's McKays. The United Shoe Machinery Company supplied the machinery.

Dufresne & Locke, Maisonneuve, have reconstructed their sample room on lines which make it one of the finest to be found in any shoe factory. It is of original design, mainly the ideas of Mr. Dufresne. Around three sides of the room cupboards have been built, these having folding doors fitted with silvered glass panels. The sample-cupboards, which are carved, have ledges on which the samples can be placed after being taken out of the cupboards. The

entire work has been carried out in oak, and has a very artistic appearance. The sample shoes are graded, and purchasers are thus able to concentrate their attention on certain styles which are shown in each case. In the centre of the room is a large oak table. The lighting is by means of a bronze three-light drop fixture.

Orders for "Fleet Foot," one of the brands of the Canadian Consolidated Rubber Company, have, the company report, been of a phenomenal character. This has been the case especially to the West, from where an immense number of sorting and repeat orders have come. This increase in sales is attributed to an advertising campaign commenced in May last, the brand being advertised in 1,000 Canadian newspapers. The company intend, during the fall, to inaugurate a similar campaign, this time featuring Kumfort Overstockings; while it is also proposed to widely advertise, in the Province of Quebec, the Jacques Cartier and other brands of rubbers.

The factory of the Rideau Shoe Company, Maisonneuve, has been destroyed by fire. The main part of the building has been gutted, the roof and floor of the north end completely collapsing and falling into the basement. The fire broke out in the afternoon, and several employees who got out on to the roof, jumped into nets held by the firemen many feet below. Fortunately only one was hurt seriously enough to be taken to the hospital. The building, machinery and stock were insured. The company announce that most of the samples were saved, and that arrangements have been made by which customers will be able to obtain delivery of their orders. Mr. Adams, the manager, with characteristic energy, immediately after the fire, began negotiations with this end in view, and buyers of Rideau shoes can rely on the fulfilment of their orders.

General Store News of Western Canada

Where the Shoe Manufacturer May Find a Customer

Alberta

V. Filteau, general storekeeper, Edmonton, has sold to Moyes Hogue.

W. VanHorn has started a general store at Richdale.

J. Dussant has started a general store at Bonnyville.

T. H. Smith & Son have started a general store at Ribstone.

A. W. Winchcombe has disposed of the stock of his general store at Winnifred, to the Bow Island Trading Company, of Bow Island.

The Coleman Mercantile Company, of Coleman, has sold out to D. Burney.

The Mundare McIntyre Company, general storekeepers at Mandare, have been succeeded by Newhouse & Shaw.

British Columbia

F. J. Bossley has started a general store at Soisqua.

Manitoba

McCormick Bros. have sold out their general store at Kenville, to E. Lockhart.

R. H. McLeod, general storekeeper at Beaver, has sold out his business to Geo. Rodgers.

The Harwell Mercantile Company, general storekeepers at Harwell, have been succeeded by A. T. Buswell.

J. B. Moore, general storekeeper at Durban, has sold out his stock to P. McKay, of Swan River.

Sigmare Bros., general storekeepers at Glenboro, have been succeeded by S. Feinstein.

F. Daward, has started a general store at Welby.

B. Tobias & Company, general storekeepers at Morden, have been succeeded by A. M. Tobias.

J. J. Bond has started a general store at Thornhill.

Saskatchewan

P. A. Young & Company, general storekeepers at Crystal City, Man., will open a branch store at Clearwater.

F. Gros and V. Bernuy, formerly of Wauchaupe, have formed the Shannavon Trading Company to carry on a general store business at Shannavon, and are building at the present time.

D. Hewlett is starting a general store at Morse.

Kane Bros. have succeeded J. A. Becker in his general store at Battrum.

Mr. Eugene Lepine, formerly with the Kingsbury Footwear Company, Maisonneuve, has been appointed superintendent of the O. B. Shoe Company, Drummondville, P.Q.

The United Shoe Machinery Company of Canada, Maisonneuve, report that up to date business has been up to last year's standard.

C. H. Scheve, general storekeeper of St. Meinard, has removed to Cudworth.

R. Golosoff has started a general store at Macklin.

H. B. Geyer has opened a general store at Parry.



The Laird, Schober product is sold throughout the world wherever women's high grade shoes are worn.

Individuality of design, expert shoemaking and superior materials employed in this line have aided in establishing the reputation of Philadelphia as the leader in Quality Footwear for Women.



Laird, Schober & Co.
Philadelphia

POSITIONS VACANT

WANTED—SALESMEN TO REPRESENT us in Canada, to sell our line of lumbermen's footwear. Splendid opportunity for good men. Apply Stoughton Shoe Company, Stoughton, Wis.

SALESMAN WANTED—WE WANT salesmen in various parts of Canada to carry out thirty-five lines of women's footwear. Five per cent. basis. Stock shoes \$2.25 and up. Apply Box 878, Footwear in Canada, Toronto.

WANTED—A LARGE FOOTWEAR Manufacturing Establishment has an opening for a Manager of their Selling Department. Good opportunity for the future. Preference given to one with knowledge of footwear trade conditions throughout Canada, and with experience in organizing and pushing a selling force. Applications will be treated in confidence. State salary expected. Box 879 Footwear in Canada, Toronto. 9

POSITIONS WANTED

EXPERIENCED SHOE SALESMAN desires change: 14 years experience, including buying and managing for some of the largest stores. Position in West preferred. Can furnish best of references. At present in West. State salary and position offered. Box 873, Footwear in Canada, Toronto. 9

FOOTWEAR IN CANADA

WANTED—POSITION AS TRAVELING salesman by a Canadian shoeman with first-class connections. Best of references. Box 823, Footwear in Canada, Toronto. F

A REAL LIVE, UP-TO-DATE AMERICAN retail shoe salesman and manager, would consider a proposition with a live shoe firm in Canada. Ten years as a salesman, four years as manager. Young man full of pep. State salary. Address W. J. N., c/o Footwear in Canada, Toronto. 9

SHOE REPAIR PLANT

ADVERTISER WITH MODERN plant desires location with good shoe store in large town. Rent must be reasonable with lease. Box 796, Footwear in Canada, Toronto, Ont. F

SHOE SALESMAN WANTED BY largest manufacturing firm in Middle States making the best known brands of shoes in America for men, women, boys and girls. We want to secure a good man for Ontario, one for Eastern Canadian field, and one for Western field. Only high class men with good connection need apply. Give particulars regarding experience and the territory you want to cover. Apply Box 826, Footwear in Canada, Toronto, Ont. F

SHOE TRADE

YOUNG MAN WITH WHOLESALE, retail and repair shop experience desires responsible position. Thorough knowledge of modern plants and can adjust and operate any stitcher. Box 795, Footwear in Canada, Toronto, Ont. F

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TRUSTEES—FINANCIAL AGENTS.

CROWN LIFE BUILDING, TORONTO. CABLE ADDRESS, LAWELCO
JAS. F. LAWSON HENRY J. WELCH. A. O. C. & WESTERN UNION

We want to BUY for CASH all the PIECED HEEL STOCK you make
BROCKTON HEEL COMPANY
BROCKTON, MASS.

“TRADE MARK”
that stands for
QUALITY, STYLE
and COMFORT



Seamless Slipper

The Latest Felt Slipper Production

Made Seamless, without Counter, Heel or
Leather Sole.

Galloon Bound, Pompom Ornament. In 3 shades of felt.
Black, N. Blue, Gray.

Prices to the Retail Trade 50 Cents per pair. Regular Terms.

Many attractive styles
added to our “Firfelt”
line this Season.

Natty “Firfelts”



Send for
our new catalogue

Worcester Slipper Company, 360-370 Park Ave., Worcester, Mass.
Boston Office and Salesrooms: 530 Atlantic Avenue

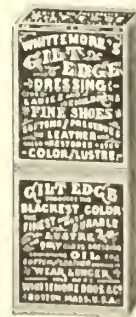
ALPHABETICAL LIST OF ADVERTISERS

Ahrens Company, Chas. A.	91	Getty & Scott	16-17	Peters Manufacturing Company	90
Ames-Holden-McCready	25	Gourlay & Fogelberg	27	Progressive Shoe Mach. Co.	19
Aylmer Shoe Company	84	Harney Shoe Company, P. J.	32	Ralston, Robert, Company	19
Boot & Shoe Workers' Union	97	Hartt Boot & Shoe Company	29	Ramsdell Engraving Company	90
Brandon Shoe Company	7	Hitchings & Coulthurst	96	Reed, E. P. & Company	20-21
Brantford Showall Company	74	Hope Webbing Company	92	Rice & Hutchins	11
Burroughs Adding Machine Co.	74	Hurlbut Company	74	Rideau Shoe Company	76
Brockton Heel Company	72	Independent Box Toe Company	96	Robinson, James	12-13
Churchill Alden Co.	3	Independent Rubber Company	26	Rochester Last Works	86
Canadian Blacking & Cement Co.	96	Jacobi, Philip	18	Sisman Shoe Company, T.	89
Can. Consolidated Rubber Co.	34-87	Kent & Smith	85	Slater, Chas. E.	24
Clarke & Company, A. R.	100	Kentworthy Bros.	91	Slater Shoe Company	2
Cleo Shoe Company	10	Laird, Schober & Company	71	Solid Leather Shoe Company	79
Commercial	86	Lawson, Welch & Company	72	Standard Engineering Co.	88
Cook-Fitzgerald Company	30-31	Marden, Orth & Hastings	90	Tebbutt Shoe & Leather Co.	14-15
Corbeil Limited	75	McMaster, J. J.	92	Thompson Shoe Company	28
Cote, J. A. & M.	86	Milbradt Mfg. Company	86	United Shoe Machinery Co. 83-93-95-99	
Dominion Die Company	91	Miner Rubber Company	77	Utz, Dunn & Company	33
Dunford-Elk Shoe Company	81	Minister Myles Shoe Co.	8-9	Vanderslice-Stahmer Shoe Co.	81
Essex Rubber Company	78	Moench & Sons, C.	88	Whittemore Bros.	73
Evans, Arthur L. Company	88	Montreal Box Toe Co.	91	Williams Shoe Company	80
E-Z Walk Mfg. Company	81	Moore-Shafer Shoe Mfg. Co.	6	Worcester Slipper Company	72
Fischer Mfg. Company	90	Murray Shoe Company	4-5	Wright, E. T. & Company	22-23
Fisk Limited	92	National Cash Register	91		
Fortuna Machine Company	90	Nufashond Shoe Lace Company	85		
Fraserville Shoe Company	89	Nugget Polish Company	98		

Finest Quality

Whittemore's Shoe Polishes

Largest Variety



Oldest and Largest Manufacturers of Shoe Polishes in the World.

"GILT EDGE" Oil Polish. The only Ladies' Shoe Dressing that positively contains OIL. Softens and preserves. Imparts a beautiful Black lustre. Always ready to use. Largest quantity. Finest quality. Polishes without rubbing. Retail 25c.

"BULLY SHINE." A waterproof paste polish for all kinds of black shoes and old rubbers. Blacks, polishes, softens and preserves. Contains oils and waxes to polish and preserve the leather. Also Russet Bully Shine for tan leathers. Large tin boxes. Boxes open with a key. Retail 10c

"SUPERB" (a paste) for polishing Patent and Shiny Leather Boots and all Shiny Leather Articles. Boxes open with a coin. Retail 10c.

"DANDY" COMBINATION. For cleansing and polishing all kinds of russet, brown or yellow boots, shoes, saddles, bridles, etc. Retail 25c. "Star" russet combination (10c size). Russet, Brown and Ox Blood Pastes (5 sizes of each color).

"ELITE" COMBINATION. For those who take pride in having their shoes look *Al*. Restores color and lustre to all black shoes. Retail 25c. **"BABY ELITE" COMBINATION** (10c size). **"ELITE" PASTE** in 5 sizes

"BOSTON" WATERPROOF POLISH. A black liquid for men's and boys' shoes. Produce a patent leather shine without brushing. Retail 25c.

Send for circulars giving full particulars of our other Polishes to **WHITTEMORE BROS. & CO.**, Boston, Mass., U.S.A. For sale by the Shoe Findings and Shoe Jobbing Trades of all Canada.



"A Better Day's Profits" Free

A Better Day's Profits is the new Burroughs Book, of seventeen chapters, for retailers.

There are several right ways of doing most things, but the only safe way is to know, not merely guess.

Sixteen chapters of the book tell how live retailers make a better day's profits.

The other chapter tells how our Department of Systems Service can help you adapt those methods to your business.

Write for a copy on your letter-head—no cost or obligation.

Burroughs Adding Machine Co.

20 Burroughs Block, Detroit, Michigan

So-Cosy
TRADE MARK
Shoes for Baby



The high character and quality of So-Cosy Shoes will suggest the character of your store and the quality of service your customers can expect.

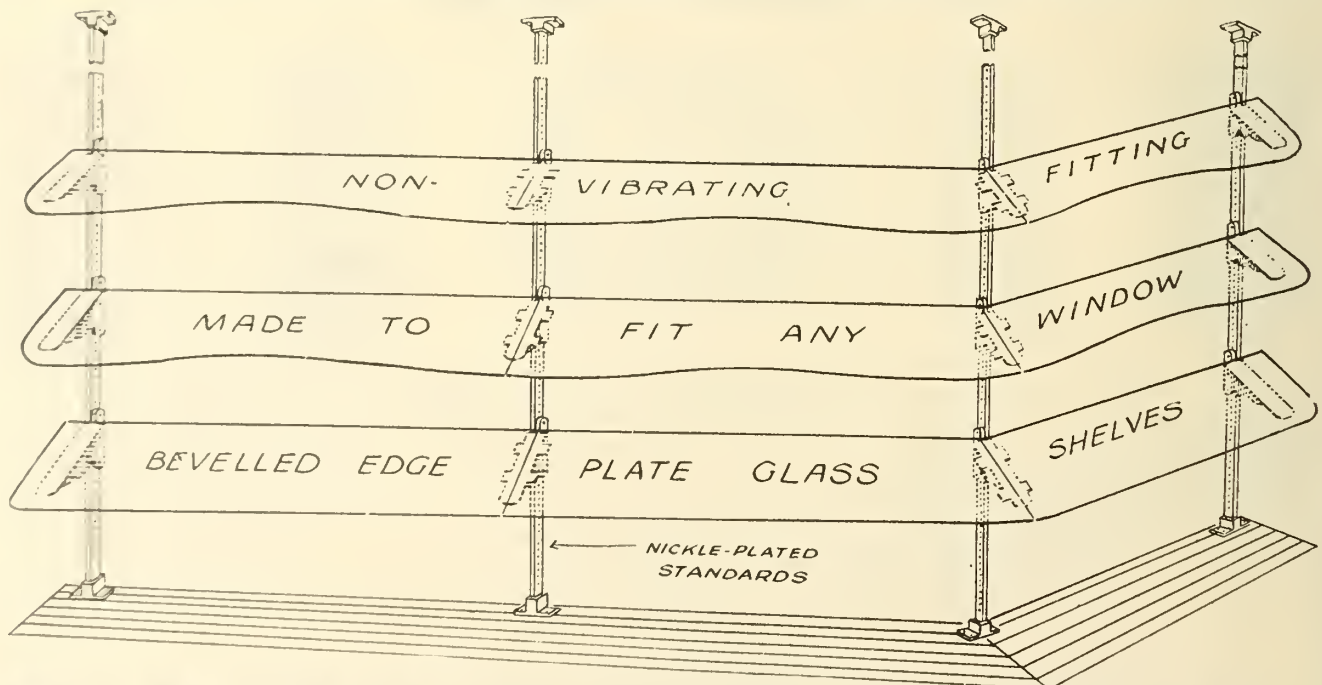


Ask for So-Cosy
Shoes. Your jobber
has them.



The Display Fitting for Shoe Merchants and Others

Does not become stale. Always clean and bright. Does not obstruct light from interior of store. Enables you to show three times as many shoes to a better advantage without crowding. Write now for measurement forms and prices.



The Brantford Showall Window Fitting Co.

Mail office—67 William St., Brantford.



The High Values

that every buyer of good quality footwear is always on the lookout to secure, are found in the new Corbeil shoes for Spring 1914.

The Improved appearance of our samples is being noticed with considerable effect and the snap and style we have put into our new Season's line will no doubt receive a ready response.

Many new and up-to-date lasts and patterns are included in this season's line, which merits the attention of every buyer who is looking for high values.

We specialize in Men's and Boy's shoes to retail from \$3.50 to \$5.00

CORBEIL LIMITED

71-79 St. Paul Street
MONTREAL, P. Q.

Rideau Shoe Factory

**Gone ?
To——!**

*the fact is, it has gone
up in smoke.*



LIKE THE "RIDEAU SHOE" this fire was the real goods. It did its work well, and our factory for the present is really BUSTED.

It is still burning as we write this telegram to "FOOTWEAR" to tell our many friends that the RIDEAU SHOE hasn't fallen—only stubbed its toe, and the RIDEAU SHOE has a good toe. It is a good shoe.

Some of our men may be a little late, but our samples were saved and our salesmen are now out. This is the way we do things.

We, of the factory, have "spat on our hands" and RIDEAU SHOES, now sold from coast to coast, will be made to fill all orders our men send in. The best equipment and material is already on the way. There will be no delay. See the new RIDEAU SHOE, a real live selling shoe for a retailer.

Cheer up—the best is yet to come.



RIDEAU SHOE CO.

MONTREAL, P. Q.



Buying Rubbers

TO hold your rubber trade you should buy rubbers that not only look and fit well when new but rubbers that will hold their shape and not crack.

Miner Rubbers enjoy a national reputation for being a real quality brand. They are an easy line to sell and always bring repeat sales.

Miner Rubber Co.

GRANBY MONTREAL TORONTO ^{Limited}
QUEBEC

Selling Agencies:

TORONTO - Blachford, Davies & Co.
HAMILTON - R. B. Griffith & Co.
LONDON - Coates, Burns & Wanless
MONTREAL - Jackson & Savage
ST. JOHN, N.B. - J. M. Humphrey & Co.
WINNIPEG | W. A. Marsh Co.
EDMONTON
CALGARY | Western, Ltd.
BRANDON - Dowling & Creelman
QUEBEC

Miner Rubber Co., Ltd.,
F. Maranda, Manager



Essex Rubber Soles



*The
Essex Guarantee*



The optimistic persistence of the Essex policy, backed up by Essex quality, has finally converted many a doubting "Thomas" to the realization that tough but flexible rubber, impervious to moisture, velvety in texture, and (most important of all) skillfully compounded in the Essex factory, is a ***guarantee of lasting satisfaction*** to the manufacturer—Dealer—and Consumer.

The present confidence in Essex Soles and Heels could only evolve from many seasons of successful experience.

Essex Rubber Company, Inc.

Largest Manufacturers of Rubber Soles

Principal Office and Factory Trenton, N. J.

Farnsworth Hoyt & Co., 58 Lincoln St. Boston, Mass. New England Distributors.

Essex Rubber Heels



Patent Colt

Spring
Styles



Dongola Kid

For
1914



Gun Metal Calf

The Preston Shoe

All Solid Leather

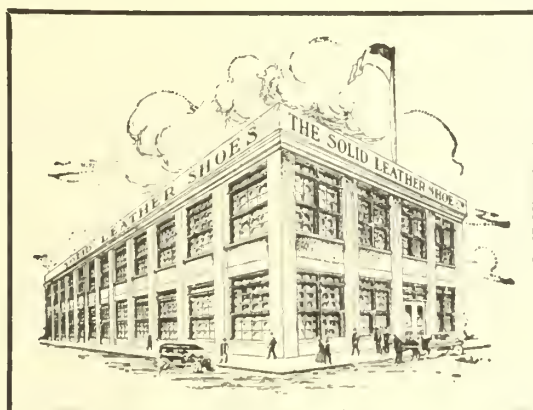
Men's Winners at \$3.50 and \$4.00

Women's Hot Sellers at \$3.00



Gun Metal Oxfords

Nine New
Lasts



Home of the Preston Shoe



Patent Pump

All Up-to-Date
for Spring

Wait and see them. Our travellers will call on you with a full line of Spring Footwear. Prices Right.

Solid Leather Shoe Company of Preston, Ltd.

Preston, Ontario, Canada



Tan Calf

We study
the
wants
of the
people



Velour Calf

Preston
Shoes
are complete
Fitters and
give
Satisfaction



Tan Calf

W

W



SAFE AND CERTAIN STEPPING STONES TO SUCCESS as a RETAILER

The WILLIAMS Shoes are one of the most profitable investments in the Footwear line. They are self-sellers—your salesmen do not have to talk on their many good qualities; these are as plainly manifest as the sun itself.

Make a prominent display of WILLIAMS Shoes, and the number of your customers will steadily increase, while their faith in your goods will be permanent. Repeat orders, an all-important factor in the building up of a business, are the sure result of constant satisfaction.

Test the truth of these remarks by keeping your shelves well filled with Williams Shoes.

The Williams Shoe Company

Limited

Brampton, - Ontario

W

W

“Canadian Boy” Shoe



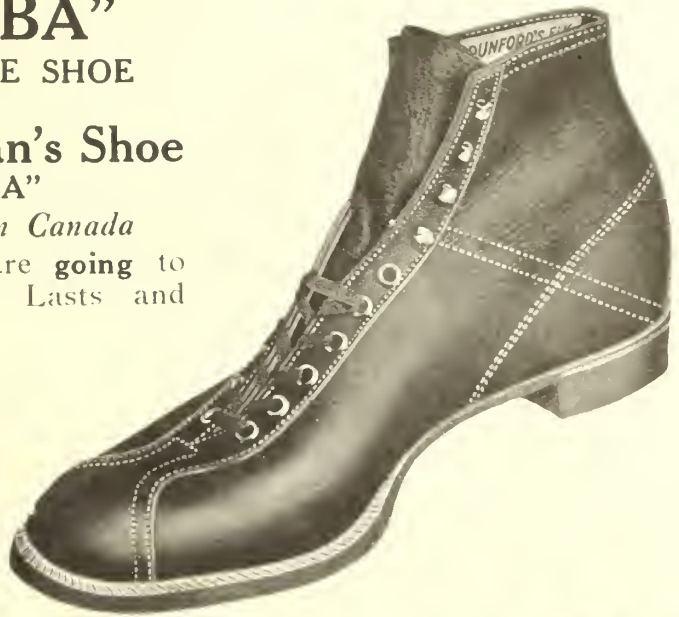
“SUPERBA”

THE NEW FINE SHOE

The Gentleman's Shoe “SUPERBA”

The Best Shoe In Canada

This is what we are **going** to make. On Custom Lasts and popular leathers.



The Sportsman's Shoe

The Best Shoe in Canada

For all winter and summer sports.

The Workingman's Shoe

The Best Shoe In Canada

We've Made It. You've Bought It. “Nuf Sed.”



Dunford's Elk Shoes

Limited

STRATFORD, ONTARIO



For the Retail Shoe Store

“How to Advertise A Retail Store”

By Albert E. Edgar

This book is an exhaustive work on the advertising of a retail store with particular application to the shoe store.

The author is a practical shoeman of thirty years' experience.

The work contains many examples of good advertising—a few examples of poor advertising with explanations of why the advertising is good or otherwise.

It contains many ideas and schemes that can be practised in your store and bring you good business.

It deals with window advertising, show card writing and every other method of advertising a shoe store.

It contains, as Mr. Hall of the I. C. S. says, a really effective course in advertising.

What the Book Contains

- Part 1 Newspaper Advertising.
- " 2 Aids to Newspaper Advertising.
- " 3 Schemes and selling plans.
- " 4 Sales Advertising.
- " 5 Special chapters on Advertising 50 different lines
- " 6 Mail Order Advertising.
- " 7 General Advertising.
- " 8 The technical part of Advertising.
- " 9 Miscellaneous information.
- " 10 Index.

582 Pages
193 Chapters
718 Illustrations
351 Selling Plans

PRICE
\$3.50

Sole Canadian Agents

Footwear In Canada

220 King Street West
Toronto

**NO DIAMOND
TRADE MARK
NO FAST COLOR**



**NO DIAMOND  TRADE MARK
No Fast Color**

Get this fact firmly fixed in your mind. It may be the means of saving you considerable annoyance and inconvenience; for, if you will insist that the diamond trade mark shall appear on the surface of the eyelets in the shoes you order, you will be entirely free from any complaints regarding "Brassy" eyelets. Fast Color Eyelets are the only kind that cannot wear "Brassy." They enhance the good appearance of shoes more than any other accessory used in their manufacture; and, made as they are, with celluloid tops of solid color, they do not grow old but retain their bright, new appearance long after the shoes are worn out.

The diamond trademark is a sure cure for all eyelet troubles. Only the genuine Fast Color Eyelets have it.

**United Shoe Machinery Company
Of Canada
Montreal, Que.**

122 Adelaide St. West, Toronto 192 St. Vallier St., Quebec

THE SELF ADJUSTING



THE FOOT FORM



Shoe Dealer's Duty To His Business

Thousands of people having foot troubles do not know that you Mr. Shoe Dealer, can help them. But you can, and make a good profit at the same time. Flat Foot, Fallen Arches, Callouses, and numerous other ailments of the feet—all are instantly relieved and permanently cured by the use of

THE E-Z WALK SPRING ARCH SUPPORTS

Your duty as a progressive merchant is to talk and sell Foot Comfort to your patrons. The E-Z Walk Spring Arch Supports are made of live spring steel and German silver, and we back them with a written guarantee against breaking or flattening down. They are the only arch supports on the market having a full spring from the heel to the ball of the foot. If you want all there is in the arch support business, in profit and in prestige, don't overlook the E-Z Walk line. Let us send you descriptive circulars and booklets showing "How to increase your profits 100%."

The E-Z Walk Mfg. Co. 33-35-37-39 Sixth Avenue
New York City

The Aylmer Shoe of Quality

Aylmer Shoes

Modern machinery, expert workmanship and best of leather and findings are responsible for the success of Aylmer Shoes.

Aylmer samples for 1914 are now being shown and include what is latest and best in fashionable footwear for Spring trade.

The Aylmer Shoe Co., Limited
Aylmer, Ontario



The Aylmer Shoe of Quality

WOOD SOLE SHOES



Iron Heel and Sole Rim.

When wood sole shoes are used upon cement floors or in mines and quarries we strongly recommend Iron Sole and Heel Rails. Attached for 25c. per pair extra on any styles.

Ice cream makers, creamery men, brewers, smelters and packers are using Wood Sole shoes more extensively than ever. Made with seasoned bottoms and Soft Plump Oil Grain Uppers on lasts that fit.

Men's Black Oil Grain Don Pedro,	\$1.30
Same with red felt lining	- - 1.45
10-inch High Top	- - 1.95
12-inch High Top	- - 2.12½
14-inch High Top	- - 2.30
Regular Boots	- - 2.55

Vanderslice-Stahmer Shoe Co.,
DAVENPORT, IOWA

Largest Wood Sole Shoe Makers In the World.



Stock No. 200.

Made in all popular colors

KLEANSAK

For cleaning white or colored buck, ooze or suede shoes

The Best and Most Convenient WHITE SHOE CLEANER

A perfect cleaning preparation in a bag that serves as a brush. The powder sifts through upon the shoe in just the necessary amount—no waste

Cleans in a few minutes

and, as no drying is necessary, shoes may be worn again at once. Carton may easily be carried in lady's hand bag for application when needed.

Retails readily at

25 c



Sold by leading wholesalers.

Write us for the name of the nearest one who can supply you.

Dozen lots, \$1.00

Gross lots, \$9.00

Either white or colored

Also makers of
K & S "Universal"
(6 Different Shades)

For restoring the color of faded or stained Tan shoes

We will send you a sample carton of "**KLEANSAK**" postpaid on receipt of **25c**

Kent & Smith, 77 Blake St., Lynn, Mass.

Nufashond
TRADE MARK REG

The Nufashond Line anticipates the dictates of Dame Fashion and is always prepared to furnish Shoe Laces in colors to match the novelty as well as the staple colors of shoe material.

Of course we are prepared for a White Season.

The Nufashond Line comprises the

Nufashond Silk Oxford Tie

Nufashond "No 10" Boot Lace

Nufashond "No 5" Boot Lace

Nufashond Fabric Tipped Tubular

Nufashond Fabric Tipped Laces in silk, mercerized, and glazed cotton, at a range of prices to meet all demands.

All Jobbers

Send postal for sample of Fabric Tip.

Narrow Fabric Co., Reading, Pa.

This Trade Mark



Guarantees Reliability
in Solid Leather Shoes

Yamaska Brand Shoes

for Surveyors, Prospectors, Miners, Workmen, etc., are renowned for their reliability.

All Well Made Solid Leather Shoes

New Lasts and Styles in all finer makes.

A special new line of comfort Solid Leather shoes for working men.

J. A. & M. Cote St. Hyacinthe, Quebec

Middle and Western Canada Demands the Best in Footwear

To successfully introduce your lines and maintain a satisfactory business you must interest the
General Merchants in the Prairie Provinces and British Columbia.

The General Merchants are Departmental Stores—in miniature—found in every hamlet, village, town, and city in the Great Western Provinces of Canada. Every General Merchant sells boots and shoes—there are no exceptions. No exclusive shoe paper can interest this trade, because the General Merchant is not an exclusive shoe dealer.

THE COMMERCIAL
AN WEEKLY FINANCIAL, COMMERCIAL &
GENERAL TRADE NEWSPAPER OF THE GREAT WEST.

Over 29 years in its field

"CANADA'S GREATEST TRADE PAPER."

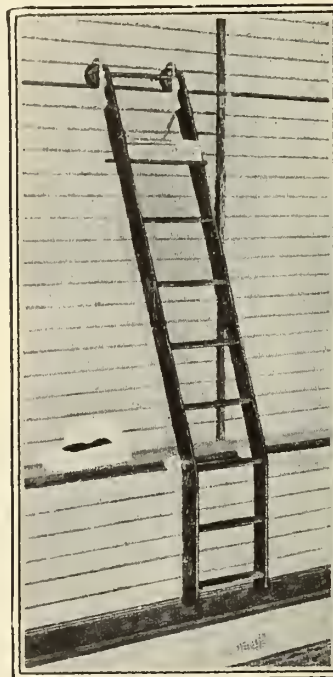
Issued every Saturday Morning at WINNIPEG, Canada.

Is the ONLY PAPER reaching the General Merchants in all points, Port Arthur and West to the Pacific Ocean

Get a sample, and advertising rates, of "The Western Paper that brings results,"—"THE COMMERCIAL"

Branches at

VANCOUVER, TORONTO, MONTREAL, CHICAGO, NEW YORK, LONDON, ENG.



It Pays to Have an Attractive Store

A System of the Milbradt Rolling Step Ladders will pay for themselves in a short time by enabling you to wait on more trade, save the wear and tear on your fixtures and goods, as well as bring the appearance of your store up-to-date. Write for catalogue which shows various styles of ladders we manufacture.

Milbradt Mfg. Co.

2410 N. 10th Street
ST. LOUIS, MO.

NEW LASTS

The latest styles in lasts may always be had from our factory. We make nothing else but lasts for ladies' footwear and have the most up-to-date plant in America devoted to that purpose.

Our salesman will call
if you so request.

Rochester Last Works
Rochester, N. Y.

ROCHESTER LAST WORKS

Lasts For
Ladies' Shoes

New "DOMINION" Rubbers The Greatest Success of Recent Years In Rubber Footwear

When we first produced "DOMINION" Light Rubbers, we sought to anticipate the requirements of the great public of the cities and towns of the Dominion.

We knew that light rubbers would be welcomed if, besides their comfort, smart appearance and convenience, they could be made to stand up under every test of service.

So we concentrated the resources of our immense plants upon their production—"DOMINION" Rubbers are the result.

**And "DOMINION" Light Rubbers Have Proven By Their
Great Wearing Qualities That No Better Light Rubbers
Can Possibly Be Produced.**

Every dealer who sold "DOMINION" Rubbers last season reports easy and rapid sales. Many say that it was merely necessary to show the line to convince customers of their superiority.

In fact, the tremendous success which "DOMINION" Rubbers have met with throughout the country surpassed even our greatest expectations.

What You Can Do With "DOMINION" Rubbers

This year the "DOMINION" line is more complete than ever before, providing styles that will unflinchingly appeal to your better class of trade.

You can create a profitable demand by stocking this line which includes a complete range of—

THE POPULAR TAN MODELS

which had such a large sale last year.

DOMINION Snow White rubbers for children are the most saleable line of childrens' rubbers you can stock.

*If you are not stocked up with light rubbers you could
not do better than order "DOMINION" Brand*

Canadian Consolidated Rubber Co., Limited

SALES BRANCHES

ST. JOHN, Halifax, Sydney, Yarmouth, Pictou, Moncton, Charlottetown, MONTREAL, Quebec, Granby, Ottawa, Kingston, TORONTO, Belleville, Berlin, Hamilton, Brantford, London, Port Dalhousie, WINNIPEG, Regina, Saskatoon, Calgary, Edmonton, VANCOUVER, Victoria.

Established 1865

MOSCO LEATHERS

Our FOUR large TANNERIES in Salamanca, Gowanda and Alpena are concentrating in producing a few good lines in large volume.

Salamanca Tannery

Brown Russet Sides, Chocolate Sides, Flexible Splits, Plain Hitta Kangaroo and Boarded Hitta Kangaroo.

Get Samples of MOSCO to-day, the leathers that are often imitated but never equalled.

C. MOENCH SONS CO.

TANNERS

117 Beach St., Boston, Mass.

TANNERIES—Gowanda, N.Y., Salamanca, N.Y., Alpena, Mich.
STORES—Boston, Mass., Chicago, Ill., St. Louis, Mo.

The Shoeman



This Trade Mark represents the cleanest, handsomest, most-useful-to-the-dealer-and-clerk shoe journal in the United States.

Any Canadian shoe dealer, department buyer or retail shoe salesman who asks us for a specimen copy will find at least two big useful features they won't find elsewhere—send in for a copy and find out what these two things are.

A copy sent free on your postal request

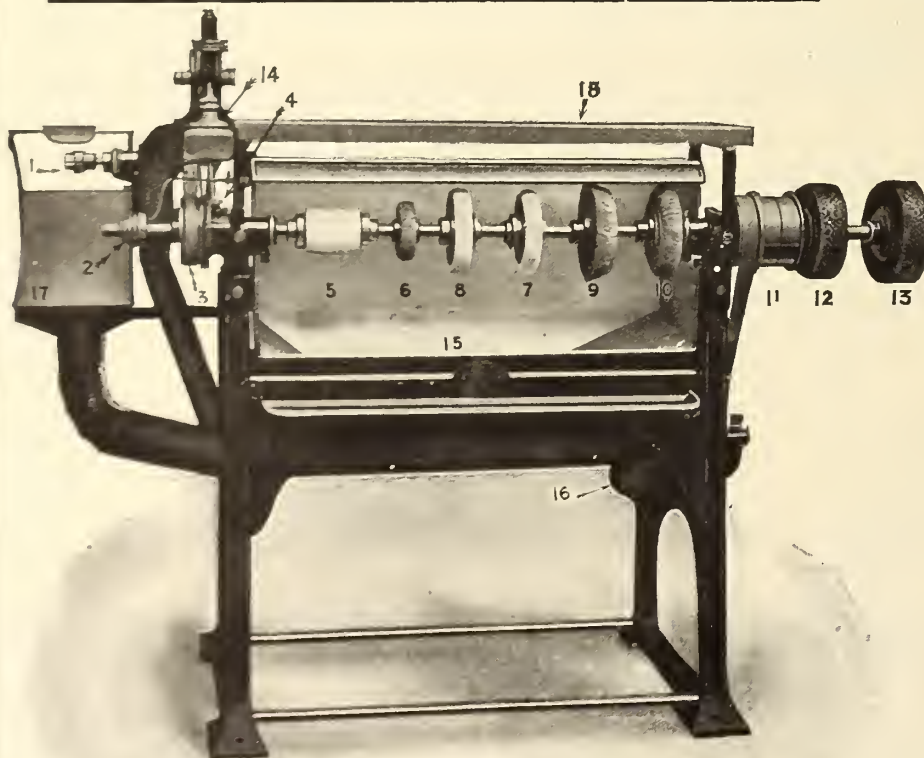
Published by

The Arthur L. Evans Co.

183 Essex St., Boston, Mass., U.S.A. ^{Inc.}

SHOE REPAIRERS

Standard No. 2 Finisher



We make 11 different Models of Finishing Machines and over 800 of Model No. 2 (as engraving) have been sold in the OLD COUNTRY.

Advantages:—

Ring Self-Oiling Bearings.
Can be driven by 1 h.p. Motor.
Dust Gate to stop Fan drawing air when not required and thus save power.

In every point, which makes a high-class machine, the SUPREMACY of the "Standard" machines is unquestioned.

PRICE \$160

Duty and Carriage
Paid to Montreal

The
**Standard Engineering
Company, Limited**
Liechester - England



Fraserville Footwear

This well known line of high grade footwear will include many new and stylish models for Spring trade.

In addition to producing high class footwear for men, women and children we are also makers of the famous "Tiger" Brand work shoe. It is a heavy well made shoe particularly suited to railroad and mining work.

The "Tiger" brand shoepack is also a winner.

OUR TRAVELLER WILL CALL UPON YOU.

FRASERVILLE SHOE CO., Limited, Manufacturers and Wholesalers
 Fraserville - Quebec

W. DAVIS, 124 Wellington St. W., Toronto, Special Ontario Representative

This Tag— The Sign of Merit

The sign of the Sisman Everyday shoe is your guarantee of Canada's best Solid Leather Shoe.



THREE Generations of us have tried to improve Acme Backing Cloth. We have sought the help of Chemical Professors in the leading University, but just as it is true that "There is nothing like Leather"—so it is equally true that "There is nothing like Acme Backing Cloth,"—it cannot be improved upon. Stuck together the two cannot be surpassed. We guarantee it to remain soft as silk and retain its adhesiveness for years. In the big Eastern Factories, it is called "*The Backing That Always Sticks.*"

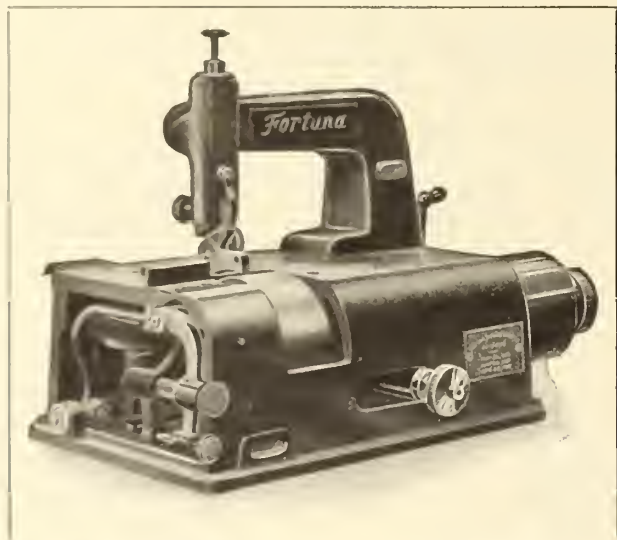
PETERS MANUFACTURING CO.

43-53 Lincoln Street,
Boston, Mass.

Backing Specialists
3 Generations

304-310 E. 22d Street,
New York City

Fortuna Skiving Machine



For Manufacturers who Skive Leather, Felt,
Cork, Rubber or Paper

Used extensively by Manufacturers of
SHOES, BOX TOES, TRIMMINGS, INSOLES, ANKLE
SUPPORTERS, WELTING, ARCH SUPPORTERS

Sole Agents for Canada

Fortuna Machine Co.

127 Duane Street - NEW YORK

**THE ONLY
RELIEF FOR BUNIONS**

and the only resource for the shoe dealer when compelled to fit a bunion deformed foot is that wonderful little device—the *Fischer Bunion Protector*. With it you can secure a perfect fit direct from the shelves. Without it you have a hopeless profitless task, a task that stamps your methods as antiquated; the modern shopper soon loses track of that kind of a dealer. The lost sale doesn't pay.

WRITE

THE FISCHER MANUFACTURING CO.
Milwaukee, Wisconsin

Sole Owners, Manufacturers and Patentees



CANADIAN RETAILERS!

The successful business man to-day is the man who advertizes.

Advertise Your Shoes

Send for our New Cut
Catalogue — 1000
New Styles

**RAMSDALL
ENGRAVING CO.**

Exchange St.
ROCHESTER, N. Y.



This Cut
\$1.00

MOHLENE "A" adds the Quality that makes your leather a little better than the rest. Ask us about it.

Marden, Orth & Hastings

ESTABLISHED 1837

All Oils, Greases, Tannins and Tanning Extracts for Leather Manufacturers

NEW YORK OFFICE:
82 Wall Street.

SAN FRANCISCO
OFFICE AND WAREHOUSE:
340 Clay Street

BRANCH STORES:

CHICAGO

1030 North Branch Street.

201-225 Purchase Street,
73 High Street,

BOSTON, U.S.A.

Felt

For prompt service and close prices on all kinds of felt—come to Kenworthy Brothers.

Felt for SLIPPERS, LINING, INSOLES, BOX TOES, HEEL PADS, BUFFING WHEELS, AND RACK FELT.

Let us Quote on Your Requirements.

**Kenworthy Brothers
Company**

110 Summer Street, Boston, Mass.

THE
AHRENS
SHOE

Charles A.
AHRENS
limited
BERLIN, ONT.
Solid Leather Shoes

THE
AHRENS
SHOE

Dominion Die Co.

MANUFACTURERS OF

Cutting Dies

of Every Description



For Cutting
Leather, Rubber, Paper
Cloth, Etc.

ALL WORK WARRANTED

321 Aird Ave., Montreal

TOES



High grade box toes for Goodyear
work

Also combination toes of all kinds

Men's, Boys' and Women's Heels
All Grades

Write for Prices

The Montreal Box Toe Co.

321 Aird Ave., Montreal

Fisk's Glazed Kid

We invite the interest of shoe manufacturers who specialize in the production of fine kid shoes of a medium class.

By concentrating our long experience and study on one line of Glazed Kid to meet this requirement we are able to produce a leather which looks better made up and cuts cheaper than the usual run of kid.

We manufacture in a large way and can make prompt deliveries of the three selections we make.

Our prices 12, 14 and 16c.

Fisk Limited

Montreal

Hope Webbing Co.

Providence, R. I., U. S. A.

Established 1883

Incorporated 1889

Manufacturers of
NARROW WOVEN FABRICS

For the Shoe Manufacturer:

Top Facings

Stay Webs

Pull Straps

and Tapes

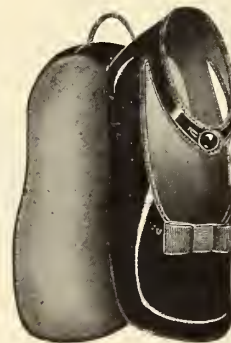
Plain or with name or
trade mark woven in

Boot Webs

Large Factory

Modern Equipment

30 Years' Experience



INFANTS' FOOTWEAR

No. 1485—Patent leather, one strap with pump bow - \$4.50



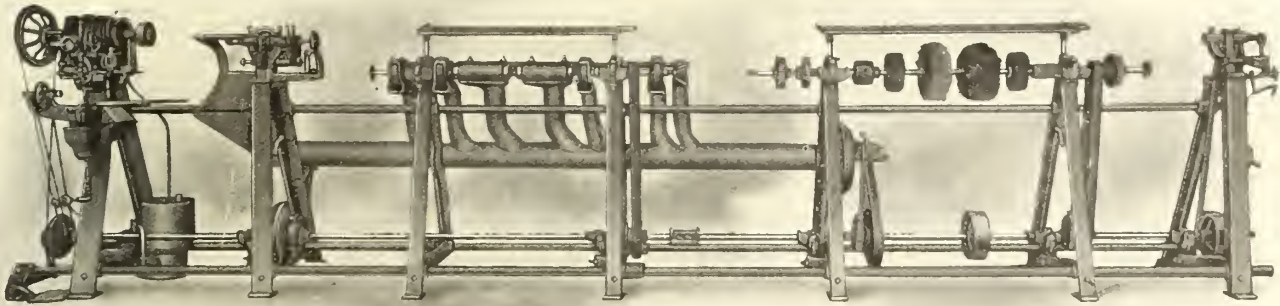
No. 824—Patent Foxed, three strap sandal, any color top. Pump Box - - - \$4.50



No. 862—Patent Foxed, two strap. Any color top. Rosette on vamp - - - \$4.50

J. J. McMASTER
ROCHESTER, N. Y.

22-Foot Goodyear Shoe Repairing Outfit



MODEL N.

THIS Outfit represents the highest development in shoe repairing machinery, and meets every demand of modern shoe repairing. It embraces all the essential processes for making new shoes from old ones, giving the maximum of equipment and efficiency in the minimum space. The Outfit has the Goodyear Stitching Machine with all its improvements, including a new style steam generator which uses gas or gasoline for generating the steam, and operates automatically, thereby insuring a uniform heat for keeping the wax in proper condition and requiring little attention from the operator. The Edge Trimming Machine has the new feature of the two shafts being operated by a single belt, and the cutter grinder is attached directly to the main shaft. This arrangement gives better results with less power.

The Buffing and Scouring Machine has a shaft 57 inches long and carries the following equipment:—

- | | |
|--|------------------------------|
| 2 Split Bottom Buffing Rolls | 1 Heel Breast Scouring Wheel |
| 2 Flat X-Ray Heel Scouring Wheels | 1 Pin Wheel Pad complete |
| 2 "C" Shape X-Ray Heel Scouring Wheels | |

A powerful Blower System removes the dust resulting from the trimming, buffing and scouring operations, and is designed to overcome certain objectionable features of other blowers.

The Finishing Machine has a 78 inch shaft which has all the necessary equipment for black or russet work:—

- | | |
|--|-------------------------|
| 2 Corrugated Rubber Shank Finishing Wheels | 2 Heel Brushes |
| 1 Corrugated Rubber Heel Finishing Wheel | 1 Stitch Cleaning Brush |
| 1 Corrugated Rubber Bottom Finishing Roll | 1 Levelling Roll |
| 2 Shank and Bottom Brushes | 1 Bead and Wheel |

At the end of the Outfit is the Oscillating Edge Setting Machine which is fitted with union irons and in its motions duplicates hand workmen with quicker and better results.

Each of the machines is operated independently by a friction drive pulley, so that it is necessary to use only those machines which the operator may require. This feature means a saving of power.

All the machines are firmly mounted on legs and driven by a countershaft with carefully adjusted bearings, so that the Outfit runs with very little vibration, and is in every way most efficient.

Full information furnished promptly on request.

United Shoe Machinery Company of Canada

MONTREAL, QUE.

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC



There's a Record in the Register

Before the Customer Gets the Goods

The "Get a Receipt" plan enforces a record inside the register before the goods are wrapped. The receipt is wrapped in the parcel and the record must be made before the receipt is issued.

This record is the clerk's own acknowledgement that he has sold a certain amount of goods and will be responsible for a corresponding sum of money. It is your receipt for the transaction.

This protects your business, shows you at all times just where you stand, benefits your customers, saves time and increases profits.

Write for information today about the National Cash Register that is built for the particular needs of your business.

THE NATIONAL CASH REGISTER COMPANY

285 YONGE STREET, TORONTO

Canadian Factory, Toronto, Canada

Shoe Machinery

For Every Department from Lasting to Finishing

TRADE



MARK

**Goodyear
Welt and Turn
Systems**

**Consolidated
Hand Method
Lasting Machines**

**Model-C
Ideal Clicking
Machines**

**Rapid Standard
Screw
Machines**

**Davey
Horn Pegging
Machines**

Heel Protector, Driving, Heel Compressing, Loading and Attaching Machines, Heel Trimming, Breasting, Scouring and Finishing Machines; Loose Nailing and Slugging Machines; Cementing, Buffing and Skiving Machines; Gem Insole Machines, Eyeletting Machines; Eyelets, Shanks, Brushes, Etc.

United Shoe Machinery Company of Canada

122 Adelaide Street West, TORONTO

MONTREAL, QUE.

492 St. Valier St., QUEBEC.

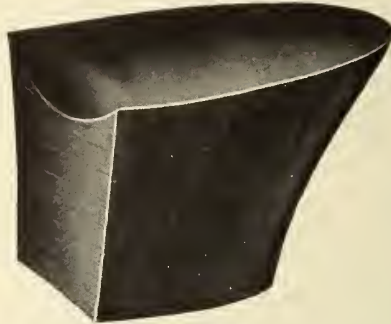


Fine, Flat Grain,
Mellow, Full Feel
Yet Tight
Uniform in Weight
and Selection

Hitchings & Coulthurst Co.
122 South St. Boston.

HEELS

THAT WILL NOT CHECK
All Grades, Denominations and Heights
A Full Line



BOX TOES THAT COME ALIKE
made in leather, split, combination
leather, canvas and felt.

Independent Box Toe Co.
102 Christophe Colomb - Montreal



To get results, YOU must have the
best material.

That is why the Wise Foremen in-
sist on getting

C. B. C.

**Inks, Dressings, Waxes, Toe Gum
and Cements**

Each Product Guaranteed to be A 1 Quality

Made in Canada by
Canadian Blacking & Cement Company
Hamilton, Ontario

Union Made Shoes Should be on Your Shelves for the Coming Season, Mr. Retailer

You want shoes, next season, Mr. Retailer, for all your customers, and to satisfy EVERYBODY, YOU MUST CARRY UNION STAMPED SHOES.

The Union employee demands Union made goods. He has been educated to insist on Union Stamped shoes through our advertising of Union stamped shoes in the labor journals of the country. The Union man knows that only shoes bearing the stamp of the BOOT AND SHOE WORKERS' UNION are Union made.

There is nothing to lose and every possible profit to gain by handling UNION STAMPED shoes. They are shoes of the highest quality, made by expert workmen that satisfy the demands of all your patrons.

You can secure shoes from Union manufacturers every day in the year, for in the Union factory, under our agreement, there is no chance of delays by strikes.

The retailer who handles Union stamped shoes is endorsing the fair policy of arbitration with no strikes.

DO NOT BE MISLED BY THE CLAIMS OF NON UNION MANUFACTURERS. THE OFFICIAL STAMP OF THE BOOT & SHOE WORKERS' UNION IS THE ONE POSITIVE GUARANTEE THAT THE SHOES ARE UNION MADE. ALL OTHER STAMPS ARE WORTHLESS.

INSIST ON UNION MADE SHOES WITH THE STAMP OF THE

Boot and Shoe Workers' Union

Affiliated with American Federation of Labor

246 Summer Street

BOSTON, MASSACHUSETTS

JOHN F. TOBIN
General President

CHAS. L. BAINE
General Sec.-Treas.





NOW IS
THE TIME
TO STOCK UP ON
"NUGGET"
OUTFITS

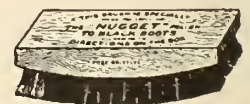


Consisting of brush, pad and tin of polish. Put up in cardboard and metal boxes to retail at 40c. and 50c. Brushes and Pads may be obtained separately.

They show you a good margin of profit.

The "Nugget" Polish Co.
Limited

9, 11 and 13 Davenport Road
TORONTO - ONT.



IF IT BEARS
THIS MARK

The logo consists of the letters 'USMC' in a stylized, orange, cursive script font. The letters are bold and have a slight shadow effect, giving them a three-dimensional appearance.

YOU CAN RELY
UPON THE QUALITY

United Shoe Machinery Company of Canada

Montreal, Que.

122 Adelaide Street West, Toronto

492 St. Valier Street, Que.



ESTABLISHED 1852

To Manufacturers

THERE is a fineness of texture and a permanency of finish about Clarke's Patent Leather that should be considered by every manufacturer.

If your footwear is to enjoy the national reputation of a high grade product you must use high grade leather and findings.

Use Clarke's in your next lot of Patent Leather shoes, the result will be better footwear than you have ever produced.

A. R. Clarke & Co., Limited

Toronto

Montreal

Quebec



A R C BRAND

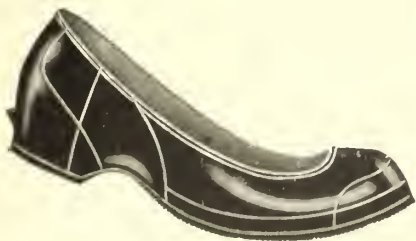
Footwear

In Canada

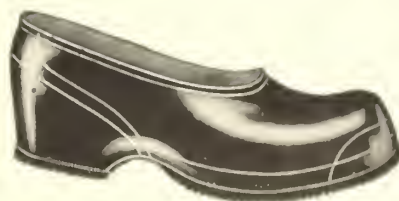


IN the Miner line of ladies' rubbers we offer a large range of lasts including every shape that will be popular for Spring trade.

Ask the "Miner Man" to call.



IN the men's rubbers the Miner line is also quite complete including all classes of rubber footwear from the low cut sole rubber to the high hip boots.



The Miner Rubber Company, Limited

GRANBY

MONTREAL

TORONTO

QUEBEC

See other Advertisement page 75.

Murray-Made



and

Derby

Individuality of Style
Superiority of Materials
Expert Workmanship
Guaranteed Satisfaction

The Murray Shoe Co., Ltd.

London, Ontario



The RALSTON GUARANTEE

of Style, Leadership, maximum value in shoes and the very best workmanship obtainable should mean a whole lot to you when combined with the broad, constructive business policy of our house and its acknowledged superiority in SALES CO-OPERATION

That Ralstons help you sell the goods is a fact beyond dispute. Wouldn't it be well to investigate and see **HOW?** We are waiting for an opportunity to put our shoulder to the wheel and help you on to bigger things in Shoe Retailing—will you give it to us?

Stock No. 167

Here's a New One and It's a Profit Producer

No finer shoe can be conceived for Fall wear than this clean cut, snappy, Gun Metal Blucher on the new Red Sox last. It has all the necessary "tang" but none of the unnecessary froth. You'll like it, but what's better and more necessary, your trade will. We have already sold such a large volume on this style that we know it's a seller.

**Thirty-one Styles Carried in Stock.
Send for our Complete Catalog.**

Stock No. 167

Hunt Rankin Leather Co's, Black Tuscan Calf Button (Gun Metal Finish) New Red Sox Last, Military Heel, Single sole, Sizes 5 to 11. Widths B to E.

Price \$2.90

The same in Double Sole
Stock No. 626—\$3.10



Ralston Health Shoemakers

(Churchill & Alden Co.)

BROCKTON, MASS.

Campello Station

ROYAL
BRAND

BULL
DOG

RUBBERS

The Discriminating Retailer

realises that style, fit, reliability and comfort are as essential in rubber lines as in first quality leather footwear



From these four points of view the reputation of our

**KANT KRACK
DAINTY MODE
ROYAL and
BULL DOG**

Brands of Footwear is unassailable, as evinced by their wide popularity with the trade and the consumer.



BULL DOG styles are the highest grade of second grade rubber footwear in America. The rubber that won instant popularity.

The ROYAL BRAND includes all heavy gum lines and other first quality styles except light specials. The Tiger Head means sterling quality.



**SELL
THE
POPULAR
BRANDS**



The KANT KRACK duck lines are known from the Atlantic to the Pacific, in camp, farm, factory and workshop. They are reinforced at every point requiring extra resistance.

DAINTY MODE are easily first in the race for distinction in style and quality. They are the highest grade of light specials known in the footwear branch of the rubber trade.

Write for catalogues to the following

The Amherst Boot & Shoe Co., Ltd., Amherst, N.S.	The Amherst Central Shoe Co., Ltd., Regina, Sask.
A. W. Ault Co., Limited, Ottawa, Ont.	Garside & White, - Toronto, Ont.
Kilgour, Rimer Co., Limited, Winnipeg, Man.	The J. Leckie Co., Limited, Vancouver, B.C.
The London Shoe Co., Limited, London, Ont.	McLaren & Dallas, Toronto, Ont.
James Robinson, Esq., Montreal, Que.	

The Independent Rubber Co., Ltd.

Merritton - Ontario

KANT
KRACK

DAINTY
MODE



SLATER STYLES

EVEN more attractive than ever are the Slater smart Spring styles. They are new and exclusive and will make excellent stock to offer your patrons for Spring wear.

Our permanent and pleasing finish with Slater good workmanship will be found in Slater Spring footwear.

Drop us a card to insure a call from our traveller.

Slater Shoe Co.

Limited

Montreal, Que.





Will You
be ready
when the
Tally-Ho
starts?

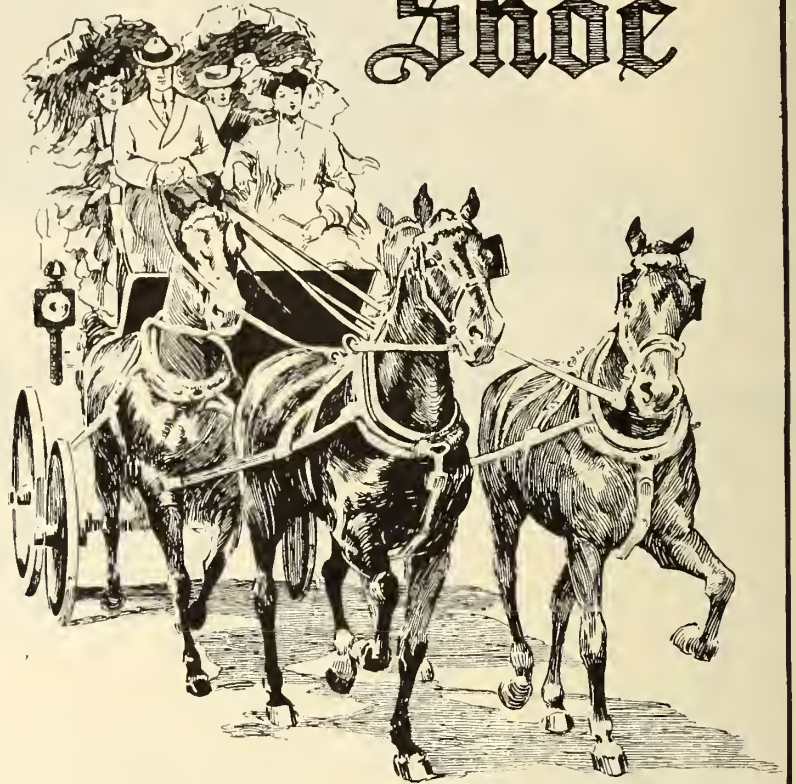
Samples for Spring for this new one-price shoe are on the road. This agency proposition—in the larger cities only—and only one store in a town—is being fast closed up.

If you want to join the Tally-Ho Syndicate of Dealers—if you want to be the man in your district who will have the choicest Men's Shoe proposition—get busy.

Send a wire to the Boston office that you want to see the samples and I will notify you when I will show you the line.

If you have forgotten what the proposition is—will send particulars. But—don't let this thought get away from you—"If you miss securing the Tally-Ho agency—you will be the big loser."

Tally-ho \$5
Shoe



Charles E. Slater

60 South St.—Corner Essex St.,
Boston, Mass.

704 Eastern T. Bank Bldg,

MONTREAL



McLaren
and
Dallas

Design and Workmanship

In Our Lines for Spring 1914

McLaren
and
Dallas

The "Imperial" Shoe

Made in all fine leathers,
Goodyear Welts and
McKay Sewn.

"Beau Brummel" Shoe

Superior quality Good-
year Welts — A'1 with
last minute touch.

The "Varsity" Shoe

Men's, Boys' and Youths'
McKay Sewed. Blu-
chers and Button Boots.

Our new spring lines incorporate the latest fashion decrees with moderate prices. They have values that only years of specialized production of high grade footwear can produce.

You Have the Choice

of the best values obtainable from the most celebrated Canadian, European and United States manufacturers.

Our travellers are now showing a full range of these "Invincibles" which are worthy of more than ordinary consideration.

Fall and Winter Lines

Warm Shoes for Winter Weather—"Elmira" Felts, English and German Felt Slippers, Lumbermen Knit Socks, Moose Moccasins, Oil Tan Larrigans, Miners and Prospectors Boots, "Witch-Elk" Hunting Boots.

With a liberal sprinkling of these ready-to-ship "revenue producers" in your stock you will have that happy feeling at stock-taking time that comes to those who have bought wisely and well.

The speed of our Mail Order Department is without limit. When in a hurry send us your orders by mail or telephone and try us out.

The "Maple Leaf" Shoe

Solid Leather working shoes, every pair guaranteed.

"Little Canadian" Shoe

Misses' and Children's fine Shoes.

"Beaver Brand" Shoe

An extra fine line of Men's Goodyear Welts.



Dainty Mode
Kant Krack

RUBBERS

Royal
Bull Dog

McLaren & Dallas
Toronto





The Latest

Is Always Found in

Ames Holden McCready Shoes

While there is always lots of style in our goods, there is always lots of service. While it is looks that sell nine out of every ten pair of shoes, it is pleasant for the merchant to know that when he sells goods, they will give satisfaction.

Ames Holden McCready's shoes are strong on style, strong on wear, and low in price. We always go on the principle that what is worth doing is worth doing well, and that is the spirit that actuates us in the making of Ames Holden and McCready shoes.

Our Mail Order Departments are unique, in comes your order and out go your shoes. Order from your nearest branch, and save time.

Ames Holden McCready Limited

MONTREAL TORONTO WINNIPEG ST. JOHN
EDMONTON CALGARY VANCOUVER

Mr. Retailer :

¶ There never was a time when the public was more critical about footwear than at present.

¶ This condition pleases us as our product is made to stand inspection—yours, and the public's.

¶ Astoria and Liberty shoes are made in the open -- honest all the way through, plus style and finish.

¶ It will pay you to wait for them— it will pay you still better to stock them.



The **Cook-Fitzgerald**

Company, Limited

London, Ontario



EDUCATOR SHOE



The Wrong
Way



The Educator
Way



What Kind of Feet Are You Making

Do you realize how important is the part that you play in shaping the feet of your community? Sell your customers toe-cramping shoes and your community will reap distorted foot-bones; sell them EDUCATOR SHOES, however, and your people will be blessed with the straight, well-formed, freely-working foot-bones that nature intended.

EDUCATOR SHOES are in style all the time, and they will continue so, as long as the human foot retains its present shape. In other words, there's no stock-risk for you!



EDUCATOR SHOES are made "for every member of the family" by Rice & Hutchins, concerning whose remarkable half-century growth you have been reading for several months past. R & H stamped on shoes is indeed a "mark of merit."

Please bear this fact in mind: although EDUCATOR SHOES are made in New England, they are made much more accessible to the shoe merchants of Western Canada through the company below named. Why not take on the EDUCATOR proposition now? Just write to Mr. Bernard Stedman or Mr. Mills C. Simpson at this address:—

Western Shoe Distributing Company

719 Main Street : : Winnipeg, Canada



The Aylmer Shoe of Quality

Aylmer Shoes

Modern machinery, expert workmanship and best of leather and findings are responsible for the success of Aylmer Shoes.

Aylmer samples for 1914 are now being shown and include what is latest and best in fashionable footwear for Spring trade.

The Aylmer Shoe Co., Limited
Aylmer, Ontario



The Aylmer Shoe of Quality

Nufashond
TRADE MARK REG

The Nufashond Line anticipates the dictates of Dame Fashion and is always prepared to furnish Shoe Laces in colors to match the novelty as well as the staple colors of shoe material.

Of course we are prepared for a **White Season**.

The Nufashond Line comprises the

Nufashond Silk Oxford Tie

Nufashond "No 10" Boot Lace

Nufashond "No 5" Boot Lace

Nufashond Fabric Tipped Tubular

Nufashond Fabric Tipped Laces in silk, mercerized, and glazed cotton, at a range of prices to meet all demands.

All Jobbers

Send postal for sample of **Fabric Tip**.

Narrow Fabric Co., Reading, Pa.



Bostonian

THE Bostonian is an extra fine shoe made in all styles, sizes and leathers for men and women. I always carry a large and complete stock of these shoes, so never miss any sales because you have not the stock. Just send me your sorting orders and I guarantee a prompt shipment.



James
Montreal,





Fine Shoes

I also have a full line of canvas and light weight shoes, pumps and oxfords.

My rubbers are the nationally famous Dainty Mode, Royal, Kant Krack, and Bull Dog.

Their quality and style make them an easy line to sell.

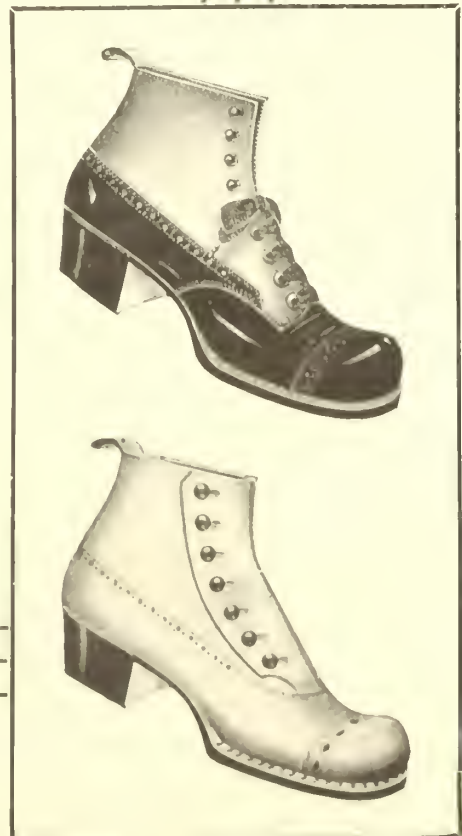
Remember prompt and complete shipments are my promise.

Robinson

Quebec



JAMES ROBINSON



*Nutoe**Reo*

Now For Spring 1914

Where Quality Counts We Win

Our Spring models include the latest and most fashionable lasts and styles shown. They will appeal to the connoisseurs in footwear among your customers—the men who want the best.

If you are an impartial judge of shoes—if you are quick to recognize exceptional qualities in footwear, you cannot fail to be impressed with the all round superiority of MONARCH and BRANDON SHOES. They are subjected to a rigid inspection at every stage of manufacture, a precaution which prevents any imperfection creeping in during their production.

In many lines of manufacture it is practically impossible for the retailer to eliminate the middleman in his purchase of goods. You as a shoe retailer can avoid the middleman and pocket his profit yourself by dealing directly with the Brandon Shoe Factory. We can ship orders in 21 days, thus enabling you to buy according to your immediate wants.

The Brandon Shoe Company

Limited

Brantford, Ontario

FIFTY-NEW STYLES IN STOCK-FIFTY

No. F0308H \$2.75



Cloth top, patent leather, Ardsley last, 1 3/4 inch heel, welt, AA to D

No. F0108A \$2.25



Cloth top, patent leather, Panama last, 1 3/4 inch heel, Perfection welt, C to E

¶ No dealer will have difficulty in supplying his immediate wants for boots from our in-stock department. We carry a complete line of high-grade numbers for women, misses and children, and are prepared to give your needs most particular attention.

PATENTS ARE RIGHT FOR FALL

No. F0308P \$2.75



Mat kid top, patent leather, Ardsley last, 1 3/4 inch heel, welt, AA to D

No. F0308V \$2.60



Mat kid top, patent leather, Opera last, 1 3/8 inch heel, welt, B to D

No. F0308G \$2.60



Cloth top, patent leather, Crest last, 1 3/4 inch heel, welt, A to D

No. F206P \$2.85



Mat kid top, patent welt, Venus last, 1 3/4 inch heel, turn, A to D

WE HAVE A WIDE VARIETY

No. F0908D \$2.50



College Girls Boot. Mat Kid top, patent leather, Cornell last, 1 1/4 inch heel, welt, A to D

¶ Quality of goods and efficiency of service have made our stock department an important factor in the success of many retailers. Wherever you are located this department can be of service to you.

Write for catalogue or samples.

Terms, three of thirty days.

No. F0108B \$2.25



Mat Kid top, patent leather, Opera last, 1 3/8 inch heel, Perfection welt, C to E

UTZ & DUNN CO., Rochester, N. Y.



Cleo Shoes

Unusual Smartness, pleasing Styles and Superior Quality are characteristics of Cleo Footwear for Women.

The dealer seeking footwear that he can conscientiously recommend to his patrons should buy the Cleo Line.

Cleo shoes are made only from specially selected materials and modeled in all strictly stylish shapes.

Cleo shoes will give your customer the maximum of Style, Comfort and Service.

The Cleo
Shoe
Company

London
Ontario

Trade Winners



Well Designed
Well Made
Well Finished

In Everyway

**THE
BEST**

Minister Myles Shoe Co.

Limited

TORONTO





Tebbutt Quality

In addition to Tebbutt good style, Tebbutt flawless workmanship, there is the excellent Tebbutt quality. By quality we mean that everything that, goes to make a Tebbutt shoe from the thread to the leather, is the very first quality material obtainable.

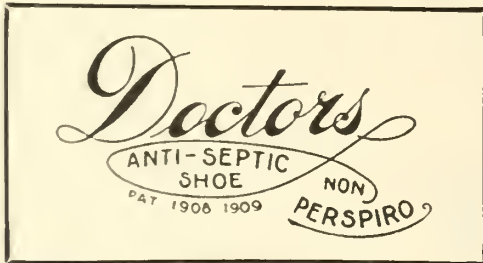
Tebbutt is a satisfactory line to sell.

Among the Tebbutt shoes we mention the "Doctor's" and "Professor's" shoe. These two specialties are non-perspiro and antiseptic in construction. Their fame is national as perfect footwear for everyday comfortable wear.

Your jobber will supply you

Tebbutt Shoe and Leather Co. Ltd.

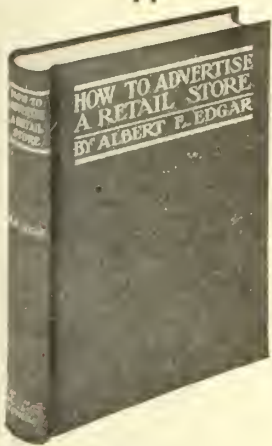
Three Rivers, Que.



For the Retail Shoe Store

“How to Advertise A Retail Store”

By Albert E. Edgar



This book is an exhaustive work on the advertising of a retail store with particular application to the shoe store.

The author is a practical shoeman of thirty years' experience.

The work contains many examples of good advertising—a few examples of poor advertising with explanations of why the advertising is good or otherwise.

It contains many ideas and schemes that can be practised in your store and bring you good business.

It deals with window advertising, show card writing and every other method of advertising a shoe store.

It contains, as Mr. Hall of the I. C. S. says, a really effective course in advertising.

What the Book Contains

- Part 1 Newspaper Advertising.
- “ 2 Aids to Newspaper Advertising.
- “ 3 Schemes and selling plans.
- “ 4 Sales Advertising.
- “ 5 Special chapters on Advertising 50 different lines
- “ 6 Mail Order Advertising.
- “ 7 General Advertising.
- “ 8 The technical part of Advertising.
- “ 9 Miscellaneous information.
- “ 10 Index.

582 Pages
193 Chapters
718 Illustrations
351 Selling Plans

PRICE
\$3.50

Sole Canadian Agents

Footwear In Canada

220 King Street West
Toronto

The Just Wright
MADE IN MASS. SHOE

The Just Wright
MADE IN MASS. SHOE

STYLE AND COMFORT

We have exploded the idea that a shoe built primarily for *comfort* must necessarily lack *style*.



LUCKY STRIKE

The shoe that makes friends

This JUST RIGHT shoe is a sure winner with the folks who consider the feel of their feet. It has the full toe and tread, which, combined with its low heel, give the JUST WRIGHT look of class as well as comfort.

Our shoes get talked about, a wearer's friends become wearers themselves and swell the army of JUST WRIGHT boosters.

IN STOCK AT ST. THOMAS, ONTARIO

Five styles of dollar winners ready to ship. Send for catalog F.

E. T. Wright & Company, Inc.

Rockland, Mass.

:

:

St. Thomas, Ont.

The Just Wright
MADE IN MASS. SHOE

The Just Wright
MADE IN MASS. SHOE

In Stock



No. 944—Cloth Top, Patent Button Boot. Tip. Medium Welt. High Heel. "Plaza" last. Sizes 2½ to 7. Widths A to D. \$2.60.



No. 947—Black Satin, Button Boot, Light Welt Sole, Cuban Heel, Plaza Last. \$2.60



No. 949—Tan Russia Calf, Button Boot, Heavy Welt Sole, High Military Heel, Dash Last. \$2.65



No. 255—Gun Metal Welt, thirteen-button boot. Heavy sole. Medium heel. "Dash" last. \$2.35.



No. 948—Black Cloth Top, Black Ooze Calf Vamp, Button Boot, Medium Welt Sole, High Military Heel, Dash Last. \$2.75



No. 946—Black Cloth Top, Gun Metal Button Boot. Tip. Heavy Welt Sole. Medium Heel. "Plaza" last. Sizes 2½ to 7. Widths A to D. \$2.60.

We sell everything in ladies' fine shoes.
Send for our new illustrated catalogue just out.

MOORE-SHAFER SHOE MFG. CO.

Factory BROCKPORT, N.Y. (30 Minutes from Rochester)

L. B. SHAFER—Canadian Salesman.

EVANS-MADE FOOTWEAR

Announcement of interest to Canadian retailers

Infants', Children's,
Misses', Young Ladies'
Low Cuts and
Boots
Play Oxfords
Specialty Numbers

Women's Stylish
Low Cuts

Medium Prices

URNS and WELTS



Illustrative of a business established for many years, which carries its own force of argument in favor of Evans-made Footwear.

"Time always tells the truth."

Men's, Boys' and
Youths'
Slippers
Pumps

Women's House
Slippers and Oxfords

A wide assortment
of styles and
patterns

URNS and WELTS

Mr. Richardson, from the factory, will make a special Canadian trip starting September 27th, visiting the larger points.

By way of introduction, the L. B. Evans' Son Company has been established in business a great many years. This at the start should inspire confidence. We sell the representative accounts of United States, and the business with these accounts is continuous, season in and season out.

Evans-made footwear offers maximum values at popular and logical merchandising prices to the retailer, and shoes that give real service and value to the consumer.

EVANS IN-STOCK SERVICE. We feature the staple and leading numbers on the floor and this department of our business affords real service to the retailer.

Our proposition should commend itself to you from every standpoint. We hope you will inspect our offerings. We have several Canadian accounts, but desire to interest more accounts.

C. H. RICHARDSON, | SPECIAL REPRESENTATIVE
| MANAGER "EVANS IN-STOCK SERVICE"

L. B. EVANS' SON CO., Wakefield, Mass.

Boston Office: 110 Summer St.



Hartt Spring Styles

OF our nine new models for Spring we illustrated two. The other seven are just as smart and stylish.

Send us a card and have one of our travellers call.

**Hartt Boot & Shoe
Company, Limited**

Fredericton,
N. B.



FIGURES SPEAK

and the story they tell is interesting

Our various grades of women's welts, McKays and turns are each built to show the best possible values.

Each shoe in each grade is figured as to cost and the lowest possible selling price placed upon it. In this way there are no fancy prices, no imaginary values that in the end are deducted from your net profit sheet.

We can make your line retail at \$5.00 with better shoe values and a larger margin of profit to you than you can obtain elsewhere. In like manner we can make your \$4.00 line, your \$3.50 line, your \$3.00 line and your \$2.50 line, and the quality will be Harney and the values right. We think that you will appreciate this policy of ours in which we as shoe manufacturers are willing and ready to get down on a solid business plane and FIGURE. If one of our salesmen has not written you that he would call, notify us.

Fall
Stock
Styles

Price
\$2.25

Ready
To
Ship



Style 940



Style 923



Style 941



Style 925



Style 900

Women's
Goodyear
Welts

Price
\$2.25

Sizes
21-2to7
Widths
A to E

P. J. Harney Shoe Company
Lynn, Massachusetts

New York Chicago Rochester Philadelphia Cincinnati

A. F. Clapp & Co.

Boston, Mass.

Tanneries at Peabody and Salem, Mass.

Just a little different from
the rest.

Just a little better made.

Just a little more for your
money.

OUR LINE OF SHEEP
SKINS

for the Shoe and Special-
ty trade.

Canadian Warehouse

Ed. R. Lewis

50 Front St. E.,

Toronto

REED'S

The Shoes You When You

Of Interest to the Man Fall Order. He Can Sellers From



Stock No.
B-502



Stock No.
B-507



Stock No.
B-520



Stock No.
B-509



Stock No.
B-549



Stock No.
B-501



Stock No.
B-515



Stock No.
B-517

Stock No. 502. Gun Metal, 3/4 Foxed Button, Welt, 14 Buttons, Cloth Top, No. 48 Last, 1 5/8 in. Heel, Widths A to D, Sizes 2 1/2 to 7, Price \$2.50.

Stock No. 507. Patent, 3/4 Foxed Button, Welt, 14 Buttons, Mat Kid Top, No. 38 Last, 1 5/8 in. Heel, Widths A to E, Sizes 2 1/2 to 8, Price \$2.25.

Stock No. 520. Black Satin Finish Reign Cloth, Button, Welt, No. 52 Last, 1 5/8 in. Heel, Widths A to D, Sizes 2 1/2 to 7, Price \$2.25.

Stock No. 509. Patent, 3/4 Foxed Button, Welt, 14 Buttons, Mat Kid Top, No. 44 Last, 1 5/8 in. Heel, Widths A to D, Sizes 2 1/2 to 8, Price \$2.25.

Stock No. 549. Gun Metal, 3/4 Foxed Button, Welt, Mat Top, No. 38 Last, 1 3/8 in. Heel, Widths A to E, Sizes 2 1/2 to 8, Price \$2.25.

Stock No. 501. Patent, 3/4 Foxed Button, Welt, 16 Buttons, Cloth Top, No. 36 Last, 1 7/8 in. Heel, Widths A to D, Sizes 2 1/2 to 7, Price \$2.50.

Stock No. 515. Patent, 3/4 Foxed Button, Turn, 14 Buttons, Mat Top, No. 48 Last, 1 5/8 in. Heel, Heavy Edge, Widths A to D, Sizes 2 1/2 to 7, Price \$2.60.

Stock No. 517. Gun Metal, Foxed Button, Welt, 14 Buttons, Mat Top, No. 38 Last, Coarse White Stitch, 1 1/2 in. Heel, Widths A to D, Sizes 2 1/2 to 7, Price \$2.60.

STOCK

WRITE FOR CATALOG

E. P. REED & COMPANY

CREED

Need Delivered
Need Them

That Did Not Place His
Get the Pick of the Fall
Our Stock Now

Stock No. 500. Black Suede, 3/4 Foxed Button, Welt, 14 Buttons, No. 41 Last, 1 5/8 in. Heel, Widths A to D, Sizes 2 1/2 to 7, Price \$2.65.

Stock No. 516. Patent, 3/4 Foxed Button, Welt, 16 Buttons, Mat Kid Top, No. 36 Last, 1 7/8 in. Heel, Widths A to D, Sizes 2 1/2 to 7, Price \$2.50.

Stock No. 508. Patent, 3/4 Foxed Button, Welt, 14 Buttons, Mat Top, No. 48 Last, 1 5/8 in. Heel, Widths A to D, Sizes 2 1/2 to 7, Price \$2.50.

Stock No. 540. Patent, 3/4 Foxed Button, Turn, Black Cloth Top, No. 48 Last, 1 5/8 in. Heel, Widths A to D, Sizes 2 1/2 to 7, Price \$2.50.

Stock No. 548. Gun Metal, 3/4 Foxed Button, Welt, 16 Buttons, Mat Top, No. 36 Last, 2 in. Heel, Widths A to D, Sizes 2 1/2 to 7, Price \$2.50.

Stock No. 512. Dark Tan, Button, Welt, 14 Buttons, No. 41 Last, 1 5/8 in. Heel, Widths A to D, Sizes 2 1/2 to 7, Price \$2.85.

Stock No. 519. Tan Calf Button, Welt, 16 Buttons, 1 7/8 in. Heel, No. 36 Last, Widths A to D, Sizes 2 1/2 to 7, Price \$2.85.

Stock No. 514. Lotus Calf Button, Welt, 14 Buttons, No. 38 Last, 1 3/8 in. Heel, Widths, A to D, Sizes 2 1/2 to 7, Price \$3.00



Stock No. B-500



Stock No. B-516



Stock No. B-508



Stock No. B-540



Stock No. B-548



Stock No. B-512



Stock No. B-519



Stock No. B-514

DEPARTMENTS

Rochester, N. Y., AND Chicago, Ill.

ORDER EARLY

Foot-Prints

Is brimful of information about rubber footwear.

¶ If you are a retail merchant and don't get *Foot-Prints* regularly now, tear off this coupon and mail it to us.

Canadian Consolidated Rubber Co., Limited
MONTREAL, Que.

Canadian
Consolidated
Rubber Co., Limited,
MONTREAL

Please send a complimentary copy of *Foot-Prints* regularly to address given on attached letter-head (or bill-head or card), and oblige

Don't Let The

FLEET FOOT

Man Get By You!

He's somewhere in your neighborhood now.

Hold your order till he comes, or
mail it today to our nearest branch.

You will have more call for

FLEET FOOT

sporting shoes this fall and
winter than ever before.

Don't be caught short of stock.

**Canadian Consolidated Rubber Co.,
Limited**

MONTREAL, Que.
Quebec, Que.
Granby, Que.
Ottawa, Ont.
Kingston, Ont.
TORONTO, Ont.

Belleville, Ont.
Port Dalhousie, Ont.
Hamilton, Ont.
Brantford, Ont.
Berlin, Ont.

London, Ont.
North Bay, Ont.
ST. JOHN, N.B.
Moncton, N.B.
Halifax, N.S.

Sydney, N.S.
Yarmouth, N.S.
Picton, N.S.
Charlottetown, P.E.I.
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Moncton, N.B.
Halifax, N.S.

Sydney, N.S.
Yarmouth, N.S.
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Footwear in Canada

A Journal of its Findings, Making and Sale.
Published for the Good of the
Trade by

HUGH C. MACLEAN, LIMITED

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Hides Scarce

There has been much talk, both among shoe men and the general public, for some time past in regard to the increasing prices of footwear, which was caused by the scarcity and prevailing high prices of leather. Though the matter was put fairly before the public by the trade journals, some of the daily newspapers of the more pronounced "yellow" type seemed to think that the rise in price was due to the trusts and the manipulation of the market. That this assertion is not true is known by every one who is conversant with the shoe and leather situation. Sizing up the leather situation carefully, we can see nothing else but that in the near future the prices of leather and leather footwear must still further advance, the reason being on account of the great scarcity of leather.

At a recent session, in Chicago, of the American Meat Packers' Association, there was much talk of a beef famine and it was proposed to raise money to stimulate the cattle growing in the United States. It is impossible for hides and leather to be plentiful if cattle are scarce. The import of hides has fallen off and there is no possible influx of cheap foreign hides to compensate for the failure of the domestic supply. The imports of cattle in the United States for seven months ending the 31st of July last were 40,237,000, which is considerably less than for the corresponding seven months of the previous year. Again, the slaugh-

ter of native cattle is known to have decreased immensely and at thirteen packing points in the United States shows a falling off of over 63,000 head in the last year and a decline of 338,000 head over 1911.

In some quarters the reason given for this is not the scarcity of cattle, but that the people are eating less meat. If this were true, which we do not believe, it does not tend to make things easier for the shoe and leather man, as there are no alternatives for hides and skins for making leather, and it is certain that the scarcity will become much more pronounced before the situation can be amended, as, granting the fact that the scarcity of leather and meat and the consequent high prices prevailing will induce men to take to ranching, it takes at least three years to raise a steer for the market.

For a number of years past in both Western Canada and the United States, the farmer has been replacing the rancher and it is extremely doubtful if the former will ever engage extensively in the rearing of cattle, an industry with which he is not familiar. In regard to relief from other countries, there is little hope since most of these are worse off in this respect than we are. Yes, the scarcity of cattle and beef indicates a famine in hides and leather and means higher prices for leather footwear.

Recently a lumberman who does a large business in hemlock called in at our office and informed us that owing to the scarcity of hides, the tanning business was so restricted that he was selling very little hemlock bark. We quote this gentleman to prove that there is a real scarcity of hides.

* * *

Essentials for Success

The successful merchant of today, beyond doubt, owes his "arrival," in a business sense, to the fact that he has, whether knowing or unknowingly, brought into forceful action the three vital essentials of modern merchandising prosperity. He has selected his business location, after a careful study, not only of the prevailing conditions in the town in which he is interested, but, also, of the surrounding country upon which the prosperity of that town depends.

In this investigation he has made himself acquainted with the type of people in that community from whom he is going to draw his trade; he has learned the general traits and characteristics of his future patrons, their methods and modes of living, he has made himself familiar with the kinds of merchandise these people will use, because of the nature and character of the climate in which they reside. Then, with a due regard to these things, he has selected for his stock the kind of merchandise that will meet in every respect the needs of the people he intends to serve. And his experience has soon told him, if he had not known it before, that he can bet on the kind of merchandise that his people demand in that market where are located wholesalers and manufacturers who draw their busi-

ness from the particular section of the country in which that merchant has located.

Assuming, then, that the location and the stock have been selected with intelligence, that the store is ready to open for business, the merchant finds himself confronted with the most important of his problems, namely—the selection of his operating force. For it will profit the merchant nothing, if his location is of the best, and his stock of merchandise unequalled in his town, if his wares are not properly presented.

The man, woman or child who comes into the merchant's store has a right to expect that the goods the latter has for sale will be presented intelligently, and, above all, courteously. So the wise merchant selects his sales and operating force with the utmost care. He chooses those who have an intelligent knowledge of the merchandise to be sold. He insists always upon loyalty and honest endeavor. He demands that every patron be given all the time, the most courteous attention, whether a sale, is or is not, made. And, then, he carefully watches the results that each individual person in his sales force is producing. The best evidence of a clerk's ability is the nature and character of the merchandise he disposes of.

Too many salesmen and saleswomen follow the lines of least resistance; selecting always that which is asked for by the customers and not that which is the most profitable for the merchant to have sold. Nothing is more important to impress upon a sales force than the slogan "sell better goods." The sales force that has this drilled into them continuously will produce better salaries for itself, and larger profits for the merchant.

Educate the sales force, make each individual understand that his success, in the way of salary, depends entirely upon the size of his profit volume, and a sales organization will be built up which will spell prosperity in capitals.

* * *

Window Display The majority of shoe retailers in Canada do not give the attention to window display they should; nor do they give the same amount of attention to this department as do dealers in many other lines of business.

This is not because they do not realize or believe in the value of window display. Examples of direct business are too frequent for that. On the contrary, every shoeman who has given any appreciable attention whatever to window display, is high in his praise of the good results. But even many of these men do not give the attention that they should.

It is not infrequent to hear a retailer say, "my windows are my best salesmen," or "take my windows away and you take my business away," and still these same dealers do not get the best possible results from them. There is no denying that they get considerable business, but that is absolutely no argument why

they should not reap the full advantages possible by giving them more attention, changing them oftener and continually aiming to make them turn every cent possible into the cash drawer every day.

The shoe store is a busy place and there are many minor details to be attended to, but this is no reason why the window should be neglected. It would be a great deal more profitable for the merchant, or whoever looks after the windows, to devote more time to them and arrange in some way to have the minor details attended to by someone else, even if extra help is found necessary. The extra business which good windows will bring as a result will more than make up for the cost of the extra help.

* * *

Shoe Findings

Many shoe retailers neglect an important branch of their business, the findings department, and thereby are losing a great deal of trade and profit. The shoe retailers who handle findings find that the demand for these goods is rapidly increasing and that the public is being educated up to the using and advantages of footwear accessories.

It is by pushing the side lines that many a business has attained its success. The chain drug stores are an example for the shoe retailer in this respect, having built up their business by handling pretty much everything else besides drugs. The shoe retailer can learn a profitable lesson from the drug business.

A properly conducted findings department will mean the saving of many a retail shoe business that is going perilously near the rocks.

Fit the brain to the job.

Men are the tools of the manager's trade — executive ability means knowing how to use them.

Divide the day's work: errands to boys—routine to clerks—for yourself only vital, worth-while things.

Time given to unnecessary details is time wasted—opportunities for other work lost.

Slough off the tasks cheaper gray matter can handle. Spend your brain force on real problems—the biggest work in sight—building, extending, safeguarding.

Unload!

Mammoth Shoe Store on Pacific Coast

Large Annual Turn-Over—Consistent Advertising—Handles Popular Priced Footwear—Modern and Spacious Store—Large Staff

The name of Henry D. Rae is well and favorably known in Vancouver, where he is the proprietor of a retail shoe business with an annual turn-over exceeded by only two other shoe stores in British Columbia. Mr. Rae's connection with the shoe trade in Vancouver extends over a period of 15 years, his initial experience being gained while employed in the store formerly operated by his brother, Mr. James Rae, on Cordova Street West, who sold out to Mr. E. W. Stark, some years ago.

Following the change of ownership Mr. Henry Rae was appointed as manager, a position he filled for a period of four years previous to launching into business on his own account in 1909, occupying from the start the roomy establishment which is his present location at 104 Cordova Street West. Mr. Rae's shoe business has shared in the general expansion of trade which of recent years has taken place at the Coast, his annual turn-over has jumped from very modest figures to an amount slightly in excess of \$125,000 at the end of 1912, and at the close of the present twelve-month period he expects this amount will be increased



A Well Advertised Sale

by an additional \$25,000. He is a firm believer in the good results obtained by advertising, and regularly inserts once a week full page announcements in the leading local newspapers, his annual outlay for advertising purposes alone amounting to almost \$5,000.



Interior of Rae Shoe Store, Vancouver B C

Rae's Mammoth Bargain Shoe Store, as the establishment on Cordova Street is named, caters principally to the masses, the most popular lines in footwear for both sexes kept in stock averaging in price from \$2.95 to \$3.45. For the more expensive brands there is also a fair demand, a wide range in all classes of goods being constantly on view. The strongest selling lines in men's shoes are the Slater, Bell, Hartt and Leader shoes. In ladies' styles, the Goller Grover, Empress, Kingsbury, Classic and Bell's shoes are most in favor, while in children's footwear the lines usually called for comprise the Classic, McFarlane's, Ahrens and Star brands. The majority of the stock is arranged down each side and at the rear of the store, all footwear being put up on the shelves in tiers with the highest grades at the front, near the entrance, and the lowest priced goods at the back. All children's, boys' and youths' shoes are at the rear. The store itself is of exceptional width, measuring 42 feet across the front and extending to a depth of 65 feet. There are two entrances—each about 6 feet wide—one leading into the men's department, and other into the ladies' department. A show case for the display of novelties has been placed opposite each doorway, and down the centre of the interior is arranged a row of tables on which bargains are displayed. Beyond these

tables is the wrapping counter and behind that are located the cash office and Mr. Rae's private office. Seating accommodation for 60 persons is provided, the chairs being arranged in a double-row in each department.

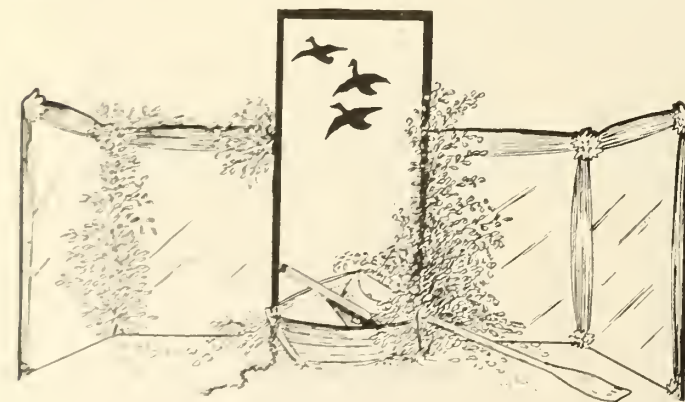
Mr. Rae finds it necessary to keep a tremendous quantity of stock in reserve, a warehouse space above the store, measuring 42 x 65 feet in extent, being utilized for this purpose. There is plenty of window space in this store, and although these extend back only four feet, the unusual width of the street frontage compensates for the defect of the limited depth. The lighting of the windows comprises altogether thirty-two 110 candle-power lamps arranged round the top and sides, with eight globes in each window. Each of the entrances is illuminated by a single light of 500 candle-power set in the space above the doorway. Artificial illumination for the interior is provided by 4 brass electroliers hung from the ceiling, each having four 110 candle-power lights. Two of these electroliers are placed on either side of the store.

In addition to Mr. Rae, who personally superintends the entire operations of the business, there are seven employees on the regular pay roll, while six extra hands are required to cope with the usual heavy rush every Saturday.

A Window Setting for Hunting Boots

A window devoted entirely to footwear appropriate for the hunter, can be made very attractive, and is also very seasonable at this time of the year. Window scenes suggestive of this outdoor life appeal not only to the mighty Nimrods, but also to the great rank and file of city men who never carried a gun and probably never expect to.

Such a design as we show on this page can be made up at a very small expense. All the foliage used is intended to be the natural branches of trees gathered in the woods just as the leaves are turning to their beautiful fall colors. Oak, maple or beech leaves would be especially suitable for this. These will keep for a number of days, and even if they do dry up and wither somewhat, it must be remembered that this is just the effect desired to carry out the theme of the window.



Hunting Background for Fall Window

The center panel is made of 1 x 2 inch strips of wood, covered with brown cotton flannel, and filled in with sateen in a light tan or champagne shade. The flying birds are cut out of brown felt, or cotton flannel, in silhouette style, and pasted on this. The mirror frames are covered with gathered bands of brown taffeta over a tan or champagne lining.

The prow of the boat would have to be made out of some flexible strips of wood, with sheets of cardboard tacked on to complete the shape. This could then be painted to represent a weatherbeaten boat or covered with wood veneer paper. The boat should be posed in the window as though partly hidden in the foliage and resting on a small bank of sand sprinkled on the floor. An oar, shot gun and hunter's knapsack are added to give a little more realism to the display, as are also the few detached leaves scattered about on the floor.

Even though your sales of hunting footwear may be small, the novelty of such a trim would create enough interest and result in enough general publicity to be well worth the effort.—The Shoe Retailer.

Knowledge is Power

A successful salesman is constantly digging out information that will aid him in selling goods. He makes it a point to study every detail of the stock he handles. He learns something of the process of manufacture, makes himself familiar with the many little differences of detail in manufacture, and if the customer should ask why one product is superior to another he is in a position to give a satisfactory explanation.

It is just as much a mistake for a salesman to try to sell goods with which he is unfamiliar as it is for a man to go into a business that he really knows nothing about. In either case he may make good but chances are lost in retail business through lack of proper knowledge of goods than from any other cause; and lack of knowledge usually can be traced back to lack of interest.

Whether selling goods for himself or waiting upon trade for an employer, the salesman, to be really successful, must be interested in the goods he has to sell. Then he will see to it that he knows his goods.

A New Scheme of Shoe Distribution

By H. W. Baldwin, Toronto

I have read several articles in Footwear in Canada regarding proper shoe distribution to the consumer. Don't you think the present system could be greatly improved? For instance, the traveller as it now is, takes his samples, and calling on the retailer, tries to induce him to supplant the lines he is already carrying with those the agent has. This, in my opinion, is not right, as, to force this new line to the front, he would have to neglect the stock he had already on his shelves and they would become shelf-warmers and tied up capital.

I am satisfied that if the agent's territory was restricted, and he would work hand in hand with an up-to-date advertising department (something in the order I will outline) it would work out far more to

everybody's advantage, for, beside cutting travelling expenses, he could, through personal contact, educate the public above so much freak stuff and have them wear more common sense and comfortable shoes. If you could see the terrible condition of some of the feet, (directly attributable to the same freaks) that I see, being a shoe repairer, you would say with me that any training that would lead them from such styles would be excellent missionary work.

The plan I would advise is this: Have the advertising department draw up a set of order blanks, similar to a salesman's order book, giving the sample number, description, sizes and widths. Have these books made up so that orders can be taken in triplicate; the reason for this I will explain later. The agent takes

A Unique and Profitable Window Trim



We illustrate herewith one of the most unique and attractive window trims that has been one of the most successful of the season. This is of one of the show windows of the shoe store of A. Chisholm, 1187 Dundas Street, Toronto.

On the floor was placed wheat that had passed through the flourer and along the length of the window from end to end was a curtain border of about 6 inches composed of oats. The shoe stands and fixtures were trimmed with bunches of wheat, oats, barley, flax and other cereals fastened into bunches by attractive ribbons. One of the main features of the window, however, was the painting at the back, set over the mirror. This was an oil painting executed by an artist in accordance with the instructions given him by Mr. Chisholm. It represented a country road with hills in the distance. On one side was to be seen an old-fashioned farm house, along the road were neat potato tubs, which were hanging elliptical signs with "Chisholm's Footwear" printed thereon. This is a reproduction of the store sign which appears in the windows and cartons. Two automobiles could be observed on the road, which divided into two parts. What apparently was a plot of corn at the fork of the road was not really a part of the painting, but was real grass that was cleverly arranged at that point by Mr. Chisholm. There was also arranged on either end of the picture and blended most harmoniously with it.

In this window were displayed women's and children's footwear, each being ticketed with the price. However, was also shown. The mirror window was on the other side of the store front and was arranged on somewhat similar lines.

The credit of this artistic and unique window is due to Mr. Morley Chisholm, a brother of the proprietor. Mr. Chisholm states that although considerable time was expended on the collection of the material and the dressing of the windows, that he was amply repaid for the good and the trim has proved one of the best draws that they have ever had.

his sample case and order book, and having mapped out a district, he makes a thorough canvass of all the people, showing his samples and explaining their superior qualities. He should make his approach by saying that he has nothing to sell, but that he would very much appreciate their opinions of his goods. A great many people would be flattered a little by this and would become interested, particularly if it is an article they must have.

When they have declared their opinion, he should jot down the sample number and description, as well as sizes and widths of shoes worn by the family, also the name and street address. He should inform them that they will be notified personally as to who will be the retailer in their district.

I will explain the reason for a triplicate order sheet. Sheet 1 should be forwarded to the advertising department so that when the agency line is placed they can notify the persons on their list by card or letter. Sheet 2 should be used to approach the retailer whom the house desires to handle their goods. He should be shown the sheet and have explained to him that the district has been expertly canvassed and the superiority of the goods explained, that the persons on the list have declared their preference as to style, also

that the sizes having been taken it will simplify his ordering as he can see exactly what sizes to stock. The retailer should also be told that each person on the list is to be notified from the manufacturer's office, as to who will be the representative in their district and that a superior follow-up system is being inaugurated. I am satisfied that any wide-awake retailer will see the benefit of this plan.

Sheet 3 is to be retained by the agent so that in the event of a falling off in business he can personally find out where the trouble lies, for often an agent by going to the party making a complaint, may be the saving to the retailer of an entire family's trade with all that hinges on it. The tremendous pulling force that a plan of personal contact has would, I am satisfied, offset the expense.

The list has another side to it; if the retailer at the change of seasons would compare his left-over sizes with it he could ascertain who could wear them. Then he could notify such persons that he had their sizes and would give them a reduction in price on the same. This would save him having stock left on his hands and would make his customers tie to him, as it would be very evident to them that he had their interest at heart.

Some Points for the Retail Shoe Trade

An Experienced Canadian Shoe Retailer Gives Good Advice to the Trade — Eight Points to Remember

By J. P. O'Loghlin, Montreal

The first and most important point of all in connection with the retail shoe trade is to **Know Your Stock**. This is a point which is often neglected. Any clerk, or dealer, who is not properly acquainted with every style on the shelves is more than often at sea, and much valuable time is wasted in looking around for what should already be impressed in his memory. Nothing makes a prospective customer more impatient than slow service, and slow service can usually be traced right back to the clerks' want of knowledge of the stock.

Second, and also important, **Study Human Nature**. No individual has more opportunity of doing this than the clerk waiting on the public. This study enables him to accommodate his line of sales talk to the peculiarities and characteristics of each individual customer, and it is surprising how easy this becomes just through a little observation and thought.

Third, if possible, the shoe clerk should have some knowledge of the different processes in the manufacture of shoes, to enable him to explain in an intelligible manner the advantages of, say, wearing a welt instead of a McKay shoe, or why a turn shoe is not the most suitable for some occasion or purpose which the customer has in view. Such knowledge gives the clerk more standing with the customer and also makes him or her feel that the clerk knows what he is talking about and has more interest in the transaction than just the sale of that one particular pair of shoes. The public like to be served by help that appear to have studied the technical part of the particular trade in which they are engaged.

Fourth, **Concentrate**. A great point in successful retail salesmanship is that the clerk must concentrate his entire attention on the customer, and, placing this

person in the position of the boss of the store, make that customer feel as if the question of his or her satisfaction was of paramount importance. Such concentration makes permanent customers to the store and, after all, that is the most important point,—make customers, not sales only.

Fifth, avoid familiarity with a customer. "Familiarity breeds contempt," is specially true as regards the relationship between clerk and customer. Cultivate a friendly manner by all means, but let it remain at that. Sixth—keep your temper in hand. It is very difficult to do this at times, in face of the unreasonable requests of the public, especially regarding footwear, but there is nothing to be gained by sharp words, and that particular customer may be in a more reasonable frame of mind the rest of the time. Remember, the public usually tell their friends and it is better to have them tell of courteous treatment than the reverse.

Seventh,—Never be too persistent in selling. More customers are lost by the clerk insisting on the buyer taking what is not wanted than by letting that buyer go in a courteous manner, expressing the wish that he or she will call again when next purchasing shoes. This is a point of tact, and very often leads to that buyer coming back to the store, when the stock may be more complete.

Eighth,—**Never Fit Short**. Short fitting is one of the bugbears of the shoe business and should never be done unless the customer is informed of the fact at the time of the sale, and is made aware of the consequent foot trouble which this will influence. Then, if the customer insists on taking such a shoe, see that the pair are marked in a distinctive manner, so that, in the event of complaint as to the fit or wear, the dealer is protected. Impress on the customer that, while a tight

shoe may stretch, a short shoe will never get longer and the foot must then accommodate its formation to the length of the shoe, from which arises bunions, corns, and all kinds of foot troubles.

The value of good neat window dressing should not be overlooked. The windows are the mirrors of the store, they reflect what is to be found inside. They should be changed at least every two weeks, and I make it a practice to at all times display in the window attractively got up cards with original wording such as:—

"The wear is there
In every pair."

"The sweetness of low prices, never compensates for the bitterness of poor quality."

There are many other which any shoe dealer, if he will only put his mind to it, will find it very easy to coin.

When you get the prospective customer inside your store do everything in your power to satisfy him. Sharp practice in selling is poor policy. It doesn't pay to send anyone out of your store with a purchase he will regret to-morrow. Make the buyer go home with the idea that he has just what he wanted. There is no advertisement so lasting, so far-reaching, so sure to grow in value, as the satisfied customer. Interest in business is nursing each customer with care, getting him to come back to your store, because you take an interest in him, because you are a decent chap and know your business. See that you purchase dependable merchandise, and only that which you can turn quickly. Remember that money is made on turn-overs and lost on left-overs.

And lastly bear in mind that from the time he enters your store the customer is your problem. Concentrate on him, study his tastes, learn what he wants, stay with him till he gets it.

Salesmen's Expenses Increase

The following general letter was recently sent out to every shoe manufacturer in the United States by the National Shoe Travellers' Association, Inc.:

"We wish to call your attention to the extremely difficult conditions under which the travelling shoe salesman are doing business at the present time.

"Within the past ten years, the expense of travelling has increased between 35 and 50 per cent. Hotels, transfers, excess baggage, restaurants, in fact, every item of expense has nearly doubled.

"It is hardly necessary to remind you of the increased cost of maintaining the home. The calls upon the salesman's purse are more pressing; tips and entertaining have become serious factors; the salesman MUST always be well dressed and show his samples in the best hotels.

"Competition has become so keen that it is absolutely impossible for the salesman to increase his sales in proportion to the advanced cost of travelling.

"All employees of our industry are receiving higher remuneration for their services, and is it not time that the salesman should be considered?

"The salaries and commission are smaller in our line of business than any other.

"At this time, owing to the change in standards, it would be a very easy matter when readjusting price to advance the cost of selling one per cent, and add it to the salesman's commissions, thus placing him on a fair and equitable basis.

"Will you allow the National Shoe Travellers' As-

sociation to record your name among those who have already done so?

"We trust that you will give this matter your careful consideration, and that we may receive a favorable reply at an early date.

"Yours very truly,

"E. W. Stanton, Secretary."

Footwear Price Outlook

A leading authority in the boot and shoe business, who has been paying considerable attention to developments in the trade in the last few years, says:

"The day of low-priced hides, leather and shoes has passed. From now on the advance in prices will be steady, and it is not likely that a season will pass without some change in an upward direction being noted. Supplies of raw stock are lessening, while the call for shoes and articles made of leather is increasing. The law of supply and demand always forces higher prices when the call exceeds the supply. The merchant who works with every customer to induce the buying of better shoes will be a heavy winner right along. Such dealers are anticipating more costly shoes and are training customers to meet the change."

Cheaper Rubbers

The natural impulse of any merchant is to buy as economically as possible. But, aside from the immediate or tangible saving, have you ever stopped to really consider just what a few cents more or less may mean on your rubber footwear order?

One retailer had for years sold only the very best quality rubbers. Then prices began to steadily advance, and he sought to offset the increase by stocking inferior rubbers, that cost him a few cents a pair less.

The selling season opened with a rush, then as quickly fell away. Very soon complaints began coming in—the rubbers were giving poor service, some had cracked across the toes, some had broken out at the instep, others had poor linings, and still others were poorly cemented or had holes punched through at the heel or sole. One exceedingly wrathful old gentleman was loud in his protestation of the poor service the rubbers had given him. "I asked for good-wearing rubbers," he said, "price wasn't of the first importance, and next time I'll know where not to come." You can summon all the time-worn excuses to your aid, but excuses will not win back lost confidence.

A competitor in the same town received his rubber stock. He paid the few cents more in price, and received the best quality goods. When a customer asked for the best rubbers, he had them. His trade steadily increased, and his reputation grew like the leaves on a green bay tree, and when the heavy rubber selling season was over, few rubbers remained to grace the stock as shelf warmers.

Why not pay the extra cost, and have a line of rubbers that you know will give every satisfaction—a line that you can back with your whole faith? Charge a reasonable price, consistent with the quality. Make the price one that will give you a fair profit, and maintain it. Then your success will be continuous.—Foot Prints.

The biggest businesses are built up on the trade of what we are pleased sometimes to call the "common people." Don't worship the "best class of trade" too hard.

Some Systems of Cost Marking Suited to Shoe Stores

Since the beginning of shopkeeping, cost marks have been necessary to record the cost of each item of stock. All sorts of systems of letters, characters or signs to represent figures have been designed, the primary purpose being a system that would, by the aid of the key, be clear to the salesman and intelligible to the purchaser.

In the following lists a character must be substituted for nought in the nine letter variety, and the last letter of the eleven letter variety used as a repeater.

Nine Letter Words

1	2	3	4	5	6	7	8	9
C	l	e	r	k	s	h	i	p

The following list of words can be used in the same manner: Blasphemous, Cavernous, Dangerous, Drunkable, Dropsical, Duplicate, Facetious, Fisherman, Gunpowder, Hamstring, Harmonize, Labyrinth, Machinery, Manifesto, Obscurity, Observant, Outwardly, Outspread, Prudently, Pneumatic, Porcelain, Voluntary.

Ten Letter Words

1	2	3	4	5	6	7	8	9	10
M	a	n	u	s	c	r	i	p	t

The following list of words can be used in the same manner: Background, Birthplace, Blacksmith, Chivalrous, Daughterly, Deaconship, Fishmonger, Handsomely, Importable, Lachrymose, Manipulate, Plastering, Formidable, Pneumatic, Forgivable.

Eleven Letter Words

1	2	3	4	5	6	7	8	9	10	11
C	a	n	d	l	e	s	t	i	c	k
D	i	s	t	u	r	b	a	n	c	e
N	e	i	g	h	b	o	r	l	y	x

Other Systems

Using a Dash for 5—Hail-stone, Back-slide, Make-shift, Ship-board, Shop-lifter, Yard-stick.

New Spelling Reform Keys—Sel the gudz, Charg-mai, Plez b onist.

Keys from Business Names—Klein Bros., Born & Smith, Yalding & Co., C. L. Hornsby, Jones Drug.

Typewriter Code

.	.	:	:	1	*	!	?	()
1	2	3	4	5	6	7	8	9	0

The objection to the above systems are first, they are easily solved by people who have no business to know; second, that they betray that they are cost marks, impressing the customer unfavorably.

A more difficult form is a sentence consisting of ten words, the first letters of each being different and the one to be substituted for figures. For example:

One Quick Penny Is Worth More Than A Slow Dollar

1	2	3	4	5	6	7	8	9	0
---	---	---	---	---	---	---	---	---	---

Character Marks

Character marks are more difficult to solve than the word system, but can neither be conveyed by voice or depended upon as accurate, for a slip of the pen will change the meaning.

In using figures for figures the following system of odd and even figures can be used:

1	2	3	4	5	6	7	8	9	0
2	4	6	8	1	3	5	7	0	9

An addition or subtraction of a key number is often

used and can be made very difficult to solve by the use of blind figures. For example—we use 204 as a key number. Then a shoe costing a dollar or 100 cents be marked 100 plus 204 or 304. To make this more difficult we can use any blind figure on either or both ends. For instance, the same cost mark which means a dollar, which we marked 304, can be written -13,046, 73,049, 73,040, etc.

But no matter how complicated we make our cost system it will still be possible for one who is well posted as to values to soon work it out, providing he has a large enough number of items to work upon.

It is sometimes advisable to keep the cost price a secret from the clerks. The only absolutely certain way of preventing your employes from learning the cost of your goods is to employ a system which has no key. By the use of such a system the date of purchase and other data may be included in the cost mark.

The Book and Line System

The book and line cost mark system is simply a record of each item bought. An ordinary blank book is obtained, with pages numbered, we will say from 1 to 500, and with lines on each page, these lines numbered from 1 to 50. Thus we have a book of 500 pages and on each page there are 50 lines.

How It Is Used

In marking our goods, instead of having a series of arbitrary letters of characters and using these to mark the cost of the merchandise on the tickets, we enter each item in this book, then mark the page and line number on the cost ticket, and whenever we have occasion to look up the cost of an article we refer back to the book and obtain it. Thus, supposing that a lot of shoes which cost us \$2.50 per pair were entered on page 61 and line 23, the cost mark would be 61-23. In entering these items we can also enter the name of the house from which they were bought, the date of purchase, discount, etc., and any incidental information we think worthy of recording. This is frequently quite useful when re-orders are to be made.

The Cost Book System

A similar plan is the cost book method. Each year is divided into two parts, and during the first six months after the cost book system is installed all cost marks are preceded by "A." The next six months by "B," the next by "C," etc.

The lines in the cost book are numbered in sequence beginning with the figure 1. We will assume that our first bill of goods are from Blank & Company and consists of 3 lines of shoes at various prices. Say the first item is a men's box calf costing \$2.50 and selling for \$3.50. We will write in the book the following:

Blank & Co., August 8, 1912

A-1 Men's box calf Blucher welt ..	\$2.50	\$3.50
A-2 Men's Pat. Lea. Button	2.50	3.50
A-3 Men's calf Bal	2.00	3.00

A1-3.50 is our cost mark and it tells us the whole story of when, where, and how much, yet it is Greek to anyone not having access to the cost book. — *Shoe and Leather Gazette.*

Leaders in the Shoe and Leather Trade

DUCLOS & PAYAN—TANNERS

It is exactly forty years since Mr. S. T. Duclos and Mr. Paul F. Payan formed a partnership in the town of St. Hyacinthe, P.Q., as tanners. They started with very little capital, borrowing a small amount, and naturally the beginning was in a modest way. The tannery was on the same spot as their present structure, but it has increased about twenty-fold, additions being made from time to time, as the trade warranted them. The main building has a frontage of 280 feet, while in addition there are three wings. The firm originally made upper leather, mostly buff, but they now manufacture and import all descriptions of upper side leather, deal in sole leather, and make counters and inner sole stock. A considerable export business is done with Great Britain, and the first customer which Mr. Payan made as a result of a trip to England still continues to purchase from the firm. During the entire partnership the tannery has not been closed a single day for want of work, although of course there have been some very dull times. The general tendency has been upward, and when in full activity 150 men are employed. The methods of manufacture have naturally changed during the forty years, hemlock bark, which was the chief agent in the early days, having given place to a large extent to the chrome process.

The tannery occupies a very advantageous site for the purpose of shipping goods, being close to the Grand Trunk sidings. Steam power is principally used, but electric power is also purchased from the local company and gives satisfaction.

Mr. Payan is the practical partner, while Mr. Duclos looks after the sales end, making frequent journeys to the Montreal office in Lemoine Street. About five years ago it was decided to admit others into the firm, and accordingly Mr. C. A. Duclos (who is in the Montreal office), Mr. L. F. Payan, Mr. J. B. Payan (also in the Montreal office), Mr. F. W. Moseley, and Mr. E. L. Heribel (the accountant), were made part-

ners, and they proved a valuable acquisition.

Mr. S. T. Duclos is a native of St. Pie, P.Q. For several years he was a clerk in the store of Henry Morgan & Company, Montreal, but afterwards went to St. Hyacinthe, and with Mr. Payan started in business. He takes an active interest in federal and municipal politics, and for 20 years has been an alderman of St. Hyacinthe.

Mr. P. F. Payan has had a more varied career than his partner. He is a native of France, and in 1854, when 14 years of age, was sent, with his brother, to this country in order to avoid conscription, his father following the next year. Mr. Payan comes of a Huguenot family, and his father, who served under Napoleon, determined that his sons should not have the chance of knowing the horrors of wars such as he had experienced. After staying on a farm for a short time, Mr. Payan learned tanning at Shefford Mountains and at Roxton Falls, P.Q. Later he went into the hemlock bark business, shipping to the United States. Afterwards he went to St. Hyacinthe, and was employed in the tannery of Victor Cote. It is worth noting that in later years he and his partner purchased the assets of this tannery. Then came the partnership with Mr. Duclos, and with it the commencement of a business which has prospered. Like Mr. Duclos, Mr. Payan takes a part in municipal life; after being an alderman he decided to run for mayor, and a very stiff contest resulted in his obtaining a big majority. He is now in the fourth year of office. He

is ex-president of the St. Hyacinthe Gas and Electric Power Company, of which Mr. Duclos is a director.

St. Hyacinthe has of late years become quite an industrial city, to which the shoe and leather trades make an important contribution, and the firm of Duclos and Payan have done their share in building up the progress of the city.

The alert merchant is the successful one.



→ S.T. DUCLOS ←

→ PAUL F. PAYAN ←

Messrs. Duclos and Payan

Ideas For and From the Shoe Trade

Seasonable Ideas for Catching Trade—Useful Hints for Retailer, Wholesaler and Manufacturer—Plans for Saving Time and Money

Use Mailing List to Advertise Findings

One retail shoe dealer in the West advertised his findings department by sending out a neatly printed announcement card, which is folded twice, and fastened with a shoe lace, says the Shoe Retailer. On opening the folder, after unfastening it, there appeared reading matter describing a number of useful findings articles. Some of these articles are illustrated with cuts obtained from the manufacturer or jobber, and prices were attached to all of them.

The reading matter was headed with the announcement that if the recipient would call at the store with the card he would be given the second lace to make a pair. These folders were sent out to the store's regular mailing list, so that there was comparatively little waste circulation in reaching possible prospects, and the fact that there was a "string," or lace to the offer gave the store a chance to gauge the success of the folder by the number of requests that came from it.

* * *

Novel Advertising

A Montreal shoe dealer has found a novel way of advertising, the medium used being the string with which parcels are tied. This string is really a white tape 3 to 6 inches wide with a grass green border on both edges. Between the borders at two and a half inch intervals, is printed the advertisement of the store giving the name and address. The printing is in black ink and with type 1-8 inch long is easily readable.

* * *

Pays a Clerk's Salary

A shoe store sells a gross a week of a certain foot lotion. The proprietors tried this out on their own feet before placing it on sale, with the result that they are enthusiastic boosters of it. This single item of findings nets the concern enough to pay a good clerk.

* * *

Display in a Department Store

A problem facing the manager of the shoe department of every department store is to make his particular section stand out from the other departments. The show window is the shoe retailer's best aid, but the windows of a department store are in such request by the managers of all departments that each individual one can not secure space as often as he would wish.

In a certain department store where the shoe department is located on the first floor, but at a considerable distance from the two entrances, the manager was puzzling his head as to how to make his department stand out from the others. He knew that a great many shoes are sold through the mere fact that they are displayed, the purchaser seeing a pair that suits his or her fancy and tries them on, when the sale is easily made. Most of the available show space about the department was already occupied by show cases and he found that to get additional space he would have to go up in the air.

He had an all glass case built, 30 feet long 3 feet high and just wide enough to cover the tops of two show cases. This was placed on top of the cases and

inside it were displayed fancy styles such as evening slippers in all colors, fabrics and patterns. The case was well lighted with the light focused on the slippers, the result being a very attractive display productive of many sales. Not only did the display result in attracting visitors to this department but it helped the appearance of the store as a whole and the managers of the other departments were well pleased with it.

* * *

For Wrapping Samples

White tissue paper is bleached with chloride of lime and its surface usually carries some of this salt in a free state. Most colored stains are susceptible to the action of this bleaching agent and will show deterioration where they have been in contact with it. Whether tans would be affected to any extent is a question, but as the lime might possibly have a bad effect on the substance of the leather as well as the color, why not give up the white tissue altogether? A natural tint or shade dyed upon it is harmless and ought to be cheaper. For the same reason cloth covers for colored samples should never come in contact with anything which is dyed.

Frictional Heat at Small Cost

Where repairers have an edge-setting tool on the end of a shaft and the tool must be heated, frictional heat is the most economical, says The Shoe Repairer and Dealer. The following method will generate heat to a degree much higher than needed, but that can easily be regulated to suit the demand of different kinds of work. The writer saw the idea applied in a small shoe factory with complete success. A large cord of rope can be used and a long stick to engage the cord in tourniquet fashion. The stick is turned more or less to tighten the cord onto the shaft, next to the tool, and the more the cord is tightened the greater will be the frictional heat. One would naturally believe that the cord would quickly wear out, but such is not the case as it gets glossy on the shaft and wears almost indefinitely. The writer is now speaking of the rotary edge-setter, as on the vibrating edge-setter the frictional heat is possible, but with other means than the one here mentioned. The writer believes that the vibrating edge setter is the better machine and should be used in preference to the rotary in all cases. The above explanation is to help the small repairer who cannot afford to buy an edge-setting machine.

Wily Ruralite

Some cheeky Fordwich folks go to the local shoemaker and get their feet sized up for shoes and say they will "call again." They then send the measurements to a departmental in Toronto and get a catalogue shoe. This is not an uncommon practice in other lines of trade. The "sample" gatherer for instance is usually only looking for something to send away to get duplicated.—Harriston Review.

Calgary's Progressive Shoe Store

**Attractive and Up-to-Date — Situated in Business Centre—
Caters to Family Trade and Gets Large Transient Business**

In some of the newer towns of the West we find shoe stores that are more attractive and up-to-date in design, if not in merchandizing methods, than those of the East, and the store of Hood & Irvine, 107 8th Avenue E., Calgary, Alta., the interior of which we illustrate herewith is one of these examples. The store is 14 feet wide by 120 feet deep and is six storeys high. It is situated in the heart of the best business district in Calgary, being 100 feet east of Center Street and one block away from the C. P. R. Depot. The new G. T. R. Depot will also be located close by.

The store interior, which has a seating capacity for fifty people, is fitted out in the most modern manner and the business is carried on along the most approved lines. They carry a complete line of men's, women's and children's shoes and cater to the family trade. Besides this, on account of their favorable location, they get the big end of the transient trade of the city. Features of the store are the cash and parcel carrier system and large repair department. They carry about \$30,000 worth of stock and had a turnover last year of about \$100,000.

The members of the firm are Messrs. J. P. Hood, a

gentleman of leisure of Charlottetown, P.E.I., former owner of the Charlottetown Guardian; W. H. Hood, formerly in business in P. E. I., but for the past two years with Price Jones, Limited, of Calgary; and F. M. Irvine, formerly with Messrs. Waterbury & Rising, St. John, N.B., but for the last two years a resident of Calgary, where he was for several years the head salesman for J. A. Palmer, and later, for about five years, for Glass Bros. Company.

Where the Profit Is

No one can make a profit out of goods he buys until they are sold and the money is in the cash drawer. This being true, selling and collection plans are of vital importance to every merchant. They are worthy of the best thought that you can give them.

What System Does

You all know the man who isn't half as smart as you are and yet who leaves you far behind in the business race. He does it by creating a system which insures the smooth running of his business.



Interior of Hood & Irvine's Shoe Store, Calgary, Alta

With the Genial Knights of the Grip

What the Shoe Travellers Are Doing and Saying—Footwear Solicits Photographs and Material for this Department

At this season of the year the shoe travellers are on the trail in large numbers and they seem to strike the towns in flocks. It has been our pleasure to have met in Toronto recently a score or so of the boys from all the Canadian and United States shoe centers. They all seemed to be doing a good business and were mostly confident that this year's sales will exceed those of the past twelve months.

J. A. Settle, the popular traveller of the Murray Shoe Company, was in Toronto recently carrying samples of the full lines of men's and women's shoes produced by his company. Mr. Settle is one of the live wires, works for a live firm, carries live lines and certainly seems to do a live business.

N. J. Bordeau, travels Western Ontario for Jackson & Savage. He says that the Scout shoe is in bigger demand than ever by the trade.

Joseph P. Buchanan, the able representative of the Swardon Shoe Company, was recently in Toronto with a full line of that firm's excellent products. It is always a pleasure to look over his samples as the goods produced by his firm are a credit to Canadian workmanship.

Joseph Chamberlain, of Getty & Scott, Galt, paid a visit to Toronto recently. We tried several times to catch Mr. Chamberlain when he was not busy in order to look over his samples, but unfortunately for us he appeared to be busy all the time. "Classic" footwear is in greater demand than ever, and "Joe" is certainly the man that knows how to sell it.

Mr. Thompson, of the Thompson Shoe Company, made a flying visit to Toronto during the latter part of last month.

Among the travellers from the United States that recently visited Toronto were: Messrs. L. B. Schafer, of the Moore-Schafer Shoe Manufacturing Company, of Brockport, N.Y.; James Donohoe, of the Helming-McKenzie Shoe Company, of Cincinnati, Ohio; John Groh, of Crippendorf-Ditton, of Cincinnati, Ohio; W. E. Gerrish, of the P. J. Harney Company, Lynn, Mass.; Mr. Dubois, of Chas. Fox & Company, Inc., Haverhill; J. W. Foss, of Clark & Hutchinson, Boston; Fred P. Beemer, of the Sorosis Shoe Company, and Harvey E. Guptill, of Haverhill, Mass.; Chas. E. Davis, of Burt & Packard, Brockton; Rosecranz Murphy, of Julian Kokenge, of Cincinnati; Bob Wilson, of Walker & Whitman, of Boston; and J. M. Stephens of the Hazen B. Goodrich Company, of Haverhill, Mass.

W. E. (Pink) Gerrish, of the P. J. Harney Shoe Company, celebrated his 49th birthday in Toronto on September 19th by doing a rushing business with the local shoe retailers. "Pink" certainly brought a classy lot of samples with him, including three new lasts called "Pepper," "Mustard," and "Ginger," the first is a revede toe, the second a medium high toe with no knob and the third an English last with a higher heel than usual.

L. B. Shafer, of the Moore Shafer Company, said that owing to the over production by the manufacturers during the season of 1912 the business in 1913 has not been equal to that done last year and it is estimated that the production this year will be between 25 and 50

per cent. less than during 1912. Many of the retailers are carrying large stocks over from 1912 and are only placing filling-in orders so far this season. The styles show very little change over 1912. For instance, the only difference in the pumps are that the one and seven-eighth inch heel seems to be in demand and the shoe has a slightly longer vamp and a slight receding toe with Colonials a strong favorite.

British footwear is gaining in popularity in Canada and we were pleased to notice several travellers from the "Old Country" with us recently, among these were: Thos. Rankin, of Thos. Rankin & Sons, Limited, of Glasgow, Scotland; Hugh B. Clarke, of C. & J. Clarke, Limited, Street, Summerset, Eng.; and W. Lowick, of Crockett & Jones, of Northampton, Eng.; Claude B. Thomas has been engaged by the Wood-



Mr. Claude B. Thomas

ard & Wright Last Co. to represent them in Canada, and is now calling upon the trade in this country. He is a graduate of Cornell University and a son of the late Myron Thomas, who for many years was a shoe manufacturer at Brockton, Mass.

Tanning by Electricity

A new electric tanning process, invented by the Swedish scientist, Dr. A. Groth, and applied on a practical scale in an English works, is attracting much attention, and one of the prominent electrical firms is to take it up for commercial use. With this method, the hides are put in special vats along with metal conductors, so as to carry out an electrolytic action, and this will tan the hides in much less time than usual, for instance, six weeks as compared to several months. Leather of better quality is produced in this way, and the method gives a perfect and solid tanning. Various electrical devices in the shape of regulators, also safety apparatus for over-current, make the process almost an automatic one.

A Popular Shoeman and His New Store

**A Magnificent Store Front—Good Example of Window Display
—Has Bought New Business—Modern Progressive Methods**

One of the most popular and progressive shoe merchants that it is our pleasure to know is Fred R. Foley, the proprietor of the Parlor Boot Shop, of Bowmanville, Ont., the store front of which we illustrate in this connection. Mr. Foley only moved into this new store a few months ago having had it built according to his own ideas which he had matured through years of



Mr. Fred R. Foley

studying of plans of the best and most up-to-date shoe stores in Canada and the United States. Mr. Foley is an enthusiast on the subject of shoe store construction and his new shop is a model in this line.

Since he has moved into his new store his business

has increased very considerable and recently he has bought out the shoe section of the Anderson Clothing Company, of that place, which will reduce the opposition in that line. The latter company carried only men's fine shoes and some \$3.50 specials.

The motto of the Parlor Store is, "If it's new we have it—If we have it it's new." This, as will be seen by the illustration, is displayed in the store windows and is kept before the public by being printed on all the firm's labels, postcards, advertisements, etc. The store front is very beautiful and the windows are always trimmed in a most attractive manner. In the illustration, lattice work covered with climbing roses forms the background. Trunks and suit cases will be noticed in the display together with men's and women's fine shoes, sporting shoes, ladies evening slippers, etc., the whole being arranged in a most artistic manner.

The Parlor Boot Shop is probably the best known store in Bowmanville, which is due to the popularity and business ability of its proprietor.

Men and women crave the assurance that their work is meeting with satisfaction. To withhold that assurance when it is due is not merely poor business policy—it is an injustice.

There are many merchants to-day who seem to forget that the telegraph, the telephone and parcel post are in existence. Are you one of the men who makes no use of such facilities for saving time?



The Parlor Boot Shop, Bowmanville, Ont

Helpful Hints for Boosting Business

Thanksgiving Day and Hallowe'en—The Hunting Season — Your Own Special Brand — Treatment of Cards

By the time the October number of Footwear in Canada is issued you should have all your plans laid for your Thanksgiving Sale. This will bring you down to November, another between-season month. A month of cold winds, wet days and nights and muddy roads. These weather conditions will afford opportunity for you to sell your coarse lines, your workman's shoes, rubbers and gum boots. There will be the regular plow shoe you can specialize on and at the same time emphasize the need of rubber boots for work at this season about the farm as well as in the town.

You must not forget Hallowe'en. The good old pumpkin head of our boyhood days will serve nobly as a window decorating feature. One large one in the centre on a draped pedestal, with smaller ones in the corners and

baby ribbon artistically attached, will be very effective. If you have electric lighting you can use a bulb inside the head. Small artificial heads can be purchased and used to good advantage.

As the hunting season opens at this time it may be well to cater some to the hunters' trade. It is true that the percentage of people who go hunting is small. Still, if you advertise hunters' boots, both leather and rubber, it will prove to the general public that you are a live and up-to-date shoeman. This hunting season idea will afford you opportunity for a good window display. You may have your local painter paint you a nice water and woods background. Or, if this is not possible, borrow a few good hunting and game pictures from the railway agents. They will be pleased to loan them as it will not hurt their business any. A mounted moose or deer head can be used. Then a gun or two. A figure borrowed from your clothier friend and dressed in shooting jacket and long rubber boots will add much to the effect. Have rubber and leather boots suitable for hunting, well displayed. With these few ideas as a hint you should fix up a very attractive window. You may not make many sales of actual hunting goods, but you will make some, and the idea is more for an attraction and general advertisement than for actual selling of hunting goods. You will be surprised at the interest it will create, and this is always good advertising. Be



careful, however, with your display so your goods will not be overshadowed by the trimmings. Always remember it is shoes and not guns or clothing you are selling. If your window is large enough you can display general lines in addition to the hunters' goods.

Speaking of pictures for the window brings up another idea. The railroads have splendid pictures of western farms. Borrow one or two of these and put in a

window of farmers' and plowmen's shoes. Put this window in for a Saturday display. A little wheat in the shock trimmed about the window will add very much to its appearance. It will also be a good month to unload various lines of which you may be overstocked or of which you have odd sizes. We emphasize most emphatically as we have done before,

that it is good policy to get rid of hanging stock even if at a sacrifice.

Of course, November will be a month in which you can put forth extra effort in your regular lines, your good quality shoes. Keep them prominently displayed and well advertised. No matter what specials you may have you must always keep your regular and high grade lines to the front, for on these are the best profits.

Have you ever tried running a special brand of shoe? We mean your own special brand made specially for you. We have suggested it in a couple of the cards used this month. One is the 4-F shoe, so called from its Fit, Finish, Fashion and Form. This may be a new idea to you or it may be old, but if worked well you should do well with it. Another one is the "Regina" shoe for women. You will find you can do splendid business by having a couple of lines of this character. You can advertise them as your own special brands made expressly for you. Paste your own labels on the boxes and they will have a telling effect.

Treatment of Cards

We have arranged an especially fine set of cards for this month. They are attractive and should give you suggestions on which you may enlarge. The four dollar white card is simple and plain in design. A panelled center takes off the bareness, yet is not

fussy enough to detract from the main statement which is "Shoes, Your Choice \$4." You will at once see this card is intended for a window of fairly good grades, and all one price. You may have more than one design or style displayed so long as the prices are uniform. The word "shoes" is a black outlined letter with a red or other mild toned centre, leaving a white edge between the centre and the outline. The shading is in two tones of subdued color, the heavier shade being at the bottom. The figure may be in red or black and shaded with same colors as the word "shoes."

The other four dollar card is one of those mentioned above. It is the 4-F shoe. This card is especially attractive. It is made by mounting a piece of nice red wallpaper onto a white card in panel shape. The border is in black. The small lettering is in black and the style of type gives a stencil effect. The large lettering is in white. We regret that the full effect of the coloring of the panel is lost in the engraving.

The "Regina" card is for the woman's shoe of your own brand. This is an air brush design. To obtain this effect you must cut a pattern of heavy paper or light cardboard and lay it on the card and distribute the color with an air brush around the edges. The lettering is then done by hand. The word "Regina" may be in red or dark brown and the figure in black, or these colors may be reversed. The shading may be in a subdued grey or a color to harmonize with the air brush coloring.

The plowmen's card is for the special window mentioned above. We have mentioned a price on this but if the prices vary, say from \$2.50 to \$4.00, you may put the prices that way on the card—and then put a price ticket on each pair! The figures are in red and shaded. The small lettering is in black. The picture can be worked out in natural colors.

The "Hunter" card is of general type. That is, there is no price on it. You will need to price ticket each pair. The card is made by pasting a piece of wallpaper on to the card and lettering on the wallpaper. The word "Hunter" is in bright red and shaded in grey. The small lettering is in black. The lines are in grey. Very pretty effects can be arranged with fine patterned wallpaper. A book of samples from any dealer will furnish you with an abundance of stock for this purpose.

With these suggestions for the latter part of October and the month of November you should increase your sales handsomely over the same period of 1912.

Rubber Prices

Although the price of crude rubber has fallen, it is a mistake to suppose that manufactured goods will be reduced at once in a corresponding ratio. The reason for this is explained by Mr. A. D. Thornton, of the Canadian Consolidated Rubber Company, and one of the world's greatest experts on rubber. Mr. Thornton recently made a trip to Europe, where he investigated conditions of the rubber business. He states that the general consensus of expert European opinion is that the new conditions will have the effect of improving the quality of the finished article before the price goes down.

On the question as to an immediate reduction in the quotations for rubber footwear, Mr. Thornton says that "a little study will easily convince everyone that such is impossible at the present stage. Suppose crude rubber falls in price today, and we buy at the

decline; generally speaking it is six months before the goods manufactured from it reach the consumer. In the case of footwear it is much longer. We buy what are known as futures, because it is cheaper to buy that way. Today we are quoted prices covering December, January and February shipment, which means that the seller can forward the rubber to us at any time during those three months, absolutely at his option; then it takes weeks to reach Montreal, where it has to be washed and seasoned for another period of weeks. Then again all other conditions are higher than before. Cotton is very high; chemicals are all heavily in demand. Consequently prices are continually on the upgrade.

"Labour—well, you all know what labour is; there is no end to the increases in wages demanded by labour. We are large users of gasoline. A short time ago it was 16 cents per gallon, today we are paying 24½ cents. So you see, taking in to account the above considerations it would not appear wise to even talk about lower prices at present. In addition to all this, our large stocks of manufactured goods at the factories and at the branches throughout the country all contain rubber purchased by us when the cost of the crude article was much higher than it is today. The price of rubber goods, and of any manufactured articles where months elapse between the purchase of the raw materials and the sale of the finished product, cannot be instantaneously affected by fluctuations in the value of their component parts. If they were, the retail shoe trade would become about as speculative and hazardous a business as that of an operator in the Chicago wheat pit. Things would be all at sixes and sevens.

Canadian Parcel Post

Hon. L. P. Pelletier, postmaster-general of Canada, said recently that when the parcels post service would be established in Canada on January 1, it would extend to every part of the Dominion from east to west. There would be no half measures.

"The service," he said, "will follow the plans brought forward at Ottawa, and the different provinces will be used as zones."

"Will the lines of the Canadian service in any way resemble those of England?"

"No. It will be entirely different. The difference in the distance to be travelled here renders it impossible for us to run on English lines."

"The savings to private citizens here," the postmaster continued, "will be enormous, the rates, of course, being much less than at present, but the expense to the country will be largely increased. It will certainly be a great citizen's benefit."

Mr. Pelletier added that when the service was established, care would be taken to have the organization as much up to date as possible and therefore ensure smooth running.

The Pocket Slipper

According to the Boot & Shoe Trade Journal, of London, the shoe retailers of England have turned down the satchel or pocket slipper, a slipper which can be folded up and placed in a leather purse or wallet. The drapers and outfitters have taken this up and are making a good thing out of it. We have noticed this article on sale in many of our leading shoe stores. The Canadian shoe retailer evidently intends to retain this profit-getter to himself. Besides, it comes within his legitimate sphere.

Where The Shoe Dealer Goes Wrong

Shoes are Sold Too Cheaply—How to Figure Cost— Paying Help—What is Good Value?—How to Buy

Some retailers, by which I mean proprietor and clerk, lack backbone, says Charles Brandman, traveling salesman for E. F. Wright & Company, in 'The Shoeman'.

Ninety-nine retailers out of one hundred fully realize that their profits are too small, but for fear of their competitors and lack of harmony on the part of their clerks they dare not take the initiative and raise their selling prices so as to give the profit they ought to have. I meet hardly any one who does not realize that cost of doing business is from 20 per cent. to 25 per cent.

Shoes are being sold too cheap!

By this I do not mean that the retailer should buy shoes for less money in order to retail them at his present prices.

The Five-Dollar Shoe

I simply mean the whole standard is too low. The \$5 shoe ought to be a cheap shoe and the average working man's shoe, because, really and truly, the \$4 shoe of to-day is a \$5 shoe, and the \$6 price ought to be very popular.

The retailer's profit must get close to 35 per cent. of the selling price of the shoe in order to bring the trade up to a fairly healthy standing.

Retailers and their clerks somehow seem to have the wrong point of view regarding their business. They do not seem to feel that the retailing of shoes is anything more or less than a "hold-up game," as we would say, and that they commit a robbery every time a pair of shoes is sold for anything beyond a set-down going price.

In reply to arguments given by me on this subject, nineteen out of twenty state to me, "You don't know our town." I sold, one Sunday in Pittsburg, fifteen different accounts from different towns, and thirteen out of the fifteen stated to me, "That's all well and good for you to argue about raising prices, but you don't know our town. They are all poor working men in my town and can afford to pay only so much for a pair of shoes." This was reeled off almost word for word just as though it came out of a phonograph.

It is really pitiful, their worry over the poor laboring people of their town. In reality the poor laboring people of their towns are less to be pitied than they themselves.

The clerks seem to get an X-ray picture of each customer's pocketbook, and as he walks in the door, feel sure it would be committing a crime to offer him anything but a cheap shoe.

Shoes at \$5 a pair and up are not sold any more—they are bought. By this I mean that in eight sales out of every ten made in shoes at these prices, the buyer must ask for that grade, as they will not be shown him or her unless asked for. And because a man or woman asks for a shoe at \$3 or \$4 it simply means that they will not pay any more! Think of it!

How many times do you start out with an idea in your mind to spend a small sum for some particular thing you may want, and finally purchase it for twice what you had planned to spend? And so it is with

eight shoe buyers out of ten. Show them and they will pay the price.

Figuring Cost

In the average shoe store in this country, there seems to be a lack of system as to how to market shoes profitably.

A shoe costing \$3 from the manufacturer costs the retailer on an average about \$1 a pair to sell. By this I mean, taking into consideration rent, light, heat, clerk hire, freight, advertising, and all the other incidentals that go into the retailing of shoes, the cost will average about \$1 a pair to a shoe costing \$3. Now, therefore, the cost is \$4, really and truly—\$3 to the maker, and \$1 expense of doing business, which makes \$4. Instead of this cost being firmly embedded in the mind of the clerk, he has the maker's cost in his mind, and it is hard for him to get the price—retail price I mean—that ought to be secured.

As to the Clerk

Another very weak link in the trade is the manner in which the clerk is hired and paid. It does not tend to invite good men. The clerk's possibilities are so limited that many good men get out or are continually looking around for an opportunity to get out of the business. This naturally tends to make them poorer men because their hearts and minds are not in harmony with their business.

This evil could be remedied, if the clerk were in some manner made interested in the profits, if he were given some incentive, something to look forward to.

I think that instead of paying him \$15, \$20, or \$25 a week it would be wiser to pay \$10 a week and then a commission on sales of say from 5 to 10 per cent., varying according to the profit made on the pair or the desirability of the style. This would help push out shelf warmers, besides keeping the clerks constantly on their tiptoes to be the first at the door to greet the customer as he walked in, instead of holding back as they are apt to do with our present system.

It would make them better salesmen and they would deliver better service both to the customer and proprietor.

The State of Mind

Another important factor: the retail sellers of shoes must change the condition of their minds regarding how much their customer should spend for his or her shoes.

The higher price the consumer pays for his shoes the better satisfaction they give, because of the better care which will be given to the higher priced shoe.

Just follow me for a moment. If you were to sell Tom Jones, a working man, a pair of shoes for \$4 which cost \$3, then sell him another pair of the same shoes at \$5; the shoe he pays \$5 for will give him better service because of the additional care he will give the pair for which he paid \$5, notwithstanding the fact that both shoes cost the same price at wholesale.

The wearer does not know nor does he care what the shoe cost the retailer. He wants good wearing shoes, good fitting shoes and styles that please the fancy.

The selling of shoes has become an art. Each cus-

customer should be made to feel that "John Jones's shoe store" is the only one on earth to trade in. It doesn't make any difference whether he is handling "Just Wright," "Walk-Overs" or "Regals," and that one line is no better than the other, if it did carry the ability to fit and please, and that the large stock of styles, sizes and widths carried by them makes that special shoe so much better.

An Actual Case

To illustrate this fact more clearly I can cite you a case which is simply one of a great many. B, in a small town of 8,000, has a nice store and a good staff of clerks, sells our shoes at from 50 cents to \$1 a pair more profit than C, in the next town of 8,000 people, two and one-half miles away, and a five cent trolley fare to take them to one store or the other. B delivers service, has a nice, clean-looking store, obliging, pleasing, smiling, pleasant, active clerks. These clerks deliver service. They try hard to please and fit their trade, and do not hesitate to feel, when they sell a pair of shoes at \$5 or \$6, that they have done the customer a good turn. On the other hand C and his help apologize with every pair of shoes and blame the whole situation to trusts and crooked combinations instead of instilling pleasant thoughts into the minds of their patrons—it is Robbers, Robbery, etc., but not our fault, etc.

Now can you grasp what I have just stated? The first man hands out for \$5 a shoe costing say \$3. He does this cheerfully and makes his customer feel it is a dandy shoe and the customer goes out feeling he has a great value. The second man sells this same \$3 shoe for \$4, and makes his customer feel that it is a crime to ask that price, but owing to combinations, trusts, etc., that have raised the price so high, it is necessary to charge this awful price of \$4 for such an awful poor shoe! Can you, then, not realize the condition of the mind of this customer? I will gamble if he ever gets into B's store and gets a pair of the \$5 shoes with the happy smile, he will never go back to C's store. The proof of the pudding is here—the first retailer mentioned does about \$45,000 a year, the other barely touches \$25,000. This is not a rare case.

The retailer must learn to feel his merchandise. And it is his, created by himself. Out of a long line of samples, with the aid of the travelling man who represents the firm, he builds his line of styles for the coming season, and when these goods arrive, the little individualities of each retailer prevail throughout the entire line. They are his shoes. He built them. Shoemakers simply made them. It doesn't make any difference how homely some of them may turn out, he, out of his brain, created them; and just as we love our babies whether they be beautiful or homely, he loves them. We can see their good points only, and forget the bad.

Feeling this way they cannot help but sell their wares profitably.

What is Good Value?

There also seems to be a lack of perception as to the standard of value.

Ponder over this question. What is good value?

Some say a \$2.25 shoe selling for \$3 is good value and a \$3 shoe selling for \$3.75 is great value. On the other hand, the nice, sleek shop with the nice, sleek clerks sell this same \$3 shoe for \$5, and who can deny that their patrons get good value?

No one can lay down the basis of value by cost and selling price.

What then should be the Standard of Value?

Let us see. I go to a tailor and pay \$60 for a suit of clothes and am satisfied. The style, cloth, tailoring, and service pleases me. I receive satisfaction, and, therefore, have received value.

My friend and neighbor buys a suit of clothes for \$25, and is satisfied with the fit, cloth, style, service, etc. He therefore receives as much value for his \$25 as I do for my \$60.

According to this, value lies in the head, the condition of the mind. This is true.

The art of selling merchandise profitably lies in the condition in which the seller can put the mind of the buyer. If the seller really and truly feels that the merchandise he is selling is cheap at the price sold, he plants that thought in the mind of the buyer and the result is satisfaction regarding price.

What does the average shoe wearer expect when he goes into a store to buy his shoes? Leather or value, style, wear and service. Leather or value I have discussed above—the condition of mind takes care of that.

Style does not mean exactly the prevailing or going style. By style I mean the style best adapted for his or her use or purpose along with the satisfying, the condition of mind.

Customer Must Be Fitted

Fit—this is very important. The fitting of shoes properly is one of the most important parts of the transaction. I have frequently heard the expression: "I can only wear a 'Just Wright' or a 'Nettleton' or some other make." Just stop and think. Each of the different manufacturers is in a position to get lasts of the same description. Then why should one make of shoe be better for the individual than another?

The answer to this lies in the fact that the man or woman who makes this statement has probably been misfitted for some time and finally was properly fitted by an intelligent clerk. From that time on this particular make of shoe is the only one adapted for this particular person. Simply because he or she was properly fitted, there was made a loyal customer to a line. The retailer cannot put too much stress on this all-important subject. A misfitted shoe condemns itself. Rather lose the sale than misfit your customer—and lose a loyal customer.

Now if the retailer or clerk has sold a pair of shoes made of leather he feels sure will wear, and has fitted his customer properly and has given the customer satisfaction (condition of mind) regarding style and quality, he then has delivered a service to humanity for which he is entitled to a fair profit above the actual cost of the shoes, plus distribution cost or cost of doing business. He is committing no robbery.

He is delivering service for which the public, rich or poor, are willing to pay. Just fit and least comes another very important factor in the transaction of the retailer's business.

In buying, a great many retailers make the fatal mistake of buying too many lines. It does not make any difference how good or cheap a shoe may seem, if the retailer is not handling the particular line of shoes in the grade, it is too hardy of him to buy even a single style additional. It means just one style too many. Let the retailer out of the numerous lines he sees select the one best adapted for his particular requirements and then buy his entire range of styles in this grade out of the one line.

Shoe Trade Advertising

Discussion of Principles Involved in Effective Publicity—Examples of Good Display—Retail Shoe Stores Invited to Submit Advertisements for Criticism



Increase Your Ability
How much better able you are the more of you is represented by the pair of quality footwear.
No man is disappointed upon the receipt of selection of your shoes.

These shoes that make a woman's feet so beautiful and comfortable are made of the finest materials and are made with the best workmanship.
Women's Fall and Winter and Patent Leathers

L. HIGGINS & CO., Phone 236
Corner of Union Street, Cor. Main and Bedford Sts.

The ability to look at a business proposition from more than one viewpoint, to determine what a possible purchaser is likely to want to know before arriving at the point of decision, the ability, in a word, to put yourself in your customer's place, is one of the most valuable and necessary acquirements

for the writer of profitable advertising. When a customer comes into the store of the retail merchant it is part of the regular routine of salesmanship, first, to show what is appropriate and most likely to appeal to the customer's fancy, and then to supply any further information that the customer may desire or the salesman's experience suggest—including, of course, the price. Now, when it comes to the question of advertising—to the preparation of advertising "copy" for the local paper, the shoeman must aim to forget that styles and qualities and values are so much of the everyday business life that he has them all at his fingers' ends, and try for a while to change places with the possible buyer. In the store, and with the goods themselves at hand, he has the advantage of showing the customer; he need not trust alone to description. He has the advantage also of changing his offering—many times, if necessary—according to the fancy and the pocketbook of the buyer. The quoting of many prices and the use even of good illustrations are less effective than the actual showing of the goods; and it is the more necessary, therefore, to think hard, and to make your business story bright, interesting and convincing before you hand it to the printer to be set up in cold black and white.

No Address or Prices

The advertisement of L. Higgins & Co., which we reproduce as our first illustration this month, comes from Moncton, N.B. The advertisement doesn't say so, and some of the good people down east might have to do a little guessing, but we happen to know. Taking aside, however, sufficient importance is not always given to this point. No matter how good an advertisement may be, it is a failure if the firm name—and just where to find the firm when it is wanted—is not impressed upon the reader. You may think that your name and store are known a good deal better than they really are. But whether they are well known or not, the retailer is on the safe side in advertising when sees that due prominence is always given to the firm name and to an adequate business address. The only other important criticism of the Higgins' advertisement is that no mention is made of prices.

The heading is good, and there is a certain freshness in the argument that is likely to carry the reader—and possible buyer—from start to finish of the announcement. Is it not a pity, then, to leave him in the dark as to what it will cost him thus to ensure his comfort and increase his ability? No man will buy without knowing the price, and as so good a case has been made out for the Invictus shoe let it be made complete by giving this all-important concluding detail of the story. In other respects this advertisement offers little room for adverse criticism.

Unsatisfactory Name-Plate

Our second illustration is a reproduction of a 5½ inch, three-column-wide advertisement of women's Fall shoes, by Johnstone Walker, Limited, of Edmonton, Alberta. The firm name-plate is a little disappointing. It is not as easy to read as might be wished, and certainly for an advertisement of this size might well be rather more prominent. The same applies, in lesser degree perhaps, to the heading. Although in upper and lower case letters the condensed Gothic used for the display lines is not an easy type to read.



JOHNSTONE WALKER

Just Arrived and Ready—A Splendid Showing of American Styles in Women's Fall Shoes

1. A pair of elegant and comfortable, practical, and well-fitting shoes, made of the finest materials, with the best workmanship. Price \$5.00

2. A pair of elegant and comfortable, practical, and well-fitting shoes, made of the finest materials, with the best workmanship. Price \$5.50

3. A pair of elegant and comfortable, practical, and well-fitting shoes, made of the finest materials, with the best workmanship. Price \$6.00


4. A pair of elegant and comfortable, practical, and well-fitting shoes, made of the finest materials, with the best workmanship. Price \$5.00 to \$6.00

It would have been worth while cutting down the heading a little, omitting the words, "Just arrived and ready," in order to secure a more readable and somewhat more prominent headline. And then the introduction, that should aim first and foremost to grip the interest of the reader and hold it right from the opening sentence, is really weak.

It is very pleasant to hear approving remarks once in a while, and to feel that our efforts are appreciated, but depend upon it no one else is half so much interested in the matter as we are, and to the average man and woman it is likely to be a thing of absolute indifference. With a bright, newsy introduction—written from the point of view of the customer instead of from that of the man inside the store—the advertisement would be excellent. The illustrations are good, the descriptive paragraphs are well displayed and give just the kind of information that is wanted, while the general arrangement of the advertisement and the well displayed prices leave nothing to be desired.

Well Planned and Written

The advertisement of Stanley Mills & Company, of Hamilton, Ont., is an example of well planned and well written advertising—the kind of advertising that is sure to bring in the business, and that is a pleasure to see and to read in the daily papers of a progressive city. The



Stanley Mills & Co., Limited
HAMILTON, ONT.

Quality
The High-grade Shoes With Flexible Soles

These shoes are made of the finest materials and are made with the best workmanship. They are comfortable and practical, and will give you the most service for your money.

The Best Canadian Shoes Made No Duty to Pay

STANLEY MILLS & CO. LIMITED

firm name stands out clear and unmistakable, the name-plate "Queen Quality" is at once readable and distinctive, the illustrations are made to tell a good sales-story rather than simply to show a stylish shoe, and every line of the copy is made to say something. Read over the display lines carefully, word by word, for instance, and see how much can be said and suggested in less than a score of words when each word is made to do its duty. Introduction, description, arrangement—in fact, the whole advertisement, can be recommended to the careful study of those readers of Footwear who are in earnest in their efforts to improve the effectiveness of their own local advertising.

R. W. Ashcroft Joins the Canadian Consolidated Rubber Company, Limited

The selling organization of the Canadian Consolidated Rubber Company, Limited, has been strengthened by the appointment of Mr. Ralph W. Ashcroft, as



Mr. R. W. Ashcroft.

Manager of Publicity, and the company intends to extend its liberal and well-received policy of "co-operation with the retailer" by even more aggressive newspaper and other advertising of the popular "Fleet Foot" outing and sporting shoes, and "Jacques Cartier," "Dominion," "Merchants" and "Anchor" brands of rubbers and rubber boots.

"The retail trade throughout the entire Dominion," said Mr. Ashcroft to a representative of Footwear in Canada, "evidently appreciates the broad and result-producing policy under which our goods are being manufactured and marketed, and many merchants say that they are feeling very noticeably the effect of what we have already done in the way of familiarizing their customers—the general public—with names that stand for the highest standards of quality and value in rubber footwear. These various methods of ours to help the retailer to sell our goods, and to convince his customers that brands such as "Fleet Foot," "Jacques Cartier," etc., are synonymous with footwear perfection, will be continued with all the persistency and intelligence at our command, and we certainly feel grateful to observe, month by month, the hearty way in which the retail trade are standing behind our goods,

as is evidenced by the continually increasing size of their orders for these popular sellers."

Mr. Ashcroft has had a wide and successful experience in advertising, both of merchandise and of other less prosaic things. Among the latter, strange to say, is the most popular brand of humor on the market today—a brand that is sold all over the world—that of Mark Twain.

"Yes, it is true," said Mr. Ashcroft, "that I acted as Mark Twain's publicity agent during the last decade of his life. He was financially interested in a mercantile company of which I was advertising manager. I calculate, roughly, that he received during that period, at least one million dollars' worth of advertising annually. It didn't cost him a penny, and it helped to sell his books, from the royalties on which he and his family derived their revenue.

"I can recall, continued Mr. Ashcroft, "many amusing incidents in his life, that are not generally known. On one occasion, when he and I were in London, we were "commanded" by H. R. H. King Edward VII to appear at a Garden Party at Windsor. Mark Twain was presented to their Majesties by the American Ambassador, Whitelaw Reid. "I believe we have met before," said the King. "Yes," replied Mark, "in the Strand. But I was on the top of a 'bus."

"Then he conversed with the Queen, in his best vein. She smiled broadly, and apparently appreciated Mark's humor, much to his delight. But the joke was on him, as she was somewhat deaf and never heard a word he said. The Duke of Connaught, Prince Arthur, the King and Crown Prince of Siam, several Maharajahs and other potentates were there, and talked with him in turn. One of the Maharajahs asked him if it were true that he had bought Windsor Castle and intended to remove it to the United States. "No," replied Mark, to the gorgeously dressed and bejewelled prince, "it is not, but I would like to buy your clothes!"

Mr. Ashcroft is an Englishman, and has travelled extensively in Europe, Asia, Africa and Australia. He has the distinction of being a member of the Greenwich navigators' Club, an organization of about one hundred men residing in all parts of the world. Ex-President Taft, Secretary W. J. Bryan, and other well-known men, are members of the Club.

Shoe Cut Specialists

The Ramsdell Engraving Company, Rochester, N.Y., have specialized for many years in producing cuts for shoe retailers and manufacturers. Retailers can thus procure cuts for their newspaper advertising at quarter the cost of having them made.

Manufacturers, jobbers and retailers are using this service effectively and economically for all classes of advertising and also for booklets where large numbers of cuts are required. This firm has now a new catalogue ready for free distribution showing upwards of 500 cuts of the latest styles of footwear for men, women and children. Cuts can be ordered by number. Address, Ramsdell Engraving Company, Irvingston Building, Rochester, N.Y.

Paper over-shoes are the newest thing in the shoe trade. They were recently patented. Judging from the patent papers, the e over-shoes will be made of oiled paper or some other waterproof material. They will hold like a paper drinking cup. They are for use just once, as are sanitary drinking cups.

Canadian Experiences of an English Shoe Operative

By A. E.

Some three years ago, in my correspondence with a friend at Saskatoon, I asked him what prospects awaited a bootmaker out there. Now Saskatoon, Saskatchewan, is a city which has grown from what was prairie in 1903 to what is now the largest city in the north-West, and its rapidity of growth is unequalled. My friend is one of three brothers who have "made good" in that city (though not at bootmaking), and he has caught the Canadian "cockiness" very badly. In answer to my inquiry, he told me that any man with heart (spelt with four letters) could do well in Saskatoon, and further, that any tradesman with a little capital and some push, could make lots of money; also that if a man could dispense with picture palaces, taxicabs, buses, and football matches, he couldn't do better than get out in one of the new towns by the C. P. R. or C. N. R. "Get there early," said he, "and you'll get the work all right, and when you've been there a bit, and she grows up big, you can quit bootmaking and go in for real estate. Your bit of land under the repairing shanty will give you a start. They'll build a hotel on it when you sell out."

Unfortunately, my friend couldn't give me any details as to prices of goods, etc., but he continued to bombard me with examples of shoemakers who had done handsomely in his town. In 1911 he came home for a holiday and continued the bombardment orally. On his return to Canada, he supplemented his previous efforts with an offer of a loan to cover all expenses for the removal of your humble servant and his better half from the perfidious island to the land of promise. This showed faith, at any rate, and though I haven't accepted the offer yet, I haven't refused it. It is still open. Creditors, beware!

But that is not the only string to my bow. In the Autumn of 1911, my very best chum deserted me (that was before I got married), and went to Eastern Canada. Now this chum is a shoemaker, or shoe operative, which is, of course, a different thing. In England, he worked at several factories, in various capacities; on the welted team in one factory, where he also learnt a little of turnshoe work; on heeling machine in another factory. In other places he worked the press for the billing machine. I don't remember all the different functions he performed for different masters. Suffice it to say that he got sick of the state of trade in England (it was very bad in our town then), and managed to get to Canada.

Now, we always used to promise each other that if we left England we would also leave the shoe trade. Never more would we stick a nail or wield the pincers. We would "Dig, dig, dig in the day-time," etc. Oh, yes!

So Sandy went to Hamilton, and did some digging, and was very enthusiastic about it, for one letter. But soon there came another letter, this time from Toronto. I give literal extracts:—"You see I have changed my location. . . . I am making sewrounds right through, piece work, better than they can make at D——'s, and earning \$15 a week on 'em. Ha, ha! . . . Everything is good out here except the bally tailoring-machines they've got for population. . . Never so long as I live, will I work for an English boss

again." Sandy stayed in Toronto for about four months, then things got a little quiet at Minister, Myles & Company's shoe factory, so he wrote to a couple of firms, and got a telegram in reply from a firm in Galt, Ontario.

"Galt! 'Tis a town of 12,000, all Scotch except me, and a few other decent people. I'm still making turns." But to his unutterable horror, Sandy discovered that Galt is a "local option" town, which means that no intoxicating liquors can be obtained there, so he finished his letter thus:—"The job is pretty good, but I ain't sticking this hole for long. I'll go West. Westward Ho!"

I wrote supporting this view. My sympathy went out to my friend, in this beerless, cheerless town, and I was hearing lots about the flourishing town of Saskatoon. So I wrote and ordered him to "chuck shoemaking, and go West, etc., etc." But Sandy, like most shoemakers, and other great men, does not possess the virtue of little minds. He is not consistent. In his next letter, I find this: "How am I? Bet yer life I'm feeling pretty good. Going West? Not this summer. Coming home? Not unless I get deported. Next summer perhaps. Pray for me. By the way, I ain't going to do any sort of labouring work while I can get shoemaking. I am at present putting up cack (4s. to 6s.) turns, five cents a pair, 50 pairs a day. Tacks are pulled and seams trimmed for us. There are some seven cent shoes, which I can make as fast as the others, but I don't get many of them. If I stick to this firm I shall get put on them regularly; so I'll stay here for some time, anyway."

Following this, I wrote and asked him what information he could give me about the repairing trade in Canada. So in a letter dated June 23, 1912, I got this:—"Now, as to boot-repairing in Canada. Price of leather, 34 cents (1s. 6d.) to 50 cents (2s. 1d.) per lb. Men's soled and heeled, 75 cents to \$1.25; ladies' 75 cents to \$1. There is plenty of business, but a little capital is indispensable. Your work is superior to any I have seen out here, and far better than most." (If this means anything at all, it means that a man need not be a very high-class workman to give satisfaction in Canada. I'm not, anyway; my work is about up to the average.) "There is a very large demand for stitched half-soles on welted boots. These, with rubber heels, fetch a dollar and a quarter. All the information I can send you will, of course, apply to this part of Ontario, Toronto, Hamilton, and the small towns near. Things may be different and even better in Saskatoon. . . . Anyway, it's a dead sure thing for a much better living out here than in England."

Now, the only thing about that statement that doesn't sound convincing, is the quoted price of leather. It sounds too cheap to me. But to continue. "Don't think of doing any labouring in this country. . . . Out here you make more money at your trade, than at anything else, and work easier. . . . There are lots of factories in Ontario, mostly piece work, but it's a poor man who can't make eleven dollars; good men earn \$15 to \$20 per week. Blake work (they call it McKay) is done, also welts and turns. I don't think

there are any factories out West. If you went there, you'd have a repairing shanty. It would be the best thing, anyway, here or there, if you could do it. Come on along, but don't come without the wife. I've seen some!"

Then Sandy returned to Toronto, and got a job for the asking at Minister, Myles & Company, once more. But he "got sick of the town aiter three weeks," and, rejecting two offers of work, one at Toronto, and one in St. Thomas, he went back to Galt, and in a letter dated August 13, 1912, he wrote:—"I put up the biggest ordinary day's pay last Friday that I've managed so far, \$3.40. Under ordinary circumstances, I shall be able to average at least \$3 per day during the winter, and more with overtime. This week, I start seriously to save for my trip home. Hey ho, for next summer O!"

In October, I got a letter from which I extract the following:—"Excuse me, my son, but how'd you like to go in on Saturday morning and put up \$1.80 cents by twelve o'clock (7s. 6d.) That's me, yesterday. . . . H—— says harvesting. That be hanged, it don't amount to shucks alongside of shoemaking to make money on. . . . ! There's \$20 a week in it, if you get the right job." Then again:—"Fred and I went to London on Thanksgiving Day. . . . There's a bunch of boot factories there, and Fred reckons to work there soon. I don't think I shall quit Galt now I've got the job down fine. But, oh, for a beer!"

Here is another extract:—"I earned \$4.06 one day, the week before last, when we worked till nine. Seventeen bob all but a penny; ain't bad, is it? Worked like blazes though."

I am sorry I can't tell all the entertaining stories Sandy has sent me about his shopmates, but I can't spoil the original rendering and I'm sure the Editor wouldn't pass all the Canadian slang in which these stories are couched.

In January of this year, Sandy says:—"This week, I have been suffering from a horrible desire to get out of Galt, and go to Rochester, New York, where there is plenty of turn work, and which is a large American city, where a bachelor can enjoy life. . . . I am going to reduce my encumbrances until I can just pack my grip and be off."

"Galt is a Local Option stronghold. When you want beer you have to pay a 15 cent car fare to Preston to get it. This kinder makes me cuss, because I like a beer now and then (mostly now)."

I have nearly finished quoting, but I'll give one more quote just to show that there is a great demand for shoemakers in Ontario. Old craftsmen tell us that twenty or thirty years ago a man could walk into a shop and start work almost when he liked, and if he wasn't satisfied he could leave it in the comfortable assurance of getting a start in the next shop he reached. It sounds like a fairy-tale, for it's only a few men, the very top-notchers in machine operating, who can venture to dictate now; and then they have to suffer sooner or later. Here is my last extract:

"One morning our foreman brought back some shoes to me with soft toes. He is a good fellow, but I was in a bad temper owing to the dull town. 'Oh, H——,' I said, 'I remember those beggars, the paste dried up for me. Hang 'em, I'm getting sick of the job, anyway.' The foreman walked away quickly to avoid a row. He was afraid I'd quit. They've got an awful job to get men; I'm on good terms with him, though, and we seldom clash; but I'm telling you, the

foremen got to be pretty good in this country when it's a case of shoemakers, you kin bet yer life. When I went to M——'s in Toronto they welcomed me with open arms, and nearly shed tears over me. When men try to fawn on the boss, they call 'em 'suckers.' Most men in England got to be that."

That finishes my extracts from my friend's letters to date, although I am expecting fuller and more detailed information about the repairing trade shortly. Although dealing mostly with the operative's chances in Canada, these facts should be of general interest to bootmen, for it is a sure thing that if work is so readily obtainable in factories, there is very little chance of the repairing trade being over-crowded. Also there are hundreds, perhaps thousands of men in England in the repairing trade, who are so occupied not because they like the business, or have any aptitude for it, but because it was the only thing to do after they had been ousted from the factory by labour-saving machinery. To many small repairers and retailers, the only thing that compensates for the worry of business and the strain to make ends meet is the feeling of independence, and the knowledge that there is no "sack" to fear.

There seems to be ample room in Eastern Canada yet for shoemakers, under conditions approximating to those which were obtained in England in the "good old days." The poor man, once across the water, can save out of his wages, without pinching his stomach or sacrificing pleasure, enough to start on his own account in a good style; whilst for a man with some capital—well—it is a common saying amongst holiday-making Anglo-Canadians, that any man in Canada with a little money can make lots of it. "It's dead easy," they say. I wonder?—The Boot & Shoe Retailer.

It Can Be Done

Somebody said that it couldn't be done.

But he, with a chuckle, replied:

That "maybe it couldn't" but he would be one

Who wouldn't say so till he'd tried.

So he buckled right in, with the trace of a grin

On his face. If he worried, he hid it.

He started to sing as he tackled the thing

That couldn't be done, and he did it.

Somebody scoffed: "Oh, you'll never do that;

At least, no one ever has done it."

But he took off his coat and he took off his hat,

And the first thing he knew he'd begun it;

With the lift of his chin, and a bit of a grin,

Without any doubting or quiddit,

He started to sing as he tackled the thing

That couldn't be done, and he did it.

There are thousands to tell you it cannot be done,

There are thousands to prophesy failure;

There are thousands to point out to you, one by one,

The dangers that wait to assail you,

But just buckle in, with a bit of a grin,

Then take off your coat and go to it

Just start in to sing as you tackle the thing

That "cannot be done," and you'll do it.

"Pa, what is meant by idle curiosity."

"A very good example of idle curiosity, my son, if a \$12-a-week shoe clerk asking the price of automobile tires."

Shoe Manufacturer Visits West

J. Fitzgerald, president of the Cook-Fitzgerald Company, Limited, of London, Ont., spent a week in Boston, Brockton and New York recently, it being



Gunmetal blucher, medium recede toe, low broad heel
—The Cook-Fitzgerald Company

their custom for some member of the organization to pay a visit to the shoe centers of the United States every six weeks or two months. Mr. Fitzgerald left London for Winnipeg, Edmonton, Brandon, Calgary,



Men's gunmetal button, medium high toe—The
Cook-Fitzgerald Company

Saskatoon, Vancouver and other western points on Sunday, September 28th, expecting to meet J. G. McDiarmid, who covers the larger cities of the West for the firm, at Edmonton.

The heelless dancing slippers, that are laced around the ankle and foot, Greek fashion, with ribbons that match their color, are among the newest things.

Discipline is more benecial to a man than he is ever willing to acknowledge it is. When you make a mistake, take your medicine.

English Shoemen Up-to-Date

The following is an extract from a letter from our correspondent at the London, England, office of Footwear in Canada, which should prove of interest to all Canadian shoemen, as it goes to show that their confreres in the "Old Country" are no whit behind the bustling business men in the United States:—

Mr. J. J. Prince, one of the principals of the E-Z Walk Manufacturing Company, of New York City, has just concluded an extensive European business and pleasure tour in the interests of his company, visiting, besides all the important cities of Great Britain, the leading cities of the Continent:—Paris, Brussels, Rotterdam, Berlin, Vienna, etc. It is his first visit, but I venture to suggest it will not be his last.

Mr. Prince called here a day or so after he reached London, and it suffices to say that he was amazed—not at the magnitude of the city, or the manner in which the traffic is handled, but at the "live" atmosphere pervading the city. "My impressions of London and its people," he remarked, "were very different before I arrived. The Englishman is as shrewd as



Interior of Brockton Shoe Store, 119 Yonge St., Toronto

any man on top of this mundane sphere, and I must confess myself agreeably surprised."

Asked how the shoe stores compared with those of America, he emphatically stated that they were on a par. "They are up to date, well-appointed, and the windows attractively dressed. I cannot say the same of the Continental stores, although the large number of British and American stores in Paris, Brussels, Berlin, etc., have set the example, and the storekeeper realizes the necessity of studying his clients more closely. They are also beginning to stock findings."

"The demand for American high grade footwear," he continued, "shows a big increase in two or three Continental centres—Berlin and Vienna especially. The snappy American shape has a selling force possessed by no other country's product, although the British manufacture turns out some exceedingly attractive lines."

Talks on Trade Topics

Interviews of Interest to Retailer, Jobber and Manufacturer. The Opinions of Experts on Bettering Business Conditions

Probably a Poor Salesman

That young man who wrote to us complaining of ill success "on the road" ascribed his failure to a disinclination on the part of buyers for the houses he wished to serve to let him inform them in any way of the merits of his wares. As if it were a typical case, the discouraged youth described a buyer who didn't want his name printed in the papers when he came to town, who objected to letters because he got them by the million, who never read circulars and threw business cards into the wastebasket, who was always out to callers, or too busy to receive them, who had no time to examine samples, and who wouldn't hear prices or compare them.

Now, the chances are that such a buyer, instead of being typical, is non-existent. It is quite possible, however, that a tyro "traveller," especially if lacking in natural qualifications of manner and personality for a profession that demands those indefinite things almost as much as experience and specialized knowledge, may have had some sad adventures while trying to do business with very busy men. Doubtless other salesmen have found it possible to approach the busiest of them, else they would not be busy, and as the buyers are presumably competent in their own work, the probabilities are that if any of them talked to this young man in the way he describes, it was because they knew or thought time devoted to him would be wasted and they eluded this danger by making statements of which he realized neither the purpose nor the humor.

To be sure, not all failures to sell goods are due to incompetency; occasionally "the times" have something to do with it; but times are never so hard that the born salesman cannot get into communication with the coyest of purchasers, and even in the hardest of times the real genius can make men buy at least a little by finding out just what they want or must have.

The indications are that our complaining correspondent needs first to study what his experiences reveal as to himself. The difficulties he has encountered may or may not be due to corrigible faults and mistakes of his own. In the one case he must correct them; in the other, he should turn his energies in a new direction.

* * *

The Lady and the Letter

"Just think," said the city-bred lady one evening to her husband, "Blank and Company, the big shoe merchants, wrote me a letter today and thanked me for my trade and told me about their plans for the coming season.

"Really, I hadn't quite expected that they would do anything like that. I knew that some of the clerks knew me, but I had no idea that Mr. Blank himself would drop me a line and tell me about his plans and thank me for my patronage.

"Come to think of it now, I don't remember that Mr. Blank ever spoke to me in his life, but he must have known who I was all along."

And this lady had been born in a city, raised in

one, and had spent part of her young life as a sash girl in a big department store. Of course, the letter was one of the circular kind. Several thousands of them had been prepared and the names had been added to the beginning of each letter. The credit man had furnished the list.

Probably a very few who received those letters suspected that it was an advertising "stunt" on the part of Blank and Company. Naturally the recipients felt flattered. They had received the personal attention of the head of the house. Is it any wonder that they continue to trade at that store? There is something about the element of personal attention, that will win almost anyone.

The customer of the average store expects attention. He likes to feel that his patronage is appreciated. There is a pleasure about shopping, especially to women, and they like to feel that perhaps they have some sort of indefinable proprietary interest in the establishment where they trade. The merchant should remember this fact. Of course, in the smaller stores, it is easy to keep in personal touch with patrons. Children may be patted on the head from time to time and when business is not rushing, a brief conversation may be indulged in. But at least twice a year, the merchant should get out a letter to his customers. This letter should be couched in dignified language, but there should be a personal touch to it. It should in a measure take the customer into the merchant's confidence.

* * *

The Test of Store Salesmanship

"You cannot lay down rules to make a good shoe salesman in a retail store," said a retail man the other day. "I always hold that salesmen in this or any line are born, not made. Of course, training helps, but there must be a certain natural aptitude for the work or a desire to succeed in it to bring the best results. The young fellow who merely tries to be a good salesman because being such will put more money into his pay envelope will not be likely to succeed if that is his sole incentive.

"With this thought, which is, of course, the underlying one in almost all cases, there must also be a certain liking for the work itself. It must be the kind of a liking that would make him refuse a \$14 job selling neckties because it was bringing \$2 more a week than the one he is holding selling shoes. He would rather wait until he was worth \$14 in a shoe store.

"In a word, I think a young chap to make good in a shoe store should care something for shoes himself. He would be interested not alone in making a sale of a pair of shoes but also in seeing that the shoes he did sell were right, were the kind that were becoming to the customer and were a good fit. Such a salesman, when he takes a shoe off, is not merely content to look inside for the size and then go off and get a pair of the same size to show to the customer. He would look to see if the shoe he removed fit properly before, if it was the kind of a last that was best suited to the foot he

was fitting, and half the time he would find that it was not. Then, instead of getting that size or last, he would select the size and last that would more nearly meet with the requirements of the case. I state this merely as one of the indications of what a good shoe clerk would do, and do instinctively, because he liked his work.

"We all are working for the money there is in our business, at least with very few exceptions; but any of us who continue to follow a line that is distasteful or even uninteresting is working under a heavy handicap, and it is up to him, both for his own benefit and the benefit of the business, to shift to a line of effort that is more in keeping with his inclinations at the earliest possible moment."

Maritime Provinces Ideal for Tanneries

The prospective removal of the United States duty on leather, may have a tendency to encourage a greater interest in the tanning industry in Canada, particularly in the Maritime Provinces. It is true that the present duty on leather entering the United States is only 5 per cent., but still that 5 per cent. might very well represent the difference between a profit and a loss to the Canadian producer. We have heard that some American people have been in the provinces looking over the field, but of what they have done or intend to do, we have no definite information. It seems to us that there are certain things in which the provinces would have an advantage over the New England States, and perhaps any other part of America, so far as tanning is concerned. One, is the plentiful supply of hemlock bark, though now-a-days of course, hemlock is not as essential to the tanning industry as it used to be years ago. A more important thing is the price of labor. In the small villages of the provinces, the cost of workmen must be considerably less than it is in New England.—Maritime Merchant.

A Fine Exhibit

The exhibit of the Relindo Shoe Company, at their booth at the Canadian National Exhibition held in Toronto last month was so attractive that the exhibition officials have asked them to take a larger space in



Booth of Relindo Shoe Company.

future and if possible will arrange for them to have a corner next season. One of the special features of their exhibit was a very large range of fine low cuts with ornamentations in the shape of buckles, there

being over fifty designs in handsome trimmings at all prices. A great variety of lasts were shown, the principal features being the receding toe with the high heel. The company makes a specialty of Goodyear welts and carries all styles from 4 to 5. The great variety and excellent workmanship displayed were a credit to Canadian workmanship.

Ames-Holden-McCready Sales Increase

Ames-Holden-McCready travellers who have already returned their sales sheets give indications of a considerable increase over the shoe sales of this time a year ago. Orders being placed at this time of course are for the spring trade, and are really contrasted with orders of last fall.

About a month ago there was the usual temporary shut down at one or two of the plants for repairs. But now all plants are operating, though not to capacity. A stock had accumulated ahead of orders, but with the sales now coming in, this surplus is fast being absorbed.

The West has not fully reported as yet and orders which are now in hand are largely representative of trade sentiment in Eastern Canada.

"I don't know if this increase in sales is to be attributed to the quality of our output or whether it is really the reflection of healthy business conditions," said President McGibbon. "I cannot very well compare our orders with other concerns. But trade is certainly most encouraging."

In fact Mr. McGibbon feels optimistic. Other companies with which he is so prominently and actively identified are giving indications of as good, if not a better, year than 1912 proved.

Goodwins Increasing

The announcement is made that Goodwins Limited for the first six months of its current year showed a large increase in profits over last year.

Economies in management are being worked more satisfactorily than ever and the indications are that when the year closes, January 31, a new record will be established for Montreal's huge departmental store, which is monthly adding to its standing and rank as one of the finest shops of its kind on the continent.

Mr. McGibbon also said that the Canadian Consolidated Rubber Company would have as good a year as experienced a year ago.

The news of a glut in the rubber market, which promises to cause an economic crisis in Belgium, threatening to depress the price of rubber generally has come as no surprise to the Canadian manufacturers. While the price of manufactured rubber may be affected, it is a difficult matter to forecast. In any case the condition arising from the over-supply would in the opinion of manufacturers here not be felt in the Canadian market for six months at least, and the Canadian Consolidated Rubber Company, for instance, ends its year December 31.

Getting Round It

A young lady was critically examining a pair of shoes which the clerk had just fitted on. She carefully scrutinized first one foot, then the other. Finally she said slowly:

"Don't you think one of my feet is larger than the other?"

"No, indeed, madam!" replied the would-be diplomatic clerk. "On the contrary, I think one is smaller than the other."

The Real Value of the Window Trimmer

**Something Has Prevented His Proper Recognition—What is it?—
The Ad. Man Placed Above the Trimmer—This Should not be**

This seems to be rather a strange subject but window dressers to be successful must be original, therefore I choose this odd topic and will deal in a somewhat off-hand way with conditions which, I regret to say, are very real, says Samuel Friedman in the Merchants Record and Show Window.

Did you ever stop and try to find out what kind of a reputation the window trimmer, as a general rule, bears? Have you attempted to learn what is the truthful opinion of the merchant regarding our craft? Why is it that the ad-man, in almost every case, is placed above the trimmer and why must the latter look to the former for orders?

Is it because the ad-man is more instrumental in putting money into the cash drawer, or because the ad-man is creating more business than the window trimmer. Does the ad-man get better results with a smaller outlay of money than the man in the window? The answer to these questions is—NO!—a thousand times NO!

Every wide awake merchant admits that his windows are his strongest business pullers, in fact, the store's progressiveness is largely judged by his windows. Marshall Field in one of his talks admitted this, and we all know how important the window displays are to that establishment. This shows that the show windows are the best advertising mediums for the retailer, as they are growing to be for the wholesaler and manufacturer. Yet taking all this into consideration, merchants have less confidence in the window trimmer than in the ad-man.

We all know that to advertise means to spend large amounts of money, both for space and the preparation of copy. We also know what wonders we window men could do if we had just one-third of the appropriation the ad-man receives. But with these facts staring us in the face, the ad-man is considered the better man in the retail establishment. This status of affairs has always puzzled me greatly and, just to satisfy myself, I determined to get the opinion of several merchants regarding the window trimmers they have employed.

Merchant No. 1 said: "My twenty years experience with window trimmers has not been very pleasant. It seems to me that the limit of time for a trimmer to occupy one position ranges from one month to two years—very seldom longer than that. I have found them to have a natural roaming spirit; they are sporty by nature and often are inclined to drink. To compare their steadiness and character with that of the ad-man is like comparing day and night."

Merchant No. 2 said: "Window dressers are a hard lot to get on with. They are eccentric, nervous, quick tempered and quit for the slightest reason. Knowing that they are in demand, they feel that they can easily get work all over the country and that gives them a roving spirit. I have had some good ones but they soon quit. As to the bad ones, well, they had to quit. So you see that my transactions with window men have not been especially profitable."

Merchant No. 3 said: "To me, window dressers appear stubborn, shiftless and headstrong. I certainly

would like to say a good word for them, but you want the truth—"

By this time I had enough, however, I took another tack and asked these merchants if they had ever found a window dresser who was lazy or a work dodger. They all readily admitted that they had not.

I know that what I write here may not sound pleasing coming from a fellow window trimmer, and perhaps this article might have been written with a soft pedal attachment, but why be afraid of facts—non-deniable facts?—If the cap fits you who read this, I hope you will benefit. If the cap does not fit, show the article to some fellow craftsman who may need a little bracing.

It is hard for a window dresser who is heart and soul in his work to listen to what those merchants said, and to realize its truthfulness. Window publicity today is in its infancy, yet it is the merchant's best medium in his struggle for supremacy. National advertisers are coming out strong for window display, and everything points to a remarkably bright future for the men who follow this calling. We find ourselves one of the most important links in the chain of merchandising, but our reputation as a class has been lowered by a small minority of our fellow craftsmen. Possibly what I am writing may sound like a sermon. I don't mean it that way, but if it will do the good I want it to do, if it will set some of our weak members to thinking, I do not care whether these lines are taken as a Sunday school talk or a rag time melody. Just think, boys, we're in demand, and if we can work up a reputation that will stand for reliability, we will soon be making salaries that will even make the ad-man envious, and we will receive what we really deserve.

It is true that at times we have a hard row to hoe, and occasionally we are almost ready to go down and "take the count," for there are plenty of obstacles to good work in every window dresser's path. Small work shops, so small that there's hardly room enough to change one's mind. Unwillingness on the part of the Boss to spend the necessary money for fixtures. Instead of spare time being allowed to plan future displays, to have to go behind the counter or to act as floor walker. Too many bosses. These are but a few of the obstacles that the average trimmer must contend with, yet we can and do overcome these and many others every day.

Admitting that the advertising man is generally better educated, better read than the trimmer, if you, Mr. Window Man, can get the boss to have confidence in you, and can convince him that you are above the faults that are usually credited to window trimmers; if you can get him to keep a record of the results of your work and that of the ad-man, and the expenses of both, you may be sure that he will give you some measure of acknowledgement for the work you are doing. Determine to get a position you like, and then stick. Treat your employer as you would like to be treated and don't let the other fellow tempt you away with a little better salary. You are probably worth as much to your present employer as you are to any

any else and remember that a rolling stone is not likely to accumulate a great deal of moss.

In the past ten years, I have held two positions of which my present place is one. I don't use tobacco, drink or gamble, yet I get as much out of life as the next man.

Do you know what it is for an employer to have a random dresser who can be relied upon at all times? What would it be worth to you to be able to say truthfully "I haven't lost a day from my work for the past

one, two or three years, as the case may be." A window trimmer of that calibre is a first class man. He is the kind of man who will help to uplift the calling and give to it a reputation for dependability. On the other hand, no matter how clever he may be, if he is unsteady and unreliable, he is a good deal like the famous cow that gave the bucket of milk and then kicked it over. Let us try to be 100-Point men and we will find ourselves where all 100-Point men are found—at the top.

Making His Vacation Pay

This is the story of a shoe clerk's vacation, how he came to St. Louis with no clear conception of the difference between a welt and a McKay, how he spent two pleasant weeks in the factories of a great St. Louis shoe manufacturing firm getting first-hand knowledge of shoe making and distribution, how he spent two interesting days as a clerk in a big downtown shoe store and how he succeeded in getting more real fun out of this year's vacation than all his others put together.

Well Received in St. Louis

Oscar Haas is a clerk for Pfenffer-Holm Company, Inc., of New Braunfels, Texas, a town of 5,000 about thirty miles from San Antonio. Instead of going fishing or to some summer resort, he bought a round trip ticket to St. Louis. Going to the head of a big St. Louis shoe manufacturing firm from whom they buy all their shoes, he explained that he wanted to spend as many days as were necessary to learn exactly how shoes were put together and what went into them. The request was so unusual and so practical that special men were assigned to see that nothing was overlooked.

Learns About Mail-Orders

His first day in St. Louis was spent in the big wholesale house. Here Mr. Haas saw the orders coming in, he saw the manner in which each order was stamped, acknowledged and filled. He followed it up the elevators to the ninth or tenth floor and saw how the goods called for on that floor were immediately found by stock clerks and placed in bins, and how the same transaction took place on each of the other floors. He saw how the signal was given by the packing department and how the different parts of the order on the different floors all come down the spiral chute at one time and how they were checked, re-checked, packed and placed on the vans which were to carry them to the railway station. He was taken to the style committee room and learned how certain patterns and lasts were decided upon by the committee far in advance of the season; how these numbers were tested by trying them on all kinds of feet. He was taken through the big advertising department and shown how the firm spends money to help the retailer sell the shoes the manufacturer sells to him.

Inspects Sole Cutting Plant

The second day was spent in the sole cutting plant. Here he saw how the soles were cut out of sides of leather, how counters were made, how insoles and heels were made. Here he got an idea of the advantage of cutting all leather in one place and sorting it into different grades and then distributing it to the factories making the various grades of shoes.

Sees Men's Fine Welts Made

The third day was spent in a men's fine welt fac-

tory, and following days in factories making fine shoes for women, medium grade shoes for women, factories making children's shoes, factories making heavy work shoes, and so on. He was not shown through the factories in a hurried manner, but each operation was carefully explained to him. In many instances he was permitted to sew up a seam himself or to run other machines.

Clerks in City Store

After having spent a number of days in the shoe factories, he made arrangements with a big downtown retail store to engage him as a clerk for two days. He found methods entirely different here than in his own store. He found a great many sizes, widths and styles are needed, that the shoe clerk in the city must be an expert in fitting, that practically every person who comes into a retail store in the city requires a perfect fit.

Asked as to his impression of the difference between the big city store and the small town store, Mr. Haas stated that fit and style seemed to be the important factors necessary in the city store. In the small town store, especially in the Southwest, the great majority of the people never require fit, simply calling for a size and taking it home with them. The thing that they require is service and good quality more than anything else. "I can easily see where the country shoe department is in a better position to make a profit than the city store in that the requirements of the customer are simple, that it is necessary to carry D and E widths, that the country store can concentrate on one line of shoes and by sizing up each week can turn the stock rapidly. If the customers of the country store required the great assortment of sizes, widths and styles necessary in a city store, it would be practically impossible to try to run a shoe department on a small scale.

No Interest in Customers

"I was very much surprised at the cold manner in which some clerks in the city stores receive customers. Here is a sample of a conversation I overheard:

"Two women came into a store through which I passed and took seats. After waiting a considerable time without being approached by anyone, one of them said, 'I wish we had gone across the street.' After a while a clerk came up and one of the women asked him for satin boots. Instead of replying, the clerk went to a ladder and looked at the stock for a while and then came back and said, 'We have satin pumps, or I can give you a suede boot.'

"Haven't you any satin boots?' again asked the woman.

"The clerk then climbed the ladder and brought down a pair of patent button boots with kid tops. For the third time the woman asked him for satin boots,

and he replied that none were carried at this time of the year. He then put on the patent button boot, which was too small. The customer asked if he had one a little larger, and instead of replying in the affirmative or getting a larger one, the clerk said, "How do you like that?"

"I'd rather have a satin boot."

"Why don't you wear low shoes?"

"I can't."

"Why can't you?"

"Because my ankles are too weak," she replied.

"Well if you had them fitted right, you'd have no trouble," and with that the clerk bowed the women out.

"In the country store it is almost considered a crime to let a customer go out without selling her something. The country clerk takes a personal interest in every customer he waits on, because he has to sell that customer over and over again, while in the city they rarely expect to see the same person again."

The Cost of Packing Shoes

Costs of packing shoes for shipment are steadily increasing, and retailers must pay the increase and collect it from their customers. Recent increases in these costs amount to about one-quarter of a cent a pair. But the increase in a long period of years has been much greater, and yet has been so gradual that few people have noticed it.

In the former times people were contented to take new shoes home in a piece of brown wrapping paper or even in an old newspaper. Now people insist on having shoes neatly packed in cartons, and, in many cases, they require the retailers to deliver the shoes at their homes. All of which service is worth while if those who receive it are able to pay for it.

When shoes were simply wrapped for distribution, manufacturers could put many of them in a barrel or a box and the cost of freight and express of them was small, comparatively speaking. But manufacturers must now wrap each pair of shoes in a piece of soft paper, put the shoes in a carton, put a fancy covering and label on the carton and pack the carton in a wooden packing case. This modern service costs a great deal more than did the simple service of former days. But it is worth the while if people are able to pay for it.

A curious illustration of the increasing costs of packing shoes is found in the case of newspapers. Formerly, many people were satisfied to have an ordinary newspaper wrapped around their bundles. Now they have the newspaper made up into a carton and the carton covered with fancy paper and label and the shoes put into the cartons. The paper board mills gather old newspapers by the tons, macerate them and make them into a stiff board, called paper board, the nature of which may be inspected by any retailer who cares to cut up a carton of good quality.

Of course, it costs more to make the paper board and to make the board into cartons than it used to cost to wrap shoes in newspapers. But the bundle in the carton looks more attractive than the bundle in the newspaper and is worth more.

The making of the carton is only the beginning of the increase in the costs of wrapping shoes for shipment. Many shoe retailers insist upon cartons of special size. Manufacturers of cartons have their machines and their factory systems set up to make cartons of standard sizes. When they have to make special sizes they must readjust their machines and their system, which changes cost money. But the service is worth the expense to the retailer if he can afford to pay it.

The Special Carton Evil

It may be stated at this point that efforts of trade organizations to firmly establish standard sizes of cartons are to no purpose, as far as the Lynn trade is

concerned. Lynn manufacturers of cartons never had as many orders for special sizes as they have had this year.

The carton maker is still up against the increased expense after he has made his cartons. Shoe retailers are insisting on fancy labels and on particular shades of paper coverings for their cartons. These special papers and labels make a difference of from \$1 to \$10 a thousand in the cost of making cartons. Of course, it is worth while to use such cartons, if retailers are able to pay the increased cost of making them. The carton manufacturers won't and the shoe manufacturers take a similar position.

The manufacture of special cartons would be simplified, by the way, if retailers who insist upon special paper for their cartons to match their wrapping paper would inform their shoe manufacturers the name and the address of the firm that supplies them with paper. It usually happens that retailers send to shoe manufacturers samples of the paper which they want matched and the shoe men turn it over to the carton makers, and the latter have to make inquiries among the paper makers for the address of the firm that is making the particular kind of paper which is desired.

Some idea of the expense of fancy labels may be gained from the fact that one Lynn manufacturer of cartons carries more than 1,000,000 printed labels in stock. There are several hundred different kinds in the stock and expense of keeping them in order is considerable.

Present chief increase in the cost of packing shoes for shipment is in the price of packing cases. Lumber for packing cases that used to sell at \$16 is now selling at \$20. This is a 25 per cent. increase. Makers of packing cases are advancing their prices accordingly. Manufacturers are adding the increase to the price of their shoes and retailers will eventually have to do likewise. — Boot and Shoe Recorder.

A Doubtful Expedient

Years ago it was a rather general custom for merchants to pick out some unusual value of which there was a very limited quantity and advertise it without stating the number of pieces to be sold. Early visitors quickly exhausted the supply and the many who came after were told that the goods were "all sold out." This expedient served to draw people to the store and the merchant took the chance of selling the disappointed ones "something just as good." However, after having been fooled a few times customers became wiser and looked upon this subterfuge in the same light as any other form of trickery. The wise merchant of today is very exact in stating the quantities on advertised line when it seems probable that the supply will not equal the demand.

A Boot and Shoe Factory for Regina

W. G. Downing, Limited, a company capitalized at \$200,000, has decided to operate a boot and shoe factory at Regina. The firm has been carrying on a wholesale boot and shoe distributing business at Brandon, Man., but on launching out into business in Regina will also carry on boot and shoe manufacturing. The negotiations between the directors of W. G. Downing & Company (as it was known in Brandon) and the Regina city council have been carried on for some time past, the Board of Trade having been the medium through which negotiations were first started. Now that the agreement has been finally signed Mr. Downing has expressed his appreciation of the Board of Trade for the assistance rendered by President H. G. Smith and Commissioner L. T. McDonald.

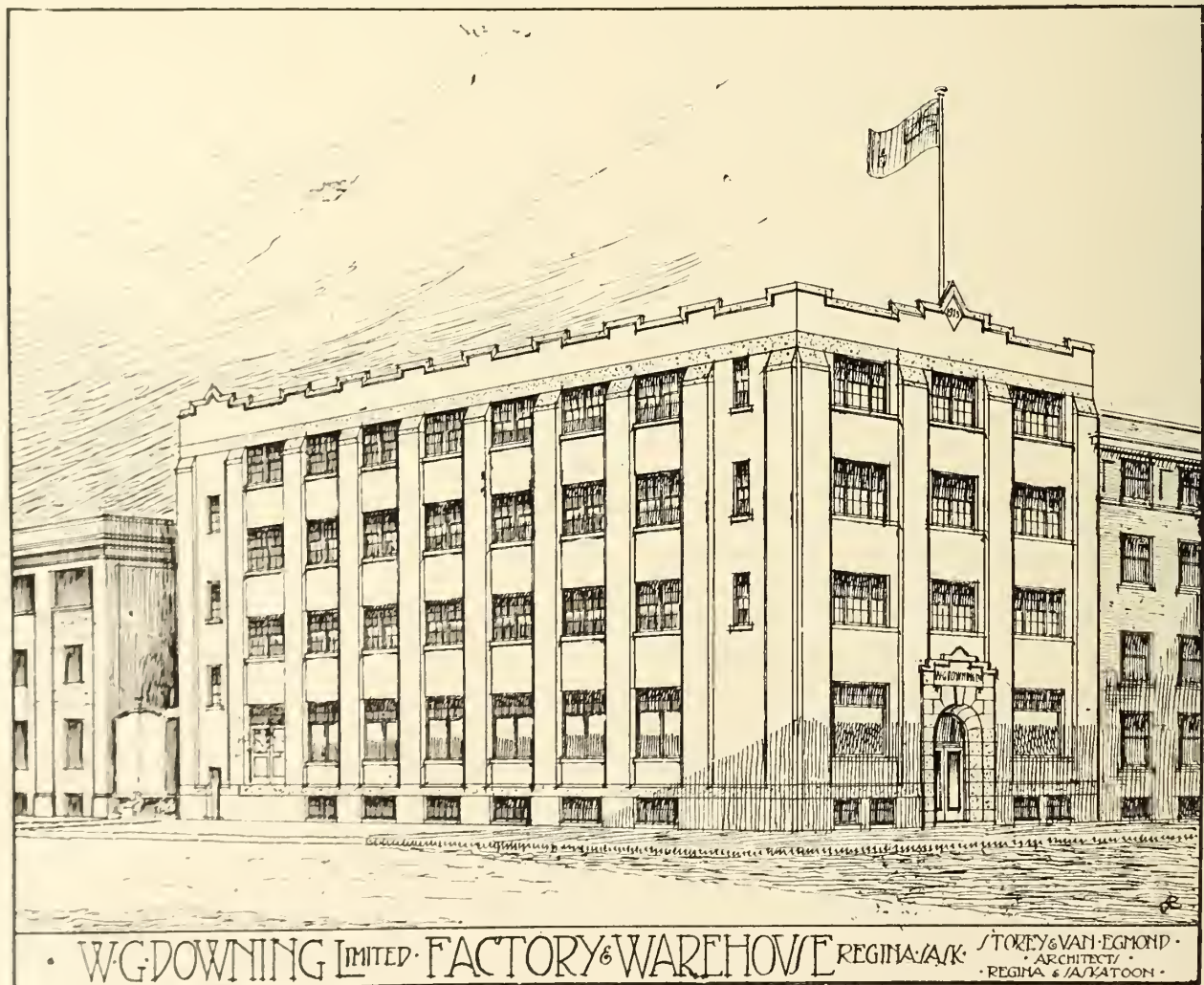
It is the intention of the directors of the newly organized company to lose no time in making arrangements for the erection of a four-storey building, with ground dimensions of 50 feet by 113 feet. The building will be of brick and heavy mill construction. The front and sides will be of high quality face brick. The offices of the company will be located on the ground floor, while the remaining three floors will be used for manufacturing and storage.

The business of W. G. Downing & Company was established by Mr. Downing in March, 1912, after

building up a very strong trade connection throughout the West during the previous ten years. During that time he represented some of the manufacturers whose lines his company now control for western Canada. As the volume of business increased year by year, he became more and more impressed by the lack of adequate facilities for handling the sorting trade in a satisfactory way and being urged by his friends in the trade to help relieve this handicap he decided to establish a wholesale distributing house at Brandon, Manitoba, from which all sorting orders could be filled with despatch.

The rapid growth of the business has more than justified Mr. Downing's judgment and his unbounded faith in the possibilities of the West. Basing an estimate for the year on the sales of the company for the last three months, it is believed by Mr. Downing that the turn-over of goods in 1913 will be approximately \$350,000. With the larger plant established at Regina, it is expected that the business in 1914 will run close to the \$500,000 mark.

The charter of the company covers manufacturing, and it is the intention to manufacture staples. Steps will be taken in this direction at the earliest possible date. The new factory to be erected in Regina will be located in Block 122, at the corner of Sixth avenue and Rose street.



The Canadian Rubber Company's Trade Mark

A short time ago, The Canadian Rubber Company of Montreal, Limited, obtained judgment in the Exchequer Court of Canada against a concern known as The Columbus Rubber Company of Montreal, Limited, declaring that a trade mark in use by the Columbus Rubber Company was an infringement of their own well known Jacques Cartier trade mark, and enjoining the Columbus Rubber Company, its servants, agents and employees from placing on the market and selling rubber footwear and rubber goods bearing the trade mark complained of, or a trade mark in any way resembling the Plaintiff's Jacques Cartier trade mark. As the matter is of interest to the trade we print below the judgment in full.

The Judgment

This action was instituted for the purpose of enjoining the defendant from placing on the market and selling rubber footwear and rubber goods bearing a trade mark in any way resembling the plaintiff's trade mark, and for damages for such alleged infringement of the plaintiff's registered trade mark.

The Plaintiff company was incorporated in 1866, by a special Act of the old Province of Canada, 29 and 30 Vic. Ch. 111 under the name of "The Canadian Rubber Company of Montreal." Subsequently thereto, to wit, in 1905 it acquired, under Section 11 of Ch. 15, 2 Ed. VII. a Dominion charter, and from that date on continued to do business under the name of "The Canadian Rubber Company of Montreal, Limited."

On the 3rd of December, 1869, the plaintiff acquired from the Canadian Rubber Company, by assignment, the rights to the General Trade Mark, bearing the effigy of Jacques Cartier surrounded by the following words, "Canadian Rubber Company," which was applied to rubber shoes and other rubber goods manufactured by the said company.

On the 6th December, 1869, the plaintiff obtained the registration of the said trade mark, in Trade Mark Register, No. 1, folio 62.

On the 25th September, 1912, the plaintiff obtained from this Court, under the provisions of Sec. 43 of The Trade Mark and Design Act, leave to add and alter its Trade Mark by prefixing to the words "Canadian Rubber Company," the word "The," and adding thereto the words "of Montreal, Limited." The said addition and variation has been duly registered in the Department of Agriculture, and the amendments made accordingly on the 30th September, 1912.

Therefore from that date the plaintiff's registered trade mark consists of the effigy of Jacques Cartier, surrounded by the following words "The Canadian Rubber Company of Montreal, Limited," and it is applied to the rubber shoes and may be applied to the other goods manufactured and sold by them, as shown upon the two stamps attached to the Certificate of the Department of Agriculture, bearing date the 15th October, 1912, and filed herein as plaintiff's Exhibit Number two.

The defendant's plea resolves itself into a general denial respecting the infringement complained of.

It is established beyond controversy by the evidence in this case, that the Plaintiff's trade mark is a very valuable one, that it has been in existence and used for a great number of years, that the plaintiff company were carrying on a large business, and that during several years their rubbers were the only rubbers on the market, with the exception of some American rubbers. Their rubbers are known by the name of "Jacques Cartier" among the French speaking population, and they are also known as the "Canadian" and the "Sailor" among the English speaking community.

Now, Joseph Chouinard, who is the President and the General Manager of the Defendant, has been in the rubber business for a great number of years before his company began to manufacture in June, 1912, although it does not appear from the evidence that his goods were on the market before October or November of that year. Therefore he was perfectly acquainted with that trade and obviously knew of the large business carried on by the plaintiff company and also of the good quality of the Jacques Cartier rubbers manufactured by them. How does he proceed to make the trade mark of the defendant company? On this point we have no evidence, but the rational inference is manifest. He would appear to have taken the plaintiff's trade mark as a model

from start to finish, to have studied their price list and their several marks. And consistent, with the idea that he should imitate as close as possible, without making a servile imitation, he starts by looking for the effigy of a man, who at the same time should be a sailor, and a sailor of historical fame if possible,—who should also wear an antique costume, with a beret or some such headware, as was customary to wear in the centuries gone by, and also identical with the one worn on the Cartier effigy. Coupled with that also, he seeks a great discoverer, of historical fame, and he finally arrives at the conclusion to select Columbus. The choice was a happy and easy one, as after all it was also suggested to Mr. Chouinard from his knowledge that the plaintiff was also selling a rubber under the name of Columbus, a mark which was not however, protected by registration. Then he required a name for his company, and a general get-up for his design. Well, by selecting "The Columbus Rubber Company of Montreal, Limited," he had only to strike off the word "Canada" from the plaintiff's trade mark and substitute therefor the word "Columbus." A happy hit indeed? Having done so much, he probably realized he had come very close to the plaintiff's trade mark that he had better make a change from the scroll of the plaintiff's mark which is round, to a square one, of rectangle shape, with a few ornamental deviations. Even on this rectangular scroll one is inclined to ask if he did not copy from the rubber "Royal" another rubber manufactured by the plaintiff, whereon the scroll is also more or less square and of a somewhat rectangular form. Therefore the conclusion must be that the defendant's trade mark, which is not registered, has all the elements, taken either from the actual registered trade mark of the plaintiff or from some of their marks not protected by registration.

There were so many names and so many designs that defendant could have selected, and he was so well an fit with the rubber trade and the several marks on the market, that at first sight, it seems there was no excuse for imitating so closely as he did the plaintiff's trade mark, unless explained by his desire and this apparent view to appropriate, as much as possible the benefit attached both to the good reputation as to quality of the plaintiff's goods covered by their trade mark and to the large business carried on by them.

Now, what are the essential characteristics of a trade mark, if not the general appearance of the mark as a whole, its get-up and in all of its ensemble. As Sebastian puts it, the appeal is to the eye. What is that, at first sight, strikes the eye on looking at either trade mark, if not the effigy of a man. So much so, indeed, as has been already said that a large proportion of the public call the plaintiff's trade mark, by what strikes their eye,—they call it the "Jacques Cartier." The very name of the effigy on the rubber. Others call it the "Sailor." Here again a term which would equally well apply to the Defendant's trade mark and which applied to both is again suggested by the effigy.

There is a last and third name under what it is known among the English speaking element and that is the word "Canadian." We have a witness, Paiment is his name, who sold the Columbus to persons asking for the "Jacques Cartier" or the "Canadian," because, he said, he could equally well tell his customers it was a "Canadian," as the "Columbus" and the "Jacques Cartier" were manufactured in Canada. And it is manifest to justify this assertion he could show on each trade mark, they were both from Montreal, hence both "Canadians."

Now, what does the evidence disclose. It shows that the general outline of the two trade marks are alike and that the ordinary cautious and unwary purchaser who may buy two or three pairs of rubbers yearly looks at the effigy. They do not buy from the name but from the portrait of Jacques Cartier. Such purchaser does not really know the name of the respective company. And a large majority of them know the Jacques Cartier mark and they ask for the Jacques Cartier rubber, or the Sailor or the Canadian. Now when the two marks are not side by side, and that is the test, is it not obvious that one rubber could be sold for the other. On that point we have the evidence of Melver who went to two distinct shops in Montreal and asked for a Jacques Cartier and was given a Columbus. When asked if it was a Jacques Cartier the clerk answered in the affirmative. Then we have

Plaintiff who says that in that part of the city where he sells that three quarters of the time the Jacques Cartier is asked for. He knows the Columbus since about November last, and says that, according to him, about half of the purchasers could be deceived and he has himself, about ten times, sold a Columbus for a Jacques Cartier that were asked, when the Jacques Cartier stock was, in his estimation, getting low. He considers that what strikes one in the two trade marks, is the effigy of the sailor.

It is also contended by witness McKeeknie that it would be easy to sell a Columbus for a Jacques Cartier to an ordinary purchaser because the word "Columbus" is also known to be one of the marks sold by the plaintiff company, although not protected by registration.

Witness Daoust is also of opinion that the public could mistake one mark for the other. It is the effigy of the man that strikes the eye.

Then Plaintiff witness heard on behalf of the Defendant, says that the majority of the public ask for "Jacques Cartier," and that he does not know what would happen if one mark was tried to be passed for the other.

The general trend of the evidence is to the effect that the Jacques Cartier is a well known mark, selling well and very much asked for on the market, and that the principal element of the plaintiff's trade mark is the effigy of the sailor. Evidence of the defendant's witnesses admits having said that the two trade marks (re ressemblant) looked like one another.

In this case, as in the case of Barsalou v. Darling, (9 S. C. R. 681) the appeal is to the eye. What appealed to the eye in the Barsalou case was the head—the head of a horse and the head of the unicorn—although somewhat dissimilar. In the present case what appeals to the eye is the effigy of the man. In both the plaintiff's and the defendant's trade marks it is a man, the bust of a man, a sailor, explorer, both of historical fame, wearing antique dress and cap, with great resemblance in the general get-up of the trade mark. If there is infringement in the Barsalou case, a fortiori, the infringement must be found in the present case.

Now, as said by Sebastian (p. 151) for the purpose of establishing an infringement it is not necessary that there has been the use of a mark in all respects corresponding with that which another person has acquired an exclusive right to use; it is sufficient to show the resemblance is such as to be likely to make unwary purchasers suppose that they are purchasing the article sold by the party to whom the right to use the trade mark belongs.

There can be no doubt that an unfair competition in trade is created by the use of the defendant's trade mark, in violation of the rights of a rival trader in the same class of goods. Further, such a design or get-up applied on rubbers tends to make it less clear with an additional chance for confusing one mark with the other.

While the two marks are not identical, there is such a close imitation in the design and get-up of the defendant's mark that one readily realizes how easily the ordinary purchaser could be deceived and misled to buy the defendant's goods for that of the plaintiff. With this strong probability of deception the plaintiff is obviously entitled to relief and to have his trade mark duly protected as against a rival com-

petitor in the same class of goods, who has no right directly or indirectly to appropriate to himself the benefit derived from a well known trade mark having a good reputation, commanding a large business, and in existence for a great number of years, protected as it is by registration.

There will be judgment as follows, to wit:

1. The defendant is declared to have infringed the plaintiff's trade mark.

2. There will be a Reference to the Registrar of this Court to ascertain the damages suffered by the plaintiff in the premises; and it is ordered and adjudged that the defendant do pay to the plaintiff the amount of the damages when so ascertained.

3. The defendant, its servants, agents, and employees are further enjoined from placing on the market and selling rubber footwear and rubber goods bearing their present trade mark or any trade mark in any way resembling the plaintiff's trade mark mentioned in this case.

4. The plaintiff will have also the costs of the action, including the costs of the reference.

Since judgment was delivered and notwithstanding the injunction in this case the sale of the goods of The Columbus Rubber Company bearing the mark complained of has continued, and on the 5th of July Counsel for The Canadian Rubber Company of Montreal, Limited, applied to the Exchequer Court of Canada for an order imposing on The Columbus Rubber Company of Montreal, Limited, and on its President, appropriate penalties for contempt of the order of the Court made in the action on the 17th March last. On these proceedings it appeared that goods bearing the infringing trade mark, more or less defaced, had been sold, and that labels bearing the infringing mark, but without defacement, had in certain cases been used. Counsel for the Defendant explained that The Columbus Rubber Company and Mr. Chouinard had not the slightest intention of disobeying the order of the Court and were under the impression that by erasing from the footwear in question that part of the infringing trade mark which consisted of the effigy of a man they had sufficiently destroyed the resemblance between the two trade marks to entitle them to sell the goods without contravening the Court's Order. The learned Judge thought otherwise, but upon The Columbus Rubber Company of Montreal, Limited, and Mr. Chouinard, by their Counsel, undertaking to obliterate completely the whole trade mark from their present stock of goods and to destroy all the objectionable cartons, and upon the Defendants apologising to the Court for their contempt and upon the Plaintiff by their Counsel consenting the matter was, for the time being, settled, the Defendants being ordered to pay all costs of the application. But leave was granted to the Plaintiff to apply for further directions upon any further breach of the Orders of the Court or on breach of the undertakings of the Defendants. The Judge, however, warned the Defendants that they would not again meet with such leniency should it be found necessary to call them before the Court.

Jobbers and retailers offering for sale goods having the above mark or partially obliterated mark are equally liable to prosecution for infringement of Jacques Cartier trade mark.

General News and Personals

Happenings in the Shoe and Leather Trade

Wilkie & Flucher, of Alvinston, Ont., dealers in groceries, crockery, boots and shoes have dissolved partnership. Jos. S. Wilkie is continuing.

Mary E. Cook, boot and shoe dealer of Toronto, Ont., has sold out to A. Jacobs.

The Eastern Township Shoe Company, wholesale shoes and rubbers at St Hyacinthe, Que., has dissolved, L. A. Guertin and J. L. W. Girouard continue under the same style.

Cherens Tyler, of Hastings, Ont., is advertising a hardware and shoe business for sale.

The Quinpool Road Shoe Store, has been registered by Lewis Hunt at Halifax, N.S.

Mr Archibald C. Bennet, of Westmount, P.Q., who was connected for 24 years with J. Eveleigh & Company, trunk manufacturers, Montreal, died recently while on a visit to his home in Toronto.

The Rice-Hulbert Company, shoe manufacturers of Cortland, N.Y., intend shortly erecting a modern factory at St. Catharines, Ont., in order to handle their largely increased Canadian business. The factory, which will employ about fifty hands at the start, is expected to be ready for operation about December 1st.

Thieves broke in to the shoe store kept by Mrs. Smith at 2307 Yonge Street, Toronto, recently and stole goods to the value of \$20.

The Calgary Tanning Company, Limited, of Calgary, Alta., have purchased the old buildings of the Alberta and the Calgary tanneries and have remodelled these, besides adding extensively to them. New machinery of the very latest pattern has been installed costing upwards of five thousand dollars. A dozen people are steadily employed by the firm at present, but it is expected that very shortly fifty or more will be required. If the venture meets with success,

as it doubtless will, it is rumored that it is the intention of the firm to start a boot and shoe factory and to also manufacture club bags, valises and other goods of a similar nature.

Four men were arrested at Bridgeburg, Ont., charged with breaking into box cars and stealing shoes in transit. About forty pairs of shoes were found in their possession, which they were trying to dispose of to local second-hand dealers.

The B. F. Gooderich Rubber Company has been granted a charter in British Columbia.

W. F. Eve, dealer in dry goods, boots and shoes, at Vancouver, B.C., recently suffered a loss by fire, partially covered by insurance.

The W. J. Fellows Shoe Company of Galt, Ont., are equipping their factory for the manufacture of children's fine shoes. Mr. Fellows was formerly with Getty & Scott.

The Galt Shoe Manufacturing Company, of Galt, Ont., is very busy. They have a fine new plant with a capacity of 1,500 pairs.

With the idea of co-operation, the superintendents of the Canadian Consolidated Rubber factories and some of the Eastern branch sales managers of the footwear department recently held a conference in Montreal. The company have found similar conferences between the superintendents of great value, and the recent meeting of the superintendents and branch managers was a further step in the policy of getting together.

C. H. Richardson, representative of L. B. Evans Son Company, of Wakefield, Mass., is calling upon the Canadian trade. His itinerary includes Montreal, Quebec, Toronto, Winnipeg, Saskatoon, Edmonton, and Calgary. He is carrying women's and misses' slippers, Oxfords, pumps, sandals, etc., men's slippers and the line of children's welts made by his house.

Daniel Hannigan, formerly superintendent of the Rideau Shoe Company, Maisonneuve, is now associated with the Scout Shoe Company, in a similar capacity.

Geo. W. Chubbuck, has been appointed foreman of the treading and packing room of the Murray Shoe Company, London, Ont. He was formerly with the Hartt Boot & Shoe Company, of Fredericton, N.B.

Cluikskills, Limited, will shortly open a shoe store in Saskatoon, Sask. It will be known as the Regal Shoe Store.

W. J. McCauley, boot and shoe merchant at Moose Jaw, Sask., has sold out to M. E. Malone.

Adam Cook has started a boot and shoe business at Emo, B.C. He will also do repair work.

The Canadian Consolidated Rubber Company, Montreal, have lost one of their oldest travellers in the person of Mr. J. C. L. Gravel, familiarly known as Leo. Mr. Gravel on September 21st complained to Mr. J. M. S. Carroll, district manager, of not being up to the mark. He went home and remained indoors for three days; becoming worse, he was removed to the Hotel Dieu Hospital, and died very suddenly on Sunday, the 28th, from pneumonia. His connection with the Canadian Rubber Company and the Canadian Consolidated Rubber Company extended over a period of over 15 years. He leaves a wife and five young children.

Chas. A. Eaton & Company, shoe manufacturers, of Brockton, Mass., have been granted a charter in the province of British Columbia.

A. McKillopp & Company, Limited, have been organized with a capital of \$250,000. The head office will be at Vancouver, B.C. Their charter permits of them carrying on business as leather merchants and manufacturers, tanners, etc.

The Boot & Shoe Specialties, Limited, has been organized with a capital stock of \$50,000. They will carry on a shoe manufacturing business at Toronto.

Snedicor Hathaway & Company, Limited, shoe manufacturers of Tillsonburg, Ont., have been incorporated.

Robt. McWhinnie, who for many years conducted a boot and shoe business on George Street, Peterboro, Ont., dropped dead at his home recently as he was dressing.

The Canadian Shoe Manufacturing Company, Limited, just incorporated with a capital of \$500,000 will construct a large shoe factory at Drummondville, P.Q. The necessary money will be furnished by Montreal capitalists, who are interested in several large industrial concerns. Plans are being drawn up for the factory by a Montreal architect. The company have received concessions from the town, including the guarantee of bonds to the value of \$175,000, free water and

exemption from certain taxes. On the other hand, the company's industry will benefit the town by employing about 150 people, and spending at least \$4,000 weekly in wages. Drummondville already turns out a fair number of shoes.

Mr. R. E. Jamieson, general sales manager of the Canadian Consolidated Rubber Company, has returned from a trip to the Pacific Coast, visiting all the company's branches.

L. J. Breithaupt, president of the Breithaupt Leather Company of Berlin, Ont., was in Chicago last Saturday, making headquarters with J. D. Marshall & Company.

Mr. Justice Galt, of Winnipeg, the other day granted a writ of certiorari for the purpose of re-opening the case of A. J. Taube, of the Boston Shoe Store, of that city, who was convicted on a charge of having a sign overhanging the sidewalk, with the ultimate intention of quashing that conviction. The application was made by H. W. Whitla, who argued that the city by-law in connection with this matter was ultra vires, no authority having been conferred by the legislature; also, that the by-law was unreasonable. The matter is one of very great interest to the merchants of the city and may result in further steps being taken in connection with the by-law.

A resident of Guelph, Ont., returning home from work on the morning of the 26th of September noticed a man digging in a garden near the G. T. R. yards. Later he returned with a shovel and after digging down about a foot came to a wooden box which was found to contain several pairs of "Classic" ladies shoes. The shoes were new and it is supposed that they were stolen from a Grand Trunk freight car.

Mr. Johnson has re-opened his shoe repairing shop at Wadena, Sask.

H. L. Jones Cronk & Company have started a boot and shoe business at Edmonton, Alta.

Mr. P. M. Johnson, of Johnson & McCormick, shoe retailers, St. Thomas, Ontario, recently fell down the basement stairs of the store and struck his head on the pavement. He was found unconscious and rushed to the hospital, where, after examination, the doctor said he believed the skull had been fractured at the base, causing hemorrhages of the brain, but he was hopeful of Mr. Johnson's recovery.

Inquiries among the shoe manufacturers of Montreal and Maisonneuve indicate that orders for spring goods are coming in at a satisfactory rate. The business for fall was disappointing, and several of the factories were put on short time; not only were orders generally poor, but collections, particularly in the West, were very difficult, and many renewals had to be made. But there has lately been a distinct improvement, and all signs point to a big trade for next spring. The United Shoe Machinery Company of Canada, Maisonneuve, report that their business is picking up in a marked degree, and as the conditions in the shoe industry can be fairly well gauged by the activity of this company, the outlook for the immediate future may be said to be distinctly promising.

Mr. A. H. Granger, of the shoe department of the F. Eaton Company, Toronto, has recently been on a visit to Montreal.

G. H. Levesque, formerly foreman with Dutresne & Locke, Montreal, has gone with the O. B. Shoe Company, Limited, Drummondville, Que., as foreman of the cutting room. He is known as an expert in his line.

M. Renaud, formerly with the Kingsbury Footwear Company, Maisonneuve, has taken charge of the sole leather department at the factory of the O. B. Shoe Company, at Drummondville, Que.

Mr. E. B. Derruody, formerly with the A. I. Bates Shoe Company, Webster, Mass., has been appointed to take charge of the publicity department of the Slater Shoe Company, Montreal.

Mr. Max Clement, a well known tanner and leather merchant, of Quebec, died on October 1st from a stroke of paralysis. He was a pioneer of the tanning industry in his native city and has left a fortune estimated at \$200,000.

The Eagle Shoe Company, Limited, Montreal, has been incorporated under a Federal charter with a capital of \$100,000.

The assets of Leclair and Chabroix, Limited, Montreal, in liquidation, are estimated at \$126,630 and the liabilities at \$17,750, a deficit of \$80,880. The assets are subject to realization.

Mr. Clarence Smith, general manager of Ames Holden McCready, Limited, and Mr. W. S. Lenson, sales manager,

any business visits to the West. Mr. Smith goes as far as Winnipeg, and Mr. Louison to the Coast.

Mr. Bruce Douglass, Calgary, and Mr. Fabrum, of Price Bros. Limited, Calgary, have been in Montreal buying goods.

S. W. Price has accepted the position of foreman of the lasting department in the factory of Getty & Scott, of Galt, Ont. He was formerly with the United Shoe Machinery Company, Toronto.

Fred N. Burns, shoe retailer of Whitby, Ont., has sold out.

F. W. Taylor has purchased the retail shoe store of A. McKee at Calgary, Alta.

John Fairbairn, shoe retailer and grocer of Embro, Ont., has sold out.

B. W. Wilbur, has taken over the business of W. H. Wilbur, dealer in shoes, groceries, etc., of Delhi, Ont.

Harlow Ritche & Company, shoe retailers on Broadview Avenue, Toronto, have opened a new store across the street from their previous stand.

The New York Shoe House, is the style of a new shoe store recently opened at 264 Portage Avenue, Winnipeg, Man.

F. H. Shimmick, well known shoe retailer has moved his store from 411 Roncesvalles Avenue, Toronto, to 239 on the same street.

The lease of the Boston Shoe Store, St. Catherine Street West, Montreal, was offered for sale by auction. It is for about 2 1/2 years, the rent rising from \$5,000 per annum to \$8,700 with taxes. Three bids were made, the last being \$8,700 at which the lease was withdrawn.

The plans for the new factory of the Smardon Shoe Company, Montreal, have been drawn and tenders received. It is proposed to build in the spring on Aird Avenue, Maison-rouge.

Messrs. Saunders & Cresswell, boot and shoe retailers, St. Thomas, have dissolved partnership.

W. F. Buckley, clothing and boots and shoes, Harcourt, N. B. was recently burned out.

W. A. Kennedy has joined the travelling staff of the Bradford, Davies Company, Toronto. He will cover Western Canada in the interests of the company. He was formerly with the Kingsbury Footwear Company, of Montreal.

merly with the Kingsbury Footwear Company, of Montreal.

H. Breslin, dry goods and boots and shoes, of Toronto, recently suffered a fire loss.

The Simpson Folding Case & Trunk Company, Limited, has been organized with a capital of \$40,000. The head office will be at London, Ont.

The United Rubber Manufacturing and Reclaiming Company, Limited, has recently been organized with a capital of \$350,000. The head office will be at Toronto.

Mr. Joseph Daoust, of Daoust, Lalonde & Company, Limited, Montreal, has been made a Justice of the Peace.

Dr. C. J. Hastings, the medical health officer of Toronto, is preparing a ukase of his department which will require milkmen to wear rubber heels on their shoes when delivering their wares in the small hours of the morning.

Mr. Jack Chisolm, formerly with the Regal Shoe Store, on Yonge Street, Toronto, has accepted a position as manager of the A. E. Rae Shoe Store, Ottawa, Ont.

A. R. Trudeau, of the Brockton Shoe Stores, Toronto, was in Montreal recently on business.

Lucien Borne, the Quebec glazed kid tanner, is starting to make calf leather.

Mr. W. Edwards, of the A. Lawrence Company, Boston, tanners, has been in Montreal, demonstrating the company's new patent leather repairing process, by the brush method.

Mr. Stone, representing Winslow Bros. & Smith, Boston, sheepskin and cabretta tanners, was a recent visitor in Montreal.

Mr. Pat Guerin, assistant superintendent of the Slater Shoe Company, Montreal, and Mr. Arthur Matthews, foreman of the company's lasting room, recently visited the Boston factories.

The Superintendents' and Foremen's Association, Montreal, are on the look out for permanent quarters, which will give them better accommodation.

The Slater Shoe Company, Montreal, are now engaged in manufacturing their spring goods, the output being about 1,000 pairs per day. The company have a larger number of orders on hand than at any previous corresponding period.

David Cumming & Max Wener, have registered at Montreal, Que., as the Manufacturers Shoe Syndicate.

General Store News of Western Canada

Where the Shoe Manufacturer May Find a Customer

Alberta

M. Wasserman has started a general store business at Redcliff.

G. R. Paxton will start a general store business at Belburne.

S. Berg has started a general store in Entwistle.

Shill & Ivens have started a general store at Tramping Lake.

Wm. O'Neill recently opened a general store at Bentley.

E. Moreau & Company are starting a general store at Edmonton.

Ray & Roger have succeeded to the general store business formerly owned by Andette & La France, at Edam.

Manitoba

"The Hub," a new general store has been opened at Portage la Prairie.

Sigmar Bros. have disposed of their general store, at Glenburn, and the new proprietors are now in possession.

German Koholski has started a general store business at Winnipeg.

M. Krusher has started a general store business at Portage la Prairie.

M. Goldstein has disposed of his general store at Tynall to Freedman & Bartfield.

J. G. McGowan & Company have disposed of their general store business at Rathwell, to Smith & Company.

F. E. Tourign has started a general store at Le Pas.

Robert Broadfoot is opening a general store at Gladstone.

Saskatchewan

J. Lenwick will start a general store at Alida, shortly.

W. D. Smith's general store at D'Arcy, is open for business.

The general store of Mr. Campbell at Pathlow, will be open for business shortly.

The Battleford Trading Company have opened a branch of their general store business at Glenbush.

W. McLeod & Son, of Welwyn, are moving their general store business to Elkhorn.

C. O. Moen is starting a general store in Darmody.

The Yorkton Trading Store is open for business in Yorkton.

Mr. Innis is starting a general store business at Ardath.

J. L. McLeod, general storekeeper at Kisbey, has sold out to J. W. Lynch & Company.

A Hewlett is opening a general store at Ernfold.

The general store of Olson & Sutherland at Kincaid, is open for business.

J. N. Brown is starting a general store at Shaunavon.

Kleeblat Sedley has started a general store at Sedley.

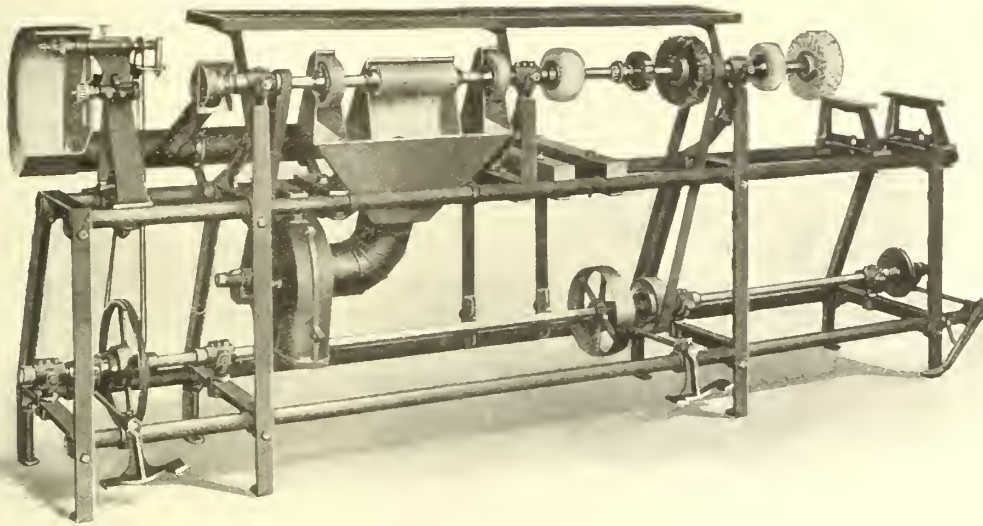
E. E. Reisberry has sold out his general store at Rocanville, to R. H. McLeod.

Rain & Beaudreau's general store at Hazenmore, is now open for business.

Eugene Lemieux has discontinued his general store business at Cantal, and has moved to Alida, where he will conduct his general store in future.

Smooth Working Progressive Finishing Machines

SEND FOR CATALOG M



Progressive Shoe Machines are built of the best materials by thorough and practical men who know the needs of the shoe repair shop from actual experience. We make sure that every part works smoothly and efficiently.

There are twenty four different models of Progressive Finishers. Both motor driven and foot power. Built to last and built for satisfactory service.

Progressive Machines are reasonable in price and are sold on the payment plan or for cash. With a Progressive Finisher your shop will make more money.

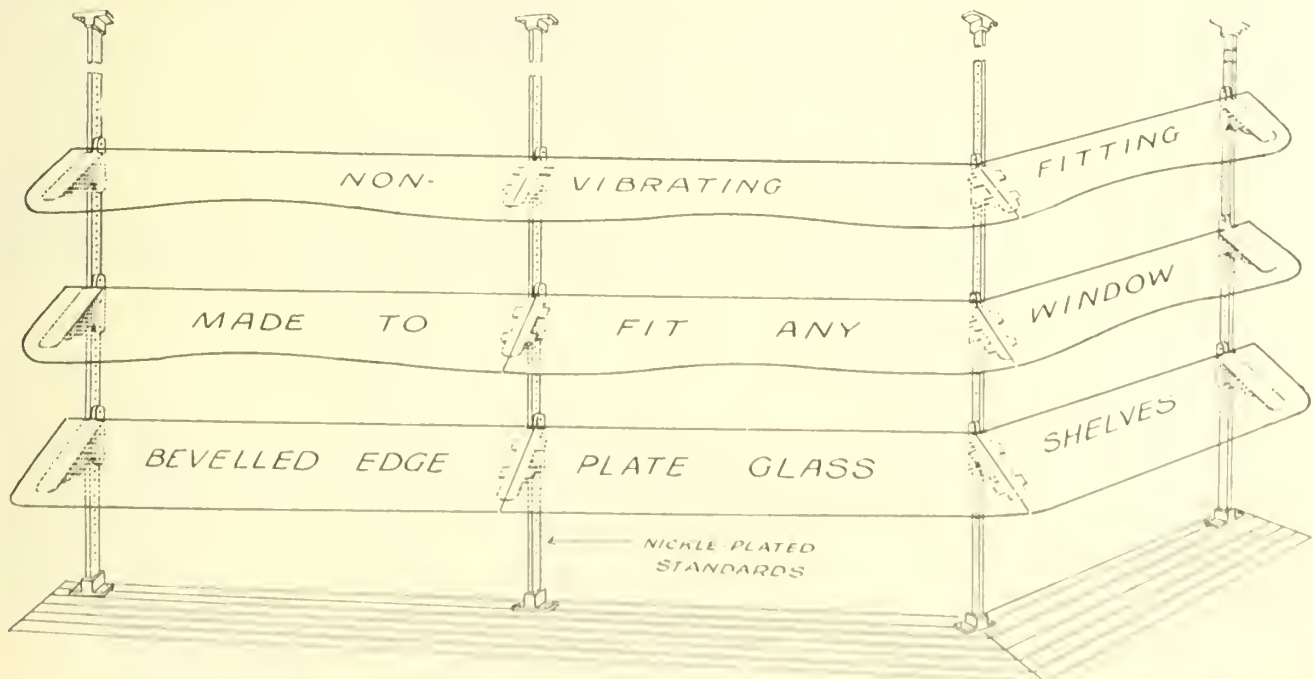
SEND FOR CATALOG M

PROGRESSIVE SHOE MACHINERY CO., MINNEAPOLIS MINN. U.S.A.

The Best Shoe Finishing Machinery Manufactured.

Shoe Store Window Display Fixture

Always clean and bright. Will display three times as many shoes to better advantage and without crowding.



The Brantford Showall Window Fitting Co.

Mail office 67 William St., Brantford.

POSITIONS VACANT

WANTED SALESMEN TO REPRESENT us in Canada, to sell our line of *Handmade* men's footwear. Splendid opportunity for good men. Apply Stoughton Shoe Company, Stoughton, Wis.

9-10

SALESMAN WANTED— WE WANT salesmen in various parts of Canada to carry out thirty-five lines of women's footwear. Five per cent basis. Stock shoes \$2.25 and up. Apply Box 578, Footwear in Canada, Toronto.

9-10

REPRESENTATIVES WANTED — A large firm manufacturing felt slippers, wants a good firm of jobbers or manufacturers' agents to sell their line in Canada. Apply Box 892, Footwear in Canada, Toronto.

10

POSITIONS WANTED

FULLY EXPERIENCED SHOE Salesman desires change; 15 years in the retail as manager, buyer and window dresser. Splendid references. Box 596, Footwear in Canada, Toronto.

10

SMART YOUNG SHOE SALESMAN with ten years experience, four of which were spent as manager (which position he at present holds in large Ontario city) desires to make change. Travelling preferred. Address Box 582, Footwear in Canada, Toronto.

10

AN OPPORTUNITY — DO YOU want a strong, advertised line of men's "Made-in-Brockton" Welts to handle as a side line? We will turn over \$15,000 developed Canadian business to the right man as a starter. Address ABC, Footwear in Canada, Toronto.

10

Tan Shoes the Mode

Like the dog the low shoe is bound to have its day, and its last day was yesterday. For just as certainly as September 15 sounds the knell of the straw hat, October 1 is the very last when one may wear low cut shoes and be called truly in style.

Many new styles are noted for autumn and winter wear, the particular feature being that the tan shoe will be more prominent for day wear for women and men than it has been heretofore.

In women's wear the most distinctive model shown are the high boots, with gray cloth tops and with the heel and upper covered with cloth of different shades. For the evening wear the dainty or tango slippers will be worn with rhinestone buckles and trimmings on the ribbons tying around the ankles. In men's wear there are many in English shapes.

Magod & Ruzeki have been succeeded in their general store business at Innisfree, by Trace Bros.

E. Jarrett is now the proprietor of the general store formerly conducted by Robert Farquhar, at Blackfoot.

Lowe Bros. have disposed of their general store at Red Deer, to A. W. Perry & Company.

D. Milnick has purchased the general store of J. Y. Filyk, at Krutzburg.

J. Default has succeeded to the general store of W. Bonin, at Inwood.

Paul Fleury, general storekeeper at Makinak, has sold out to J. R. Neithercut.

Lawson, Welch & Company
 CHARTERED ACCOUNTANTS,
 TRUSTEES - FINANCIAL AGENTS.
 CROWN LIFE BUILDING,
 TORONTO.
JAS. F. LAWSON
 HENRY J. WELCH CABLE ADDRESS: "LAWELCO"
 A. B. C. & WESTERN UNION

We want to BUY for CASH all the PIECED HEEL STOCK you make

BROCKTON HEEL COMPANY
 BROCKTON, MASS.



Order this Felt Slipper Novelty Now!
A seamless Felt Slipper—The New "Firfelt" Production

Pompom Ornament — Galloon Bound — No Heel.

Three colors—Black, Navy Blue, Gray. Price 50 cents per pair.

Have you received YOUR copy of our New Catalog of "FIRFELT" Specialties?

WORCESTER SLIPPER COMPANY

Boston Salesroom—530 Atlantic Ave.

Factory—Worcester, Mass.



Tan Calf

Spring
Styles



Tan Calf

For
1914



Gun Metal Oxfords

The Preston Shoe

All Solid Leather

Men's Winners at \$3.50 and \$4.00

Women's Hot Sellers at \$3.00



Gun Metal Calf



Home of the Preston Shoe



Patent Pump

All Up-to-Date
for Spring

Wait and see them. Our travellers will call on you with a full line of Spring Footwear. Prices Right.

Our school shoes for children can't be beat.

Solid Leather Shoe Company of Preston, Ltd.

Ontario



Patent Colt

We study
the
wants
of the
people



Velour Calf

Preston
Shoes
are
complete
Fitters and
give
Satisfaction



Dongola Kid



The High Values

that every buyer of good quality footwear is always on the lookout to secure, are found in the new Corbeil shoes for Spring 1914.

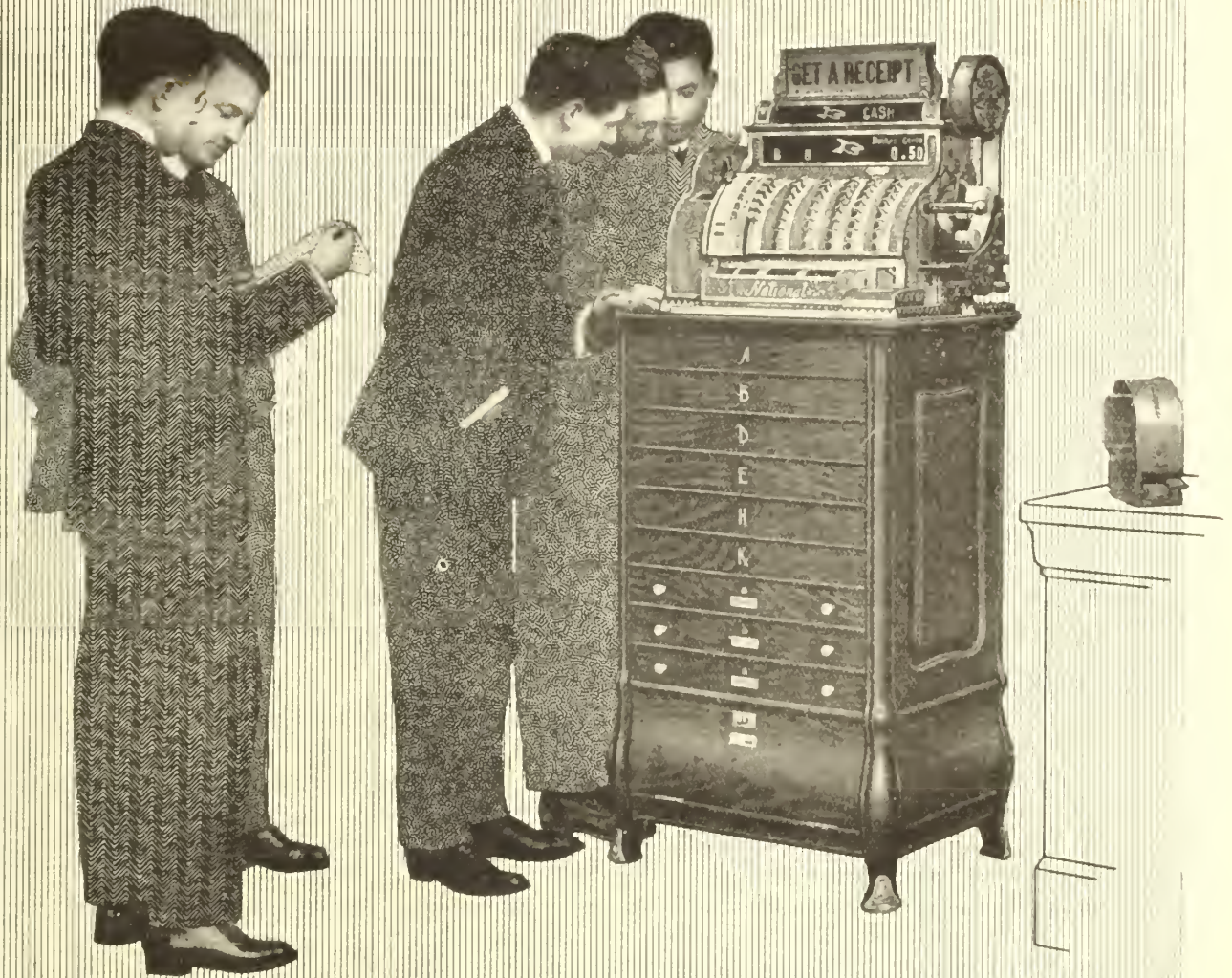
The Improved appearance of our samples is being noticed with considerable effect and the snap and style we have put into our new Season's line will no doubt receive a ready response.

Many new and up-to-date lasts and patterns are included in this season's line, which merits the attention of every buyer who is looking for high values.

We specialize in Men's and Boy's shoes to retail from \$3.50 to \$5.00

CORBEIL LIMITED

71-79 St. Paul Street
MONTREAL, P. Q.



Who Has the Best Day's Record

When assistants become interested in knowing who has sold the most goods, you have furnished the best incentive for increased sales.

In addition to safeguarding every transaction, the National Cash Register gives a complete record of the work of each assistant. He knows that he positively receives credit for all the work he does.

This encourages industry, honesty and carefulness, and cultivates a friendly rivalry to sell more goods and increase your trade.

Investigate what the National Cash Register
built for your size of store will do.

The National Cash Register Company

285 Yonge Street, Toronto

CANADIAN FACTORY: TORONTO, CANADA

THE
AHRENS
SHOE

Charles A
AHRENS
limited
BERLIN, ONT.
Solid Leather Shoes

THE
AHRENS
SHOE

Eventually you will buy
"Peerless" Soft-sole Shoes
WHY NOT NOW!



C—No. 101 \$4.50 Dozen

*Send today for our latest catalogue
showing the Leaders in Baby-Shoes.*

Peerless Shoe Co.

Manufacturers of
"La Belle" Brand Soft-sole Shoes

Mill and Furnace Streets,

Rochester, N. Y.

Dominion Die Co.

MANUFACTURERS OF

Cutting Dies

of Every Description



For Cutting
Leather, Rubber, Paper
Cloth, Etc.

ALL WORK WARRANTED

321 Aird Ave., Montreal

HEELS



Men's, Boys' and Women's Heels

All Grades

High grade box toes for Goodyear work,
also combination toes of all kinds.

Write for Prices

The Montreal Box Toe Co.

321 Aird Ave., Montreal

Fisk's Glazed Kid

We invite the interest of shoe manufacturers who specialize in the production of fine kid shoes of a medium class.

By concentrating our long experience and study on one line of Glazed Kid to meet this requirement we are able to produce a leather which looks better made up and cuts cheaper than the usual run of kid.

We manufacture in a large way and can make prompt deliveries of the three selections we make.

Our prices 12, 14 and 16c.

Fisk Limited

Montreal

Hope Webbing Co.

Providence, R. I., U. S. A.

Established 1883

Incorporated 1889

— Manufacturers of —
NARROW WOVEN FABRICS

For the Shoe Manufacturer:

Top Facings

Stay Webs

Pull Straps

and Tapes

Plain or with name or
trade mark woven in

Boot Webs

Large Factory

Modern Equipment

30 Years' Experience



No. 417 Short Vamp Button, fat baby pattern, any color top, Tassel. \$4.50

Infants' Footwear



No. 1485 Patent leather, one strap with pump bow \$4.50

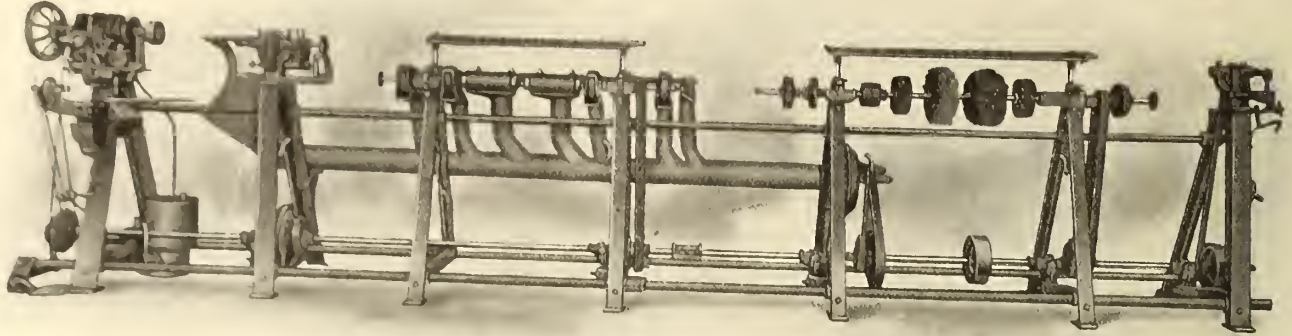


No. 612 Ankle Tie with fancy rosette. Can be made in satin, velvet or kid, any color \$6.00

J. J. McMASTER

ROCHESTER, N. Y.

22-Foot Goodyear Shoe Repairing Outfit



MODEL N.

THIS Outfit represents the highest development in shoe repairing machinery, and meets every demand of modern shoe repairing. It embraces all the essential processes for making new shoes from old ones, giving the maximum of equipment and efficiency in the minimum space. The Outfit has the Goodyear Stitching Machine with all its improvements, including a new style steam generator which uses gas or gasoline for generating the steam, and operates automatically, thereby insuring a uniform heat for keeping the wax in proper condition and requiring little attention from the operator. The Edge Trimming Machine has the new feature of the two shafts being operated by a single belt, and the enter grinder is attached directly to the main shaft. This arrangement gives better results with less power.

The Buffing and Scouring Machine has a shaft 57 inches long and carries the following equipment:—

- | | |
|--|------------------------------|
| 2 Split Bottom Buffing Rolls | 1 Heel Breast Scouring Wheel |
| 2 Flat X-Ray Heel Scouring Wheels | 1 Pin Wheel Pad complete |
| 2 "C" Shape X-Ray Heel Scouring Wheels | |

A powerful Blower System removes the dust resulting from the trimming, buffing and scouring operations, and is designed to overcome certain objectionable features of other blowers.

The Finishing Machine has a 78 inch shaft which has all the necessary equipment for black or russet work:—

- | | |
|--|-------------------------|
| 2 Corrugated Rubber Shank Finishing Wheels | 2 Heel Brushes |
| 1 Corrugated Rubber Heel Finishing Wheel | 1 Stitch Cleaning Brush |
| 1 Corrugated Rubber Bottom Finishing Roll | 1 Levelling Roll |
| 2 Shank and Bottom Brushes | 1 Bead and Wheel |

At the end of the Outfit is the Oscillating Edge Setting Machine which is fitted with union irons and in its motions duplicates hand workmen with quicker and better results.

Each of the machines is operated independently by a friction drive pulley, so that it is necessary to use only those machines which the operator may require. This feature means a saving of power.

All the machines are firmly mounted on legs and driven by a countershaft with carefully adjusted bearings, so that the Outfit runs with very little vibration, and is in every way most efficient.

Full information furnished promptly on request.

United Shoe Machinery Company of Canada

MONTREAL, QUE.

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC



Miner Means Merit

**The Miner Rubber
Company, Limited**

Montreal Toronto Granby Quebec

Selling Agencies:

TORONTO Blachford, Davies & Co
HAMILTON R. B. Griffith & Co.
LONDON Coates, Burns & Wanless
MONTREAL Jackson & Savage
ST. JOHN, N.B. J. M. Humphrey & Co.
WINNIPEG W. A. Marsh Co.
EDMONTON
CALGARY Western, Ltd
BRANDON Dowling & Creelman
QUEBEC

Miner Rubber Co., Ltd.,
F. Maranda, Manager



Union Made Shoes Should be on Your Shelves for the Coming Season, Mr. Retailer

You want shoes, next season, Mr. Retailer, for all your customers, and to satisfy EVERYBODY, YOU MUST CARRY UNION STAMPED SHOES.

The Union employee demands Union made goods. He has been educated to insist on Union Stamped shoes through our advertising of Union stamped shoes in the labor journals of the country. The Union man knows that only shoes bearing the stamp of the BOOT AND SHOE WORKERS' UNION are Union made.

There is nothing to lose and every possible profit to gain by handling UNION STAMPED shoes. They are shoes of the highest quality, made by expert workmen that satisfy the demands of all your patrons.

You can secure shoes from Union manufacturers every day in the year, for in the Union factory, under our agreement, there is no chance of delays by strikes.

The retailer who handles Union stamped shoes is endorsing the fair policy of arbitration with no strikes.

DO NOT BE MISLED BY THE CLAIMS OF NON UNION MANUFACTURERS. THE OFFICIAL STAMP OF THE BOOT & SHOE WORKERS' UNION IS THE ONE POSITIVE GUARANTEE THAT THE SHOES ARE UNION MADE. ALL OTHER STAMPS ARE WORTHLESS.

INSIST ON UNION MADE SHOES WITH THE STAMP OF THE

Boot and Shoe Workers' Union

Affiliated with American Federation of Labor

246 Summer Street

BOSTON, MASSACHUSETTS

JOHN F. TOBIN
General President

CHAS. L. BAINE
General Sec.-Treas.



“NUGGET”

Waterproof

 Shoe Polish

Was demonstrated to thousands of people
all over Canada at the following

Exhibitions :

CALGARY
EDMONTON
SASKATOON
REGINA

BRANDON
WINNIPEG
LONDON
TORONTO
OTTAWA

SHERBROOKE
QUEBEC
HALIFAX
FREDERICTON

YOU are going to get the benefit of this
publicity. Display “Nugget”
prominently in your store, and **WATCH**
IT SELL. Give an extra push to the
line that is advertised for you.

The Nugget Polish Co. Limited

9, 11 and 13 Davenport Road,

TORONTO, ONT.



Advertising With A "PUNCH" Planned by Successful Shoe Merchants

As what we offer the Shoe Man who wants to increase the effectiveness and decrease the cost of his advertising. A true combination of AD-WRITING SKILL backed by the technical knowledge and experience of men actually engaged in buying and selling shoes. If your advertising is not bringing the RESULTS you expect—let us "Diagnose your Case" and provide a cure.

FOR ONLY \$100 A YEAR—WE SELL THIS COMPLETE SERVICE

- (1) Our *copying* service of the advertising you are now doing—*cut* and *paste* into the form and substance of your advertisements.
- (2) Our *ready* SIDE CUT SERVICE, 12 monthly bulletins, each containing about forty 1 to 4 col. up-to-date Newspaper Cuts. The entire service in Matrix form or part of it in Metal Cuts.
- (3) Our COPY SERVICE. A monthly series of about 30 advertisements telling WHAT TO ADVERTISE each day. "Talks" on Quality, Fair Prices, Store Service. Ads about latest Footwear Fashions just when in demand, specialty ads on \$2.50, \$3.50 and \$5.00 shoes, etc. A comprehensive SYSTEM of profitable publicity.
- (4) Complete Outfits of Ads, Cuts, Window Cards, and full plans for TWO SEMI-ANNUAL CLEARANCE SALES.

A postal will bring complete details and samples by return mail.

The "SHOE CUT SHOP"

Barrister Building, Washington, D. C.



- ¶ The Laird, Schober product is sold throughout the world wherever women's high grade shoes are worn.
- ¶ Individuality of design, expert shoemaking and superior materials employed in this line have aided in establishing the reputation of Philadelphia as the leader in Quality Footwear for Women.

Laird, Schober & Co.
Philadelphia

Essex Rubber Soles and Heels

Guaranteed of Uniform Quality

Your responsibility does not end with the purchase of rubber soles and heels.

When these goods finally get into the hands of the consumer, they have to make good—therefore, quality and not price is what should concern you most.

Rubber Soles that fail to give service ruin trade and injure reputations, for the consumer judges shoes by the kind of rubber soles put on them.

QUALITY

Essex Rubber Soles and Heels are a great trade aid to manufacturers, jobbers and repair men. They stand up under the hardest wear. Every pair is uniform in quality.

75% of all rubber soles used bear the Essex trade mark—it is the only rubber sole known and called for by name.

Our national advertising campaign is backing up the goods and lending support to all who handle them. Arrange for your needs at once for the coming season.

Essex Rubber Company, Inc.

Principal Office and Factory, Trenton, N. J.

Farnsworth, Hoyt & Co., Boston

Rupp & Wittgenfeld Co., Cincinnati

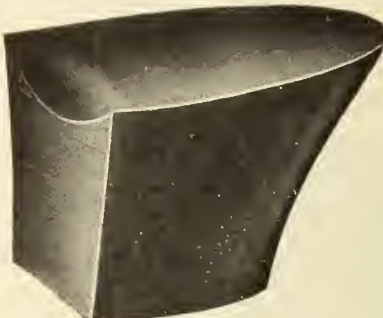


Fine Flat Grain,
Mellow Full Feel
Yet Tight
Uniform in Weight
and Selection

Hitchings & Coulthurst Co.
122 South St. Boston

HEELS

THAT WILL NOT CHECK
All Grades, Denominations and Heights
A Full Line



BOX TOES THAT COME ALIKE
made in leather, split, combination
leather, canvas and felt.

Independent Box Toe Co.
102 Christophe Colomb - Montreal



To get results, YOU must have the
best material.

That is why the Wise Foremen in-
sist on getting

C. B. C.

**Inks, Dressings, Waxes, Toe Gum
and Cements**

Each Product Guaranteed to be A 1 Quality

Made in Canada by
Canadian Blacking & Cement Company
Hamilton, Ontario

YOUR



USMC



**GUARANTEE
FOR QUALITY**

United Shoe Machinery Company of Canada

Toronto

Montreal, Que.

Quebec



PHOTOGRAPH OF A SHOE WORN OVER A BUNION NOT PROTECTED BY A FISCHER BUNION PROTECTOR

Over One-Third

of the entire population of this country is troubled to a greater or less extent with bunions. Just think of that a moment, Mr. Shoe Dealer. These deformed feet must be fitted to shoes and there is only one way you can do it. The market and the device are at your disposal. That means profit for you.

Write

The Fischer Mfg. Co., Milwaukee, Wis.

Sole Owners, Manufacturers and Patentees



TURN SHANKS

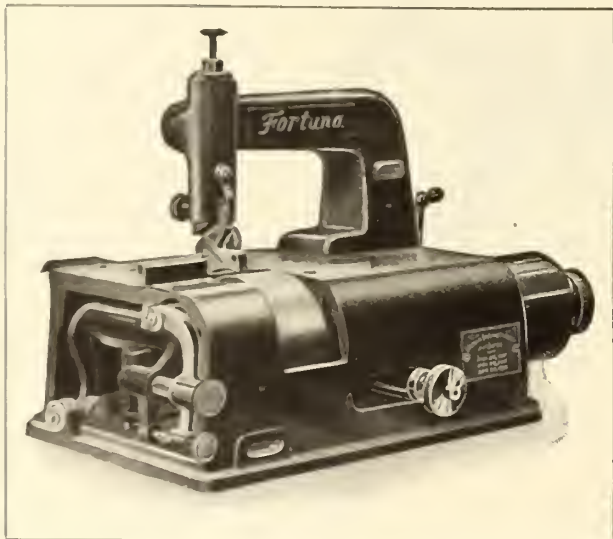
We manufacture a complete line of Women's, Misses' and Children's Leatherboard and all Leather Turn Shanks of every variety.

Also Combination Welt and McKay Shanks of all kinds. We have purchased the entire shank plant of John Heckel of Rochester, N.Y. and we are sole manufacturers of Heckel's Improved All Leather Turn Shanks.

The Rochester Shank Company

176 North Water Street, ROCHESTER, N. Y.

Fortuna Skiving Machine



For Manufacturers who Skive Leather, Felt, Cork, Rubber or Paper

Used extensively by Manufacturers of SHOES, BOX TOES, TRIMMINGS, INSOLES, ANKLE SUPPORTERS, WELTING, ARCH SUPPORTERS

Sole Agents for Canada

Fortuna Machine Co.

127 Duane Street - NEW YORK

Oberholtzer Solid Leather Shoes

Oberholtzer solid leather shoes are models of good workmanship and will give your customers long and comfortable wear.

They are fashioned on sensible lasts and are in no way extreme or fad-dish.



"Oberholtzer" shoes are made in all sizes for men, women and children.

Be sure and see our traveller when he calls—give him an order.

Mail orders promptly executed

G. V. Oberholtzer & Co.

BERLIN, ONT.

NEW LASTS

The latest styles in lasts may always be had from our factory. We make nothing else but lasts for ladies' footwear and have the most up-to-date plant in America devoted to that purpose.

Our salesman will call if you so request.

Rochester Last Works
Rochester, N. Y.

ROCHESTER LAST WORKS

Lasts For
Ladies' Shoes

Turned Over A New Leaf

YES we have turned over a new leaf—reorganized our entire factory—engaged men of wide experience and are now marketing O.B. Shoes of better quality than ever.

Our new general manager is Mr. C. E. Lepine who was general manager of the Emerson Shoe Co. of Brockton, Mass., also with the Hartt Boot & Shoe Co. of Fredericton, N.B. and recently with the Kingsbury Footwear Co. of Maisonneuve.

Mr. P. W. Goff is Salesmanager.

The best leather and Findings handled by expert workmen is our policy.



O.B. Shoes

THESSE shoes are made for men in Goodyear Welts only, in heavy, medium and light sole. Bluchers in tan and gun metal.

O.B. Shoes for Spring 1914 are lasted on the very latest models and are made to retail at \$4.00, \$4.50 and \$5.00.

O.B. Salesmen cover every part of Canada—see their samples and place your orders for O.B. Shoes.

The
O.B. Shoe Co.
Limited
Drummondville,
Que.

Established 1865

MOSCO LEATHERS

Our FOUR large TANNERIES in Salamanca, Gowanda and Alpena are concentrating in producing a few good lines in large volume.

Alpena

B. A. Hemlock Sole Leather, Bends and Backs, Buffalo Hemlock Sole Leather, Shoulders, Heads and Bellies.

Get Samples of MOSCO to-day, the leathers that are often imitated but never equalled.

C. MOENCH SONS CO.

TANNERS

117 Beach St., Boston, Mass.

TANNERIES—Gowanda, N.Y., Salamanca, N.Y., Alpena, Mich.
STORES—Boston, Mass., Chicago, Ill., St. Louis, Mo.

The Shoeman



This Trade Mark represents the cleanest, handsomest, most-useful-to-the-dealer-and-clerk shoe journal in the United States.

Any Canadian shoe dealer, department buyer or retail shoe salesman who asks us for a specimen copy will find at least two big useful features they won't find elsewhere—send in for a copy and find out what these two things are.

A copy sent free on your postal request

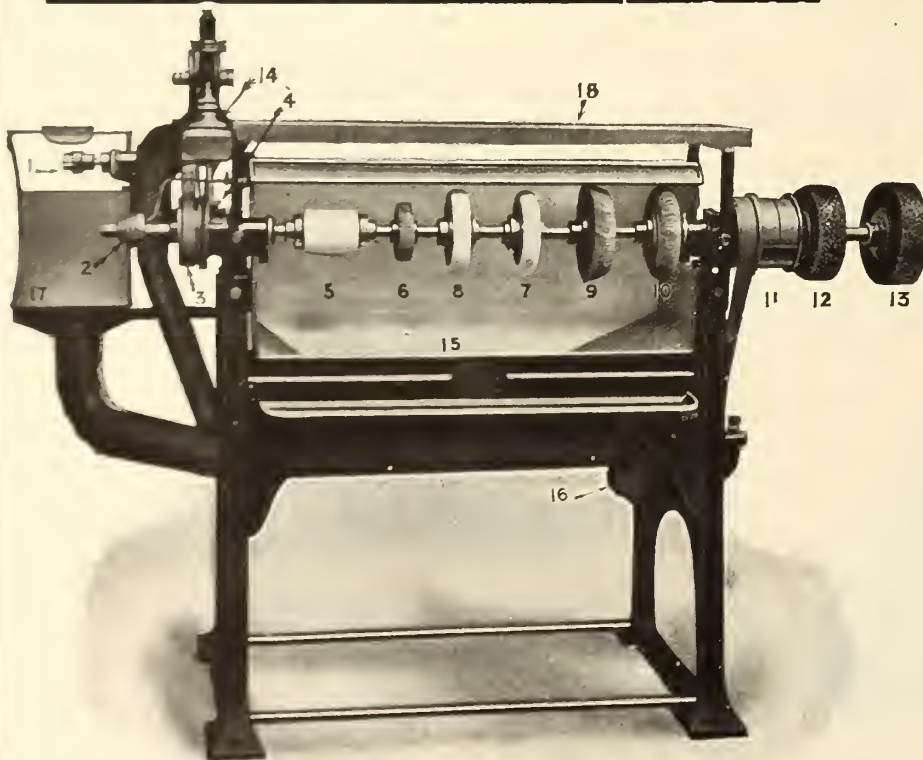
Published by

The Arthur L. Evans Co.

183 Essex St., Boston, Mass., U.S.A. Inc.

SHOE REPAIRERS

Standard No. 2 Finisher



We make 11 different Models of Finishing Machines and over 800 of Model No. 2 (as engraving) have been sold in the OLD COUNTRY.

Advantages:—

Ring Self-Oiling Bearings.
Can be driven by 1 h.p. Motor.
Dust Gate to stop Fan drawing air when not required and thus save power.

In every point, which makes a high-class machine, the SUPREMACY of the "Standard" machines is unquestioned.

PRICE \$160

Duty and Carriage
Paid to Montreal

The
Standard Engineering
Company, Limited

Liechester

England



Fraserville Footwear

This well known line of high grade footwear will include many new and stylish models for Spring trade.

In addition to producing high class footwear for men, women and children we are also makers of the famous "Tiger" Brand work shoe. It is a heavy well made shoe particularly suited to railroad and mining work.

The "Tiger" brand shoepack is also a winner.

OUR TRAVELLER WILL CALL UPON YOU.

FRASERVILLE SHOE CO., Limited, Manufacturers and Wholesalers
 Fraserville - Quebec

W. DAVIS, 124 Wellington St. W., Toronto, Special Ontario Representative

This Tag— The Sign of Merit

The sign of the Sisman Everyday shoe is your guarantee of Canada's best Solid Leather Shoe.



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Finest
Quality

Whittemore's Shoe Polishes

Largest
Variety



Oldest and Largest Manufacturers of Shoe Polishes in the World.

"GILT EDGE" Oil Polish. The only Ladies' Shoe Dressing that positively contains OIL. Softens and preserves. Imparts a beautiful Black lustre. Always ready to use. Largest quantity. Finest quality. Polishes without rubbing. Retail 25c.

"BULLY SHINE." A waterproof paste polish for all kinds of black shoes and old rubbers. Blacks, polishes, softens and preserves. Contains oils and waxes to polish and preserve the leather. Also Russet Bully Shine for tan leathers. Large tin boxes. Boxes open with a key. Retail 10c.

"SUPERB" (a paste) for polishing Patent and Shiny Leather Boots and all Shiny Leather Articles. Boxes open with a coin. Retail 10c.

"DANDY" COMBINATION. For cleansing and polishing all kinds of russet, brown or yellow boots, shoes, saddles, bridles, etc. Retail 25c. "Star" russet combination (10c size). Russet, Brown and Ox Blood Pastes (5 sizes of each color).

"ELITE" COMBINATION. For those who take pride in having their shoes look A1. Restores color and lustre to all black shoes. Retail 25c. "BABY ELITE" COMBINATION (10c size). "ELITE" PASTE in 5 sizes.

"BOSTON" WATERPROOF POLISH. A black liquid for men's and boys' shoes. Produce a patent leather shine without brushing. Retail 25c.

Send for circulars giving full particulars of our other Polishes to WHITTEMORE BROS. & CO., Boston, Mass., U.S.A. For sale by the Shoe Findings and Shoe Jobbing Trades of all Canada.

Middle and Western Canada Demands the Best in Footwear

To successfully introduce your lines and maintain a satisfactory business you must interest the
General Merchants in the Prairie Provinces and British Columbia.

The General Merchants are Departmental Stores—in miniature—found in every hamlet, village, town, and city in the Great Western Provinces of Canada. Every General Merchant sells boots and shoes—there are no exceptions. No exclusive shoe paper can interest this trade, because the General Merchant is not an exclusive shoe dealer.

THE COMMERCIAL
ESTABLISHED 1852
A WEEKLY FINANCIAL, COMMERCIAL &
GENERAL TRADE NEWSPAPER OF THE GREAT WEST.

Over 29 years in its field

"CANADA'S GREATEST TRADE PAPER."

Issued every Saturday Morning at WINNIPEG, Canada.

Is the ONLY PAPER reaching the General Merchants in all points, Port Arthur and West to the Pacific Ocean

Get a sample, and advertising rates, of "That Western Paper that brings results,—THE COMMERCIAL"

Branches at

VANCOUVER, TORONTO, MONTREAL, CHICAGO, NEW YORK, LONDON, ENG.



It Pays to Have an Attractive Store

A System of the Milbradt Rolling Step Ladders will pay for themselves in a short time by enabling you to wait on more trade, save the wear and tear on your fixtures and goods, as well as bring the appearance of your store up-to-date. Write for catalogu which shows various styles of ladders we manufacture.

Milbradt Mfg. Co.

2410 N. 10th Street
ST. LOUIS, MO.

Sell Your Goods To the Lumberman

THERE is a quickly responsive and profitable market for lumbermen's footwear. If you make moccasins, larrigans, heavy boots or rubbers, you should have your advertisement in the Canada Lumberman.

This is the big lumber paper of Canada and every lumberman's buying guide.

Write for rates and sample copy.

CANADA LUMBERMAN,

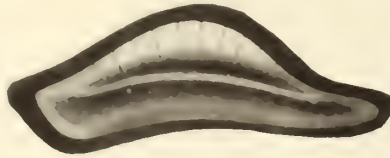
220 King Street West,

TORONTO

THE SELF ADJUSTING



THE FOOT FORM



Shoe Dealer's Duty To His Business

Thousands of people having foot troubles do not know that you Mr. Shoe Dealer, can help them. But you can, and make a good profit at the same time. Flat Foot, Fallen Arches, Calluses, and numerous other ailments of the feet—all are instantly relieved and permanently cured by the use of

THE E-Z WALK SPRING ARCH SUPPORTS

Your duty as a progressive merchant is to talk and sell Foot Comfort to your patrons. The E-Z Walk Spring Arch Supports are made of live spring steel and German silver, and we back them with a written guarantee against breaking or flattening down. They are the only arch supports on the market having a full spring from the heel to the ball of the foot. If you want all there is in the arch support business, in profit and in prestige, don't overlook the E-Z Walk line. Let us send you descriptive circulars and booklets showing "How to increase your profits 100%."

The E-Z Walk Mfg. Co.

33-35-37-39 Sixth Avenue
New York City



TO-DAY

If you will drop us a line indicating that you wish to see the

Very Latest Make of Solid Shoes

we will follow out your wishes and show you samples in the new Fall Range of

WILLIAMS SHOES

We rely on the genuine value in our shoes to do their own Selling
—we only want you to see them.

The
WILLIAMS SHOE CO. Brampton, Ont.

WOOD SOLE SHOES



Iron Heel and Sole Rim.

When wood sole shoes are used upon cement floors or in mines and quarries we strongly recommend Iron Sole and Heel Rails. Attached for 25c. per pair extra on any styles.

Ice cream makers, creamery men, brewers, smelters and packers are using Wood Sole shoes more extensively than ever. Made with seasoned bottoms and Soft Plump Oil Grain Uppers on lasts that fit.

Men's Black Oil Grain Don Pedro,	\$1.30
Same with red felt lining	- - 1.45
10-inch High Top	- - 1.95
12-inch High Top	- - 2.12½
14-inch High Top	- - 2.30
Regular Boots	- - 2.55

Vanderslice-Stahmer Shoe Co.,
DAVENPORT, IOWA

Largest Wood Sole Shoe Makers in the World.



Stock No. 200.



USMC

**We Can
Supply Anything
From a Tack
To a Full Factory
Equipment**

If there is anything
you want, write us

United Shoe Machinery Company of Canada

MONTREAL, QUE.

Toronto

Quebec

ONE of New York City's biggest Department Stores requires all Suede Leather used in their Boots and Shoes to be Backed, because seams do not pull out and the Shoes stand up and hold the good shape put in them by a stylish Last. Acme Backing Cloth, made of New, Live, Soft Gum and Soft Cotton Cloth, applied with a moderately hot iron, is, **SHOE LIFE INSURANCE**. Premium—about 2c. per sq. foot.

Sample 1/2 yds. free on request.

PETERS MANUFACTURING CO.

43-53 Lincoln Street,
Boston, Mass.

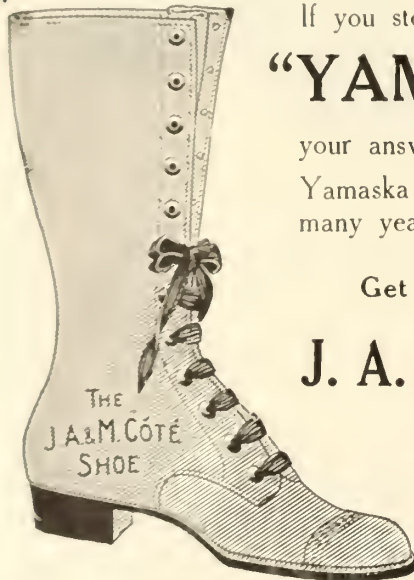
Backing Specialists
3 Generations

304-310 E. 22d Street,
New York City

Your Staple Lines

Are they shoes of real merit that will stand up to rough and heavy service?

Can you show a customer a variety of styles and quote him a price below that of your competitor?



If you stock
"YAMASKA"

your answer is yes.
Yamaska is a brand of many years standing.

Get our prices.

J. A. & M. Cote

St. Hyacinthe
Quebec



"SHOUPERIOR" RECORDER

Protect your Customer, your Clerk, your Cashier, Yourself. Make each one connected with any transaction satisfied. Quick service. This is the kind of service you get when you use

SHOUPERIOR

Our Bureau of Co-operation System and Design is maintained for your use FREE. If we can't help you we don't expect you to buy. Get in touch now, it may save you money and further worry.

Address

SHOUPERIOR

c/o Autographic Register Co. of Canada
4-10 St. Peter St. Montreal Limited



This Cut
\$1.00

1913 FLYER!

containing 500 stock cuts, (ready to ship) of newest styles in shoes.

NOW READY

Send name for copy and watch your Sales increase by using our cuts for catalog and newspapers.

RAMSDELL ENG. CO.
EXCHANGE ST.
ROCHESTER, N. Y.

Are you Looking for Help?

The surest and quickest way to secure

SHOE FACTORY HELP **RETAIL SALESMEN**
TRAVELLING SALESMEN **OFFICE ASSISTANTS**

is to insert a small advertisement in the "Wanted and For Sale Department" of FOOTWEAR IN CANADA.

Great results come from little want ads.

Try one next issue.

Footwear in Canada 220 King St., West
TORONTO

INSEPARABLE!!

GENUINE
DIAMOND  BRAND

Fast Color Eyelets

AND THE

Trade



Mark

It will be found on the surface of all Eyelets that are absolutely "Fast Color." A small mark but of great significance.

Diamond Brand Eyelets do not wear brassy because they cannot. We have a booklet that tells *why*. Send for it.

United Shoe Machinery Company of Canada

MONTREAL, QUE.

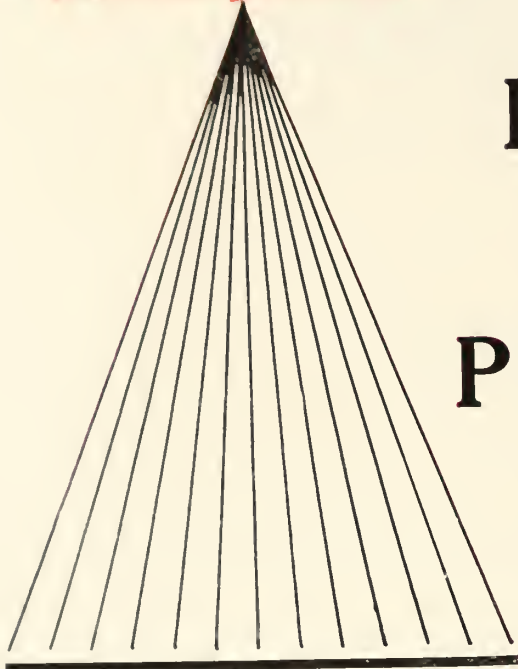
122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC

FOOTWEAR IN CANADA



The
Pinnacle
of
Perfection

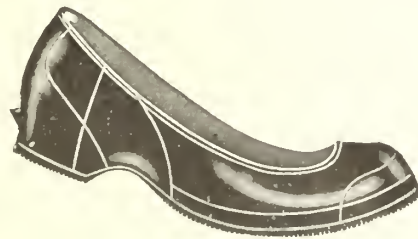


*Clarke's
Patent
Leather*

A. R. Clarke & Co.
Limited

Toronto

Footwear In Canada



☐ The rubber footwear that is nationally popular is, Miner.

☐ Genuine, honest value and unusual wearing qualities are its outstanding features.

Ask the "Miner Man" to call.

The Miner Rubber Company, Limited

Granby
Quebec

Montreal
Toronto

SELLING AGENCIES

Jackson & Savage, Limited, Montreal R. B. Griffith & Co., Hamilton
J. M. Humphrey & Co., St. John N. B. The Miner Rubber Co., Quebec
W. A. Marsh Co., Western, Limited, Winnipeg, Calgary, Edmonton
Coates, Burns & Wainless, London Dowling & Creighton, Brantford
Bischoff, Davis & Co., Limited, Toronto





Classic Shoes

THIS is a strictly high grade line of shoes for ladies, misses and children.

Many stores throughout the country are stocking heavily on "CLASSIC" shoes because they have tried them and know they are not to be beaten.

Getty & Scott

Limited

Galt, Ontario

Good Profit Makers—No Shelf Warmers



Style 391

Women's Kid Blucher Oxford, Cushion sole, Rubber heel. Price \$2.10

392—Women's Kid Oxford, wide plain toe. Price \$2.10



Style 390

Women's Kid Bal, Rubber heel, Cushion sole. Price \$2.45

Style 394 Blucher Cut. Price \$2.50



Style 388

Women's Kid Button, also with Rubber heel. Price \$2.75

387—Blu. to match. Price \$2.75

Thompson's Cushion Sole Shoes for women are more popular than ever. We have yet to hear of one customer who has not sent in Repeat Orders. There is a reason. Get in line **order** today. They will increase your **sales** and customers.

Women's Goodyear Welts for immediate shipment



Style 424'

Women's Gum Metal Button, also in patent and bluchers to match, Cuban heels. Price \$3.00



Style 428

Gum Metal Calf, cloth top. Style 401 Patent, cloth top. Price \$3.00



Style 465

Women's Gum Metal Button, low heel also in Gum Metal Blucher and Patent Button Price \$3.00

Latest Styles, Perfect Patterns, Guaranteed to give satisfaction. Sure and quick sales.

Send for Catalog

Thompson Shoe Company, Limited

36 St. Genevieve St.

MONTREAL

ROYAL
BRAND

BULL
DOG

RUBBERS

The Discriminating Retailer

realises that style, fit, reliability and comfort are as essential in rubber lines as in first quality leather footwear



From these four points of view the reputation of our

**KANT KRACK
DAINTY MODE
ROYAL and
BULL DOG**

Brands of Footwear is unassailable, as evinced by their wide popularity with the trade and the consumer.



BULL DOG styles are the highest grade of second grade rubber footwear in America. The rubber that won instant popularity.

The ROYAL BRAND includes all heavy gum lines and other first quality styles except light specials. The Tiger Head means sterling quality.



**SELL
THE
POPULAR
BRANDS**



The KANT KRACK duck lines are known from the Atlantic to the Pacific, in camp, farm, factory and workshop. They are reinforced at every point requiring extra resistance.

DAINTY MODE are easily first in the race for distinction in style and quality. They are the highest grade of light specials known in the footwear branch of the rubber trade.

Write for catalogues to the following

The Amherst Boot & Shoe Co., Ltd., Amherst, N.S.	The Amherst Central Shoe Co., Ltd., Regina, Sask
A. W. Ault Co., Limited, Ottawa, Ont.	Garside & White, - Toronto, Ont.
Kilgour, Rimer Co., Limited, Winnipeg, Man.	The J. Leckie Co., Limited, Vancouver, B.C.
The London Shoe Co., Limited, London, Ont.	McLaren & Dallas, Toronto, Ont.
James Robinson, Esq., Montreal, Que.	

The Independent Rubber Co., Ltd.

Merritton - Ontario

KANT
KRACK

DAINTY
MODE



Slater Quality

IT is the high grade leather and findings that go into every part of Slater footwear that produce Slater good quality. Slater is a line to bring trade and hold it.

Slater Fit

YOUR customer's patience is limited, and if you take too long to fit him the result will be a prejudice against you and your goods. Stock the famous Slater line—they are easily and quickly fitted.

There is only one "Slater" man in each town—be that man in your town—write us for particulars.



Slater Shoe Co.

Limited

Montreal, Quebec

Our Business Policy

Ames
Holden
McCready
Limited

RECOGNIZING that our interests and those of our customers are mutual, it is our constant aim to Satisfy those who deal with us. Satisfied customers are a firm's Best asset, and a constantly increasing business must warrant us in believing that our goods are giving great satisfaction. Certainly our best efforts are put forth in producing as good as can be made. With our three large factories, experienced workmen, and a thorough organization, we offer you the best shoes that money can buy.

Canada's
Largest
Shoe
Manufacturers

Send in your orders to the

Big In-Stock House

**Ames Holden McCready
Limited**

MONTREAL TORONTO WINNIPEG ST. JOHN
EDMONTON CALGARY VANCOUVER



The Tennis Placing Season Is Now Open

We want your order for
Kaufman's Lifebuoy
Tennis and Outing Shoes
 for 1914 Spring delivery

The white rubber toecap prevents soiling of the canvas upper and saves the foot from dampness.



Carefully examine the Superior Quality of Duck and Linings in our shoes and also note the well shaped lasts.

WHITECAP BALMORAL

A shoe that will give you splendid results.

Our salesman will call on you and we ask that you reserve your order until he sees you. Our prices are no higher than others.

Large sorting stocks carried throughout the Season at all principal distributing centres, giving you prompt and efficient service.

The Kaufman Rubber Co., Limited

Head Office and Factory: BERLIN, Canada

BRANCH WAREHOUSES

Vancouver Edmonton Saskatoon Winnipeg London
 Toronto Ottawa Montreal Fredericton
 Truro Charlottetown





SHOES MAY COME AND
SHOES MAY GO BUT
RIDEAU SHOES
GO ON FOREVER.

Salesmen with complete
new line of Rideau Shoes
for Spring are now out
from Halifax to Vancouver.

No delay—same snappy
stylish shoe—wait for them.

The Aylmer Shoe of Quality

Aylmer Shoes

Modern machinery, expert workmanship and best of leather and findings are responsible for the success of Aylmer Shoes.

Aylmer samples for 1914 are now being shown and include what is latest and best in fashionable footwear for Spring trade.

The Aylmer Shoe Co., Limited
Aylmer, Ontario



The Aylmer Shoe of Quality

Nufashond
TRADE MARK REG.

The Nufashond Line anticipates the dictates of Dame Fashion and is always prepared to furnish Shoe Laces in colors to match the novelty as well as the staple colors of shoe material.

Of course we are prepared for a White Season.

The Nufashond Line comprises the

Nufashond Silk Oxford Tie

Nufashond "No 10" Boot Lace

Nufashond "No 5" Boot Lace

Nufashond Fabric Tipped Tubular

Nufashond Fabric Tipped Laces in silk, mercerized, and glazed cotton, at a range of prices to meet all demands.

All Jobbers

Send postal for sample of Fabric Tip.

Narrow Fabric Co., Reading, Pa.



Beresford

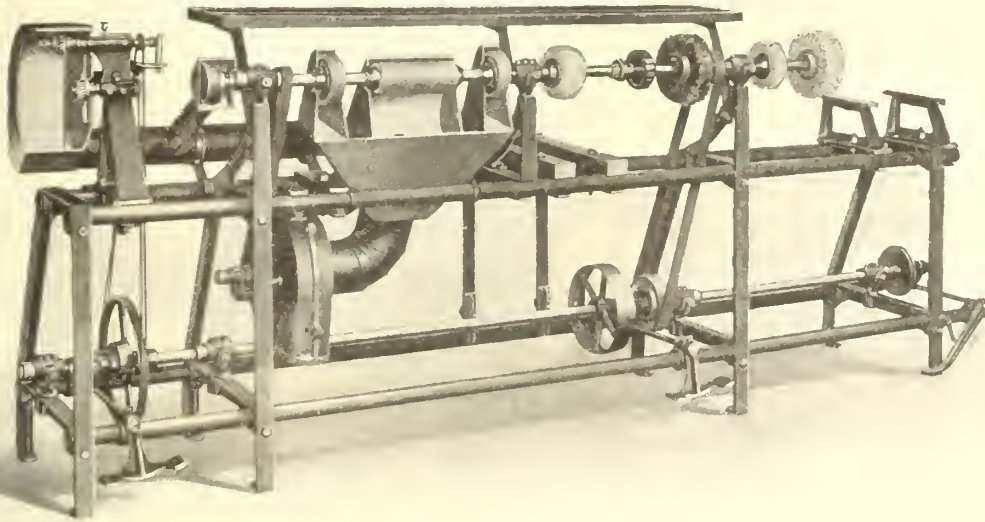
Peerless
For
Style
Fit
and
Quality



Minister Myles
Shoe Co., Limited
Toronto, Canada

Smooth Working Progressive Finishing Machines

SEND FOR CATALOG M



A Progressive Finishing Machine soon pays for itself in the increased business and profits it brings to your shop. It enables you to do better work and more of it.

You can start with any size Progressive Finisher you want and add to it as your needs increase. You simply add the new sections and equipment without throwing away any of the original machine.

Progressive Machines are giving the best of service in shoe repair shops west, east, north, and south.

Sold on the payment plan or for cash.

SEND FOR CATALOG M

PROGRESSIVE SHOE MACHINERY CO., MINNEAPOLIS
MINN. U.S.A.

The Best Shoe Finishing Machinery Manufactured.

Sole Leather Counters
Solid Through Vamps
Superior Sole Stock
Solid Leather Throughout

Capped
by This



If you sell to boys, why not sell them boots that are "Bilt for Boys," what sense is there in handling scrubby, flimsy stock just because the buying price looks good to you, what benefit is there in a long profit on a one-sale brand of boots compared to the patronage and profit our customers enjoy from the sale of "Canadian Boy Shoes."

Our registered trade mark above, is your guarantee.

Sold only by

The Reliance Shoe Co., Limited

350 Sorauren Ave.



Bostonian Fine Shoes

I OFFER you in my Bostonian Shoe a rattling good line of footwear that will meet the demands of every branch of your business.

Bostonian spring samples include smart styles for men and women in Velours, Tan, Calf, Gun Metal and Patent. Men's in Goodyear Welts only. Women's in Good-year Welts and fine McKay.

I can fill every order completely and promptly from stock.

James Robinson
Montreal





JAMES ROBINSON

RUBBERS Four Brands

MY rubbers are the product of the Independent Rubber Company. They are the four famous brands—Royal, Bull Dog, Dainty Mode and Kant Krack.

My rubbers are well known in every part of the land and are therefore an easy line to sell.

Drop me a card and have one of my travellers call.

James Robinson
Montreal





The Wise Men



THE wise shoe buyers who recognize real merit when they see it will follow the "Star Brand" shoe. For your Spring trade stock up with "Star" shoes. They are the latest in style and the best in quality.



The "Star" man will call.

Star Shoe Limited Montreal

Montreal Agent—
Medard Gauthier
La Patrie Bldg., St. Catharine St., E.

These Are the Styles That Your Trade is Demanding

No. F0108J \$2.35.



Patent Leather—Cub Last
Rope stitch, mat kid top, 3/4 fox, 1 1/4 inch heel. Perfection Welt McKay.
B to D, 2 1/2 to 7.

No. F0327B. \$2.60



Dull Calf—Derby Last
Mat Kid Top, 3/4 fox, 1 1/4 inch heel. Welt.
A, 3 to 7; B to E, 2 1/4 to 7.

No. F0127K. \$2.15.



Gunmetal—Derby Last
Mat kid top, 3/4 fox, 1 1/4 inch heel. Perfection Welt McKay.
C and D, 2 1/2 to 7.

SHORT vamps and medium high toes have the call. They probably are your best styles to-day.

In order that you need not lose sales, we have stocked these styles in large quantities and can rush them on a moment's notice.

These shoes are quality goods, made by a house whose reputation for good shoemaking is second to none.

Constant customers await the dealer who specializes in Utz & Dunn Co. Shoes. They create trade and hold it for you.

You will make no mistake in buying these shoes. They will make good for you.

Fifty more styles just as good in our stock catalogue. Have you a copy?

*Terms, 3 Off 30 Days
The Discount Pays Your Freight*

No. F0108X. \$2.25



Patent Leather—Cub Last
Mat kid top, 3/4 fox, 1 1/4 inch heel. Perfection Welt McKay.
C to E, 2 1/2 to 7.

No. F0237P. \$2.50



Dull Calf—Cub Last
Mat kid top, 3/4 fox, 1 1/4 inch heel. Welt.
A, 3 to 7; B to D, 2 1/4 to 7.

No. F0127X. \$2.25



Gunmetal—Cub Last
Mat kid top, 3/4 fox, 1 1/4 inch heel. Perfection Welt McKay.
B to D, 2 1/2 to 7.

UTZ & DUNN CO., Rochester, N. Y.



Howard & Foster's "St. James"

A moderate round toe; carrying one-inch heel.
A "Woodright" model. Fall 1914 selection.

Howard & Foster's "Ludlow"

High toe design; carrying 9-8-inch heel. A
"Woodright" model. Fall 1914 selection.

Our reputation for consistently producing real winners is un-approached.

Snappy sales solving styles that fit **both** eyes and **both** feet.

Made in Brockton, Mass., U. S. A., where real styles are actually born not wildly predicted.

"Woodright" the last word in last making.

Our Mr. Claude B. Thomas will visit all of the Canadian manufacturers during November.

Woodard & Wright Last Co.

Makers of Men's, Women's, Boys', Youth's, Misses' and Children's Lasts.

Works at Brockton (Campello) Mass., U.S.A. Boston Office 181 Essex St., Street Floor

EVANS-MADE FOOTWEAR = IN = STOCK =

Patent Leather Dancing Pumps

(TURNS)

Misses and Girls

Boston Office :
110 Summer St.



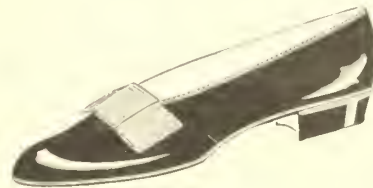
No. 33 "Mary Jane"
A-B-C-D Widths

11½/2	-	-	-	-	-	\$1.25
2½/7	-	-	-	-	-	1.50



No. 30 "Annie Brown"
C. and D Widths

11½/2	-	-	-	-	-	1.35
2½/6	-	-	-	-	-	1.60



No. 3015
C. and D. Widths

11½/2	-	-	-	-	-	1.35
2½/6	-	-	-	-	-	1.60

Mens, Boys and Youths



Turn Patent Pump
C-D Widths

Men's, 6-11	-	-	-	-	\$1.85
Boys', 2½-5½	-	-	-	-	1.60
Youths', 11-2	-	-	-	-	1.35

TERMS :

on all Stock Lines
2 10 1 30 Net 60

Men's House Slippers

Also in Stock

IF INTERESTED SEND FOR COM-
PLETE STOCK INFORMATION

L. B. EVANS' SON CO., Wakefield, Mass.

RICE & HUTCHINS
 WORLD SHOEMAKERS
 FOR THE WHOLE FAMILY

The Shoe That Does Justice To The Human Foot!

YOU, as a shoeman, know that the ideal footgear would be the mocassin, were it not for the rigors of climate and the pound, pound of modern pavements. Inasmuch, therefore, as a leather shoe is a necessity, there's only one kind that does justice to the foot: the kind that "gives the freedom that Nature intended" and yet has the proper protection. The EDUCATOR, made by Rice & Hutchins of Boston, Mass., fulfills completely this description.




Notice how the foot is deformed by many shoes (diagram at left) and then notice how the Rice & Hutchins Shoe treats the foot (diagram at right). Your people are just waiting for the chance to register their approval of the EDUCATOR SHOE.



Western Shoe Distributing Company

719 Main Street

Winnipeg, Canada

**EDUCATOR
 SHOE** 



In Stock

At St. Thomas, Ont.

The Just Wright
TRADE MARK SHOE

**Goinsum
Last**

Plump Uppers 18 sq. Edge

Tan, Black, Gun Metal

\$3.90

Have you a Catalogue?



F 201



F 202

E. T. WRIGHT & CO., INC.

Rockland, Mass.

St. Thomas, Ont.



Tebbutt

for

Satisfactory Shoe Sales

TO sell your customers shoes that will give perfect satisfaction from start to finish is a practice that will build a big business.

Such is the performance of Tebbutt Shoes —stock them for your particular customers and increased business will be the inevitable result.

Your jobber can supply you

Tebbutt Shoe and Leather

Company, Limited

Three Rivers, Que.

Doctors
ANTI-SEPTIC
SHOE
PAT 1906 1909
NON
PERSPIRO

*THE
Professor*
PAT. N^o. 119409
GOLD CROSS
SHOE



Tally-ho Shoe Shop

The Sign of the "100"

In the early part of 1914—100 wise merchants will be doing business under this sign.

If you want to be one of the "100"—constituting the aristocracy of the shoe business in Canada NOW—is the time to qualify.

Are you going to be the lucky man—to secure this membership in the Tally-Ho Syndicate—for your town and district.

Do you realize the powerful pull that a standardized—one price—nationally advertised shoe—will have on the buying sense and pocketbooks of the best part of your fellow citizens?

It is enormous.

When you also realize that this \$5.00 Tally-Ho Shoe carries as generous a profit—as unadvertised shoes and that the name is practically your property for your territory—you will also appreciate what a big asset this membership is.

The "Tally-Ho" Shoe man—is going to make more money than any other shoe man in your vicinity.

Step lively—Don't let any grass grow under your feet—Some one else may secure the agency before you get your bid in.

Get in touch with me at once.

Wire the Boston office.

Charles E. Slater

Originator and Maker of Tally-Ho Shoes

704 E. T. Bank Building
MONTREAL

60 South Street
BOSTON

3 Regent St. S. W.
LONDON, ENG.



FIGURES SPEAK

and the story they tell is interesting

Our various grades of women's welts, McKays and turns are each built to show the best possible values.

Each shoe in each grade is figured as to cost and the lowest possible selling price placed upon it. In this way there are no fancy prices, no imaginary values that in the end are deducted from your net profit sheet.

We can make your line to retail at \$5.00 with better shoe values and a larger margin of profit to you than you can obtain elsewhere. In like manner we can make your \$4.00 line, your \$3.50 line, your \$3.00 line and your \$2.50 line, and the quality will be Harney and the values right. We think that you will appreciate this policy of ours in which we as shoe manufacturers are willing and ready to get down on a solid business plane and FIGURE. If one of our salesmen has not written you that he would call, notify us.

Fall
Stock
Styles

Price
\$2.35

Ready
To
Ship



Style 940



Style 923



Style 941



Style 925



Style 900

Women's
Goodyear
Welts

Price
\$2.35

Sizes
21-2 to 7
Widths
A to E

P. J. Harney Shoe Company
Lynn, Massachusetts

Mr. Retailer :

¶ There never was a time when the public was more critical about footwear than at present.

¶ This condition pleases us as our product is made to stand inspection—yours, and the public's.

¶ Astoria and Liberty shoes are made in the open — honest all the way through, plus style and finish.


¶ It will pay you to wait for them— it will pay you still better to stock them.

The **Cook-Fitzgerald**

Company, Limited

London, Ontario





Build Up Trade With Essex Rubber Soles and Heels

The well known quality of Essex Rubber Soles and Heels is an asset that you cannot afford to overlook.

The consumer wants the only kind he knows will give complete satisfaction. He doesn't know the care, expense and experience it requires to make them—but he does know that they wear best. That is why 75% of all rubber soles made are sold by the Essex Rubber Company.

Specializing on this line of goods, we are able to supply every style, size and grade of men's and women's rubber soles and heels.

Don't wait until the demand forces you to use them—place your order at once and cash in on the demand now. Prices and samples on application.

ESSEX RUBBER CO., Inc.

Principal Office and Factory, Trenton, N. J.

Farnsworth, Hoyt & Co., Boston

Rupp & Wittgenfeld Co., Cincinnati



REED'S CREED

The Shoes You Need—Delivered *When You Need Them*

Why Should You Worry?

When Sizes are Broken, Wire or Write us Your Needs and Get Your Goods by Return Express. Our Best Friends are the Ones who do this Every Week.



No. 548—Gun Metal, $\frac{3}{4}$ Foxed Button, Welt, Mat Top, No. 36 Last, 2-inch Heel. Widths A to D; sizes 2 $\frac{1}{4}$ to 7... \$2.50



No. R508—Patent, $\frac{3}{4}$ Foxed Button, Welt, 11 Buttons, Mat Top, No. 48 Last, 1 $\frac{1}{2}$ -inch Heel. Widths, A to D; Sizes, 2 $\frac{1}{4}$ to 7, \$2.50



No. R501 Patent, $\frac{3}{4}$ Foxed Button, Welt, 16 Buttons, Cloth Top, No. 36 Last, 1 $\frac{1}{2}$ -inch Heel. Widths, A to D; Sizes, 2 $\frac{1}{4}$ to 7 \$2.50.



No. R502—Gun Metal, $\frac{3}{4}$ Foxed Button, Welt, 11 Buttons, Cloth Top, No. 48 Last, 1 $\frac{1}{2}$ -inch Heel. Widths, A to D; Sizes, 2 $\frac{1}{4}$ to 7... \$2.50



No. R518—Patent, $\frac{3}{4}$ Foxed Button, Mat Top, Welt, No. 43 Last, 1 $\frac{1}{2}$ -inch Heel. Widths, A to D; Sizes, 2 $\frac{1}{4}$ to 7... \$2.75



No. 517—Gun Metal, Foxed Button, Welt, 11 Buttons, Mat Top, No. 38 Last, Course White Stitch, 1 $\frac{1}{2}$ -inch Heel. Widths A to D, Sizes, 2 $\frac{1}{4}$ to 7... \$2.60



No. R540—Patent, $\frac{3}{4}$ Foxed Button, Turn, Black Cloth Top, No. 48 Last, 1 $\frac{1}{2}$ -inch Heel. Widths, A to D; Sizes 2 $\frac{1}{4}$ to 7... \$2.50

STOCK DEPARTMENTS

E. P. REED & COMPANY

Rochester, N. Y., and Chicago

Order Early in the Week and Have Them for Saturday Trade

“A Stitch in Time Saves Nine”

If you haven't already
ordered your fall and
winter stock of rubbers

Do It To-day

WRITE OUR NEAREST BRANCH

**Canadian Consolidated Rubber Co.,
Limited**

MONTREAL Que.
Quebec, Que.
Granby, Que.
Ottawa, Ont.
Kingston, Ont.
TORONTO, Ont.

Belleville, Ont.
Port Dalhousie, Ont.
Hamilton, Ont.
Brantford, Ont.
Berlin, Ont.

London, Ont.
North Bay, Ont.
ST. JOHN, N.B.
Moncton, N.B.
Halifax, N.S.

Sydney, N.S.
Yarmouth, N.S.
Pictou, N.S.
Charlottetown, P.E.I.
WINNIPEG, Man.

Regina, Sask.
Saskatoon, Sask.
Calgary, Alta.
Edmonton, Alta.
VANCOUVER, B.C.
Victoria, B.C.

Footwear in Canada

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Equipment and Service

Service is what customers demand from the shoeman, or any retail merchant of the present day. Years ago, before the advent of modern ideas, the buyer may have taken what was handed to him and have been thankful for getting it at all, but today he expects to be waited on promptly and to find in the store such equipment as will enable him not only to get what he wants with a minimum of delay, but also to be able to inspect the goods offered under favorable circumstances. Anything that will help to secure these conditions is worth all the consideration of the up-to-date shoe merchant who realizes that service will bring people into his store again and again.

The old fashioned cash drawer has past and so have the strings of shoes that used to be hung about the shop collecting dust. In place of these time honored institutions, and others like them, we have the cash register, the carrier system, the show case, modern systems of shelving, and other business facilities, all directly the result of the demand of the customer for better, cleaner and quicker service.

With the mail order houses going after business harder than ever, it is necessary for the modern merchant, who would retain and increase his trade, to do everything possible to make his store as convenient, as efficient and as pleasant as possible. To this end many manufacturers of store equipment have taxed their brains to evolve methods that will enable the merchant

to give his customers the kind of service they demand. One of the points that is carefully considered by the successful equipment manufacturers is to keep the price of their systems or devices at such a point that the saving effected will pay the cost of the installation. That they are successful in this necessary particular is testified to by the many merchants who have installed improved devices for their store service and have found them to be most profitable.

There is another part of service, however, which is not dependent upon equipment and that is the service given to the customer by the retailer and his staff, and by the store policy. The retailer himself should always be studying the requirements of his trade and how to give to the utmost that service which is demanded. He should see that his clerks are modern, energetic, up-to-date shoe men. People now-a-days expect the shoe clerk to know shoes and how to fit them, and to give reliable advise upon this selection of suitable footwear. Can your assistants do this?

According to how the policy of the store gives the service demanded to the customer, so will it succeed. If the people in the neighborhood demand that repairing should be undertaken by the retailer, it is his business to give them this service for, if he does not, they will go where they can get it. This applies to many other things in connection with the retail shoe business. Give the people the service that they demand and they will not only continue with you themselves, but never cease, as pleased customers, to advertise your business.

* * *

Proper Lighting

With the days growing shorter and shorter the importance of interior lighting should be bringing itself to the attention of the retail merchant. Owing also to the fact that many stores are so situated that a part must be illuminated practically all the time the store is open, this proposition is worthy of some study.

It is an axiom that diffused light is better than direct, particularly if the latter is so placed that it shines directly, or nearly so, into the eyes of the customer. This being the case, it should be the effort of every merchant to so arrange his lighting fixtures that the glare is at least not directly into the eyes of the buyer, but shines as much as possible on the goods themselves. Another thing to be avoided, if it can be done, is shadow. For this reason a larger number of lights of comparatively small power are preferable to a few of much intensity, providing the smaller lights are so arranged that the rays of each overlap those on either side of it.

Lights have both an advertising and a selling value. A well lighted store is attractive and is a place in which people like to come and like to do business. It gives an air of prosperity and cleanliness that is valuable from an advertising standpoint, which should by no means be overlooked. Proper lighting makes selling

easy. No one can see or judge the good points of merchandise, if the light is poor, so in this case the efforts of the salesman are likely to be nullified. On the other hand, lighting that shows up values and emphasizes them will increase sales and at the same time facilitate the work of the store employees.

* * *

Your Clerk's Feet

There is one important source of advertising that is neglected by many shoe retailers, namely, the feet of their clerks. Many of your customers, believing that it is your policy to give them fair treatment and that your clerks know more about selection of footwear than they do, leave the matter largely to them. It does not add much to the customer's confidence, however, if he sees that the clerk's shoes are down at the heels, have cracked uppers or have not been polished.

Recently a man had occasion to purchase a pair of shoes and entered a store for that purpose. The salesman who waited upon him was scrupulously dressed, except for his shoes, which were decidedly the worse for the wear and rather dirty. They looked a bit incongruous among their surroundings, as new and smart shoes were displayed on every side, and it seems surprising how the manager of that store was able to make it pay with such a careless salesman in his employ.

One of the first things that the average customer notices is the footwear of the clerk who waits on him and he naturally thereby forms an opinion of that clerk and the store. It is, therefore, essential for the shoe retailer to see that the footwear of his assistants is kept in first class condition, and to discharge any employee who does not strictly adhere to orders in this respect. All shoes should be shined in the morning and in order to keep them in good condition the proprietor should sell the clerks, at a reduced price, when the occasion demands. No worn down heels or shabby looking shoes should be tolerated under any condition.

* * *

Real Advertising

Arousing human interest is the object of every advertisement. A knowledge of the elements which make human impulse and arouse enthusiasm in any living person constitute its first principles. That every human being can be greatly moved by certain influences when these influences are brought to bear upon his mind, we all recognize as a fact.

Every advertisement is launched with the hope that it contains somewhere the secret potion which will excite its readers to enthusiasm concerning the articles advertised. Every dollar spent, charged to the account of advertising, is given up in the hope that the influence thus gained will be such as to open the door

of a great human "want-to" on behalf of the goods exploited.

Few are the times in a year that a particular system of advertising is recognized as "the song that reached my heart." Understand, we believe all advertising is worth something, just as we believe that any house is better than no house at all. We believe a card or a sign has an advertising value. But we know the merchant who spends money for advertising ammunition might as well have the bullet hit the bull's eye and ring the bell as to make a dark spot on the outer edge of the target. It depends on the man who holds the gun.

Look over the last advertisement you wrote or published, and say just what influence you expect it to have. If that "ad" really attracts your attention as a reader, does it contain sufficient power to overcome your lethargy and natural indifference to other people's troubles to make you get up, go to the telephone, or go to the store and spend the money required for the articles advertised?

Still imagining yourself "The Public," does the manner in which you presented the subject constitute an appeal making you dissatisfied until you possess the article described?

If it does, it is a profitable advertisement—one that will bring results.

* * *

Mail Order Competition

To sit still and growl about the evils of mail order competition will not mend matters. On the contrary it will only aggravate them.

The country shoe retailer or general merchant is quite competent to compete with the mail order houses. His goods are just as good in quality and he is, as a rule, able to meet the catalogue price. He also possesses the advantage of acquaintance with and nearness to his customers.

But all these things avail not unless he makes continuous and systematic effort to acquaint the public of the fact.

If you were an employee in your firm—

What could the firm do for you that would make you do more for them?

If you were a customer of your firm—

Which of your methods would you first criticize?

The mental habit of occasionally looking at yourself from other people's viewpoint is extremely profitable.

Try it.

The Very Latest in Footwear Fashions

What is the Rage in Europe and America—Styles, Leathers and Lasts That Will Sell in 1914

What styles in Footwear will sell for Spring 1914? Upon the successful solution of this problem rests much of the success of the entire shoe trade—manufacturing, jobbing, and retail. The analysis of the orders taken by travelling salesmen gives an excellent opportunity to gauge what the retailer considers will be the strongest styles for next Spring. These, while being attractive, are mostly very practical, made from sensible patterns, and built on normal lasts.

Men's Lines

In men's lines the recede toe, English effect last, with low broad heel will be stronger than ever both in Oxfords and boots. The Balmoral will be in stronger demand than the Blucher. While there will also be a fair demand for buttons, the retailer will be well advised not to stock too heavily in these. Despite the ever growing popularity of the English last, the medium high toe will have a good sale, even in the city, while it will be nearly as strong as last season in the smaller centres.

Women's Footwear

In women's, pumps and colonials will be strong. A few lace Oxfords will be sold, while button Oxfords in the finer grades will probably go a little stronger than last season. Boots also will be good for the early Spring. In women's footwear, the recede is good, and growing in favor, but high toes will still sell for another season or two although their popularity is declining.

Indications point toward patents leading, with dull calf strong and dull kid next. It is

unlikely that there will be the run on white footwear that there was last year and tan seems also to be losing its popularity. Turns are increasing in favor and light welts will be strong, also some heavy welts will be sold, though mostly in the smaller centres. In heels, everything from high to low will be selling, also wood heels covered with celluloid.

A feature of the women's trade will be the large number of ornaments worn. Some Canadian retailers in the larger centres have bought fairly heavily of the Tango and other freak shoes that have been recently introduced. In most cases these appear to have been an afterthought on the part of the manufacturer, who sent samples of these to his travellers after they had already started on the road with their Spring samples. Shoe retailers, however, will do well to use discretion in buying this millinery stuff, which, while it is bound to have a certain vogue among young women with a taste for freakishness in dress, yet its popularity will soon wane and shoemen who have bought unwisely may have them left on their hands.

Toronto Style Show

While speaking of the Tango and other freak shoes, we may mention the display made by the **Royal Shoe Store**, of Toronto, at the recent style exhibition at that place. This firm showed the Tango shoes in various shades and designs, in plush, satin and kid. They were of many colors including blue, green, and pink in satin, and silver, patent and tan in leather. Ribbons were fastened to the top of the pump and laced up over the ankle, being laced through either eyelets or little jewel detachable clasps made for the purpose.



The "Athenian" Shoe.



English style. Whole quarter bal, fancy cut lace stay, inset in quarter, plaid lace.



English style. Gunmetal blucher, fancy perforated toe cap and quarter.

the ribbons of course, matching the color of the shoe. Recede toes of the extreme type were shown at this exhibit, also the five strap pump and patent pump with gum metal top. Patent pumps were also shown



Hand turned pump, fan-shaped insert of white and black silk. To be worn with slit skirt.

with bronze uppers. A fine line of shoe ornaments were exhibited.

The Owl Shoe Store, of Toronto, also exhibited at this show, making their strongest display in men's lines. These were mostly recede toe, though the medium high toe with rounded effect was also shown. In men's buttons, patent with grey suede tops and white pearl buttons were shown, also patent buttons with black cloth tops.

Fancy Shoes For Women

In France and Austria they are manufacturing more fancy styles than we are here at present, although ere long we will probably be following their example. Over there fancy shoes are divided into two classes, the staple fancy lines, consisting of all two color shoes and boots built on regular patterns on the one hand, and the extreme styles, which last only one or two seasons on the other. Boots made of two colored leathers or fabrics are of common use in Europe. They are tasteful and dressy and should meet with success here if properly sampled. At the recent Austrian Trade Exhibition held in Toronto, some very fine ladies shoes were shown in various leathers and also attractive fancy slippers in various colored satin. While the lasts were rather too European to suit the fancy of the trade in this country, yet the shoes were well constructed and if the manufacturers of them would only adopt American lasts there is no doubt but what their product would have a sale in this country.

The "Athenian" Shoe

Shoes, in what is called the "Athenian" style, are now all the rage in Paris and other smart European centres. They are particularly attractive when made up in two leathers offering a contrast to the eye. They are of two patterns, low and high, which are both favorites. The most have patent vamp with upper of white kid, ooze or French kid, or some fabric. A small buckle on front adds to the attractive appearance. Some are strap fastened with buttons, while others have a lace arrangement similar to the Tango shoe. We show both the Tango and the Athenian styles in connection with this article.

Longer Vamps

French fashions for ladies shoes tend toward longer vamps, duck bill shapes and rather high heels. All kinds of light colored kid and cloth are used in combination with patent leather. Straps and "Cotthurnes" are leaders, while boots show a set-back over last year.

Some of our readers may wonder at our mentioning European styles, but it seems to be becoming the

fashion now for our neighbors in the United States to follow the fashions of footwear in Europe, the same as we in this country have been following their lead for a good many years. Consequently, what is on the tapis in Europe at the present moment will probably be next season's style in Canada, or if it does not arrive next season it will almost certainly be with us the following one.

Bronze Shoes

Bronze shoes are being worn extensively by the best dressed women in London and Paris, and will no doubt be in demand in the best grades next Spring, both in the United States and Canada.

We recently saw a high priced Goodyear pump made with pig-skin welting. We understand that millions of yards of this welting have been produced with excellent results so far as durability is concerned.

The Tango, the new dancing slipper is being displayed in many of our leading stores and is attracting unusual attention. It is a great drawing card and a store that recently put in a striking Tango window increased their sales much in this particular shoe.

Shoe Ornaments

Buckles are much in evidence among the new Spring samples and their popularity is certainly increasing daily. They are a great help to the retailer and increase the selling power of his shoes by at least



One variety of "Tango" Shoe.

50 per cent. Small designs, round, oval or square, of rhine-stone or steel cut, are tasteful and attractive. Their use can be extended to all lines of pumps and some could even be set up on tan shoes. Cameo shoe buckles are also gaining in popularity.

Shoe Man Missing

Does anyone know Mr. C. F. Bott? His daughter, Mrs. H. W. Keatley, Box 933, New Smyrna, Fla., would like to know his whereabouts. He was a shoe dealer and custom shoemaker, has a dark complexion and is quite elderly. He was born in France. Last heard of in Pittsburg, Pa. His daughter was separated from him when a child, and if any reader of Footwear in Canada can inform her of the whereabouts of her father, he will earn her gratitude.

Is Early Ordering Profitable for the Shoe Retailer?

The advantages of the custom whereby the retailer orders footwear some six months in advance of the time it is required to be delivered have been questioned much of late by the aforementioned branch of the shoe trade, the majority of whom seem to consider that this system is benefitting the shoe manufacturer to the detriment of the retail trade. It is not our purpose, however, to comment upon the matter, but merely to publish the views of shoe merchants taken from widely scattered parts of Canada. We welcome further comment and expressions of opinion on this subject from anyone in the trade whether manufacturer, wholesaler or retailer.

Present System Absurd

The Sussex Mercantile Company, Limited, Sussex, New Brunswick: Five or six months in advance of the time they are wanted, is too early to order goods, although in some instances we are obliged to do so.

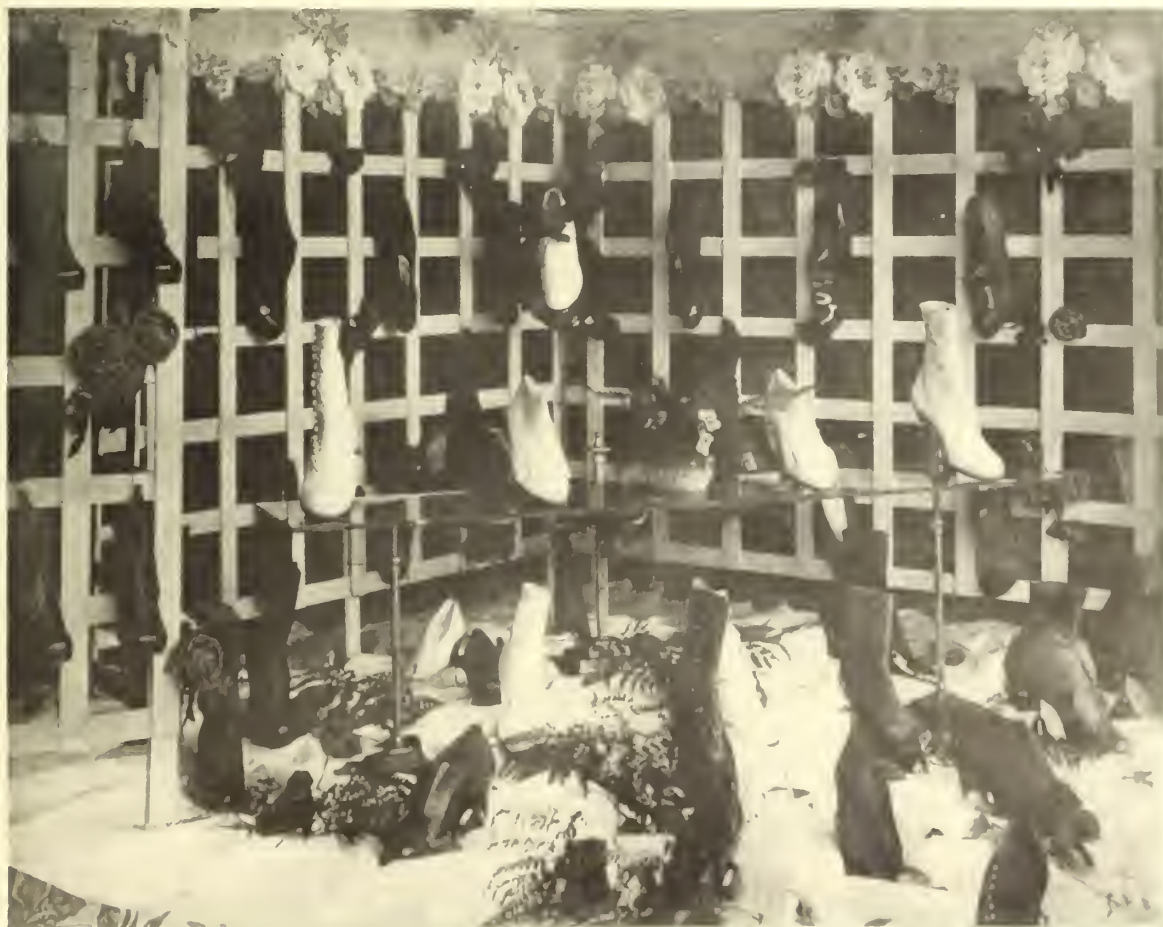
To give an idea of just how absurd this system is, the merchant is sometimes called upon for his Spring

order before he has received his Fall goods. He must not only consider what will sell next season, but has to figure as near as possible, as to what stock he will have after the fall trade (and many staple lines are bought for both spring and fall), on goods that he has not even seen. Of course this does not happen every season, but often enough to be a nuisance.

One way out of this is to have the salesman call at the end of his trip, but this delays matters so that your Spring goods may not arrive until after the Easter trade. We would much prefer ordering Spring goods in January than in September, provided that shipments would be made March 1st, but the factory making shoes for hundreds of accounts and to order only, must have more than two or three months to fill orders.

What the retailer wants is fewer and more sensible styles and the co-operation of the manufacturer in the matter of carrying stock ready for shipment when the goods are wanted.

The retailer is the man who meets with losses when styles change. He is dealing with the fussy con-



One of the latest and most up-to-date shoe stores in Regina is that recently opened on Scarth Street by the Parrott Brothers. Already a good trade has been worked up by this enterprising firm. As window dressers they have already gained a name for themselves. The photograph shown herewith gives an idea of how artificial flowers and ivy were used to good advantage in decorating their windows.

corner. Is it fair that the manufacturer should go Scot free and be able to figure his profit six months in advance? True enough, he takes twenty-five cents on the dollar once in a while. So does the retailer, if he can get it, but he is more often "dope" for the full amount. The factory that carries a reasonable stock of moderately styled goods should be in a fair way to get business. This is a hurry scurry period, when every one, including the shoe retailer, wants **SERVICES**.

Likes to Buy Late

Ed. M. Foster, Calgary, Alta.: From a retailers' point of view I think this system wrong. I believe retailers should do as little ordering as possible early. Personally I like to leave my buying until as late as it is possible to get deliveries. This enables me to do any thing that may be necessary and also to have perhaps a better idea of what styles will go the best. As it is now, retailers almost invariably buy more than they need. There should be less goods bought early and more sorting done. This I think would be a big advantage to the average western retailer at any rate. Of course the manufacturers urge early buying, as it is no doubt a big advantage to them to have all orders in early. But I believe in the long run it would work out to the advantage of both retailer and manufacturer, if some system could be used whereby the retailer could leave his buying, say, three months later and still get his deliveries. I think if this were so arranged we would find less over loaded stocks and more retailers that were not afraid to meet their banker.

Early Buying Overdone

W. L. Tuttle, Tuttle's Shoe Stores, Halifax, N.S.: While it is advisable in some sure things to buy six months ahead, I think that this early buying is being overdone. We could give a better service to the public, and make more profit by buying a great deal of our goods as we need them.

I judge that a great many United States manufacturers are carrying a stock of their goods on hand, and I am sure that a very much better service will be given to the consuming public in Canada, if the Canadian manufacturers could see their way clear to carry stock. Of course we could be able to buy more intelligently for Spring trade in January than in September. Presumably the samples are shown in September to keep the factories busy in the fall, but it is certainly too early to buy.

Let the Jobbers Carry the Stocks

L. C. Lockett, The Lockett Shoe Store, Kingston, Ont.: Personally, I would like to order all my Spring goods in January or February, but there are firms in Canada that would not deliver goods ordered at that date until Fall, consequently, if you want those particular lines, you have to get your orders in. I am buying this year particularly, from firms that carry stock, and the firms that do this are few and far between in Canada (manufacturers I mean), the bulk of our Spring business goes to the United States. I think the small store should almost without exception buy from jobbers, and not buy until they need the goods. There are some splendid houses in Canada carrying large stocks, and they are in the business to carry the goods so that the retailer will be able to get goods when he needs them. A good deal of money is lost each year, by all retailers, in carrying goods that they would not buy though had they waited a while and I think that the only way to avoid these mistakes is to let the jobbers carry the stock for you. It may cost you 5 per

cent. more, but then you save twice that by buying only as you sell the goods. I think that when the retailers put off their buying until late the manufacturers will either have to stock their best selling lines or cut out the retailers and sell to the jobbers direct.

Derive No Benefit

J. H. Bell, Charlottetown, P. E. I.: We do not derive any benefit by ordering goods six months or more in advance of the time they are required, as they are seldom delivered on the date specified in the order, and in such cases as they are on time the order is often incomplete. The manufacturers have everything their way and seem to have little, or no regard for the welfare of the retailer, their only object being to sell him the goods. It is seldom an agent will wish to see how your last order turned out, but would rather try and sell you next season's goods before this season's come in, if he could.

In regard to ordering for Spring trade, perhaps January would be rather late, as you would have difficulty in having your order shipped on time, but it would be better for the retailer if he could order them when he would know much better what to buy.

How and When to Buy

Fred. W. Horn, E. R. Gavin Company, Fort William, Ont.: My first few years of store keeping experience was spent in central Ontario, where an order could be mailed one day and your goods be at hand two days after, per express shipments, or once a week per freight, and as the stocks carried were principally condensed and the business conducted on a quick sorting basis, we did not see the need nor the advantage of buying so far ahead. You did not do this unless you were "easy" and let the salesman fill you up with a good six months supply to meet a sure and certain "advance" in prices.

To the man, or firm, so situated, with a sorting base not over two hundred miles away, I would say stick to a good sorting house or two and buy when you need the stock. If you are several hundred miles away from such, with a business of \$50,000 to \$100,000 or more and can handle good lines in lots of sixty, ninety, and one hundred and twenty, to buy right and get goods early enough to be of any use, then buy them as early as your travellers call to see you. Don't buy hap-hazard, however. Know what you have on your shelves, analyse the stock for weak styles or slow moving lines, avoid similar goods when ordering, catch up the nifty new features, if you happen to be catering to a diversified trade, such as a good fair sprinkling of young men's and women's needs. I do not think that once you are familiarised with the class of trade you will get, that you will make very many mistakes in buying from four to six months ahead, if you properly analyze your stock and size carefully when you send in your order. I know it is very difficult to gauge exactly correct quantities at all times, but you can avoid the accumulation of out sizes if you will follow this method. Keep in touch with at least one or two good wholesale houses where a comprehensive assortment can be chosen from at any time. Rely on this source to cover up any serious deficiencies in your staple "bread and butter stuff" by ordering when you need them. I think that any shoe store proprietor will agree with me that it is difficult to get an order through sooner than ten weeks, and where will that be likely to place you when you are looking for the nice new stuff?

Take for instance ordering, say January 10th for Spring 1914. Easter will be late too this year, yet

would you care to take a chance on your goods coming through in order to mark, shelve, advertise and display your Spring shoes, and order on above date? No, we are always ready to give a look at "Billy" Short, or "Ed" the Dutchman, or any of our other good quality shoe representatives when they call on their way "to the coast" and you bet we know just how many four and a half and fives or eights to fourteens in men's, etc., that we have on our shelves.

Should Carry Stock

Rehder & Company, General Merchants, Paris, Ont.: If the average retailer would buy as he needed the goods, say every month, there would be fewer failures and most of those that are solvent would have a better line of credit. Seventy-five per cent. of our purchases are made when we need the goods.

In this age, when the styles change so rapidly, it is hard to say six or eight months ahead what is going to be the prevailing style. We would suggest that the wholesaler or manufacturer should carry an adequate stock of safe sellers.

The Retailer and the Manufacturer

Fred. R. Foley, The Parlor Shoe Store, Bowmanville, Ont.: Regarding the system of placing orders so far ahead, I believe in it in a measure, but not to the full extent of the probable need. By selecting our

stock five or six months in advance we find out what changes are likely to occur and will endeavor to weed out lines not as desirable for the coming season. With the rapid changes this idea counts for something, at least in our case.

The system also favors the makers and their employees, equalizing the work of manufacturers, which otherwise would come in rushes and lapses, like the milliners get it. There might also be a danger of slighting the work in the rush season. On the other hand, the system tends to stock the retailer too heavily and before the goods are really needed, causing a lot of work and expense moving, storing, shelving, insuring, etc., etc., to say nothing of the losses incurred through mistaken guesses, involving cut price sales, extra advertising and all that sort of thing that upsets legitimate business and unsettles the buying public.

I would like to see the manufacturers of fine shoes carry in stock certain standard lines so that we could order direct from them without delay, instead of waiting five or six weeks to have the order made up, thereby losing sales in the meantime and finally receiving the goods too late for the season's business.

There are certain styles that are staple, so to speak, or at least run two or three seasons, and dealers would be quick to decide upon lines in placing that could be procured from stock when needed for sorting, so it would tend to keep the trade from wandering all over

Fall Styles Shown by Vancouver Store



Men's Window



Women's Window

The special showing of fall styles in men's and ladies' fine footwear in the windows of the C. E. McKee Company's store at 55 Hastings street, Vancouver, during Thanksgiving week, attracted universal attention and was unquestionably the best display of the kind seen in any of the local shoe stores this fall. The floors of both windows were covered with white butter cloth, a draping of garnet velvet arranged under and behind the different shoe models providing just the proper note of contrast in the light, decorative scheme adopted. An unusual and rather pleasing feature of this window trim was the group of sage leaves spread across the mirror in each display space, with a pumpkin placed in the centre. The face carved on each pumpkin was thrown into relief at night by a single electric light placed in the interior, which glowed behind a lining of yellow crepe paper. A single tall white vase filled with roses occupied a commanding position in both windows. Nickel plated stands and wood pedestals covered with white cloth were employed for displaying the shoe models. A few midnight ferns laid on parts of the floor looked tasteful. The artificial lighting in these windows is very brilliant, twenty 60-candle power tungsten lamps being used altogether. Mr. Earl P. Matchett, a popular member of the C. E. McKee Company's staff, designed and arranged this display.

creation in the way of lasts and patterns, which are dead loss after one season and of course have to be charged up to the trade.

If our Canadian makers of fine shoes do not wake up to these facts the business will go over the border more and more, where, I find so many good houses carry stock lines.

Consider the Manufacturer

W. F. Honeyford, Collingwood, Ont.: There is no doubt that it would be a benefit to us if we could order our goods in January, but on the other hand by the time that the travellers could get to us it would be impossible for the manufacturers to give us early shipments and it is very important that shoe dealers have the goods on the ground when the first signs of Spring arrive. It takes the average traveller about three months to cover his ground. Then how could the manufacturer have the goods shipped in time unless he carried a stock? If he did the latter it would work out to be a very great advantage to the retail man.

The Pro Forma Order

Yaphe Bros., The True-Fit Shoe Store, Montreal, Que.: We do not derive any benefit whatsoever from the early ordering system. However, it gives the manufacturer ample time to prepare his orders and execute them in due time.

In cases where we have not quite decided as to the quantity we should need of a particular pattern, we place a pro forma order with the traveller and forward the sizes on after coming to a decision as to the quantity we need, which enables us to cut the order should we find that we have ordered too large a quantity. We find that this is used by many retailers who carry large stocks.

We understand that the retailers who cannot afford to carry a large stock prefer the present system, as it enables them to carry a larger stock than they could do if they had to order on short time. For instance, they receive their Spring stock in January and February, and in many cases they can make sales right away out of certain spring lines, while the dating for payment runs from April the 1st.

Early Ordering Gives Time For Making

The Broadway Shoe Store, Montreal, Que.: In general we would be more pleased to order Spring goods in January, as it would give us a chance to buy better and to more advantage. But the case now arises that the manufacturer could not possibly, in our opinion, make up goods in so short a period as to be able to ship in time for Spring trade, as we have many orders shipped as early as January and February and many other shoe retailers likewise.

Buying From Jobber and Manufacturer

F. X. LaSalle & Fils, Montreal, Que.: The answer to this question may vary to a great extent according to the merchant's position in regard to buying. As for us, we are doing business direct from the manufacturers and we have to order considerably ahead so as to receive our goods on time. Whereas, probably a merchant buying from jobbers could do as well from hand to mouth; still we might say in this case, the merchant that waits too long is apt to be short in sizes from the jobber. This is where the bigger merchant takes risks and chances, in buying so long ahead. However, one that follows the business closely and gets the rock bottom prices, can manage his stock pretty well. We don't know in what position the manufacturer

would be to deliver our goods if we all waited until the last moment to order.

Confusion of Styles

Wm. Conroy, Conroy's Shoe Store, Charlottetown, P. E. I.: I am not in favor of ordering goods from the manufacturer five or six months in advance of the time they are wanted. I don't believe there is any benefit derived from ordering so far in advance, as I think a retailer would be in a better position to judge what he wanted for his Spring trade in January than in September. This might not suit all manufacturers as it would require large capital, but where the company is wealthy, running several factories and specializing on different lines, I think it should work all right. There is such a confusion of styles at present that retailers are at a loss to know what to order, especially for women. As a consequence of this we are all stocked up with a lot of goods that are out of season. Manufacturers should confer together and agree to make good sensible fitting footwear on natural lines, regardless of foolish style. They would sell just as much, if not more, and there would be better feeling and more satisfaction all around.

Favors Early Placing

Geo. H. Kembar, Creemore, Ont.: I am in favor of early placing of orders, as I find it as easy to select lines in September as in January, but often leave sizes open on some lines that I am not then able to give. I look at this question from the manufacturer's side; if he had to stock with lines of all styles, up-to-date lines, we would have to pay at least 10 per cent. more for our shoes, as they could not be made to order in a month or two (for everybody).

For instance, a manufacturer might select a few lines to stock with and find they were not selling. He would then have to sacrifice these and add the loss on something else, or go out of business. So, when we retail merchants consider the manufacturer's position and assist them we are assisting ourselves. I like those free discussions in your paper as we help one another by them.

January 1st for Spring Ordering

The Coles Shoe Company, Brantford, Ont.: We are not in favor of ordering goods so early for Spring trade. We don't really know so early what kind of goods we shall want, for very often there are changes in the patterns and lasts by January 1st. We think January 1st for Spring ordering is early enough, for by then we can tell pretty well what we are going to need after the Christmas trade is over.

Robt. A. W. Hupp, Men's Furnishings, Boots & Shoes, Ottawa, Ont.: I see no reason for ordering so far in advance. A merchant is in a far better position to order his stock for his Spring trade in January than he would be in September. Very few merchants are in a position to order their Spring stock in September. Every merchant prefers to take stock, or at least should take stock, before he ventures to order his next year's supply. For instance, I take stock in September and carry about twenty or more different lines of boots and shoes, and find that many lines have not been sold so freely as I expected, while others have completely sold out. I will then naturally repeat on the lines that sold well with a few new lines added.

On the other hand, the lines that have been slow in selling (the wheat permitting as it has been this year) commence to sell freely during October and November and my stock will be considerably reduced. But I have placed my order in September according

to the stock I had on hand and now I find that if I had waited till January, I would be in a better position to judge my wants for the coming Spring and would have made my order complete from the manufacturers I'm accustomed to buying from. Nine chances out of ten I will give the remainder of my order to another firm and the manufacturer I am accustomed to buy from will lose the rest of my order.

On the other hand, if I would give a complete order regardless of surplus stock in September, thinking that I may reduce this in the meantime, but luck has turned against me, I will find that my stock will be heavy for next Spring. I know I have bought the goods, but do not feel that I can sell them. Had I waited till January this mistake would not happen. Who would I blame for this mistake? More or less the representative of the manufacturers who forced me to buy early. I am positively sure that the greeting will not be as cordial when the representative appears to take his next order. Many sales are forced, but this is a mistake and will, and can not last. My candid opinion is that it is better to place your Spring order in January than in September. Remember there are a few exceptions, but that should be left to the buyer.

Eight Reasons Against

L. S. Deschenes, Jobbers and Importers, Quebec, Que.: The early calling on retailers by the commercial travellers for Spring and Summer goods presents many inconveniences, and causes more damage and loss of profit to the retailers than the manufacturers generally believe. Here are a few reasons why early placing should be stopped, or at least much reduced.

1st. It is impossible for the retailer to give proper sizing six or seven months in advance of the time the goods will be required and the chances are that on the inventory quite a lot of "odd sizes" will be in stock.

2nd. How can the retailer guess what will be in demand six or seven months ahead? Hence the risk of wrong buying and of making bad stock.

3rd. "By ordering early you get your goods earlier," the manufacturer will say to you. Admitted; but what is the consequence of this early delivery? The clerks and even the "boss," on opening fresh goods are very anxious to show them and tell everyone what splendid goods they have just received, and this is a season where they should sell more of the old stock. They are selling new goods as much as they can and letting the poor old stock stay on the shelves.

4th. When the right time comes to show the new goods, they are already old, but here comes Mr. Manufacturer's representative (say in March or April) with something really new; something that beats what he has sold you six or seven months ago and which you have in stock. It is better than what you already bought and you are tempted, you cannot help buying and you become overstocked. Another chance of making bad stock.

5th. Now about terms of payment: early placing has brought early dating and goods that used to be dated from 1st of May or 1st of June now are dated 1st of April or sixty days from shipment, which means that your draft or note will come due about the date that you begin to sell the goods, which is the equivalent, after all, of buying for spot cash. This condition of things (shorter dating) is very trying on dealers with a small capital at their disposal. The manufacturer will say: "This is all nonsense, as we never refuse a renewal to the right party and there is nothing trying there." Of course, you do accept a renewal, Mr.

Manufacturer, but at the rate of 8, 10 or even 12 per cent. per annum and, many a retailer has gone to the wall for having paid too much interest on renewals. I insist that **the old system of dating from 1st of May (instead of 1st of April) should prevail.** The imposition made upon us to place our orders early should not carry with it the punishment of early datings! If we accommodate the manufacturer by giving our order earlier at our expense, why should the manufacturer show ungratefulness for such a good turn?

It would be easy, to point out many other circumstances of annoyances, and losses caused to the shoe retailer by the early placing imposition, such as, winter freight rates, storage of goods in a damp place (for lack of space), etc., etc., but I stop here as this communication is already too long. Before closing however let me refute here one of the strongest arguments presented to us for early placing: "Mr. Retailer, the manufacturing of goods now-a-days requires more care and a much better finish than it did a few years ago, consequently more labor and more time is required, and to assure delivery on time we must get orders earlier." To the above argument my answer is, "Mr. Manufacturer, I don't think you should make me pay for the inferiority of your plant. If a period of four months is too short for you to fill all your Spring and Summer orders it only means this, that your plant is not up to the volume of your business. The only thing you have to do is to acquire a larger plant; augment your daily output and we will be all served on time and, having ordered our goods on a date where we knew what we were doing, we will augment our profits by eliminating bad stock and you will be better paid."

Fraudulent Dealer Punished

Maurice Smith, a retail shoe dealer on Central Street, Milford, Conn., was recently found guilty of knowingly making or disseminating in a newspaper untrue or misleading statements or assertions concerning the quality, the present or former price, of his merchandise. Smith was fined \$50 and appealed to the Superior Court.

The prosecution was made on the complaint of the vice-president of Rice & Hutchins, Inc., shoe manufacturers, who have large factories in Marlboro, Rockland and South Braintree, that in a recent issue of the Milford Evening News the defendant falsely advertised that he had for sale "Men's Rice & Hutchins Educator \$1 Shoes. Your Choice, \$1.50 per pair." Evidence was introduced by the prosecution to the effect that certain persons went to the defendant's store immediately upon the publication of this advertisement in the newspaper and asked for Rice & Hutchins "Educator" shoes as advertised, "Educator" shoes being a particular style of shoe manufactured solely by Rice & Hutchins, Inc., under a patent owned by them. They were shown certain shoes which the defendant represented to be "Educator" shoes, but which were in fact not such shoes. A specimen pair of the kind of shoes shown was purchased by witnesses and introduced in evidence. The defendant stated in conversation with these witnesses that he had no other shoes which he claimed to be of the advertised kind except the pair purchased and others of the same style. Much expert testimony was introduced showing that the pair in question were not "Educator" shoes. This was admitted by the clerk of the defendant.

Later on Smith withdrew his appeal and paid his fine.

Talks on Trade Topics

Interviews of Interest to Retailer, Jobber and Manufacturer. The Opinions of Experts on Bettering Business Conditions

Style Changes Cause Waste

A prominent shoe dealer said recently that the waste caused by the constant style changes in both men's and women's shoes is a much larger item than is generally supposed and affects the manufacturer even more than the retailer. "Each new style calls for a large number of separate wooden lasts," he continued. "These lasts can rarely be turned into another style and are consequently thrown out. I have tried using them for greywood but have been unsuccessful because they are hardwood and do not burn readily. The novelty styles are invariably short lived and we are frequently left with stocks that we cannot give away. The dealers and manufacturers are as much to blame for this evil as 'something new all the time' as the public. We are constantly devising something a little different from the style shown by our competitors, but we have to pay dearly for it."

* * *

Footology for the Schools

S. W. Brouwer, of the S. J. Brouwer Shoe Company, Milwaukee, U.S.A., writes Footwear in Canada as follows: "I believe that the school children ought to have their feet as well as their eyes tested and the proper method of fitting the foot with hosiery as well as shoes taught in the public schools. The children will tell the parents and the parents will gradually force the negligent dealer.

Dealers ought to study anatomy, train their help and advise people how to take care of their feet as well as sell them footwear. There seems too great a lack of seriousness on the part of most shoemen in bearing their responsibility for the future health and comfort of the generation who work on cement walks and hardboard or tile floors. The negligent shoe retailers need stirring up to a higher conception of the footology and the duty of their calling."

* * *

Taking Stock of the Day's Work

"Taking stock every six months or a year is recognized as good business practice," said a retail man in the Foot and Shoe Recorder the other day. "We don't stop to wonder if it is worth while to paw over all of the stock from shoes to shoe polish and see what we have and then go over our accounts and see how much profit we have made, if any, or how much loss, as sometimes happens. We know that this is vital to our business life, and we do it as a matter of course.

But it may come as a new idea to some of us that daily stock taking of the business acts of the day is just as much worth while and will result in just as big difference in our annual showing as one thing we have bought or sold.

Suppose that each one of us would critically examine each thing that we have done since the store opened its doors in the morning; that we considered the effect of each one of these things upon the general welfare of the business, and then decided that what things we did we would repeat regularly, or as the occasion arose, and what we would make it a point

What Our Readers Say

Ed. M. Foster, who owns shoes stores in both Calgary, and Edmonton, Alta., writes as follows:—

"I wish to congratulate Footwear in Canada on the able way in which it treats matters of interest to the trade. We very much appreciate your journal and would not like to be without it now."

Mr. Fred. R. Foley, The Parlor Shoe Store, Bowmanville, Ont.:—

"You certainly turn out a good trade paper."

Fred. W. Horn, E. R. Gavin Company, Fort William, Ont.:—

"I value Footwear in Canada much and always enjoy a perusal of its pages, especially your references to advertising, window decoration and shoe styles."

Mr. Eutrope Guay, of the firm of Eugene Guay, Montreal, writes as follows:—

"Footwear in Canada is one of the best papers that a shoeman could have."

to avoid in the future. Don't you think it would raise the general character of our business a whole lot by the time, say, a year had rolled around.

"Put it this way, for example. Just ask yourself at the close of the business day, 'What have I done today to improve business?' If the most careful search can reveal nothing, then it is a pretty strong indication that you need to give yourself a bracing up so that at the end of the next day the showing will be different. If you do think of something accomplished that will have its effect in future betterment for the store, you have made a step forward and are prepared to advance another step. They need not be big steps. We can't all do something big every day, but there is no excuse for any one of us who is in business for failing to accomplish something for the good of the business, even if it is nothing greater than getting a lot of broken cartons off the stock shelves and replaced by fresh ones."

* * *

White Sole Leather

White leather for soles and heels is one of the newest products in the shoe and leather world. It is ivory white in color and the leather is said to be tanned by a new secret process. The leather originally came from Spain. Leather men have passed upon it and some claim that alum is used to produce the perfect white color, but everything else about its tannage is a matter of guess work. The leather takes a fine finish and goes through the factories just as smooth as oak chrome or any sole leather.

This leather fills a large felt want, for white summer shoes never look complete with dark bottoms. It is exceptionally light, which is another point in its favor for the shoes upon which it will be used. It is claimed that test pairs made of this stock have worn longer than shoes with soles of other tannages.

Some Good Show Cards for Christmas

The Holiday Trade—Push High Grade Lines—Suitable Presents for All—Appropriate Decorations—Cards and their Treatment

Christmas Trade—If there is anything in business that makes a merchant prick up his ears it is the mention of those two words "Christmas Trade." December is the harvest month for all classes of merchants. All trade receipts are dated from or compared with Christmas trade. How often one hears such expressions as "I have not had so big a day's business except the day before Christmas." So if you had a good season last year it will be well to prepare for a bigger one this year. Don't stand still or go backward.

This season of the year will give you abundant opportunity to push your high grade lines. Choose such lines as will make excellent gifts for women. Your fine slippers, pumps and fine grades of low and high shoes. The same for men, only fancy house slippers can be abundantly displayed for them. Then will come the "useful present" line, which means shoes for boys and girls, women and men, in the order named. It will not be necessary to do any great reducing in prices to handle your December lines. Advertise judiciously and quote prices. In your advertising

offer suggestions for the various lines as to their suitability for Christmas gifts. For example, begin early and suggest for the ladies, satin slippers, party slippers, gold and silver slippers, the "Tango" slipper, boudoir slippers and other similar lines. Your next ad. might suggest fine shoes for women, selecting your best grades, etc., suitable for daughter, sister, wife, mother or sweetheart. Follow this with men's lines, house shoes, slippers, patent pumps, Oxfords, etc. Then an ad. featuring useful presents, beginning with boy's shoes, then girl's, women's and men's. These will include your ordinary line. Bear in mind that the average person is perplexed about what to get for a present, and some little suggestion along the line of the importance of useful gifts may help them decide and divert a deal of trade your way.

Above all do not forget to suggest something for father and mother. Comfortable house slippers or bath room slippers may do, and do not give the impression that all fathers and mothers are old people

ready to die. Many of them to-day wear the latest up-to-the-minute shoes, so mention this fact in your advertising.

It may be well to suggest something for the holiday trips for there are a great many people travel during the Christmas week. If you handle trunks and bags, include these in your advertising. And suggest that a new pair of shoes may be needed for the "going home" trip.

Begin early to plan your decorating. Holly is the best floral material to use. It is the one great recognized Christmas foliage; mistletoe can also be used and of late years the poinsettia is being used as a Christmas flower and is charmingly effective. Holly and mistletoe may be procured either natural or artificial. Poinsettias can only be had artificially.

Of course Santa Claus in various forms can be worked into all your decorations. Much pains should be taken with the windows. Use plenty of holly or what other floral decorations you may be utilizing. Pretty hand printed winter scenes make neat and effective panels for the back of the window with holly running down the division lines of the panels. Another never failing attractive window is a chimney corner and Santa Claus just landing from the fire place. Or a chimney on the roof with Santa's head just below, is also effective.

Secure from some lithographing house or novelty supply house neat little blank price cards with a holly design or a Santa Claus head on them. Use these in your window and show case displays. Write the price with small brush or coarse pen. One or two Christmas greeting cards lying in the store and in the window are quite in keeping with the spirit of the season and can be made quite attractive.

Old Santa can be worked into these cards very nicely. A head can be used, or an entire figure. A head may be made looking up over the top of the card. This is very easy to make, as very little of the face and body show, but the effect is there just the same. This card will suggest other ideas. Santa's hat is white and



and matters the same. The coat is red. The small letters are black and Merry Christmas in red shaded with grey.

The \$5 panel card is a hunt in useful presents. It is a whole card with black lettering and figures in red shaded with green. The border is green.

The "Holiday Trip" card is suggestive of an out of town or home going trip. It is made by laying a piece of card on the white space and air-brushing around it. This can be done in any dark color, green, brown or black. The large letters are red and shaded with subdued color to harmonize with the air-brushing. The small letters are black.

The \$2 card is an oddly laid out card; the white panel is done the same as the Holiday Trip card. The figure may be 5—4—3 or any one to suit the price of the shoes. It can be in red, blue or black and shaded to harmonize with the air-brushing. The word "shoe" should be in the same color as the figure.

The \$4 card is made the same as the last two. This is a very attractive design. If you have no air brush you can cut out the panel from a piece of dark card, back it with white and obtain a good effect. The large letters are in red and the figure the same. The small letters are in black and are shaded to harmonize with air brush colors.

Some Live Advertising Schemes

We have received the following article from Mr. F. W. Spencer, of Byington & Spencer, Grand Ledge, Mich. Mr. Spencer is one of the most progressive shoe retailers in that state of the union and takes a great interest in the Michigan Retail Shoe Dealers' Association. The advertising hints he gives here are effective and inexpensive and could be worked to advantage by many of our readers. Mr. Spencer has kindly promised to let us hear from him further, from time to time, on various topics of interest to the trade.

"We see some words so often and use them so frequently in our daily business that we really forget the import or meaning of them. In this age of great commercial activity one will look far and wide to find any enterprise that has been much of a success without some form of advertising. I am acquainted with an old shoe merchant that makes his boast that he has never paid a dollar for advertising. I will admit that he has made a little money, but to one acquainted with his manner of living and methods it is easy to understand that a miser will hoard money even if he be a beggar.

"It has been the writer's experience that it is quite impossible to be strictly original all the time in your methods of advertising. We must steal the other fellow's thunder once in a while, and if we must, let it be applied in such a manner that it will not seem so common. In other words, have a manner of your own!

"A noted merchant and advertiser in Chicago wished to put a temporary sign on a building next to one that had been recently burned to the ground. How did he do it different than the other fellow? Why, he employed two women to put on men's clothing and go at the job. As a result the police had to pull the stunt off on account of the blockade, and the papers gave him gratis just what he wanted—a lot of advertising. It has always been his motto to do it in a different way.

"Now how did we get the high school trade of our town? We secured a lot of two-color sewed letters pennants, 11 x 27, good quality, in high school colors, at \$18.00 per gross. We advertised in the papers and also issued neat little cards announcing that we would give a pennant to each high school student with every pair of \$4.00 shoes or Oxfords. This was not a great big success, but paid us well for the effort and money invested.

"This year we purchased a large quantity of blotters in two color work, with our card on each. We also secured a very handsome three-ply blotter with a

painting on it. Securing a list of all the high school and rural teachers in our trading district we wrote all of them a typewritten letter something as follows:

Miss Nellie Myers,
Wacousta, Mich.

Dear Miss Myers:—

The little three-ply blotter enclosed expresses our good will and compliments to you.

The other blotter is one of fifty that we are reserving for your pupils and you may have the same by calling at our store any time in the near future.

Yours fraternally,

Byington & Spencer,

Per F. W. S.

"We neatly tied up forty-nine of the two-color blotters and it is needless for me to state that we have the teachers business in our city and locality. We find that it also helps to bring in the parents and school children.

"Another stunt and then I am through. We appreciate the fact that it pays to notice the children; get the business of the little folks and the parents will follow, or the little ones will lead them. Secure a gross, or more if necessary, of doll shoes. They will cost about 75 cents a dozen, 10 per cent. off. Advertise well and wide that on a certain day that all the little girls wishing a pair of dollie shoes free could have them under the following conditions: 1st, the dollie must be dressed in her best; 2nd, the little mother must consent to the judgment of two lady judges which dollie is the best suited to act as our May Queen and two other dollies as her ladies of honor. The successful ones receive something in cash for the privilege of putting the Queen and her ladies of honor in our window for a week, the Queen to have a new dollar bill and the other two 50 cents each. With a trim of children's shoes and bright colors in skins and ribbons it is needless to say that this is a trade-getter. It is not expensive and surely does the business."

Do you know your stock from A to Z?

Do you know your clerks?

Do you know your customers?

Do you study them to find out how to buy?

Do you know positively that you had a gain this month, this year, over last?

The good merchant knows all of these—now you can classify yourself.

Suggestions for Christmas Windows

Two Striking Trims That are Inexpensive and Easily Executed—
How to Make Appropriate Window Cards—Useful Wrinkles

By Charles E. Edgar

The two designs accompanying this article are very inexpensive and easy to make. The design in Fig. 1 is carried out as follows:—The first thing to do is to make a curtain out of cheap muslin or white wrapping paper, this must just fit against the back wall of the window. It is on this that the Winter landscape is painted. Unless the trimmer is also an artist it would be best to have this done by some local painter, as a poorly painted background would spoil the effect of the whole window. If you do the painting yourself remember to keep the design simple and bold, do not go in for much detail, but carry out the idea in broad washes of color.

To make the pillars, step and frame, you must first construct a frame-work out of light strips of wood, over which you will stretch some cheap muslin or stiff white paper. This should then be given a good thick coat of white kalsomine and allowed to dry thoroughly. Now to produce the effect of the background being made of ice, you must go over the whole of the white paint with a coat of liquid glue and sprinkle with diamond dust. Only a small space at a time should be done, as the glue dries very quickly and the diamond dust will not adhere to it.

To make the trees, first make a frame out of cardboard and wood, the construction of which can be readily seen by a study of the trees in Fig. 1. After having completed the frame-work, you will cut a number of strips of green crepe paper about three inches wide and two feet long. These strips should then be fringed. Now start at the bottom of the conical part of the tree, and glue the paper on to the card-board frame in the same fashion that roofers shingle a house, viz., the second row over lapping the first, and so on.

The garland is made in the same way as the trees, only for the frame of this you will find that old crumpled tissue paper rolled into shape and secured by light wires, will be much easier to make and the result will be just as good.

You are now ready to set up your background, but first cover the floor of the window with cotton and sprinkle with diamond dust to represent snow, and then hang the curtain or scenic drop at the back. You may then set up the background flat against this cur-



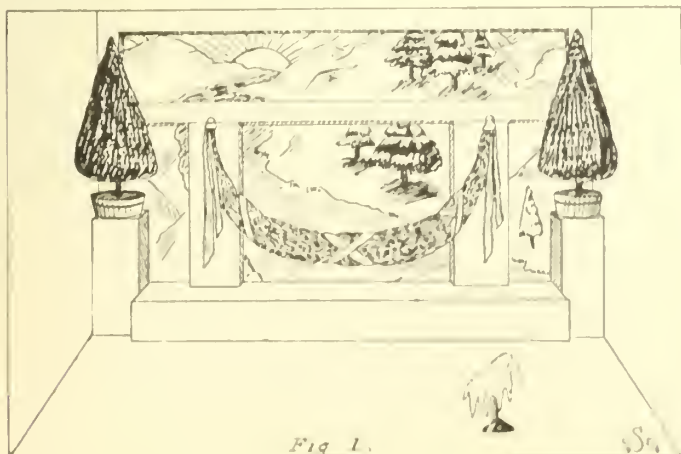
tain so that it will form a sort of frame for the picture on the curtain. After everything is in place, sprinkle a little diamond dust on the trees and garland. Proceed to dress the window in the usual manner. A very pretty effect can be had by draping small irregular bits of cotton over the display stands as shown in Fig. 1, and sprinkling with the diamond dust as before.

The design for Fig. 2 is carried out in much the same manner as in Fig. 1. The icicles and fallen snow are cut from cotton sheeting and covered with the diamond dust as in Fig. 1.

To make appropriate window cards for Christmas use, letter them in the usual way and after the ink or paint is dry, touch up the tops of the letters with liquid glue and sprinkle with the diamond dust. This should be done one letter at a time so as to prevent the glue from drying before you get the diamond dust on. The diamond dust should be freely spread on the wet glue, and allowed to dry, when all which does not stick to the glue may be shaken off and used again.

The Inside of Shoes

Repairers would greatly please customers if they would place a slip sole inside of McKay shoes. The material for a slip sole should be very glossy. There is one kind of a grayish line, that appears to be waxed and powdered. This material is an ideal article for men's McKay shoes that have been repaired and are full of nails—more so than ever. The McKay shoe, without a slip sole, is a damaged shoe and really is not fit for the feet of a civilized person. The slip sole should be well pasted or cemented to the insole, as the trouble with slip soles is the tendency of those kinds of soles to lift up and curl up against the foot. The material above referred to is quite heavy and is intended for a man or boy's McKay. The thin slip sole is only intended for women's shoes, and this is the sole that calls for an even layer of adhesive in order to keep it in position relative to the insole. The inside of shoes are not given enough consideration by repairers, generally speaking. The repairer should not only build for wear and tear, but also for comfort. The Shoe Repairer & Dealer



Ideas for and From the Shoe Trade

Seasonable Ideas for Catching Trade Useful Hints for Retailer, Wholesaler and Manufacturer—Plans for Saving Time and Money

Brings New Business

A progressive Ontario shoe dealer, who runs a shoe factory in addition, advertises a pair of \$1.00 slippers free to customers. The way of it is to give one card which bear forty punch marks, each good for a ten-cent shave at his shoe-shining parlor. When you get a shave at his store the card is punched and when it is punched forty times you turn it in to the dealer and get your new pair of shoes. Thus the shoes cost the customer nothing and bring new business to the dealer.

* * *

Display Space in Door

A novel and profitable display idea has been inaugurated by the Regal Shoe Store, Yonge Street, Toronto. The window trimmer had a box made, covered with imitation black morocco and lined with white silk, this was arranged on a slide at the back of the door so that it could be easily taken off to have the display changed. The box was open in the front, against the glass panel of the door, and the novelty of the idea as well as the prominent place in which the display was placed naturally attracted the attention of every person entering the store. At night, after closing hours, the display was even more valuable. There was a powerful, concealed electric lamp fastened to the roof of the box and the reflection of this upon the white silk made the trim very compelling indeed when the store had been darkened for the night.

* * *

Carry Garters with Hosiery

If you carry hosiery you should also stock garters, as men must wear them now-a-days. The heavy merino hose, which supported itself by clinging to the underwear, is a thing of the past and with the present popularity of silk hose for men, garters are necessary to preserve the neat appearance of the feet. If you prefer to do so you may specialize in one line, although there are a number of good makes on the market. Garters retail at 25c and leave a good profit for the dealer, while 50c garters made of the silk elastic are good sellers as well. If garters are displayed in connection with the hosiery many sales are made through suggestion.

* * *

Slipper Trees

Many progressive retailers derive a neat little profit from selling shoe trees, but to many, slipper trees will be a new idea. The latter retail at about 25c per pair and should have a ready sale. Exhibit a slipper with the tree fitted and another without. The contrast should have the effect of increasing your sales in this line.

* * *

Dyes for Light Slippers

White or light colored shoes and slippers are constantly getting soiled, and after they have been cleaned a number of times lose much of their trimness and attractiveness. The practical woman, however, looks

about for some means to make them useful a little longer and usually hits upon some advertised dye as the solution of the problem. If you are carrying a good dye for this purpose it should bring good results if properly pushed. The retailer should make certain, however, that it is an absolutely fast dye and will not rub off on dainty lingerie and light gowns. Some of these dyes are manufactured in many colors and shades and if any of our readers do not know where a reliable dye is to be obtained, we would be pleased to put them in touch with the manufacturers of such.

* * *

A Timely Reminder

When a pair of shoes is sold, the empty carton should be left on the shelf with the lid removed and placed on the bottom. The stock should be gone over frequently and missing sizes replaced. If a certain size is all sold, the carton should be inverted. This will be evidence that the size is exhausted. In a well ordered store the stock should be gone over at least once a week, and each carton dusted. Broken lids and cartons should be replaced with good ones.

* * *

Double Window Display Area

A Lindsay, Ont., shoe retailer has invented a double display window, which he uses to advantage. Under the regular window there is another window, about one foot in height, which looks into the cellar. On a raised platform in the basement are displayed trunks, bags and leather goods, which can be readily seen through the small window by the passer-by.

* * *

Shoe Ornaments as Profit Getters

The party season is now open and it has become a custom with women to have many sets of slipper ornaments, which can be readily attached or detached, thus giving to one pair of slippers the power of being worn many times, each time presenting the appearance of a new shoe. There is a ready sale, therefore, for buckles, rosettes, and other shoe ornaments which appeal strongly to the feminine mind. You might just as well stock these accessories and get some of the vast amount of money that is being spent on them.

* * *

Sample Shoe Cards

Women's Autumn Shoes will be as nearly invisible as possible. Every line has been designed to make the foot look slender. Vamps are as long as one pleases. Pointed tips are coming into fashion. Colored cloth tops are chosen to match or contrast one's gowns. In shoes at \$4, \$5 and upward we are showing practically all the conservative Autumn models and some novelties.

\$5.00 Shoes for Men.—An assortment unusual in its completeness is here at this popular price. Trim looking shoes of tan and gun-metal calf, on new English lasts, with eyelets to the top and a decided custom-made appearance. Comfortable Blucher shoes of tan

and gun-metal calf, with broad toes and low broad heels. For elderly men, are lace shoes of vici kid or Blucher shoes on perfectly straight last—\$5.00.

\$6 Shoes for Men at \$3.85.—Introductory offering of 1,500 pairs just new from the maker's hands. Newest models, of course. But two are worthy of especial mention. One is a conservative model that contrives to be smart in spite of itself. The other is a new English design, and some design! It is low of heel and broad of heel and wide of shank. It is distinctiveness in its element. Many other models, too. Leathers are tan and black Russia calf, and patent leather, in lace and button styles. The opportunity of a shoe-time!

* * *

A Good Show Card

The following example of a well worded show card was exhibited in the Regal Shoe Store, Yonge Street, Toronto, Ont.: "Every shoe model shown in this window has a reason for its existence, each shoe is carefully designed to fulfill a certain requirement. In reality, each shoe shown is a specialized one developed through twenty years of study of thousands of different shapes and kinds of feet and the particular needs of shoe wearers all over the world."

* * *

To Stop Squeaking

In trying to stop new shoes from squeaking, some repairers drive the bottoms full of nails, while others soak them in oil or water. About the best way to treat with this nuisance, however, is to cut a few stitches on one side of the sole and then to insert a screwdriver or dull knife to make room between slips and out soles. Then put in about one-fourth of a teaspoonful of powdered soapstone and stitch the slit up again.

Eating Their Birthday Cake

If you are over fifty years of age, there's a possibility that you may remember the beginning of the firm of Rice & Hutchins—forty-seven years ago (October 15th.) It was in a small wooden factory in Marlboro that Rice & Hutchins first began to draw the breath of business life—in the little factory that we illustrate.

The original factory, by the way, was burned with

all its contents before many years had passed, but the concern moved into cramped quarters in the old Deacon Curtis factory and within nine days was resuming shipments. With such enthusiasm and such vigor in its early days, is it strange that the firm has grown so consistently?

Mr. Rice, pioneer that he was, soon realized the great advantages that all concerned would derive by the establishment in centrally-located cities of a distributing house carrying none but the Rice & Hutchins brands, and embraced the opportunity to take over Jos. J. Meany & Company in 1884. Since that time, as most retailers know, they have added distributing house after distributing house, until to-day they number nine.

Of them, the Shoe & Leather Weekly says (Sept. 27th):—

RICE & HUTCHINS,

"World Shoemakers for the Whole Family"

Starting with a small wooden factory in Marlboro, Mass., in 1866, the firm of Rice & Hutchins has enjoyed a steady, consistent growth, until to-day they are among the foremost in the country. One year's output of Rice & Hutchins' shoes, arranged heel to toe, starting at Boston, would touch New York, Philadelphia, Baltimore, St. Louis, Chicago, Cleveland, and there would then be enough left to loop back to the Rice & Hutchins' home office.

Something that could not be foreseen even by the most sanguine of founders, is the marvellous development of the export business of the firm. Few indeed are the countries of the world that know not at least one brand of the Rice & Hutchins shoes.

Rice & Hutchins attribute their steady growth, their success in merchandising and the development of their great export business, to their rigid maintenance of the motto, "R & H on Shoes, Mark of Merit."

Employers and Employees Agree

An agreement has been consummated between the shoe manufacturers in Cincinnati, Ohio, and their employees to take effect from November 1st. This is the result of a very earnest debate carried on during the last few weeks between the shoe workers and their employers. The result of this agreement is that the shoe manufacturing industry in Cincinnati is guaranteed quietude and peace for considerable period and both the employers and employees will be benefitted by this arrangement, the latter through steady employment and the former by the assurance that they will be able to cater to, and handle a large volume of business. It is also beneficial to both parties that they have established the principle that shoe manufacturers and their employees can work in harmony to their mutual benefit.

Milton Adler, the president of the Boot and Shoe Manufacturers' Association of Cincinnati, expressing great satisfaction with the new working agreement and regards the settlement made between employers and employees as of immense importance to the future success of the city's shoe industry.

Don't lose customers by striking up for all your little two-for-a-cent rights or by going around with a chip on your shoulder.

The employee who is not loyal to his employer is often among the first to complain of that employer's lack of loyalty to his help.



The original factory of Rice & Hutchins, Inc., 1866

The Way to Ensure Getting a Profit

Means More Than Merely Selling for More than was Paid—The Part Buying Plays—The Value of Reputation

Profit is the end toward which we work. Someone has said that "anyone can sell at cost, but that it takes a wise man to make a profit." That is more truth than fiction. Profit is the result of wisdom—of knowledge of the ways of business, and business is seldom managed successfully by those who do not know at least its more important rules.

Theoretically, getting a profit means a great deal more than merely buying an article for one price and selling it for another somewhat greater. Of course, the only actual profit is that which results in such an exchange, but it is nevertheless true that getting a profit also means getting business and holding it and establishing a credit and keeping it.

Most men who enter into business are ambitious to build up a permanent institution. They know more or less of its rules as the case may be and their ultimate success depends largely upon their ability to keep their heads, exercise caution and make haste slowly. They have the same general idea of the meaning of profit. They know that without profit they cannot get along, but all of them do not realize the importance of other factors than price in making this profit possible.

The Part Buying Plays

Buying, what to buy and when to stop, is, of course, the fundamental principle back of profit. To be able to buy judiciously and to advantage is a most necessary qualification. To buy goods cheap is not all. They must be bought well. Goods are not cheap which will not sell and every item bought which will not sell, and every item bought which does not sell, is just that much profit lost. Goods are only cheap when you have a ready market for them. There are few rules which can be given to buyers, but the first and most important is the necessity of choosing some substantial, well-known, reliable institution as a chief source of supplies. A retailer going into business should carefully cultivate friendship with such a house and do all in his power to hold their interest and confidence. He should become well acquainted with the credit man and members of the firm and should let them tell him everything they wish in regard to his business and the things he should do. This is recommended because a retailer following these rules would, at least in most instances be right, for no institution would encourage his doing otherwise.

The next essential is to know when to buy and when to stop buying. It is becoming pretty generally understood that too much stock is an unnecessary drain on a man's resources. Present-day conditions are such that it is no longer necessary for the merchant to stock more staples than he can conveniently display. A man can get his goods from manufacturer or jobber so quickly today that he is more than foolish not to take every advantage in his power of such service. Buying in no larger quantities than is necessary and frequently has much to do with getting a profit, for it lessens a man's investment, cuts down his liability and reduces his expense in other ways. And what is more, it enables him to take advantage of market

changes and reductions. Lower prices or fashion's changes do not find him unprepared.

Fashion is fickle, but fashion's whims must be followed if a merchant catering largely to women is to succeed. Fashion has to do with style, color, weave. The seasoned buyer knows the influence it has upon profit. Study the trend of fashion by coming to market frequently, becoming acquainted with the buyers in your wholesale house and watching the big city retail stores. By watching fashion and not buying too heavily one can always keep abreast of the times, but when an article does become passe sell it quickly. Take the loss necessary, but get rid of it at once.

Quality is a factor that should be emphasized. Bargain hunting encourages the handling of cheap goods and these never have satisfied and never will. They are not for the man the retailer is interested in, the steady customer who would help him build up a permanent establishment. Credit has also much to do with profit and a merchant who has poor credit is hampered in his buying and everywhere he turns.

Reputation

After all is said and done the people of the community served are the final deciding factor in a man's success. His reputation among them cannot be too carefully guarded. They stand ready to criticise or praise his store service, store appearance, prices, personal habits, character and associates. He may think he can ignore everything but prices; that everyone is bargain hunting and nothing else with them matters so far as he is concerned. He will fool only himself and will come to a sorry end.

Bargains are nothing on which to build a permanent reputation. Much as the average purchaser loves a bargain he will prefer the substantial store with the right sort of service and one in which he can place his confidence. The good will of your trade is the thing for you to seek. It is not arrived at in a hurry.

You will probably have to weather a few storms before it comes, but the more substantial good-will you obtain, the more confidence your customers have in you and your merchandise, the farther away you will get from the troublesome competition which besets most stores and the surer you will be, not only of getting a profit, but a satisfactory profit, one that will enable you to put a little by for the day which will surely come when you will want to lay the burdens upon other and younger shoulders.

Make the Windows Earn Money

You are paying rent or taxes on your store front, just the same as you are for other portions of the building, and you ought to get full value on your investment. Make your windows talk for you, to get in people who perhaps otherwise would not enter your store.

If you merely tell the new boy to sweep out and do not show him how you want it done, be careful how you scold him for not doing it right.

Shoe Trade Advertising

Discussion of Principles Involved in Effective Publicity—Examples of Good Display—Retail Shoe Stores Invited to Submit Advertisements for Criticism

Listen! We sell reliable shoes and hose for every member of the household



Reliable means Value for Every Dollar
 Geo. A. Slater Invictus Shoes for Men and Women
 Monarch Knit Sweater Coats for Men and Boys
 R. J. Toske's Shirts
 Peabody's Overalls and Smocks
 The very Best of Boys' Clothing and Boots
 Winter Footwear and Mitts and Gloves for your hands
 20th Century Clothing

KEEP THE QUALITY UP
 AT the "BON MARCHE" Store

Many a business started in a very small way, with little capital and no special advantages, has been built up in a few years into a big organization because the man behind it was first of all a shrewd buyer and salesman, and then because he knew better than his competitors how to talk to the people over his counters and through his advertising. Many of the largest retail businesses of the day have been built from the ground up this way.

The small store and the business that has yet to get upon its feet cannot, of course, indulge in costly and elaborate advertising; but neither did the businesses that now are great, before they became great. They grew little by little from no-space advertisers into small-space advertisers, and from small-space advertisers on. And even the small store, in a small town, can gain the attention of its own community and tell its business story to profitable effect if the man behind the business takes his advertising seriously and is convinced that it is really worth while. Behind the advertising there must be the right sort of goods. There must be the right kind of store service. Without these no amount of advertising—and no kind of advertising—will have any lasting effect. On the other hand it is possible for the advertising of the store to represent the goods and service so lamely and inadequately, and to ignore the advantages of price and quality so completely, that it fails in great measure to do what the advertiser is inclined to expect from it.

A General Store Ad.

Our first illustration this month is the reproduction of an advertisement of the Bon Marche, a general store at Melita, Man. The original occupied a space of nine and-a-quarter inches, double column—sufficient space if wisely used to have made a noticeable and very effective announcement. Unfortunately, however, it shows little appreciation of the first principles of good advertising. The illustration is a "stock" cut of the kind that could very well be dispensed with; but if it is intended to mean anything at all it is to centre attention upon footwear. Yet the remainder of the advertisement, with the exception of a stray word or

two here and there, makes no attempt to follow up and press home the advantage gained from the use of an illustration. Instead it resolves itself into a nine-inch catalogue, and a very uninteresting catalogue, of other lines carried in stock. Without attempting to render any detailed criticism of an advertisement that leaves much to be desired, let us make a single straight-business suggestion. We feel quite sure that the Bon Marche has goods that are worth talking about, and

that those behind the business want to know how best to talk about them. Let them, then, obtain the catalogue of any large mail-order house and carefully study how mail-order goods are presented to mail-order buyers. Let them also subscribe to any first-rate city daily paper and make a systematic study of the announcements of the large department stores. Although these may occupy large space they are built up as a rule from the many small advertisements of separate departments. Whatever the space used, however, the smallest announcement tells the business story of the goods. And that is just the reason why the advertising of the department stores and the mail-order houses is so effective. There is space in nine inches double-column to say a good deal, and to say it well. Just take a leaf, then, out of the department store's book of success.

Out For Business

In strong contrast to the previous advertisement is the large space announcement of Richardson's Big Shoe House. In the first place, although a stranger in Calgary, I know at once where I must look for Richardson's—the firm's business address is given in a businesslike way. Further than this every line advertised is described more or less graphically, and prices are prominently quoted. The appearance of the advertisement, and its effectiveness, therefore, to a certain extent, at least, might have been greatly improved by more careful arrangement of panels, by the use of fewer staring display lines and less black-faced type. When every thing is emphasized the value of emphasis is lost. A general introduction telling of the good things offered, pointing the special timeliness of the offerings, and giving some sort of business reason for reductions that in

TO-DAY AT RICHARDSON'S

160 Pairs Women's Boots
 priced on sale. Good lines all sizes from \$1.00 to \$5.00 and some of our American makes. To make our full goods we will sell them Saturday morning a pair **\$1.90**

Children's High-Cut Button Boots
 you must call the best American makes prices from a pair **\$1.75 to \$2.75**

120 Pairs of Men's Tan Calf and Gun Metal Lace Boots
 Values up to \$5.00 Saturday Morning a pair **\$3.00**

FELT Footwear
 No one could have a pair of these in their wardrobe. Our dress shoes complete and ready to slip on.

Children's and Misses' Slippers
 values from 25c to \$1.00 ranging from a pair 25c to \$1.00
Women's Felt Slippers, 60c to \$2.50 a pair
Men's Felt Slippers, 90c to \$2.00 a pair.

Boudoir Slippers
 They forget these comfortable slippers. We have them in Tan, Black, Red and C. Prices from **\$1.25 to \$1.50 a pair**


Boudoir Slippers for Children
 values from 30c to 50c
 Prices **85c to \$1.25 a pair**

Richardson never sacrifices quality for low prices neither does he use quality for high prices, his little prices are always reasonable

THE HOME OF RELIABLE FOOTWEAR
RICHARDSON'S
 BIG SHOE HOUSE
 216 Eighth Avenue E. - Calgary

MADE IN CANADA

GOODWIN'S
\$4.00
BOOTS
FOR MEN



THE FOUNDATION OF 1911
 THE THINKING BOOT

Goodwin Limited

some instances are very sweeping would also have added to the power, and to the appearance of the announcement. But this is an advertisement that is out for business, and that probably will get it.

Arrangement Neglected

Goodwin's Limited, have a very effective signature name-plate—the best thing in the whole advertisement. The illustration used also is satisfactory. In other respects this announcement is very disappointing. The patch of heavy black "caps" is noticeable, in fact it is too noticeable. The aim of advertisement,

it must be remembered, is not merely to gain attention. In the past all kinds of fool arrangements were used by advertisers on this assumption. It is quite as important that the attention gained should be favorable attention; that the advertisement present something pleasing and harmonious to the eye; and that it shall have something to offer to the reason as well as to the eye of the possible purchaser. In this case harmony has been sacrificed entirely. Effective arrangement has been neglected. In fact, the impression of the whole is that splendid materials have been used to produce only a commonplace advertisement.

How to Write Advertising Copy

By Herbert Kaufman

A skilled layer of mosaics works with small fragments of stone—they fit into more places than the larger chunks.

The skilled advertiser works with small words—they fit into more minds than big phrases.

The simpler the language the greater the certainty that it will be understood by the least intelligent reader.

The construction engineer plans his roadbed where there is a minimum of grade—he works along the lines of least resistance.

The advertisement which runs into mountainous style is badly surveyed—all minds are not built for high grade thinking.

Advertising must be simple. When it is tricked out with the jewelry and silks of literary expression, it looks as much out of place as a ball dress at the breakfast table.

The buying public is only interested in facts. People read advertisements to find out what you have to sell.

The advertiser who can fire the most facts in the shortest time gets the most returns. Blank cartridges make noise, but they do not hit—blank talk, however clever, is only wasted space.

You force your salesmen to keep to solid acts—you don't allow them to sell shoes with quotations from Omar, or polishes with excerpts from Marie Corelli. You must not tolerate in your printed selling talk anything that you are not willing to countenance in personal salesmanship.

Cut out clever phrases if they are inserted to the sacrifice of clear explanations—write copy as you talk. Only, be more brief. Publicity is costlier than conversation—ranging in price downward from \$10 a line; talk is not cheap, but the most expensive commodity in the world.

Sketch in your ad to the stenographer. Then you will be so busy "saying it" that you will not have time to bother about the gewgaws of writing. Afterwards take the typewritten manuscript and cut out every word and every line that can be erased without omitting an important detail. What remains in the end is all that really counted in the beginning.

Cultivate brevity and simplicity. Sir Isaac Newton's explanation of gravitation covers six pages, but the schoolboy's terse and homely "What goes up must come down" clinches the whole thing in six words.

Indefinite talk wastes space. It is not 100 per cent. productive. The copy that omits prices sacrifices half its selling power—it has a tendency to bring lookers instead of buyers. It often creates false impressions,

Some people are bound to conceive the idea that the goods are higher priced than in reality—others, by the same token, are just as likely to infer that the prices are lower and go away thinking that you have exaggerated your statements.

The reader must be searched out by the copy. Big space is cheapest because it doesn't waste a single eye. Publicity must be on the offensive. There are far too many advertisers who keep their lights on top of their bushel—the average citizen hasn't time to overturn your bushel.

Small space is expensive. Like a one-flake snow-storm, there is not enough of it to lay.

Space is a comparative matter after all. It is not a case of how much is used, as how it is used. The passengers on the limited express may realize that Jones has tacked a twelve-inch shingle on every post and fence for a stretch of five miles, but they are going too fast to make out what the shingles say, yet the two-foot letters of Brown's big bulletin board on top of the hill leap at them before they have a chance to dodge. And at that it doesn't cost nearly so much as the sum total of Jones's dinky display.

Just so advertisements attractively displayed every day or every other day for a year in one big newspaper, will find the eye of all readers, no matter how rapidly they may be "going" through the advertising pages, and produce more results than a dozen piking pieces of copy scattered through half a dozen dailies.



Display of Palmer-McLellan Shoepack Co., Fredericton, N.B., which won gold medals at both Fredericton and Chatham, N. B., Fairs.

Dunford's Elk Shoes



Mr. Duncan M. Ferguson,
President

One of the youngest industries in Stratford, Ont., but one that is making remarkable expansion, is Dunford's Elk Shoes, Limited. The company has been considerably handicapped in the past by changes in the staff, but, notwithstanding, the output has met with a ready market. Last spring a new management, composed of experienced shoemen, took charge. The season was well advanced, so they could only run along the same lines as

their predecessors, but the idea was conceived of making a new and finer line of men's and boy's shoes, as well as the Elk shoes. Mr. J. W. Ellingwood, the superintendent and manager, has been untiring in his efforts in getting this new line ready for the market, no easy matter, involving as it does new machinery, the training of the hands in making the new line and many other contingencies well known to a shoe manufacturer. Mr. Ellingwood was born and brought up in Massachusetts, the shoe center of America, and he knows the business. Much of the credit for the production of the new high-grade shoe is due him.

The firm are turning out a new line known as the "Superba" shoe, which, by several innovations, is designed to be more pliable and durable than other footwear in the same class. These shoes are waterproof



J. W. Ellingwood on the left, W. J. Coburn in the centre
and Harry C. Graves on the right.

welts, some of the innovations being a cork sole, felt cork sole and "Superba" cushion sole.

The company have now three travellers on the road, Mr. J. S. Johnson in Western Canada, Mr. W. J. Coburn in Toronto and East, and Mr. Harry C. Graves, in Western Ontario. They are carrying some 75 samples with them, 25 of which are the new line, including Oxfords and high shoes for men and boys in velours, gun metals, russets and vicci kid. Dunford's Elk shoes and the Canadian Boy shoes produced by this company are too well known to the trade to require further comment.

Salesmanship is not merely getting rid of the goods; it is selling them so they pay a profit.

The Last That Is Selling

The Boston Last Company, manufacturers of fine lasts, shoe trees, etc., are well known to the Canadian trade as they have not only a large plant in Boston, Mass., but also a factory at Richmond, Que., where lasts are made on the latest models for the manufacturers in this country. This firm possesses an advantage over many Canadian concerns in a similar line in the fact that through its other branches it has command of the New York and Boston designs in lasts and thus not only able to secure the newest designs at the earliest moment, but to adapt and work them out to the satisfaction of the Canadian trade.

The Boston Last Company, believe that while there is an increased demand for low toes and flat lasts, the great bulk of the trade will still be done with the low



Revolving Rush

rounded toe of medium height and medium width. The height of the heels will be according to the width of the toe and will range from $\frac{1}{2}$ to $\frac{3}{4}$ on rubber soles and baby doll's to 12 8 to 14 8 on springier lasts and more stylish toes.

Salvation Army Trading

The executive council of the National Chamber of Commerce, at a meeting held at Leeds, Eng., last month, passed a resolution recommending that shopkeepers refrain from contributing to the support of the Salvation Army, as funds subscribed for religious purposes were used for purposes of trade and for entering into competition with the retailers. The Salvation Army, in England, conducts an extensive retail trading system which embraces every kind of goods. The annual turnover from this trading is well over a million dollars. They issue a catalogue containing testimonials such as the following:—

"Nobody can buy boots like them, go to what shop they will." Comparisons are also made in the catalogue with the prices charged by the ordinary retailer, as is shown by the following extract.—"The representative of a manufacturing firm remarked recently that we were selling a certain class of boot at 18 9d per pair less than they were to be obtained at several well-known establishments mentioned by them. Showing that either we buy better or are content with smaller profits."

What a Shoeman Can Do to Increase His Holiday Trade

Roy C. Kanouse, the well-known shoe retailer, of Greenburg, Indiana, whose articles have from time to time appeared in *Footwear in Canada*, gave the following address on "What Can the Shoeman Do to Increase His Christmas Trade," before a recent meeting of the Indiana Retail Shoe Association.

I have been busily engaged with the "Drummers" trying to dope out a few 1914 models in low shoes that will remain in style at least long enough to get through the factory and on my shelves. I might add a word here by way of a little consolation to my fellow sufferers that the most of the ones I bought a year ago are still on my shelves owing to the introduction here in the season of the "Baby Doll" as a sort of parasite.

Now, the day I started to write this little article on increasing our Christmas trade, I had a few interruptions, such as perhaps all shoe men have.

Customer's Kicks

Little things like having a customer tell you how much cheaper Sears, Roebuck & Co. are selling shoes than you are. A fellow calls me to one side and says, "Now, I've selected a couple of pairs of shoes for myself and two pairs for the children, and I think you ought to knock off a little on the four pairs, for the ones I bought last year didn't wear at all good."

A lady with light hair then enters and says, "Have you any low heeled lavender satin slippers with a yellow pompon on the toe? I have a sample of Maudie's dress I wish to match. What, you don't have them? Well, it's funny an up-to-date store like this doesn't carry such things. I reckon I will have to go to the city."

Another lady says, "Here is a pair of shoes my cousin sent me from Iowa and they do not fit me. It's a good selling size—I think it's a 2½ triple A—and would you mind exchanging for a pair of those "Baby Doll" shoes in your window? Of course, I wouldn't ask you to do it, but I have always traded here and have found you so accommodating."

Just as I had entered the basement to choke myself to death with a shoe string, I spied a little card one of the boys had tacked up over some returned shoes, which said, "Smile, D— you, Smile."

The 'Xmas Trade

Now, with this environment, I have prepared the following little article on "What Can the Shoe Man Do to Increase His Christmas Trade?"

The public generally is in a buying mood at Christmas time because the desire to buy has been stimulated by the custom of giving, so all the shoe man has to do is to convince the public that footwear is the thing.

It isn't too early to begin Christmas advertising the first of December by using little suggestions about gift buying and increasing gradually as Christmas draws near. Shoes and slippers, and, in fact, all kinds of footwear, I think are the easiest gifts that people can buy, because everybody, old or young, rich or poor, male or female, wears shoes, and that is one of the arguments to especially dwell upon in our advertis-

ing to show our customers how easy it is to select the Christmas gift.

Window Cards

Little suggestions like the following will often cause the sale of footwear to an undecided gift purchaser:

"Why wouldn't a pair of our comfortable house slippers make a nice present for Him?"

"Fathers, do you still remember how proud you were with your first pair of red top boots? Buy your boy a pair."

"Your wife will be pleased with a pair of stylish dress shoes if you select them for her Christmas gift."

"Baby shoes and stockings will please the proud young mother for the little Christmas remembrance."

"House slippers are easily mailed to your friends at a distance—Christmas is drawing near."

"If your son needs a pair of school shoes, why not make him a present of a pair of those high tops for Christmas?"

"Sensible, useful gifts are always appreciated by your friends—why not let it be shoes?"

"Don't let your gift buying trouble you any longer. Send your friend a pair of house slippers."

I think it well to incorporate in our advertising that "Exchanges will be gladly made after Christmas," because some customer might hesitate to buy shoes for a gift on account of not being familiar with the size.

Decorations

Don't neglect to decorate your store in holiday attire at least 12 to 15 days before Christmas. A little money spent on decoration will pay good dividends on the investment, because your customers will feel the Christmas spirit the minute they enter your front door. Everything about the store should breathe the air of cheerfulness and good will. Of course, the decorations need not be so elaborate, but be sure and decorate in some manner.

One of the neatest and cheapest decorations we have ever used is made from white crepe paper on which is printed green holly leaves with red berries and Christmas bells. We cut bolts lengthwise into four-inch strips and these strips are cut about an inch deep on either side into very small ribbons that make the fringe. When these are loosely twisted and draped from chandeliers and ceiling to the shelving the effect is very beautiful.

A Christmas tree in the center of the store is always pleasing to young and old alike and affords a splendid opportunity for the display of findings, baby shoes, hosiery and other goods about the store. The show cases should be filled with seasonable goods and on each article should be a small card with a little suggestion as to the desirability of the article for a gift. Special pains should be taken with the window decorations, for here is where we introduce ourselves to the passing public.

At no other time of year perhaps can show windows be made more attractive because of the merchandise to be displayed. Bright vari-colored house slippers, leggings, warm-lined goods, misses' and chil-

dren's fancy hosiery, and stylish dress shoes all go to make up a beautiful display.

I believe in spending some money on neat display fixtures and artificial floral decorations for the windows. They give the store a touch of refinement and pleasing appearance, and the eye of the passing public is caught. They stop for a look and see something they like, and your window has served its purpose. Just a little suggestion here about the treatment of your customer. Don't let him leave your store with-

out a pleasant smile and a hearty wish for a bright, happy Christmas, and see to it that the package he is carrying bears a Red Cross Christmas seal.

And now, in conclusion, let me say that the store that adheres to a strict policy of honest dealing with the public, as well as honesty in all its advertising during the rest of the year, will surely get its share of the Christmas business. In other words, start to advertise in this way for Christmas business next year as soon as this Christmas is over.

Teaching—The Key Note in Modern Business Progress

Teaching employees how to think right is 100 per cent. better than scolding and correcting mistakes. Teach—Study—Learn, is a good motto for every business man, and the merchant who makes this his principle of business conduct will not have to scratch his head and worry because of dwindling trade and profits.

One of the greatest causes for failures in retail business is the lack of training on the part of employees. Merchants who have spent many years in trade, gaining at the price of many hard knocks and disappointments, that priceless thing—Experience, all too often will hire a young man, green in business, put him in the shop and expect him to work out his own salvation with practically no training beyond a few hints the first morning he is started in.

Experience is a dear teacher and, true to this old law, the young clerk pays a dear price for the experience which eventually will enable him to be of value to an employer. This cost must, by the nature of things, come out of his employer's profits. If the bookkeeper in almost any store could know true costs and make his entries accordingly, the greatest item on the debit side would be EXPERIENCE.

Nothing will erase this charge against merchants' profits so effectively as schools for employees. Progress goes hand in hand with education. This is as true in relation to merchandise as in relation to science or any other endeavor. Business is an evolution and each year calls for new methods. Conditions in trade are constantly changing, making new demands upon the merchant and his employees. The man who is studying and teaching those in his employ how to meet and solve the problems of each changing year, is the man whose store attracts and draws the trade of the community.

There has been an awakening in every field of endeavor along the line of industrial education. In all sections of the country farmers are organizing and studying how to get a higher yield out of their acres. In the manufacturing world there is a growing movement along the line of industrial education. Schools are held for employees to teach them how to better do their work, and thereby eliminate the waste of inexperience, increase their efficiency and earning power both for themselves and their employers.

This school idea has been applied to the man who pours molten metal in the foundry equally as effectively as to his brother in the designing room, the office, and selling on the road. No longer does the word "school" suggest bare legs, blouse waists, gingham dresses and pigtail braids. The school bell of the

twentieth century is sounding beyond the nursery and sending its call into factory, office, field and store.

The recent convention of the Hundred Point Club at Dayton, Ohio, calls to mind the beginning of industrial education in America and the world. This club is composed of salesmen of The National Cash Register Company, who have done a stated amount of business during a year. It is attended by representatives of the company from all parts of the world. The purpose of the convention is to teach—to teach improved selling methods—to discuss problems of the store, office and factory, and how they can be solved by use of the product of this concern. Membership in the convention, according to report, is one of the big objects a salesman has in mind during the entire year. New ideas and new points are brought out to make the work of the salesman more effective, and more valuable to the merchant.

Among the important things discussed at the Hundred Point Club School, was the best method of training clerks. Teaching and instructing clerks in retail stores is the key note of business progress to-day. Therefore, this important topic received considerable attention at the sessions of this school so that The N. C. R. representatives would be in position to give the merchants in their respective territories, practical ideas on how to conduct schools for employees—how to train their clerks along the line of selling goods and making themselves much more valuable to their employers.

The Hundred Point Club is merely an enlargement of the little school attended by the company's first five salesman way back in the 80's. The President of the company was the instructor. He taught his men how best to explain the use of their product, and has been teaching ever since. Practically every one of the departments of this concern is organized on the basis of a school, meeting regularly to study and learn how to improve the work and increase the efficiency of its members.

In the States, too, some of the leading colleges have organized, or are considering establishing courses of study especially adapted to the needs of merchants. This indicates that the necessity for schools of business is being felt to-day more strongly than ever before. The successful merchant of the present and the future will be—not the man whose store is the most popular lounging place for the idle, but the man who is studying and using system in storekeeping—who gives the best and quickest service—who appreciates the value of accurate records in business—who knows the best way to stimulate ambition in his clerks—who keeps his customers satisfied, and understands the

many other problems whose solution make for either success or failure in business.

It does not require hundreds or thousands of employees to make an interesting business school. In fact, a problem in our high schools and colleges is to keep classes small in numbers—the smaller the class, the better and more efficient work it can do.

The merchant who has a few clerks in his store—eager to progress and make his store stand out as the most efficient of his neighborhood, or community, can hardly do better than start a school, to improve their salesmanship—train them to be careful and accurate in handling money—establish incentives to increase each clerk's sales—in short, to get the results from his business that every proprietor has a right to expect.

Merchants can profit from the example set by industrial concerns. They are studying new methods and adopting new ideas all the time—training their employees to be more efficient—stimulating ambition—making them feel that they are not "so called" cogs in the wheels of industry, but important and effective factors that make business and industry everywhere successful—useful—efficient.

Just as the human factor in business is demanding greater attention than ever before, so merchants everywhere are coming to realize that men and women—their clerks and employees—are as important elements in their success as the stock of goods they carry, or the location of the store. A good location, and good stock of goods are factors of business success which need no argument here. The third element—trained, efficient employees—the connecting link between store, goods and customers,—requires more attention to-day than ever before from the proprietor. The storekeeper who is to keep pace with the developments of modern business will follow the leaders of industrial education—will teach and train his help through definite methods—through a school for his employees—to accomplish the definite results he is after in his business.



Pat. button, grey swede top, extra long fore part. English style.

Where the Profit Is

No one can make a profit out of goods he buys until they are sold and the money is in the cash drawer. This being true, selling and collection plans are of vital importance to every merchant. They are worthy of the best thought that you can give them.

Cork for Soles

Cork for soles and fillers of shoes, as well as for stoppers of bottles, is had chiefly from Spain and Algeria. It is had from the bark of a species of oak tree. The supply of it has become scant, on account of the increase in the demand for it. So the agricultural department is demonstrating the cultivation of cork in Florida.



Gunmetal bal., pat. toe cap, fancy foxed. English style.

Trade Opportunities

Firms interested should write the Department of Trade and Commerce, Ottawa, and give number of item.

1135.—A Natal firm desires quotations. Samples on sole bends.

1437. **Leather.**—Samples and quotations are requested on sole bends by a South African leather goods importer.

1440. **Sole squares.**—Quotations and samples are requested on sole squares in one dozen piece bundles; 12/8 net weight bundle 8 lbs.; 13/9 net weight bundle 9 lbs. South African firm inquiring.

1450. **Leather, sole bends.**—A South African firm makes inquiry for Canadian sole bends. Prices and samples requested.

1451. **Leather, sole squares.**—A Transvaal firm requests quotations and samples on sole squares in one dozen piece bundles. 12s. 8d. net, weight of bundle 8 lbs.; 13s. 9d. net, weight of bundle 9 lbs.

1467. **Leather, sole bends.**—Samples and prices are desired by a South African importer on Canadian sole bends.

1499. **Leather, sole bends.**—A Transvaal firm asks for samples and prices on Canadian sole bends.

1500. **Leather, sole squares.**—A Transvaal firm makes inquiry for quotations and samples on sole squares in one dozen piece bundles. 12/8 net weight of bundle 8 lbs.; 13/9 net weight of bundle of 9 lbs.

1542. **Leather.**—Samples and prices are requested on all kinds of leather by a South African firm.

Sell shop worn goods if you must, but don't sell them by shop worn methods.

A Progressive Shoe Firm

Egoff & Franklin, of Galt, Ont., make hand-sewn custom shoes of every description. They are high-class workmen and do a high-class trade, making ladies shoes to match costumes, dancing pumps, golf shoes, walking shoes, shoes for cripples, cork soles, etc. It

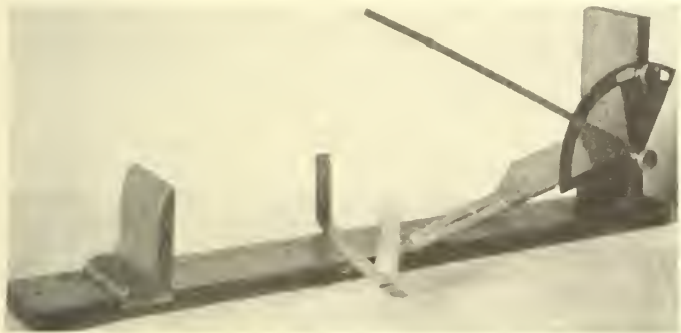


Mr. Daniel Egoff



Mr. Sydney Franklin

was the intention of the firm to manufacture a different line of shoes, but as they were late in receiving the machinery, they were unable to get out samples in time for the Fall trade. This has upset their calculations somewhat, but, nevertheless, they are kept busy with their custom trade and repair work. Both partners are capable, energetic, practical shoemen with



Machine for measuring foot and last for designing. Invented by Messrs. Egoff and Franklin.

European and American experience and many a large shoe manufacturing house has started from as small a beginning. Footwear wishes the firm every success in its endeavor to extend its business.

Two Useful Books

We have just received two books, "Retail Advertising—Complete," by Frank Farrington, and "Store Management—Complete," by the same author. They are published by the Byrbee Publishing Company, 140 South Dearborne Street, Chicago, Ill., and should be in the hands of every retail merchant.

"Retail Advertising—Complete," contains chapters on newspaper advertising, the making of an advertisement, some good advertisements, direct by mail, window trimming, advertising novelties, outdoor advertising, inside the store advertising, business making schemes, advertising special sales, and advertising for mail orders.

"Store Management—Complete," is written in an interesting vein and is amply illustrated. The reader finds no difficulty in wading through the pages of this

book, it being so different from the usual "dry as dust" work on a trade subject. The book describes the qualities necessary to the successful merchant, where and how to start in business and how to arrange a store to the best advantage. It gives good advice on buying, stock keeping, etc.

It gives advice on store policy and clerk management, tells how to stop leaks, describes what your relationship should be with the neighboring merchants, discusses working hours, expenses, the credit business, what to sell, premium giving, etc. In short, this work covers the whole field of modern store management.

Valuable Free Booklet

We have received from the National Cash Register Company, of Dayton, Ohio, a most interesting book entitled "There is Money in Your Show Window." Frankly, it tells more of the practical side of window dressing than any book of a like kind we have ever seen. The National Cash Register Company will send a copy of this book free of charge to any reader of Footwear in Canada who writes for it.

We heartily recommend the man who values his show window for what it is worth to send for a copy. It doesn't cost anything, and it is full of many valuable suggestions.

Foretelling Women's Styles That Will Sell

"The Shoeman" predicts the following percentage of distribution for spring goods:

Materials	
Patent	40 per cent.
Black Calf	30 per cent.
Tan Calf	5 per cent.
Kid	7 per cent.
Suede	6 per cent.
Fabrics	5½ per cent.
White Leather	6½ per cent.
	100 per cent.
Patterns	
Plain Pumps	25½ per cent.
Colonials	32½ per cent.
Ankle Straps	7½ per cent.
Blucher Oxfords	8 per cent.
Button Oxfords	4 per cent.
Lace Oxfords	4½ per cent.
High Shoes	18 per cent.
	100 per cent.

Among the things which the writer of the article predicts are a large falling off in demand for tan footwear, an increased demand for patent leather goods and an increased demand for rubber soled footwear made with spring heel. Prediction is also made that increased ornamentation will be seen on women's shoes to correspond with the decorative effects which are coming into style on women's gowns.

E. Wall, western salesman for the Arabol Company, New York, was at Walla-Walla not long ago, and when at dinner he noticed on the bill of fare that young "fry" were "special" for that meal, so he turned to the pretty waitress and asked:

"How's the chicken?"

The young lady blushed, then answered:

"Oh, I'm all right. How are you?"

Helpful Points on Successful Retailing

G. St. Clair Lewis, advertising manager of the Hurrong's Adding Machine Company, Detroit, Mich., expert on efficient retailing methods and a man who has a national reputation as a writer on modern business methods, was one of the star attractions at the recent convention of the Michigan Retail Shoe Dealers' Association. Mr. Lewis gave an intensely interesting talk on advertising, store management and efficiency. He made his points in vigorous style and thoroughly impressed his listeners, many of whom crowded around him after he had finished speaking and asked questions pertaining to their individual business. The following are a few of his remarks:

The shoe retailers of this country, as a whole, do not make the profits out of their business that they should because of the lack of efficient management.

There are three types of retailers—the strenuous, systematic and efficient. The strenuous retailer is always on the jump, working with his hands and legs and seldom with his head and brains, and makes a big blunder and loss which does not accomplish results. The systematic man deals with the business of yesterday, but the efficient man knows what is to be done tomorrow and prepares for it.

An investigation conducted by 400 salesmen in retail stores all over the country showed that the vast majority of stores are without adequate bookkeeping systems. Other points made by Mr. Lewis were:

The country is suffering from bargain-mania and even the retailers have the disease. Men and women who are searching for bargains seldom are loyal to any one store. It is not the new account, but the old one that stays on the books that is valuable.

Did it ever occur to you retailers that when you have a "rotten" salesman that the person who picked him was at fault. Did you ever look into a mirror to find the person responsible? The selling end of the business can be learned. The day of the born salesman is past—the day of the made salesman is here. In every store there is a king-pin salesman. Have you ever thought of having your star salesman instruct the others who are slow about grasping the rudiments of salesmanship? Hold meetings of your sales force weekly to talk over business and evolve new ideas which might prove of great value when applied to your business. It is one thing to hire a salesman and another to make him profitable to your store.

Most of us go to conventions and the only thing we take home with us is a headache.

I know some shoe dealers who could be placed in the best location in any city or town and all competition eliminated and yet they would fail. They lack vision and efficiency in the management of their business.

The world is ready and anxious to deal with the merchant who is honest, gives good goods and asks only fair price.

Shoe Dressings

Shoe dressings should be an important question in the progressive shoe store. A poor dressing will almost invariably cut the life of a shoe in half and thus cause endless trouble with dissatisfied customers who have got poor wear from shoes, the expenditure on which should warrant entire satisfaction. While it is safe to say that shoe dressings are responsible for many shoe troubles, very few retailers attribute their difficulties to this source. Too much

care cannot be taken in the selection of dressings that will not prove injurious to the leather. The average buyer knows very little of the ingredients in the dressings he buys, and, unfortunately, he cares less. He looks at the package, figures the cost and selling price, and if the first is attractive and the other two leave a good margin of profit, he puts it in and takes his chances. This is a very serious mistake and is sure in time to affect his shoe business. The buyer should know what he is buying from personal experiment or he should buy the goods made by a house of such standing that their guarantee would be a voucher for the quality.

Tanning Materials

The figures of the United States Forestry Service show that there are some \$22,000,000 worth of vegetable tanning materials used every year in the United States. The chief source of tanning is hemlock bark, but the quantity used is steadily decreasing owing to the exhaustion of the forests. The amount of bark utilized in the United States in 1906 was 930,000 tons; in 1907, 816,000 tons; in 1908, 810,000 tons; and in 1909, 698,000 tons.

There are, in all, six sources of tannin: (1) gall nuts; (2) fruits of certain plants; (3) leaves of some trees and shrubs; (4) wood of such trees as chestnut and quebrecho; (5) bark of many trees and shrubs; (6) roots of certain plants. The decrease in the amount derived from these usual sources of vegetable tannin is being met by introducing new materials and chemical substitutes. There appears to be a limit, however, to which substitution can be successfully carried, and the question of a future supply of vegetable tannins is becoming a matter for serious consideration.

High Heel Blocked Traffic

A pretty girl was crossing State street, Chicago, recently, when she came to a sudden stop. The heel of her French slipper had caught in a loosened man-hole and she couldn't go further. An automobile stopped and the driver tried to free the shapely limb from its embarrassing predicament. Other autos stopped and they stopped trolleys.

In a few minutes all traffic was tied up. The owner of the slipper struggled in vain to free herself. Her efforts were of no avail until a policeman dug out a knife and cut away the No. 2. A Samaritan, who had an auto, beckoned to the young woman, who got aboard and was whirled away. Horns honked, bells rang and the show was over.

A One Window Sale

A certain shoe merchant has materially increased his Saturday receipts by selling the contents of one window at considerably reduced prices. When the buyers have taken all the goods in the window the sale ends.

When a manufacturer puts out some new goods that he is going to advertise widely, don't open the sale of them in your town by cutting off all the profit. Keep up the price and get the other fellow to do it.

Shake hands as if you meant to extend a welcome, not as if you were afraid the other fellow would bite you before you let go of him.

Shoe Traveller Marries

James P. Maher, the popular traveller for the Reliance Shoe Company, Toronto, was married to Miss Rita Hall, of the same city, on September 10th. After



Mr. James P. Maher

the ceremony the happy couple left on a honeymoon trip to the Eastern Provinces. Mr. and Mrs. Maher will reside on Barton Avenue, Toronto.

New Canadian Representative

Mr. J. K. Rose, the newly appointed traveller for Rice & Hutchins, Inc., of Boston, Mass., will travel all of Canada east of Winnipeg. He will make his headquarters at Toronto, where he has established a permanent sample room in Room 1, of the Lumsden Building, corner of Yonge and Adelaide Streets. Here he displays lines direct from the factory and also samples of stock lines.



Mr. J. K. Rose

Mr. Rose, although a young man, has a thorough knowledge of the shoe business having served some fifteen years in the retail trade. Just prior to his ac-

cepting his present position he was the manager of the shoe department of A. E. Rae, Ottawa, and previous to this occupied a similar position with Gough Bros., of Toronto.

Footwear in Canada wishes Mr. Rose every success in his new venture and feels confident that he has the ability, and is also carrying the right line, to insure success.

Mr. James George Robinson Weds

Readers of Footwear will join in congratulating Mr. James George Robinson on his marriage, in Montreal, on October 15, with Miss Edna Stroud. Mr. Robinson is the eldest son of Alderman James Robinson, and takes an active part in the extensive shoe and rubber jobbing business of his father. He has been engaged all his life in the firm, and now has a large part in directing the practical side, attending to the purchasing and selling ends of the business.

The marriage was performed in Olivet Baptist Church by the Rev. J. Sullivan. There was a large congregation of the friends of the bride and bridegroom, including Mr. and Mrs. McLaren (McLaren &



Mr. James George Robinson

Dallas, Toronto), and Mrs. Foote, wife of Mr. Foote, manager of the Independent Rubber Company, Merriton, Ont. The ceremony was followed by a reception at the residence of the bride's parents, 61 Aberdeen Avenue, Westmount, where the floral decorations were artistically arranged with palms and chrysanthemums. In the evening Mr. and Mrs. Robinson left for a six week's trip to New York, Chicago, Salt Lake City, and Los Angeles, Cal. Alderman James Robinson gave a dinner party at the Ritz Carlton and also a ticket party in honour of his son's wedding.

The employees of the firm presented Mr. James George Robinson with a large case of sterling silver cutlery.

Do your departing employees go to more desirable or to less desirable positions? The answer tells whether you are successful as an employer or not.

There was a time when a man could get pointers on merchandising only by asking some experienced merchant. In those days there were no trade journals.

Dead Stock and How to Deal With It

Should be No Dead Stock, as Careful Buying, Logical Selling and Constant Watching Will Prevent It

By David Rich

When a choice of three subjects was presented to me I eagerly chose the one "How to move dead stock," because it has always appealed to me strongly, and I sincerely trust that my brief discussion of it will arouse some interest.

Many may venture the assertion that there is really no necessity for dead stock, claiming that careful buying, logical selling and constant watching should eliminate any tendency towards dead stock.

In answer to this claim I can only say that stocks of merchandise are like individuals; some are healthy, others quite well and still others are kept alive only by continuous medical treatment. Whatever may be the cause for the accumulation of dead stock, the fact that none of us are without it makes the moving problem very urgent. It is not a question of how to prevent the accumulation of dead stock, for the conclusion thereof is as certain as death or taxes; neither can be avoided—each must be met.

All of us may, and no doubt many of us have, ways of attempting to dispose of such accumulations. I shall, however, briefly state my own story. It has never appealed to me to announce to the buying public through the medium of newspapers or otherwise, that shoes formerly sold at \$4.00 and \$5.00 have been reduced to 99c; or that we should not fit them, or not make exchanges or refuse to refund the money if the shoes are not satisfactory. No; I feel that every cent expended by my patrons entitles them to such values, goods or wares that might be of good use and of the fullest benefit to them. But to announce in such a fashion as "Here is something we are sacrificing at a remarkably low price, but you have to take it as you see it and make the best of your bargain," is unbusinesslike, unfair and above all, bad policy.

In our store we usually put together all odds and ends and seemingly dead or dying stock, and state the facts as they really exist. For example, that we have such and such footwear at a greatly reduced price; that we want our patrons to try them on and be fitted; in fact, we insist on fitting the shoes, and in this way we aid our patrons in selecting such sizes and styles that might eliminate any future exchange.

To define what really constitutes dead stock is not as easy as many make it appear to be. Personal experience has taught us that new stock was dead stock sometimes upon its very arrival. I never bother finding out why some shoes should meet such an awful fate, but I apply the moving spirit thereto, whether it is early in the season or during a clearance sale. We have small but neat tables, conspicuously stationed, the appearance of which may not be very attractive, but we find them effective in displaying dead or dying stock.

We have sometimes endeavored to dispose of dead stock to concerns who make a regular business of buying stocks of this nature, but the remuneration was so meagre that it scarcely paid for the laces or buttons on the shoes; while by our method of disposing of the stock we get more effective and productive advertising

than from newspaper advertising for which we pay 50c and 60c per inch.

So you see, that my way of moving dead stock is about as good as a bad thing can be expected to be.

In conclusion let me express the hope that the various local, state, sectional and national associations of shoe retailers will consider this question and perhaps decide to establish some sort of a clearing house, where all such goods shall spend their declining days with less discomfort, but more profit to us all.—The Shoeman.

For Marking Cartons

To the retailer who values the neat appearance of his store, one of the minor worries is the irregularity of the marking of many of the cartons. This detracts from the tidiness which it should be the aim of every retailer to maintain. Some markings are of distinct letters and figures and regular in the matter of position, while others are indistinct, blurred, and lopsided, giving a ragged appearance to the stock. It is the desire of all enterprising retailers to have attractive stores, pleasing to the customers, and rows of badly marked cartons undoubtedly detract from this ideal. Hand marking is largely responsible for this defect, regularity being secured when machines are used to apply the marks.

Machinery has also greatly improved the process of embossing shoes. By the old method sizing and gold leaf were applied by hand, while by the machine process compounds, containing adhesives, are embossed on to the leather, the compounds being melted by electric heated dies, pressed in and sealed when the impression is made.

Machinery for both marking and embossing is manufactured by the Markem Machine Company of Canada, Montreal, who also sell a leather marker, a tag marker, and a lining marker. The company are the exclusive Canadian agents for the machines of the following firms:—Markem Machine Company, of Boston; L. G. Freeman Company, Cincinnati, Ohio; J. T. Delaney Company, Woburn, Mass.; and the Chemical Specialty Company, Boston.

Trade Inquiries

If interested, write Department of Trades and Commerce, Ottawa, and quote number of item.

1561. **Leather, sole bends.**—Inquiries are made by a South African firm for samples and prices on Canadian sole bends.

1562. **Leather, harness.**—A firm of importers would like to correspond with Canadian manufacturers and exporters of harness leather.

1634. **Leather sole bends.**—Inquiry is made by a South African importer for samples and prices on Canadian sole bends.

1652. **Boots and shoes.**—A Cape Town firm of importers asks for prices and catalogues on Canadian boots and shoes.

General News and Personals

Happenings in the Shoe and Leather Trade

The Anglo-American Shoe Company, Limited, has started business at Winnipeg, Man.

J. W. Farleum is opening a boot and shoe store at Redcliff, Alta.

The stock of Rutherford Bros., at Ogden, Alta., men's furnishings and boots and shoes, was slightly damaged by fire recently.

Alfred Neale will open a shoe store at 614 Bloor Street West, Toronto.

Extensive additions are being made to Richardson's Big Shoe Store, Calgary, Alta. A new front is also being installed.

J. D. McCallum, formerly with Ames-Holden-McCready, Limited, has opened a shoe store at 322 Eighth Ave. E., Calgary, Alta.

J. J. Haines, the well-known shoe retailer who operates houses in Belleville, Trenton and Napanee, has added another link to his chain by opening a store at Smith's Falls, Ont. The latter is under the management of W. B. Haines.

The Owl Shoe Store and the Royal Shoe Store, both of Yonge Street, Toronto, had space at the recent Style Show held in the Arena in that city.

P. M. Johnston, of Johnston & McCormick, shoe retailers, St. Thomas, Ont., whose injury by falling down stairs was reported in our last issue, has been released from the hospital and has almost thoroughly recovered.

Chas. E. Clements, boot and shoe merchant of Chatham, Ont., was recently struck by an automobile, and in addition to being painfully shaken up, had two ribs broken.

The new shoe store of J. J. Haines at Trenton, Ont., has been opened. The old store was destroyed by fire some months ago.

Canadian tanners have been running more actively lately than their confreres in the United States, and the inference is that they are preparing to ship more leather to that country. One Canadian sole leather house has already opened an office in Boston, Mass.

With the object of facilitating the distribution of their products to retailers in the far eastern portion of Canada, the Miner Rubber Company have arranged for their agents, J. M. Humphrey & Company, to carry a full stock of rubbers at Sydney, C.B. No doubt eastern retailers will appreciate this new arrangement.

Mr. E. R. L. Lewis, who represents the Helbrun Leather Company, Salem, Mass.; John A. E. Turney, New York; A. E. Clap & Company, Boston, Mass.; Carl E. Schmidt & Company, Detroit, Mich.; Max Clement & Son, Quebec, and Lamontagne Racine & Son, Quebec, has moved his office from 50 Front Street East to 21 Scott Street, Toronto.

The Apex Shoe Company has registered at Montreal. Mr. Harry Fred Glass is the incorporator.

Mr. J. P. Lacerte, who for several years has been connected with Dufresne & Galipeau, Montreal, is on a trip to the Maritime Provinces, with the Daisy shoe and other lines. He goes as far as Sydney, C.B., and reports that business is very good in his territory.

Parker's Limited, Montreal, has been incorporated with a capital of \$50,000 to carry on business as buyers and sellers of shoe findings, for both the factory and retail trade, and to acquire the business of Geo. C. Parker and Herbert C. Parker, dealers in shoe findings, St. Paul Street, Montreal, known as the Dominion Supply Company.

The Miner Rubber Company, Limited, of Granby, Que., held a very successful sale of surplus stock, jobs and seconds, at their Toronto headquarters, Wellington Street West, on October 27th and 28th. About 5,000 cases, composing the whole surplus stock, were disposed of at good figures. On the evening of the 28th inst. the company gave a banquet in

their new quarters, about seventy-five guests being present. Mr. R. R. Maculay, the secretary-treasurer of the company, presided. The firm occupy three whole floors in their new location and have more space than formerly. Mr. F. H. Meinzer, the Toronto manager, is rapidly getting things in shape.

The firm of Eugene Guay, fine moulded stiffenings and inner soling, Montreal, will be continued under the old style. Adelard and Eutrope, sons of the late Eugene Guay, are the present proprietors.

The Victoria Hide & Skin Company has been incorporated at Victoriaville, Que.

Guthrie & Risdale have opened a new boot and shoe and harness store at Battleford, Sask.

A new shoe store has been opened in Regina, Sask., by Messrs. McDonald & Wray.

C. W. Nolan has opened a shoe store in North Battleford, Sask.

H. Bird will open a shoe store on Dundas Street, Toronto. He is a brother of A. W. Bird, who keeps a shoe store at 1166 Queen Street West in that city.

Chappels Limited, Fort William, Ont., have established a shoe department. The manager is Mr. Thompson, formerly with W. H. Seroggie, Limited, Montreal.

W. L. Robson, groceries, boots and shoes, of Lindsay, Ont., has sold to Leslie McKendry.

H. P. Ohrt, the well known shoe traveller, who formerly handled Western Canada for the Relindo Shoe Company, and lately has been representing Churchill & Alden, of Brockton, Mass., has purchased the shoe store of J. J. Davis at 454 Queen Street West, Toronto.

A. Meyers, of the Meyers Shoe Company, Montreal, is just finishing a trip made to the Pacific Coast and the North-West, where he found trade conditions much improved. The early winter setting in there has helped the retail trade.

Mr. R. D. Taylor, of The Robert Taylor Company, Limited, Halifax, N.S., manufacturers of McKay sewn, nailed and pegged footwear, was in Toronto last week calling on the jobbing trade.

Mr. H. E. Thompson, of the Thompson Shoe Company, Montreal, has been on a visit to Boston inspecting styles.

The Superintendents' and Foremen's Association, Montreal, have secured permanent quarters at the Commercial Travellers' Club, Read Building, Montreal. The club comprises writing, dining, billiard and other rooms, and is nicely furnished.

Mr. E. Delaney, superintendent of J and T Bell, Limited, has just returned from a visit to Boston.

Mr. Arthur Congdon, of Winnipeg, a director of Ames-Holden-McCready, Limited, has been on a short visit to Montreal and Quebec.

Mr. H. Spalding, cost manager of the Slater Shoe Company, Limited, Montreal, recently visited Boston on business.

Mr. Medard Gauthier, La Patrie Building, Montreal, has secured the selling agency for Montreal of the Star Shoe Company's lines.

Duchaine & Perkins shoe manufacturers, Montreal, have remodelled the interior of their factory and installed additional machinery so as to increase their output.

The United Shoe Machinery Company of Canada, Montreal, recently engaged an expert on their patent leather repairing machine, who states that the latter is giving good results.

The United Shoe Machinery Company of Canada are installing a Goodyear jointing machine, an upper stapling

machine and a Universal in seam trimmer in the factory of the Great Boot & Shoe Company, Limited, Fredericton, N.B.

J. Lewis & Sons, manufacturers of lasts, etc., have been registered at Lewiston, N.S.

M. E. Price & Company, Vancouver, B.C. have sold their boot and shoe store to W. H. Edgett.

George G. Gale & Company, of Montreal, are opening a branch store at Ottawa, Ont.

The Busy Bee General Store, at Dauphin, Man., is adding a line of boots and shoes to its stock.

Mandelson & Spier have been registered at St. Johns, Que. They will deal in drygoods, clothing and shoes.

The head office of A. McKillop & Company, Limited, wholesale boots and shoes, is at Calgary, Alta., and not at Victoria, B.C., as stated in our last issue.

The foundations have been completed for the shoe factory of the J. W. Hewetson Company, Limited, shoe manufacturers, at Toronto, at Brampton, Ont.

At the annual convention of the Province of Quebec Association of Retail Merchants of Canada held on October 22 in Montreal the following were appointed members of the boot and shoe section. Messrs. J. G. Watson, president, Montreal; Louis Deschenes, Quebec; O. T. Piche, Drummondville; J. E. Deslauriers, Montreal; and Mr. J. A. Beauregard, secretary. Mr. O. T. Piche was appointed second vice-president of the provincial association, with Mr. Watson and Mr. Messrs. Piche and Watson were also appointed delegates to the federal board of the association. A vote of thanks was passed to Mr. L. F. Falardeau, ex-president of the association. The delegates to the Convention visited the factories of the Canadian Consolidated Rubber Company, Montreal.

The Reliance Shoe Company have found it necessary to increase their floor space in order to make room for the installation of new machines. The Canadian Boy Shoe has been improved by the addition of several new features.

Thornton's Limited, hides and skins, Brantford, Ont., recently suffered a severe fire loss when their office building and factory, with contents, was completely destroyed, damage being done to the stock of some \$80,000 and to the plant of \$11,000. The firm had, however, insurance very nearly up to the total amount of the loss and expect to rebuild at once. They will put up modern fireproof buildings.

The E. T. Wright, Incorporated, of Rockland, Mass., and St. Thomas, Ont., have been registered as an Extra-Provincial company in British Columbia.

McManus & Company, shoe retailers and manufacturers' agents, Fredericton, N.B., purchased the bankrupt stock of Lucy & Company, of that place, last month and are running a sale at the Lucy stand, the returns of which, up to date, have been most satisfactory.

The Barrie Tanning Company, of Barrie, Ont., has been making considerable increase in the production during the past year. Its most important lines are trunk, bag and strap leather although they also make upper leather.

The Thompson Shoe Company, Limited, of Montreal, has been licensed as an Extra-Provincial Company in Ontario.

The Solid Leather Shoe Company, Limited, of Preston, Ont., are meeting with good success in their Fall and Spring lines. Travellers are sending in good returns and prospects for a big season's run are very encouraging. Although the price of leather is advancing on account of the great shortage of hides, this firm has not been slow in placing contracts early for this season's run, and can assure their customers prompt shipments with immediate and Spring orders, at popular prices.

Farber Bros. are opening up a boot and shoe store at Saskatoon, Current, Sask.

James Davis, formerly foreman in the fitting room of the John Ritchie factory, Quebec, has been promoted and is now assistant manager. Mrs. Miller, who for four years was forelady of the L. Gauthier Company, has taken charge of the fitting room.

One of the features of a bazaar of the Northern W. C. T. U., Montreal, was a straw vote for the election of the

city's next mayor. The contest was really between Alderman James Robinson and the present mayor, Mr. A. Lavallee, the former winning by 889 votes to 804. This by no means is the first time that Mr. Robinson's name has been mentioned as a candidate for the mayoralty.

The Robert Taylor Company, of Halifax, N.S., are showing their new "T" Brand of footwear in several styles.

The United Shoe Machinery Company of Canada are erecting a second factory, two storeys high, adjoining their present extensive plant at Maisonneuve, P.Q. The factory will be 164 x 140, the foundations being of concrete and the superstructure of brick. A boiler house, 45 x 80, will be constructed for the purpose of generating electricity. The total cost will be about \$300,000.

The Montreal Box Toe Company, Maisonneuve, are installing additional plant for the heel department. The additions include a boiler, drying system, and new machines, which will enable them to deal expeditiously with this branch of their business.

The Boston Mechanical Company propose to erect a factory in Maisonneuve, P.Q. The company's products include cement for boot and shoe manufacturers.

While there is complaint by many shoe manufacturers of slackness in business, the Tebbutt Shoe and Leather Company, Three Rivers, P.Q., are very busy with their several lines, including the well advertised Doctor's anti-septic shoe. The factory of the company is an important element in the industrial life of Three Rivers, and the fact that it is well employed is an indication of the continued popularity of the brands made by the company.

The new shoe factory which is being erected at St. Stephen, N.B., and in which the town council and the business men of the place have taken a financial interest, is almost completed, and it is expected the first shoes will be manufactured in December.

The firm of J. M. Humphrey & Company, who have a small shoe factory at St. John, N.B., have lately doubled their capacity, and are now giving employment to nearly sixty persons.

Wickett & Craig, Limited, Toronto, have nearly completed the new south wing of their factory. This wing will be 110 ft. by 56 ft. and three storeys high. In the top flat will be a very complete drying system. The firm are planning to complete the plant for a capacity of fifty per cent. higher than before the fire.

The firm of Lucien Borne, of Quebec City, have recently entered into a line of side leathers and veals. They have met with a good deal of success so far and have satisfied the trade with their new stock. The new lines consist of chrome, velour, gunmetal, mat and box. They have started making about four hundred sides weekly, but intend to run about six hundred sides in a few weeks. All this is in addition to their old line of kids, which they are running still with the same capacity.

A new shoe factory is being built at Redcliffe, Alta., by the Alberta Shoe Manufacturing Company. This will be quite a large factory for the manufacture of men's heavy Goodyear welt boots and shoes. It is understood that operations will commence the latter part of November. About 200 or 300 pairs will be turned out at the start, but the output will be increased shortly.

A. H. House, formerly of Ames-Holden-McCreedy Company, and latterly of the McDermott Shoe Company, Montreal, has been appointed foreman of the sole cutting and stock fitting department of Getty & Scott, Limited, Galt.

Mr. C. J. Fitzgerald, president of the Cook-Fitzgerald Company, Limited, London, Ont., has returned from an extended tour of the Canadian West.

J. Murdock, representing Thos. G. Plant & Company, "Queen Quality" shoes, Boston, Mass., has recently been on a trip to the Canadian West.

O. H. Vogt, managing director of The Great West Felt Company, Limited, Elmira, Ont., was a recent visitor in Winnipeg, Man.

W. C. Short, of the Kingsbury Footwear Company, Montreal, has returned from his Western trip.

L. Farewell, of the Hart Boot & Shoe Company, Limited, Fredericton, N.B., recently made a trip to the Pacific coast.

General Store News of Western Canada

Where the Shoe Manufacturer May Find a Customer

Alberta

A. A. Darwich has started a general store business at Edmonton.

A general store business has been started at Flaxband, by W. R. Waters & Company.

A general store business has been started at Salvador, by the Salvador Trading Company.

H. Yewell has succeeded to the general store business at Mound, formerly owned by J. W. Dames.

The East End general store has discontinued business at Edmonton, and has removed to Legal.

Vener & Finklestein, general storekeepers, of Vermilion, have been succeeded by the Vener Trading Company.

Symms & Storey have started a general store business at Fort George.

Wilson Bros. have started a general store business at Rimsey.

S. Kushner has started a general store business at Athabasca.

Manitoba

A Levoic has commenced a general store business at Dunrea.

McFarlane & Vanbrunt are starting a general store at Hargrave.

Smellie Bros., Limited, have disposed of their general store business at Shoal Lake, to E. H. Turner.

Premises are being erected for a general store at Winkler, to be conducted by J. C. Dyck.

Mrs. Gray has disposed of her general store business at La Riviere, to J. P. McCormick.

A general store has been started at Dauphin under the name of The Blue Store.

Tax & Shatsky have disposed of their general store business at Carroll to C. Rosenfeld.

J. D. Luhowy & Company have been succeeded in their general store business at Oakburn by W. T. Lamb.

P. A. Young & Company, who have a general store at Crystal City, have opened a branch at Clearwater.

Saskatchewan

John Officer & Company, general storekeepers, at Craven, have sold out to McDonald & Ross.

O. L. Davis, general storekeeper at Deckerville, has removed to Woodrow.

L. G. Nicholson, general storekeeper at Dewdrop, has removed to Ettington.

Mader & Clark, general storekeepers at Kincaid, have sold to Olson & Sutherland.

Luther Carnel, general storekeeper, has been succeeded in his business at Pamburn by Cohen Bros.

R. Meysonnier, general storekeeper, has been succeeded by Adam & Son, at Radville.

Jordon & O'Neil, general storekeepers, at Viceroy, have opened a branch store at Readlyn.

Max Finklestein has started a general store business at North Battleford.

A new general store has been opened under the name of the Western Trading Company, at Lalleche.

The Peterson Trading Company has been succeeded in its general store business at Assiniboia by Messrs. Anderson & Thompson.

A. W. Cain has started a general store business at Gray.

E. L. Olsen is starting a general store business at Weldon.

A. G. Bridger has started a general store business at Coleville.

John Ehry has started a general store business at Steelman.

Gray & Wilson are starting a general store business at Maryfield.

Holland & McDonald have started a general store business at Aneroid.

Olson & Sutherland have succeeded to the general store business formerly owned by Mader & Clark, at Kincaid.

C. Druichie has disposed of his general store business at Shackleton to Larne & Skellslence.

W. T. Jones has started a general store business at Gowanlock.

O. F. Bitchard has started a general store business at Dunkirk.

Tofstefall Bros. have started a general store at Spring Valley.

H. O. Whitherley has started a general store business at Mazenod.

A. Beaubien has started a general store business at Meyronne.

Emil Sequin is starting a general store business at Bromhead.

E. E. Henry has sold his general store at Ituna to the Kelsonia Trading Company.

Mund & Homback are starting a general store business at Westerham.

Bercovich & Schweid's general store at Vanguard is now open for business.

Stephenson Bros. have commenced a general store business at Shaunavon.

A general store, under the name of Pletch's Cash Store, is starting business in Pambrun.

P. Prouce, who owns a general store at Kelvington is opening a branch store at Wadena.

The Estevan Supply Company's general store at Estevan has succeeded to Hirsh & Zlobinsky.

H. C. Hammond has sold the stock of his general store at Pense to C. E. Carroll.

John Anderson has disposed of his general store at Strongfield to J. W. Robinson.

The Evesham Trading Company has disposed of its general store at Evesham to O. C. Yates.

Robert Burns has succeeded to the general store formerly owned by John Waddell & Company at Humboldt.

D. G. Innes is starting a general store business at Ardath.

Neely & Miles are starting a general store business at Brooking.

Demay & Esbrayat have opened a general store at St. Brieux.

The stock of the estate of R. L. Foote, general merchandise, Penzance, has been sold to A. Anderson.

H. Quitterbaum has started a general store business at Swift Current.

Rawson & Fordyce have started a general store business at Welwyn.

F. A. Creasy has sold out his general store business at Sutherland to R. Leitch.

British Columbia

Sid Speers will open a general store business at Vernon in the near future.

POSITIONS WANTED

FULLY EXPERIENCED SHOE
Salesman desires change; 15 years in
the retail as manager, buyer and win-
ning officer. Splendid references.
Box 500, Footwear in Canada, Toron-
to.

11

Heelless Shoes

The past summer the heelless shoe certainly became very popular. For this we should all be grateful. One man states that he wore heelless shoes almost every day since buying them in July and looks forward with reluctance to the wintry weather that must drive him back to the old kind. "I found the heelless shoe a little tiring at first, because it used muscles that the old kind had allowed to atrophy, but after I became used to this and the muscles grew stronger walking became a positive delight—something that it had never before been with the heel shoes, although I have been a great pedestrian all my life. My wife also has found the heelless shoes a comfort and we have both enjoyed wearing sandals. I hope that next summer will see more men and women wearing heelless shoes and that by that time men will have sufficient courage to wear sandals to work."

Nailing McKays

In some making rooms I have noticed that boys' McKay shoes were nailed, while in other factories they were not. If not nailed it is a good idea to have the McKay sewers watch the toes, and where they think an improvement can be made in a toe by nailing it should be done. The operators should judge of this, and the nailing should be done right after the sewing, as this makes it certain that the nailing will be done. All toes of which operators have any doubt should be turned with the toes out on the rack and then it is easy to single them out. All double sole and top shoes

ought to be nailed in the toes, as the sewing on the McKay machine is not enough in itself for such shoes. In some shops they reinforce them in the shanks as well as the toes. Goodyear shoes for men and boys are now also reinforced in the shanks.—Shoe Topics.

Cut Soles

Union cut soles are selling a little better in men's factories than in women's. It is believed that many of the women's shoe manufacturers are fairly well supplied, while more men's manufacturers are turning to cut soles instead of buying leather in the side. The general demand for all grades and weights of union soles is more even than in any other fall season. There are fewer accumulations, and the trading surplus of soles has been growing less and less all the time. Hemlock men's soles are very much in demand and well sold up in sympathy with the market for hemlock sides. Oak soles are steady, and a better demand exists for the high grades

If you have hinge lasts, do not expect the pulling-over machine to do a good, uniform job unless the lasts lock positively and rigidly. Now this is just as important as it is to have all uppers perfectly fitted, if to be pulled over by machine. It will cost most to have all uppers exactly alike, but it will pay you in the end. On a high toe last the operator of the pulling-over machine should press down hard with his thumb back of the toe of the last during the tacking operation. If he loosens his hold, the upper drops away from the last.

Watson, Welch & Company

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TRUSTEES, FINANCIAL AGENTS

1000 LIFE BUILDING
TORONTO.

We want to BUY for CASH all
the PIECED HEEL STOCK you
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COMPANY**
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- ☐ Individuality of design, expert shoemaking and superior materials employed in this line have aided in establishing the reputation of Philadelphia as the leader in Quality Footwear for Women.

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Spring
Styles



Tan Calf

For
1914



Gun Metal Oxfords

The Preston Shoe

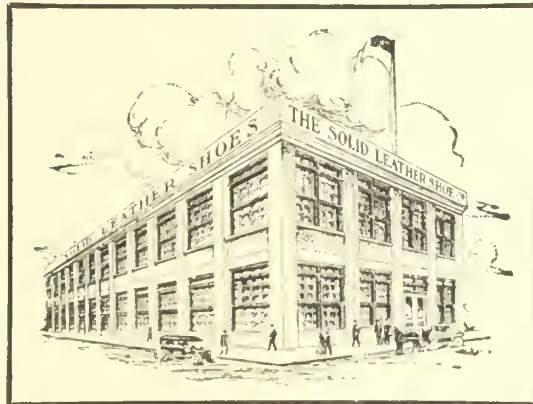
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Men's Winners at \$3.50 and \$4.00

Women's Hot Sellers at \$3.00



Gun Metal Calf



Home of the Preston Shoe



Patent Pump

All Up-to-Date
for Spring

Wait and see them. Our travellers will call on you with a full line of Spring Footwear. Prices Right.

Our school shoes for children can't be beat.

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We study
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wants
of the
people

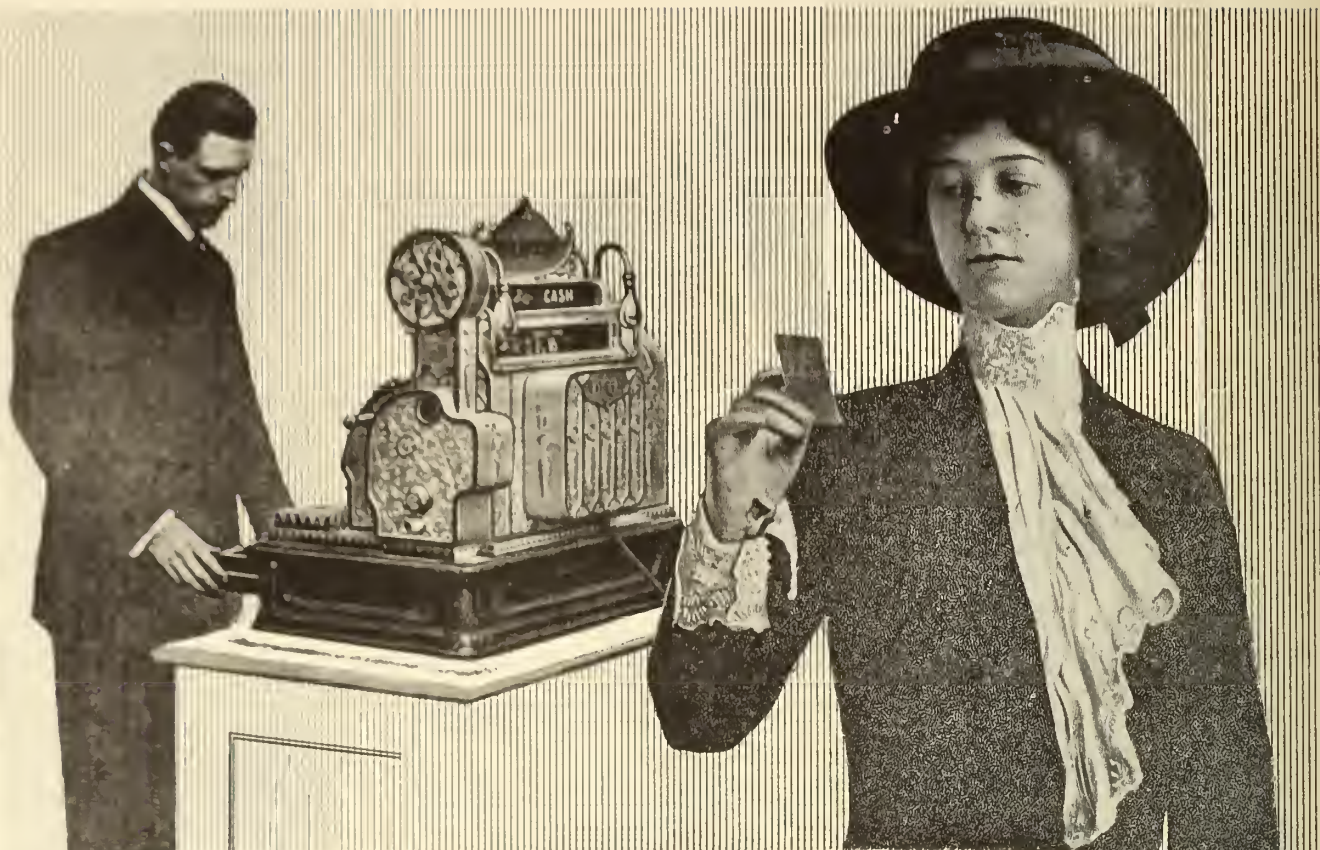


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WHEN a printed receipt issued by a National Cash Register is furnished your customers on each transaction, you know positively that your money is properly safeguarded.

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Men's, Boys' and Women's Heels
All Grades

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TRADE MARK

Shoes for Baby

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A "made-in-Canada" Patent Strap which you can purchase from any Jobber in any quantity you please for \$1.75 per dozen. This line has the finest of cowhide sole, which cost us 30c per dozen more than sheepskin, besides the upper is made of Patent chrome tanned side leather which costs 3c per foot more than the Patent bark tanned. It puts up in all foreign makes of Soft Soles, and will wear twice as long.

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By concentrating our long experience and study on one line of Glazed Kid to meet this requirement we are able to produce a leather which looks better made up and cuts cheaper than the usual run of kid.

We manufacture in a large way and can make prompt deliveries of the three selections we make.

Our prices 12, 14 and 16c.

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For the Shoe Manufacturer:

Top Facings

Stay Webs

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Plain or with name or
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Boot Webs

Large Factory

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30 Years' Experience



No. 824—Patent Foxed, three strap sandal, any color top. Pump Box. \$4.50.



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No. 193 — Button shoe with tassel. Can be made in any color kid, also in velvet or satin. \$4.50

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For Every Department from Lasting to Finishing

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**Goodyear
Welt and Turn
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You want shoes, next season, Mr. Retailer, for all your customers, and to satisfy EVERYBODY, YOU MUST CARRY UNION STAMPED SHOES.

The Union employee demands Union made goods. He has been educated to insist on Union Stamped shoes through our advertising of Union stamped shoes in the labor journals of the country. The Union man knows that only shoes bearing the stamp of the BOOT AND SHOE WORKERS' UNION are Union made.

There is nothing to lose and every possible profit to gain by handling UNION STAMPED shoes. They are shoes of the highest quality, made by expert workmen that satisfy the demands of all your patrons.

You can secure shoes from Union manufacturers every day in the year, for in the Union factory, under our agreement, there is no chance of delays by strikes.

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INSIST ON UNION MADE SHOES WITH THE STAMP OF THE

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Affiliated with American Federation of Labor

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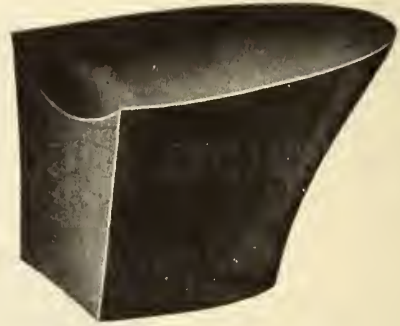
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BOX TOES THAT COME ALIKE
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leather, canvas and felt.

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Fine Flat Grain,
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**Inks, Dressings, Waxes, Toe Gum
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Nothing gets business like being thoroughly on the job. Don't stretch the new try-on all out of shape when fitting a bunion deformed foot. It stamps you as a "Has Been." Use the *Fischer Bunion Protector* and get results worth having.



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TURN SHANKS

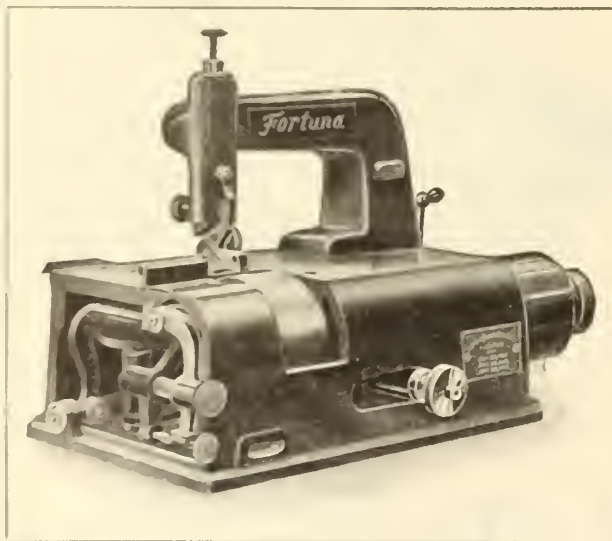


We manufacture a complete line of Women's, Misses' and Children's Leatherboard and all Leather Turn Shanks of every variety.

Also Combination Welt and McKay Shanks of all kinds. We have purchased the entire shank plant of John Heckel of Rochester, N.Y. and we are sole manufacturers of Heckel's Improved All Leather Turn Shanks.

The Rochester Shank Company
176 North Water Street, ROCHESTER, N. Y.

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For Manufacturers who Skive Leather, Felt, Cork, Rubber or Paper

Used extensively by Manufacturers of
SIDES, BOX TOES, TRIMMINGS, INSOLES, ANKLE SUPPORTERS, WELTING, ARCH SUPPORTERS

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Middle and Western Canada Demands the Best in Footwear

To successfully introduce your lines and maintain a satisfactory business you must interest the **General Merchants in the Prairie Provinces and British Columbia.**

The General Merchants are Departmental Stores—in miniature—found in every hamlet, village, town, and city in the Great Western Provinces of Canada. Every General Merchant sells boots and shoes—there are no exceptions. No exclusive shoe paper can interest this trade, because the General Merchant is not an exclusive shoe dealer.

ESTABLISHED 1889
THE COMMERCIAL
THE WEEKLY FINANCIAL COMMERCIAL & GENERAL TRADE NEWSPAPER OF THE GREAT WEST.

Over 29 years in its field

"CANADA'S GREATEST TRADE PAPER."

Issued every Saturday Morning at WINNIPEG, Canada.

Is the ONLY PAPER reaching the General Merchants in all points, Port Arthur and West to the Pacific Ocean

Get a sample, and advertising rates, of "That Western Paper" that brings results—"THE COMMERCIAL"

Branches at

VANCOUVER, TORONTO, MONTREAL, CHICAGO, NEW YORK, LONDON, ENG.

NEW LASTS

The latest styles in lasts may always be had from our factory. We make nothing else but lasts for ladies' footwear and have the most up-to-date plant in America devoted to that purpose.

Our salesman will call if you so request.

Rochester Last Works
Rochester, N. Y.

ROCHESTER LAST WORKS

Lasts For Ladies' Shoes



It Pays to Have an Attractive Store

A System of the Milbradt Rolling Step Ladders will pay for themselves in a short time by enabling you to wait on more trade, save the wear and tear on your fixtures and goods, as well as bring the appearance of your store up-to-date. Write for catalogue which shows various styles of ladders we manufacture.

Milbradt Mfg. Co.

2410 N. 10th Street
ST. LOUIS, MO.

The Shoeman



This Trade Mark represents the cleanest, handsomest, most-useful-to-the-dealer-and-clerk shoe journal in the United States.

Any Canadian shoe dealer, department buyer or retail shoe salesman who asks us for a specimen copy will find at least two big useful features they won't find elsewhere—send in for a copy and find out what these two things are.

A copy sent free on your postal request

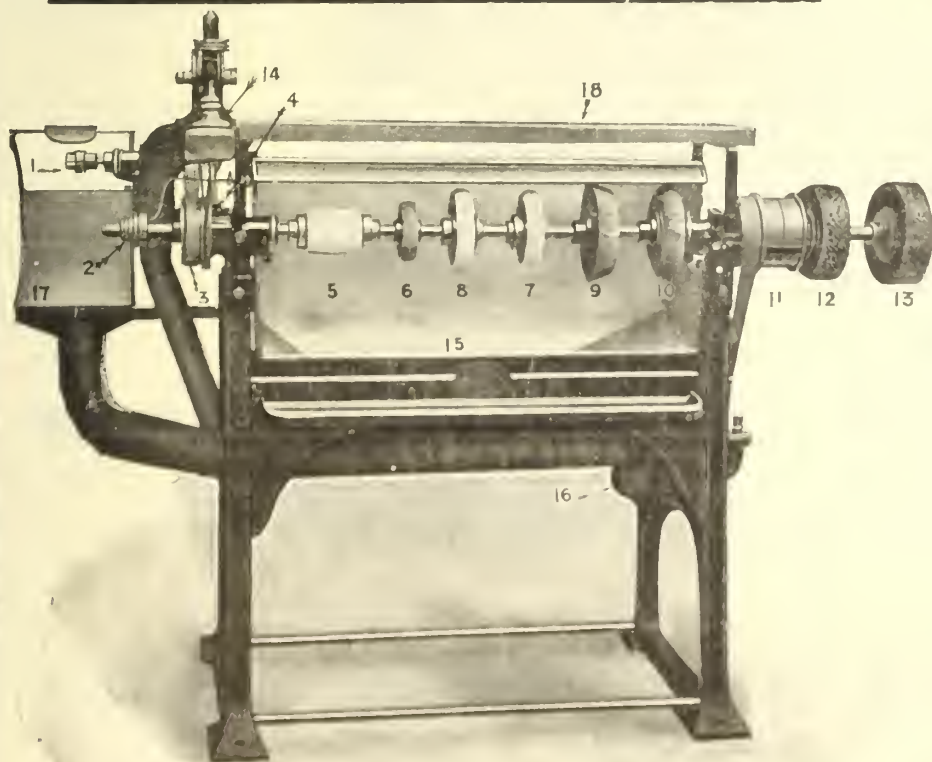
Published by

The Arthur L. Evans Co.

183 Essex St., Boston, Mass., U.S.A. Inc.

SHOE REPAIRERS

Standard No. 2 Finisher



We make 11 different Models of Finishing Machines and over 800 of Model No. 2 (as engraving) have been sold in the OLD COUNTRY.

Advantages:

Ring Self-Oiling Bearings.
Can be driven by 1 h.p. Motor.
Dust Gate to stop Fan drawing air when not required and thus save power.

In every point, which makes a high-class machine, the SUPREMACY of the "Standard" machines is unquestioned.

PRICE \$160
Duty and Carriage
Paid to Montreal

The
**Standard Engineering
Company, Limited**

Liechester - England



Have You Seen Williams Shoes!

WHEN you **do** see these
honestly made solid
leather shoes you will be sure
to stock them.

Every inch of Williams Shoes is built to last and give
comfort to the wearer.

Write us today and our traveller will call.

The
WILLIAMS SHOE CO., Brampton, Ont.



The Famous **EVERYDAY** Shoe

As its name implies it is a solid leather "everyday" shoe, made from
the best there is in leather and put together in a most substantial manner.
In bad weather or rough country the "Everyday" shoe will prove its
real worth.

Get Our Prices.

The T. Sisman Shoe Company, Limited
Aurora, Ontario

Don't Let The

FLEET FOOT

Man Get By You!

He's somewhere in your neighborhood now.

Hold your order till he comes, or
mail it today to our nearest branch.

You will have more calls for

FLEET FOOT

sporting shoes this fall and
winter than ever before.

Don't be caught short of stock.

Canadian Consolidated Rubber Co.,

Limited

MONTREAL, Que.
Quebec, Que.
Granby, Que.
Ottawa, Ont.
Kingston, Ont.
TORONTO, Ont.

Belleville, Ont.
Port Dalhousie, Ont.
Hamilton, Ont.
Brantford, Ont.
Eerlin, Ont.

London, Ont.
North Bay, Ont.
ST. JOHN, N.B.
Moncton, N.B.
Halifax, N.S.

Sydney, N.S.
Yarmouth, N.S.
Pictou, N.S.
Charlottetown, P.E.I.
WINNIPEG, Man.

Regina, Sask.
Saskatoon, Sask.
Calgary, Alta.
Edmonton, Alta.
VANCOUVER, B.C.
Victoria, B.C.



Fraserville Footwear

This well known line of high grade footwear will include many new and stylish models for Spring trade.

In addition to producing high class footwear for men, women and children we are also makers of the famous "Tiger" Brand work shoe. It is a heavy well made shoe particularly suited to railroad and mining work.

The "Tiger" brand shoe-pack is also a winner.

OUR TRAVELLER WILL CALL UPON YOU.

FRASERVILLE SHOE CO., Limited, Manufacturers and Wholesalers

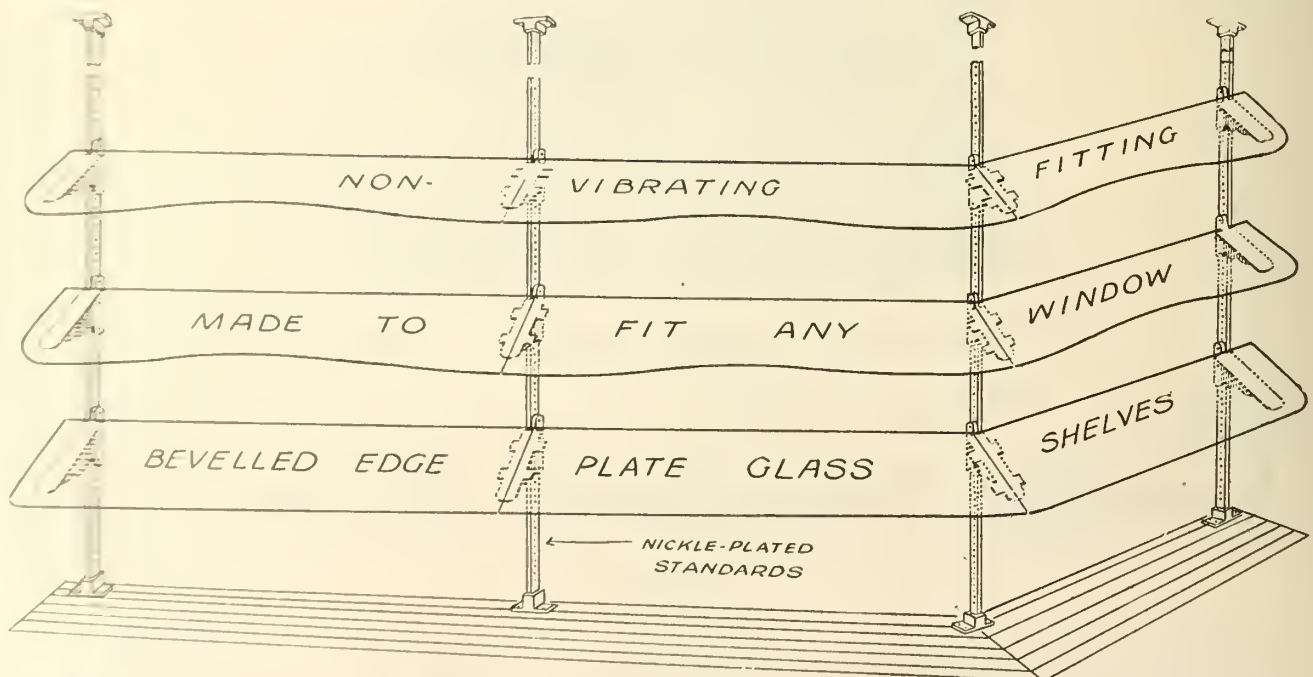
Fraserville

Quebec

W. DAVIS, 124 Wellington St. W., Toronto, Special Ontario Representative

Shoe Store Window Display Fixture

Always clean and bright. Will display three times as many shoes to better advantage and without crowding.



The Brantford Showall Window Fitting Co.

Mail office—67 William St., Brantford.



NO DIAMOND  TRADE MARK
No Fast Color

Get this fact firmly fixed in your mind. It may be the means of saving you considerable annoyance and inconvenience; for, if you will insist that the diamond trade mark shall appear on the surface of the eyelets in the shoes you order, you will be entirely free from any complaints regarding "Brassy" eyelets. Fast Color Eyelets are the only kind that cannot wear "Brassy." They enhance the good appearance of shoes more than any other accessory used in their manufacture; and, made as they are, with celluloid tops of solid color, they do not grow old but retain their bright, new appearance long after the shoes are worn out.

The diamond trademark is a sure cure for all eyelet troubles. Only the genuine Fast Color Eyelets have it.

United Shoe Machinery Company
Of Canada
Montreal, Que.

122 Adelaide St. West, Toronto 82 St. Vallier St. Quebec

FIRE Insurance Companies object to Rubber Cement, Naphtha and Gasoline around a factory. Common Paste, Glue and Mucilage harden, decay, smell badly,—*blister* and get soggy when wet. On the basis of his wages, the workman with brush and pot, considering the surface, square feet, he covers in a day, turns out the highest cost, oldest fashioned labor in the factory. Peters' Acme Backing Cloth was invented to meet the urgent need in every factory for a *Drop* Process Adhesive for strengthening,—re-enforcing,—“Doubling,” Leather and Cloth, that would not be objected to by Fire Insurance Companies, that would unite easily and quickly and be *insoluble in water*.

SAMPLE 1/4 YARDS FREE ON REQUEST.

PETERS MANUFACTURING CO.

43-53 Lincoln Street,
Boston, Mass.

Backing Specialists
3 Generations

304-310 E. 22d Street,
New York City

Your Staple Lines

Are they shoes of real merit that will stand up to rough and heavy service?

Can you show a customer a variety of styles and quote him a price below that of your competitor?



If you stock
“YAMASKA”

your answer is yes.
Yamaska is a brand of
many years standing.

Get our prices.

J. A. & M. Cote

St. Hyacinthe
Quebec



“SHOUPERIOR” RECORDER

Protect your Customer, your Clerk, your Cashier, Yourself. Make each one connected with any transaction satisfied. Quick service. This is the kind of service you get when you use

SHOUPERIOR

Our Bureau of Co-operation System and Design is maintained for your use FREE. If we can't help you we don't expect you to buy. Get in touch now, it may save you money and further worry.

Address

SHOUPERIOR

c/o Autographic Register Co. of Canada
4-10 St. Peter St. Montreal Limited



1913 FLYER!

containing 500 stock cuts,
(ready to ship) of newest
styles in shoes.

NOW READY

Send name for copy and
watch your Sales increase
by using our cuts for cat-
alog and newspapers.

RAMSDALE ENG. CO.
EXCHANGE ST,
ROCHESTER, N. Y.

Are you Looking for Help?

The surest and quickest way to secure

SHOE FACTORY HELP **RETAIL SALESMEN**
TRAVELLING SALESMEN **OFFICE ASSISTANTS**

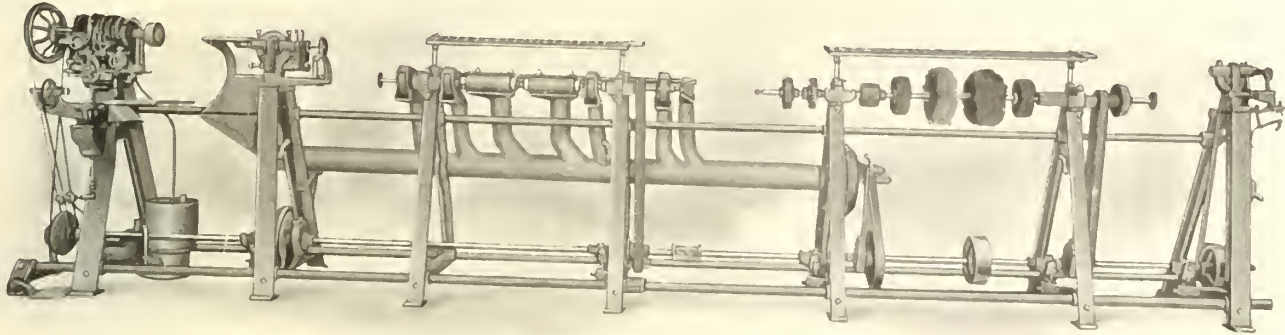
is to insert a small advertisement in the “Wanted and For Sale Department” of FOOTWEAR IN CANADA.

Great results come from little want ads.

Try one next issue.

Footwear in Canada 220 King St., West
TORONTO

22-Foot Goodyear Shoe Repairing Outfit



MODEL N.

THIS Outfit represents the highest development in shoe repairing machinery, and meets every demand of modern shoe repairing. It embraces all the essential processes for making new shoes from old ones, giving the maximum of equipment and efficiency in the minimum space. The Outfit has the Goodyear Stitching Machine with all its improvements, including a new style steam generator which uses gas or gasoline for generating the steam, and operates automatically, thereby insuring a uniform heat for keeping the wax in proper condition and requiring little attention from the operator. The Edge Trimming Machine has the new feature of the two shafts being operated by a single belt, and the cutter grinder is attached directly to the main shaft. This arrangement gives better results with less power.

The Buffing and Scouring Machine has a shaft 57 inches long and carries the following equipment:—

- | | |
|--|------------------------------|
| 2 Split Bottom Buffing Rolls | 1 Heel Breast Scouring Wheel |
| 2 Flat X-Ray Heel Scouring Wheels | 1 Pin Wheel Pad complete |
| 2 "C" Shape X-Ray Heel Scouring Wheels | |

A powerful Blower System removes the dust resulting from the trimming, buffing and scouring operations, and is designed to overcome certain objectionable features of other blowers.

The Finishing Machine has a 78 inch shaft which has all the necessary equipment for black or russet work:—

- | | |
|--|-------------------------|
| 2 Corrugated Rubber Shank Finishing Wheels | 2 Heel Brushes |
| 1 Corrugated Rubber Heel Finishing Wheel | 1 Stitch Cleaning Brush |
| 1 Corrugated Rubber Bottom Finishing Roll | 1 Levelling Roll |
| 2 Shank and Bottom Brushes | 1 Bead and Wheel |

At the end of the Outfit is the Oscillating Edge Setting Machine which is fitted with union irons and in its motions duplicates hand workmen with quicker and better results.

Each of the machines is operated independently by a friction drive pulley, so that it is necessary to use only those machines which the operator may require. This feature means a saving of power.

All the machines are firmly mounted on legs and driven by a countershaft with carefully adjusted bearings, so that the Outfit runs with very little vibration, and is in every way most efficient.

Full information furnished promptly on request.

United Shoe Machinery Company of Canada

MONTREAL, QUE.

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC

At the Top of
The Ladder



2,250,000 Sq. ft.

Clarke's Patent Leather

Got there because it's best
Stays there because it's best

A. R. Clarke & Co.

Limited

T O R O N T O

MONTREAL

QUEBEC

9 Months

1913
1,561,842

1912
1,942,641 Sq. ft. Pat.

1911
1,692,176 Sq. ft. Pat.

1910
1,294,281 Sq. ft. Pat.

1909
1,160,209 Sq. ft. Pat.

1908
842,693 Sq. ft. Pat.

1907
701,465 Sq. ft. Pat.

1906
627,939 Sq. ft. Pat.

1905
120,426 Sq. ft. Pat.

1904
140,697 Sq. ft. Pat.

A Continual Increase in Production

Cut into over a million pair of shoes

Footwear

In Canada

Well-Built Rubbers

THAT hardly sounds like a rubber adjective, but Miner Rubbers are really well-built. From experience we have located the points at which a rubber must be reinforced—where extra thickness must be added and the manner in which it must be assembled in order to hold its shape and “stick-on.”

All these good points are found in Miner Rubbers and their price is no higher than inferior qualities.

Ask the “Miner Man” to call



The
Miner Rubber
 Company, Limited

Montreal
 Toronto
 Granby
 Quebec

SELLING AGENCIES

Jackson & Savage, Limited, Montreal R. B. Griffith & Co, Hamilton
 J. M. Humphrey & Co., St. John, N.B. The Miner Rubber Co., Quebec
 W. A. Marsh Co., Western, Limited, Winnipeg, Calgary, Edmonton
 Coates, Burns & Wainless, London Dowling & Creelman, Brandon
 Blechford, Davis & Co., Limited, Toronto

AMES HOLDEN McCREADY

LIMITED

WE have on hand, and can make delivery at once of all sorting lines in Fall and Winter Footwear.

Our Goods are giving great satisfaction, and we make it a point throughout our entire organization to see that every customer is well looked after.

Send in your order to our nearest Branch.

AMES HOLDEN McCREADY

Limited

MONTREAL
WINNIPEG

ST. JOHN
CALGARY
VANCOUVER

TORONTO
EDMONTON

Sole Agents for

Maple Leaf and Granby Rubbers

Kimmel Felts

Shoe Packs

Moccasins

Wool Sox

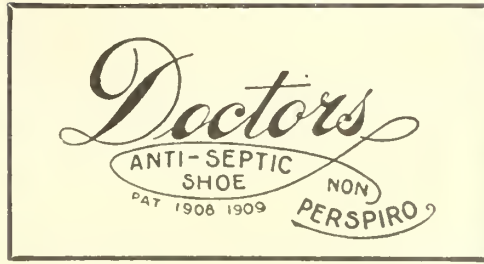
Felt and Cork Insoles

Felt Slippers,
All Prices

Maple Leaf Rubbers

Granby Rubbers

**Fine and Staple
Leather Footwear**



Do You Sell Tebbutt Shoes?

If you do not sell this popular and stylish line you are missing sales that are rightfully yours.

Tebbutt Shoes have been marketed for many years and have achieved a reputation for good honest value, and good fitting qualities that will bring business to you.

Let your store be known as "The Shop that sells the Tebbutt Shoe".

Your jobber will supply you

Tebbutt Shoe and Leather

Company, Limited

Three Rivers, Que.



ROYAL
BRAND

BULL
DOG

RUBBERS

The Discriminating Retailer

realises that style, fit, reliability and comfort are as essential in rubber lines as in first quality leather footwear



From these four points of view the reputation of our

**KANT KRACK
DAINTY MODE
ROYAL and
BULL DOG**

Brands of Footwear is unassailable, as evinced by their wide popularity with the trade and the consumer.



BULL DOG styles are the highest grade of second grade rubber footwear in America. The rubber that won instant popularity.

The ROYAL BRAND includes all heavy gum lines and other first quality styles except light specials. The Tiger Head means sterling quality.



**SELL
THE
POPULAR
BRANDS**



The KANT KRACK duck lines are known from the Atlantic to the Pacific, in camp, farm, factory and workshop. They are reinforced at every point requiring extra resistance.

DAINTY MODE are easily first in the race for distinction in style and quality. They are the highest grade of light specials known in the footwear branch of the rubber trade.

Write for catalogues to the following

The Amherst Boot & Shoe Co., Ltd., Amherst, N.S.

The Amherst Central Shoe Co., Ltd., Regina, Sask

A. W. Ault Co., Limited, Ottawa, Ont.

Garside & White, - Toronto, Ont.

Kilgour, Rimer Co., Limited, Winnipeg, Man.

The J. Leckie Co., Limited, Vancouver, B.C.

The London Shoe Co., Limited, London, Ont.

McLaren & Dallas, Toronto, Ont.

James Robinson, Esq., Montreal, Que.

The Independent Rubber Co., Ltd.

Merritton - Ontario

KANT
KRACK

DAINTY
MODE

CANADA'S CHOICE

The shoe that won instant approval from the Canadian public when first it made its debut on the footwear stage.

The shoe that enjoys a reputation second to none for a permanent excellence and reliability both with the trade and the customer.

The shoe that is now being worn from coast to coast throughout the Dominion of Canada, and the numerical output of which is constantly increasing is

The Slater Shoe

The busiest shoe store in every Canadian town and city and the one that is recognized by buyers as the store where the value for money is obtainable.

The shoe store that draws customers, pleases them and retains their custom is the store that displays this sign.



Write us for information of these statements.

Slater Shoe Co.

Limited

Montreal, Que.





Bostonian Fine Shoes

I OFFER you in my Bostonian Shoe a rattling good line of footwear that will meet the demands of every branch of your business.

Bostonian spring samples include smart styles for men and women in Velours, Tan, Calf, Gun Metal and Patent. Men's in Goodyear Welts only. Women's in Goodyear Welts and fine McKay.

I can fill every order completely and promptly from stock.

James Robinson
Montreal





JAMES ROBINSON

RUBBERS

Four Brands

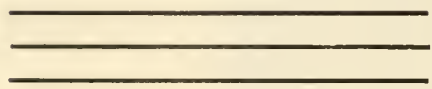
MY rubbers are the product of the Independent Rubber Company. They are the four famous brands—Royal, Bull Dog, Dainty Mode and Kant Krack.

My rubbers are well known in every part of the land and are therefore an easy line to sell.

Drop me a card and have one of my travellers call.

James Robinson
Montreal





The Popular Rideau

RIDEAU Shoes are particularly popular with the public because of their smart style, excellent finish and genuine good wearing qualities. They are a good fitting shoe, flexible and very comfortable.

Rideau Shoes are popular with the retailer because they are popular with the public.

Rideau Shoes are made in the latest styles and lasts for men and women. Rideau samples for Spring include many new and attractive lasts.

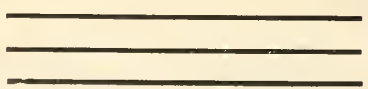
When the Rideau traveller calls inspect his samples.



Rideau Shoe Co.

Limited

Montreal



The Aylmer Shoe of Quality

Your Spring Stock

will be incomplete without a full sanction of the popular Aylmer Shoes.

Our models for Spring 1914 include two styles of new lasts—they combine comfort with smartness and will prove good sellers.

We have also added to lines of new patents which merit your inspection.

Let us send you samples.

The Aylmer Shoe Co., Limited
Aylmer, Ontario



The Aylmer Shoe of Quality

Kenworthy Bros. Company


110-112 Summer Street,

Boston, Mass.

FELT
for the
SHOE
TRADE



We sell cut Felt Heel Pads in several grades of felt and colors to match any size at practically the cost of piece felt.

Felt Box Toe 

 Felt Heel Pads

(Send for samples and prices)

 Cushion Felt



SUPERIOR QUALITY



How Are Your Sizes in Rubber Footwear?

OUR STOCK OF ENTIRELY NEW GOODS IS COMPLETE AND SERVICE PROMPT



WHY NOT MAIL YOUR ORDER TO-DAY FOR "LIFE-BUOYS" AND BE PREPARED

"The Brand that stands for Quality"

Made by

The Kaufman Rubber Co., Limited

Berlin - - Ontario

Orders mailed to Branch Warehouse nearest you will have immediate attention

Vancouver	Edmonton	Saskatoon	Winnipeg
Toronto	Ottawa	Montreal	Fredericton
	Truro	Charlottetown	



RUBBER FOOTWEAR





Grosch Felt-Footwear

The Grosch Felt Shoe Company, Limited, have been and are now producing one of the most attractive lines of Felt Footwear manufactured in Canada. The advantages obtained through Co-operation of their specially trained organization, together with the low overhead charges not found in most Shoe Plants enables us to produce the best line of Felt Footwear on the market.

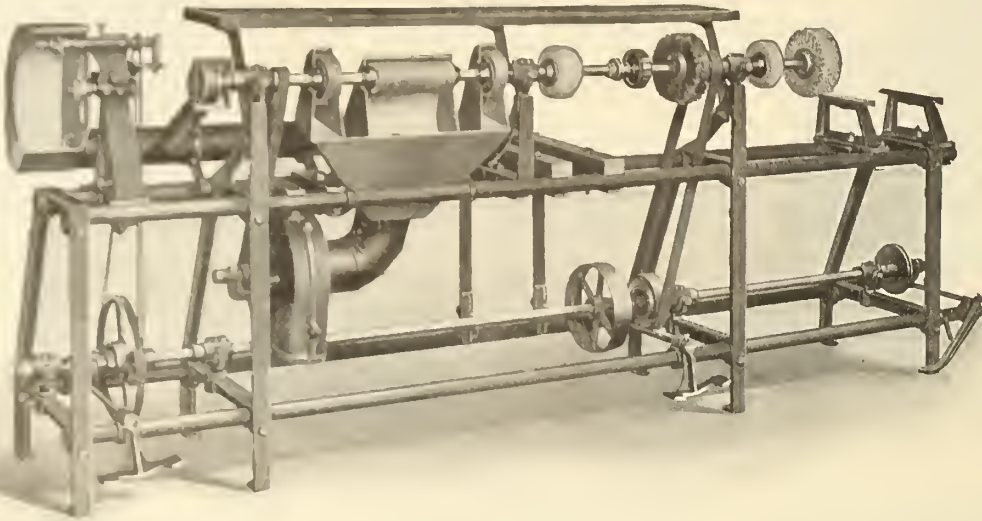
*We wish to extend to you a very Happy Christmas,
and a Bright New Year.*

The Grosch Felt Shoe Co. Limited
Milverton, Ontario



A Progressive Finisher Soon Pays for Itself

SEND FOR CATALOG M



Progressive Shoe Machines are built of the best materials by thorough and practical men who know the needs of the shoe repair shop from actual experience. We make sure that every part works smoothly and efficiently.

There are twenty-four different models of Progressive Finishers. Both motor driven and foot power. Built to last and built for satisfactory service.

Progressive Machines are reasonable in price and are sold on the payment plan or for cash. With a Progressive Finisher your shop will make more money.

SEND FOR CATALOG M

PROGRESSIVE SHOE MACHINERY CO., MINNEAPOLIS
MINN. U.S.A.

The Best Shoe Finishing Machinery Manufactured.

Sole Leather Counters
Solid Through Vamps
Superior Sole Stock
Solid Leather Throughout

Capped
by This



If you sell to boys, why not sell them boots that are "Bilt for Boys," what sense is there in handling scrubby, flimsy stock just because the buying price looks good to you, what benefit is there in a long profit on a one-sale brand of boots compared to the patronage and profit our customers enjoy from the sale of "**Canadian Boy Shoes.**"

Our registered trade mark above, is your guarantee.

Sold only by

The Reliance Shoe Co., Limited

350 Sorauren Ave.

In Stock

At St. Thomas, Ont.

The Just Wright
TRADE MARK SHOE

**Goinsum
Last**

Plump Uppers 18 sq. Edge

F 201

Tan, Black, Gun Metal

F 202

\$3.90

Have you a Catalogue?

E. T. WRIGHT & CO., INC.

Rockland, Mass.

St. Thomas, Ont.

“Vassar”



The
Choice
of
Well-Dressed
Women

Minister Myles Shoe Co.

Limited

TORONTO



Mr. Retailer Everywhere

¶ This is what the Boston Shoe and Leather Recorder of November 12th has to say concerning ourselves:

¶ “We show here the Hyde Park last from the celebrated Cook-FitzGerald Co., Limited, of London, Ont. It is creating a sensation all over Canada.

¶ “Shoes made by the Cook-FitzGerald Co., Limited, are particularly noted for style and individuality, much of which they attribute to the fact that their lasts have ‘the wood in the right place.’”

¶ The language is that of Woodward & Wright. Doesn't it convey something to you?



The
Cook-FitzGerald
Company, Limited,
London, - Ontario

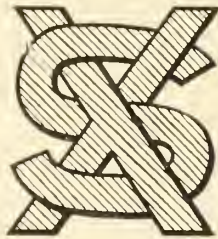
WHAT GOES INTO ESSEX RUBBER SOLES AND HEELS

EXPERIENCE

of the manufacturer is of first importance to the buyer of rubber soles and heels. The Essex Rubber Company is the pioneer in this business and has specialized on Rubber Soles and Heels for 8 years. Every real advance in the making of these goods has been due to their knowledge and progressiveness. They now make 75% of all the rubber soles and heels used in this country and this proportion is steadily increasing.

QUALITY

has built up their business. Special formulas, the most expensive and elaborate machinery for making the goods, use of only the highest grades of pure rubber, and the employment of expert chemists to supervise every process — real guarantees of superior quality. Quality in rubber soles and heels is more vital than in leather goods of the same kind.



UNIFORMITY

in quality is a prime necessity, and can only be assured by using Essex products. A vigilant system of inspection is maintained at great expense, both over raw material and the manufactured goods. Every pair of Essex Rubber Soles and Heels is guaranteed same as sample—today or a year hence. Shoes shod with Essex Soles will never be turned back on you for defects in the rubber.

STYLES

of every wanted kind are made by the Essex Rubber Company. No other manufacturer has ever attempted to make such a varied line of shapes, sizes and grades for both men's and women's shoes. Place your contract now to insure early delivery for next season.

ESSEX RUBBER CO., Inc.,

Principal offices and Factory, Trenton, N. J.

Farnsworth Hoyt & Co., Boston

The Rupp & Wittgerfeld Co., Cincinnati

REED'S CREED

The Shoes You Need—Delivered *When You Need Them*

DECEMBER

is the Month When Sizes Often Run Out in a Day

FILL DAILY GAPS FROM REED'S STOCK



No. R501—Patent, Foxed Button, Welt, 16 Buttons, Cloth Top, No. 36 Last, 1 7/8 inch Heel. Widths, A to D; Sizes, 2 1/2 to 7. \$2.50.



No. 500 Black Suede, Foxed Button, Welt, 11 Buttons, No. 14 Last, 1 inch Heel. Widths, A to D; Sizes 2 1/2 to 7. \$2.65.



No. R508—Patent, Foxed Button, Welt, 11 Buttons, Mat Top, No. 48 Last, 1 inch Heel. Widths, A to D; Sizes, 2 1/2 to 7. \$2.50.



No. R516—Patent, Foxed Button, Welt, 16 Buttons, Mat Top, No. 36 Last, 1 7/8 inch Heel. Widths, A to D; Sizes, 2 1/2 to 7. \$2.50.



No. R520—Black Satin Finish Reigh Cloth, Button, Welt, No. 32 Last, 1 inch Heel. Widths, A to D; Sizes, 2 1/2 to 7. \$2.25.



No. R515—Patent, Foxed Button, Turf, 14 Buttons, Mat Top, No. 48 Last, 1 inch Heel, Heavy Edge. Widths, A to D; Sizes, 2 1/2 to 7. \$2.60.



No. R518—Patent, Foxed Button, Mat Top, Welt, No. 43 Last, 1 1/2 inch Heel. Widths, A to D; Sizes, 2 1/2 to 7. \$2.75.

E. P. REED & COMPANY

Stock Depts., ROCHESTER, N. Y., and CHICAGO

Order Early in the Week and Get Them for Saturday Trade

The Quality goes in before The Name goes on

GET the reputation and the reward for selling the very best shoes in your town.

Get that reputation by handling honest, value-giving, MONARCH, BRANDON and DR. BRANDON Cushion Sole Shoes. The reward comes easy enough in profits for Brandon shoes are great sellers.

OUR MOTTO:

"Where quality counts we win."

A constant adherence to this policy has proved to be the keynote of our success as shoe manufacturers. Careful examination of the leather followed by strict supervision at every stage of manufacture is the order of the day at our factory.

All mail and immediate orders given to our travellers will be shipped in twenty-one days from receipt of order.

We are now in full swing with our Spring orders and plenty of orders are on hand.

We wish to extend to you our sincere wishes for a Merry Christmas and a Bright and Prosperous New Year.

The
Brandon Shoe Co.
Limited
Brantford, Ont.





Tally-ho Shoe Shop

The Sign of the "100"

In the early part of 1914—100 wise merchants will be doing business under this sign.

If you want to be one of the "100"—constituting the aristocracy of the shoe business in Canada—NOW—is the time to qualify.

Are you going to be the lucky man—to secure this membership in the Tally-Ho Syndicate—for your town and district.

Do you realize the powerful pull that a standardized—one price—nationally advertised shoe—will have on the buying sense and pocketbooks of the best part of your fellow citizens?

It is enormous.

When you also realize that this \$5.00 Tally-Ho Shoe carries as generous a profit—as unadvertised shoes and that the name is practically your property for your territory—you will also appreciate what a big asset this membership is.

The "Tally-Ho" Shoe man—is going to make more money than any other shoe man in your vicinity.

Step lively—Don't let any grass grow under your feet. Some one else may secure the agency before you get your bid in.

Get in touch with me at once.

Wire the Boston office.

Charles E. Slater

Originator and Maker of Tally-Ho Shoes

704 E. T. Bank Building
MONTREAL

60 South Street
BOSTON

3 Regent St. S. W.
LONDON, ENG.



BOSTON
BEST
BARGAINS

CANADA
CUSTOM
CONFIRMS

DESIGNED
DEVELOPED
DELIVERED

BOSTON LAST CO.

Last Makers to the World

BOSTON, MASS.

RICHMOND, QUE.



Revolving Rush



Rambling Rose



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RICE & HUTCHINS
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As you are already well-acquainted with our EDUCATOR SHOE, we are showing you this month another result of our forty-seven years of shoe-manufacturing experience,—the ALL AMERICA SHOE for gentlemen. The ALL AMERICA SHOE is made up in modish lasts for those gentlemen who demand fashionable footwear. It will prove a profitable seller for you.



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AND DOING IT *WELL*”

THAT IS WHAT OUR ST. JEROME
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FLEET FOOT

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Footwear in Canada

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Published for the Good of the
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To Our Readers In the strenuous business battle of the present day it is the progressive energetic and up-to-date shoe retailer that wins out. The shoeman who lets his business run itself or operates long obsolete lines with slipshod methods is bound sooner or later to go to the wall. To-day is the day of scientific business methods and attention to detail's, and no detail is too small or insignificant to be ignored by the man who would be successful. There is an old saying that "the small leaks will sink a great ship" and it is the small leaks in business, occasioned by lack of system or proper attention on the part of the retailer, that is the cause of many of the business failures now going on.

The up-to-date shoe retailer is always on the lookout for anything that will increase his business efficiency and consequently he is a friend of the trade journal and eagerly peruses its columns, as he knows he can often find therein ideas and business schemes that will make or save him money. The columns of Footwear in Canada are entirely devoted to the task of assisting the retailer in his business and we always welcome advice from our readers as to how best to do this. This month, at the request of one of our readers we are publishing an article on stock numbering systems suited to shoe stores. In this we give particulars of the systems in use in five of Canada's largest and most progressive shoe stores and we trust that it

will be instructive and interesting not only to the inquirer but to many others of our readers.

We are very anxious to be of assistance to our readers and if they would write us and inform us how we could best accomplish this they would be conferring a favor. We wish them to tell us frankly what departments of the paper or class of articles they find interesting or instructive and if they disagree with anything that we say, we hope that they will not hesitate to write and tell us so. We welcome criticism at all times, particularly constructive criticism, so tell us just how our paper impresses you and if you have any ideas for its improvement send them along.

* * *

Profit Versus Turn-over

There is no subject more fraught with friction between the firm and the buyer than the subject of turn-overs, and it is unfair to the buyer to establish any rule or comparison between the turn-overs of his stock and the turn-overs of some other stock. We frequently are asked, "How many times should a stock be turned in the course of a year?" There is no way of fixing a standard. It depends upon the kind of a trade you are doing, the class of stock, the class of customers, the neighborhood, the town, and even the conditions as affected by fashions. It is very pleasant to be able to look back and discover that during the year you have turned your stock many times, but the profits of your department may be no greater than those of another but finer stock in another store, that has been turned a fewer number of times.

Every firm must figure it out from their own standpoint. They must decide, as a matter of policy, whether they are going to run short on stock and fill in from day to day with petty orders, continually risking the loss of sales, or whether they will carry a heavier stock which, of course, can not be turned so frequently. If a man is carrying \$5,000 worth of goods and is doing a \$20,000 business he must, of course, turn his stock more frequently than the man who is carrying \$20,000 worth of goods and doing a \$30,000 business.

* * *

Send Out Letters Systematically

Letter writing to customers should not only be to the point with information about the articles dealt with, but they should be sent out at regular periods. The first letter may not excite a desire to buy, any more than the first blow of the hammer will drive home a three inch nail. There must be the continual hammering away.

Before the work is undertaken a list should be compiled of those it is desired to reach. For farmers a separate list might be made. The next thing is to decide upon a plan for systematically carrying on the work. A letter should be sent out once a month, at least during particular seasons of the year. But resourceful dealers should find no difficulty in compil-

ing an interesting letter about some line in stock once a month throughout the year.

If it is desired to reach a large number of people it might be found advisable to have the circular printed either in imitation of the typewriter or in ordinary type. But most dealers will find it a good investment to acquire a typewriting machine. If they do not care to incur the expense of a new machine they can obtain a second-hand one at a moderate figure, which can be utilized in spare time for preparing circulars. There is no presentment about it, it will pay dealers to send circular letters to a selected list, and to send them systematically.

* * *

Profits on Sales

The initial sales of so-called reasonable merchandise are the sales on which the net profits are made.

However much we deprecate the custom, it seems to have become fixed that we shall have late-season sales of merchandise in which the prices are reduced to a point where there is practically no profit left, or even below that point to where there is actual loss on investment. The public has been educated up to it and looks for it, and the public is not to blame for the facts.

The retailer is forced to make his prices high enough at the beginning of the season that he may safely cut the figures at the expected time and not come out much the loser in the final reckoning. In order to do this, he must force his early sales by every possible means of advertising he can command and make good use of. The fact that his first twenty-five sales have got to represent profit enough to make him come out even on his last twenty-five ought to wake up any man to the size of the task of modern retailing of seasonal merchandise that is good this month and not good six months hence. Business that doesn't buzz in December spells a loss of dead certainty for March in that style of footwear.

* * *

The Store Value

Recently a certain shoeman was looking for a place to open up. After looking over a good many stores he finally came across just about what he wanted. It was a shoe store, and he finally purchased the stock that was invoiced at approximately \$8,000 for \$6,100, or \$100 better than 75c on the dollar. He made this bargain notwithstanding the fact that this was the most suitable store that had come anywhere near meeting his ideas as to total purchase price. When asked how he succeeded in buying a store that had been established for some years and was doing a fair trade at a figure like this, he said:

"The fact of the matter is that this stock contains goods which invoiced around \$1,500, that are not worth much more than ten cents on the dollar. The man that owned the store had been fooling himself. He had been carrying in his inventory and on his

REMEMBER!

Easter Sunday is April 12, 1914.

Keep this date in mind when ordering your new Spring goods to be shipped.

Easter Sunday is three weeks later next year than it was this year.

It will pay you to remember the date!

shelves a lot of out-of-date, shop-worn and practically unsalable merchandise. That stuff will come out of this stock and will be sold for anything that people will pay for it, if worst comes to worst, I am going to give it away.

"Then, too, this store has the reputation of being unreliable. It has been advertising continually all kinds of fictitious reductions and cut prices, so that the people have come to look upon it as untrustworthy.

"All this was taken into consideration when I bought out the late owner and it looks to me as if I paid about all it was worth and then some more. It is going to take me quite a while to get the reputation I want and in the meantime, I must take my medicine. That is the reason for the discount."

How would your store stack up if you were to place it on the market tomorrow?

Sell Satisfaction.

Success in the selling game doesn't simply mean goods sold. It means customers satisfied.

It means treating a man *after* you sell him as well as you do before. It means bills paid outside of court, and complaints handled on square deal principles.

Irritating back talk and aggravating threats never got a good-will settlement nor brought back a dissatisfied customer. A "chip-on-the-shoulder" attitude drives trade away.

But courtesy, tact, frankness, fairness—disarm antagonism, melt opposition, bring back business.

Sell Satisfaction.

And your goods will sell themselves.

The Newest Styles in Fancy Footwear

English, French and American Fashions—Low Heel Popular with U. S. Women—“Millinery” Shoes Good for Christmas Trade

That “there is really nothing new under the sun” is an old saying and is quite as true applied to footwear as anything else. The so-called new styles of the present day are only revivals, or at all events adaptations, of styles prevalent, sometimes hundreds of years ago. Nevertheless, the modern shoemaker generally man-



The Cleopatra Slipper. Patent leather or bronze kid, Louis LV heel, buckle at side.

ages to improve very much upon these old styles in the way of elegance, and no doubt in comfort.

As we are hearing so much talk on every side about English styles, it might be interesting to learn just what is selling.

English Styles

A writer in the *Boot & Shoe Retailer*, speaking of the London trade says:

Patent and brocade are the two materials which are to the fore-front at the present time. Some smart styles are to be seen in patent with fancy tops both for gent's and ladies' wear, while, of course, the evening shoe season is about to commence, and patent is the only correct thing for gent's wear in that respect. For ladies' evening wear satin is to be ousted to a great extent by brocade, some fine examples of which I described last week. I have since seen two more new lines in brocade, one in dull heliotrope and gold on a black ground, the other in dull gold on a gold ground. The former was priced at \$5.25, the latter at \$3.00. In both these lines I noted the short vamp effect, and this feature would appear to be predominant in evening shoes of the moment.

Buckles, I hear, are to be more largely worn this season than ever before, and it is now quite the rule to purchase these adjuncts separately. I was shown a new line in trimmings for satin evening shoes this week. This consisted of a fan of pleated satin fronted by a smaller fan of pleated chiffon, the whole surmounted by a paste buckle. They are in all shades, and retail at \$1.30 per pair.

The ankle-ribbon, or, as the Americans call it, the “Tango” shoe, is to have a large share of popularity for evening wear. Sets of paste ornaments are sold for attachment to an ordinary evening shoe, enabling ribbon to be threaded, and converting the shoe into the “Tango” style.

Almost all shoe fashions tend in the direction of fancy tops, cloth, suede, antelope, cravenette, and bro-

cade all being freely used. While patent still holds the field for vamps, etc., I have seen some smart styles in glace with cloth tops. A lady's boot has a glace vamp and golosh, grey cloth top, medium round toe and Cuban heel, and is priced at \$4.00. Another has a glace vamp, golosh and front strap, with brown cloth top. A line of boots to retail at \$2.00 have grey cravenette tops, Cuban heels and slightly high toes. These are exceptional value.

A new evening shoe is in black brocaded silk, with very short vamp, and small paste buckle. The heel is a slender Louis, and the shoe is to retail at \$3.50. Satin evening shoes in cerise, purple, emerald, and other bright shades are conspicuous, but will not be so popular this season as brocade.

French Styles

Thirty-button boots and French heels, these are the styles fashion has decreed for women's footwear this year in Paris. The narrow skirt has driven out the Cuban heel and called for something which will accentuate the smallness of women's feet. The prescribed height for the French heel is 2½ inches, and it must curve and taper down until the bottom is an inch in diameter. The jewelled heel is becoming more popular. This heel is made of celluloid in various colors, and is jewelled in an antique pattern. Often the heel is hand-painted.

The favorite colors for women's shoes this year will be cinnamon, old oak and light orange, while for evening wear brocade shoes in dull colors will be fashionable. The most popular colors for the evening are green, claret, brown and old blue. The 30-button boots come up to the knees, and are made in soft leather with an extra high heel.

Low Heel Sells in Boston

The shoe retailers of Boston report the surprising influx of the fair sex into the men's department. They say that the Boston women are demanding men's and boys' shoes for street wear and that they entirely dis-



High Tongue Colonial. Patent leather, recede model, tongue and buckle, covered heel.

regard the appearance of their feet so far as style is concerned, comfort and sense being their slogan. This would seem to contradict the statements now being scattered broadcast by the daily press to the effect that the low heel is a failure so far as it concerns women's footwear.

X-ray skirts are to be accompanied in the near future by X-ray shoes, according to the latest glimpse of coming feminine fashions. X-ray shoes have uppers of Irish crochet lace. For evening wear the uppers are entirely of lace, for outdoor wear the shoes have shallow gooshies of suede kid surmounted by lace. We illustrate herewith the X-ray shoe.

Lace Spats

One of the latest fashionable fads in footwear is the white lace spat, worn over the black shoe or slipper. Spats, of course, have been in fashion for years and there is nothing new about them, but the white lace spat gives a decidedly new turning to the old fad and promises to be copied extensively by women who love novel things. Like most extreme styles in women's footwear the fashion comes from Paris and, unlike many other innovations, it has a great deal to recommend it. For instance, it is light and does not encumber the ankle; it can easily be kept clean for an application of soap and water is all that is needed to renew its pristine freshness and besides it is decidedly pretty, for the white lace against the black background is quite effective.

Millinery Shoes for Christmas Gifts

The style of "millinery" footwear which is now very strong is also very favorable to the shoe and leather trade, says the Boot and Shoe Recorder. The "millinery" shoes, of fancy leathers and fine fabrics, and of choice adornment, make excellent articles for Christmas gifts, and shoe retailers owe it to themselves, as well as to their trade, to make such footwear popular for Christmas gifts.

It is possible to make the Christmas trade in shoe stores as large as is the Easter trade. Shoemen have as fine and as fancy shoes to offer at one season as at the other. Indeed, some of them may offer a larger and finer assortment of shoes at Christmas than at Easter.

But at Christmas time the shoe trade suffers from the keen competition of other trades. People spend



X-Ray Shoe. Long narrow vamp, patent colt, top of white satin covered with Irish lace, new heart shaped heel.

their money for jewelry and geegaws, books and knick-knacks, and other useful things and other trifles at Christmas time, and the shoe trade is apt to suffer neglect. This year the shoe stores should stand as bright and shining rivals of all competing stores, because they are able to offer a greater and finer and

more attractive looking lot of boots and shoes than ever before. The white boots and pumps, the extra high boots of colored leather, the skating boots, the slipper novelties and the fabric footwear, to say nothing of the elaborate party footwear, make as "Christ-



Cross strap design pump, dull kid with steel trimmings.

masy" goods as there are on the market. Shoe dealers who advertise and display, and otherwise push these goods for Christmas gifts, not only gain a temporary increase in sales, but they also help to establish new and higher standards in footwear. The shoes that should be sold for Christmas gifts will not be plain and serviceable shoes, such as a woman would ordinarily buy for herself, but something a little better, brighter and prettier, for the Christmas gift shoes should be more attractive than are ordinary everyday ones, so that the spirit of Christmas may shine in it.

New Way of Using Shoes

The wife of a missionary long stationed in Africa confessed recently that she became hysterical with suppressed laughter at the first service that her husband held at the station after bringing her out. She had, indeed, to leave the chapel lest she should disgrace herself by an outburst of unseemly mirth.

The cause of her discomfiture was an important convert, an aged and venerable chief, with snowy wool and a countenance of ferocious dignity. The young wife had thrown away the day before an outgrown pair of her tiny daughter's ankle ties. They were of a gay scarlet morocco, and when they reappeared at church buttoned neatly through the distended lobes of the old chief's ears and dangling conspicuously against his withered ebony shoulders the spectacle was too much for her—especially in combination with the rest of his costume, which consisted of a dirty blue loin cloth and a headdress made of feathers artistically combined with imported shirt buttons.

Soldiers' Boots Too Small

Complaints have been made that boots of insufficient length have frequently been issued to British troops. This matter was brought to the notice of the Army Council, and instructions were issued to officers commanding units stating that foot measurements should be taken so that the men may get boots of the correct size.

The man who is willing to work hard only when results come easily will never do enough to put him on Easy Street.

We value things according to the effort required to secure them. What would we care about Success if it were to be had for the asking?

Vancouver Store Forced to Extend

**Ten Years in Vancouver—Big Development of Trade—
Elegant New Modern Store—Holds No Clearance Sales**

DURING the ten years that have elapsed since Mr. J. Trick opened a retail shoe store in Vancouver with a stock worth \$4,000, his business has developed to the stage where a stock valued at \$20,000 is considered necessary to meet the requirements of a steadily increasing trade. At the outset Mr. Trick was capable of looking after his store without any assistance whatever, but as the city expanded and business grew better, he was forced to branch out and to-day the regular staff comprises three salesmen with two extra employees for the Saturday "rush" hours.

Like a large number of other retailers in Vancouver at the present time, Mr. Trick can claim to have had long experience in the trade in Eastern Canada, his last position previous to coming to the Coast being with Wm. Morrison & Company, in London, Ont. The shoe establishment of which he is the proprietor in Vancouver, is situated at 146 Cordova Street West, the store itself measuring 100 feet in depth, while the windows are each 8 x 10 feet, allowing a space of 5 feet in width for the entrance. There are thirty-five 100 candle-power tungsten lamps altogether in the windows, and the artificial lighting of the interior is provided by thirty-two tungstens of 40 candle-power each, placed in frosted glass globes and set in the ceiling, in addition to four brass chandeliers equipped with

both gas and electric lights. Brush brass and bronze fixtures are used exclusively in the window spaces for display purposes. Trick's shoe store caters principally to those whose lives are spent outdoors, and the footwear carried in stock comprises 60 well known lines of high cut loggers, miners, prospectors and surveyors boots in heights ranging from 10 to 16 inches, the styles manufactured by the Vancouver firm of J. Leckie & Company, and the Jefferson Shoe made in Jefferson, Wisconsin, proving easily the strongest sellers, while in the finer grades, Bell's, Hartt's and the Jefferson lines command the most popularity. The stock in this establishment is arranged mainly down each side of the interior in rows of double cartons, the high priced footwear being placed at the front, and the commoner grades at the rear.

Mr. Trick does not believe in the custom of holding sales at different seasons, his policy since starting in business being strictly opposed to disposing of stock at other than the regular prices.

He carries shoes for men only, and conducts his business in premises which have the reputation of invariably presenting an appearance at once orderly and attractive, and well calculated to create a most favorable impression on the minds of even the most discriminating customers.



Interior of Mr. J. Trick's Shoe Store, Vancouver, B.C.

Practical Stock Numbering Systems for Shoe Stores

One of our readers writes us as follows: "As we are interested in the installation of a new number system for our entire stock, which is a large one in infants', children's, misses', ladies', boys' and men's footwear, we would ask you if you could help us in any way by giving us some ideas of what you consider your best practical system, the same to be used in the store for clerks' purposes and also to denote cost prices for office and stock taking purposes."

In answer to this request we are describing and illustrating herewith some of the stock numbering systems in a few of Canada's leading shoe stores. In regard to cost marking we would refer our correspondent to page 38 of our issue of last October on which appears an article entitled "Some Systems of Cost Marking Started to Shoe Stores," which deals with this subject thoroughly. We hope that the inquirer will find in one of the stock numbering systems we describe, just what he is looking for.

Detachable Carton Ticket System

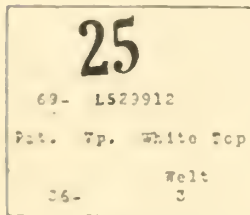


Fig. 1.

The first system we will describe is that in which a card is attached to the front of every carton bearing the stock number, size and price. This is fastened to the carton by means of a wire holder and can readily be removed. When a pair of shoes is sold the card is taken from the carton and sent to the office with the shoes. The card

is then put by. In the morning the clerk collects these cards and fills the cartons according to instructions on same.

Figure 1, is an illustration of this detachable carton ticket. The figure 25 presents the classification, the long row of figures the regular code stock number, and the lower figures the size. The tickets are in various colors. Green are used for all high shoes that fasten with laces, mauve for Oxfords and low shoes that are worn on the street, salmon for all styles of slippers, yellow for Congress or elastic side high shoes, light tan for rubbers, over-shoes and tennis shoes, and red for all high shoes that button.

Method Used by Toronto Store



Fig. 2.

Figure 2 illustrates a carton label used by the Chisholm Shoe Store, Toronto. The number on the left of label is the stock number, and the first figure signifies the department that it belongs to, that is, 1, is the men's; 2, women's; 3, boys' and youths'; 4, misses' and girls'; and 5, infants'. The

second figure gives you the leather; 1 is patent; 2 kid; 3 velours, dull or bright finished; 4 box calf; 5 tan; 6 ———; 7 canvas. The third and fourth figures indicate the description of the goods. Thus odd num-

bers up to 49 indicate buttons, even numbers from 2 to 48 mean laces, odd numbers from 51 to 99 are pumps and even numbers from 50 to 98 Oxfords. This allows twenty-five styles in each leather in buttons and laces. In the illustration of the label we publish, the stock number 1140 would thus mean men's patent blucher. This is one of the simplest and best systems of stock numbering that we have ever come across.

The second number on the label refers to the size, but as the ordinary French system of numbering is used to indicate this, it is too well known to the majority of the retailers to require description.

The third number is the price, the figure 1 taking the place of the period, thus the price in this particular instance is \$5.00. It might be mentioned that some firms use the last figure of the year to denote the period and thus are able to tell at a glance in what year the goods were bought, but in the modern up-to-date shoe store where old goods are cleared out this would be of doubtful value. While speaking of left over stock it might be well to mention that this firm have a very good method of handling badly broken lines. They are marked with the common number, the old number being discontinued from the stock book, and the goods are then put in a division by themselves. When a customer comes into the shop a special point is made of showing the broken lines first. These are kept in a section by themselves in the middle of the shop and are divided into two divisions, Oxfords and boots.

Simple Systematic Shoe Stock-keeping

The Rannard Shoe Company, Winnipeg, Man., has a special system of numbering the shoe stock, so that the shelves can be kept filled up with the least possible difficulty. The firm has a different series of

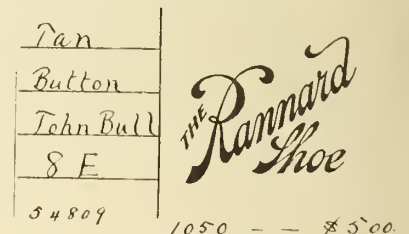


Fig. 3.

numbers for each kind of leather, each kind of style, men's shoes and children's, and one of the features of this numbering is that an even number indicates a button shoe, while an odd number is a lace shoe. Figure 3 is a reproduction of this firm's carton label. Thus the number 54809 on the label, represents the factory number, and 1050 the company's own stock number. The fact that the latter is an even number indicates that it is a button shoe. Number 1051 would be a lace shoe. This series of men's shoes may run from 1100 to 1149. A certain kind of style for women might be numbered from 500 to 549, and another, 550 to 599; and so on indefinitely to distinguish men's, women's and children's numerous kinds of footwear. These series of fifties in numbers indicate separately the various leathers, cloths, styles, colors, widths, and show whether Oxford, pump, slipper, gaiter, or any other kind. Any retail merchant can, of course, make his own series of numbers, according to the extent or variety of his stock.

A Very Convenient System

A certain Hamilton, Ont., shoe store has a most convenient system of cartoning, rubbers being placed under the shoes they will fit. All the men's foot wear is in one section, and the women's, misses', boys' and children's, etc., have sections of their own. The men's section is divided up into other sub-divisions, the first containing men's gunmetal, which is still further divided into buttons, blucher, etc., which are again graded according to price. This system also pertains to the other departments and a clerk, if asked for a men's gunmetal blucher, a women's patent pump, or any grade or style of footwear, knows where to place his hand on it at once, and also can locate the rubbers suitable to it. The prices also run from the front to the back, the highest priced shoes being placed in that part of their section which is nearest to the store entrance and the lowest towards the rear end. The sizes run in the same way from front to back in their sections. The numbers on the carton gives the style of shoe and price, while the system of numbering is so simple and comprehensive that it saves considerable book-keeping and the company are able to give the public the benefit of this saving.

A Simple Stock Record

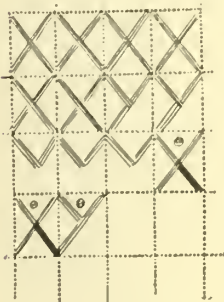


Fig. 4.

A certain shoe retailer has the right and the widths from top to the sizes ranging from left to number. The page is divided, important, an individual stock may be needed, and what is most and many other details which name of the maker, cost and price page is a full description, the line carried. At the top of the loose leaves and a leaf for each of his stock. He uses a binder of following plan of keeping record

to bottom, and we reproduce here in figure 4 what may be considered as a section showing one size and one width, for instance 3½ B. This is divided off into squares by pale rules. A mark similar to a capital V or the top half of an X is placed on the top of the space to correspond with the number of pairs of that size and width ordered. This is shown in the diagram on the third line.

When the shoes arrive the right hand arm of the V is extended so that the character resembles a small y. This shows the number of shoes in stock. When a pair is sold the left hand arm of the V is extended so that the character forms a capital X. These two characters are shown in the two upper lines of the diagram.

In case a pair of shoes is returned a small dot is placed over a new y mark, which is then treated as simply another pair in stock and when sold the symbol is changed to an X, the same as the others.

If, however, some of the shoes have to be sold at a marked down sale or at a discount from the regular price, this correction of y to X is made with red ink. By this simple method an entire history of every pair of shoes in the store is given, and the proprietor states that at stock-taking it has been found that this system is accurate almost to the smallest detail.

Keeping Track of Your Window Shoes

Do not take goods from the stock of the store to trim your windows. Get them, if possible, from the reserve stock, and mark each carton which you empty for this purpose "window," and put the box back in

its place in the reserve stock. When you size up your stock in the morning and find that you are out of that particular size, with the exception of this single pair in the window, place the empty carton on your shelf in its proper place. Then, if there is a demand for that particular pair of shoes, the carton will show you that you have a pair on hand.

If you laugh at the suggestions made by your clerks and never put them into effect, they will cease making them and their interest in the business will wane.

Fitting Platform for Children

Many merchants throughout the country, have made a study of the best methods of fitting children's feet from the point of facility to the clerk and comfort to the little client. About ten years ago the first platform was put into commission. This elevated the fitting floor about nine inches and brought about the use of miniatures chairs as a pleasing innovation calculated to catch the attention of children.

About a year ago Wm. Filene Sons Company incorporated a fitting platform that was three feet from the floor and placed thereon small armchairs to which were fastened brass chains so as to keep the child securely in place. This chain also served the purpose of keeping the child amused.

About the same time the idea came to J. F. Dirlam, buyer for the shoe department of the Seattle Dry Goods Company, to build a platform of a more advanced type similar to the one shown in the illustration. This consisted of a case or elevated platform about waist high with ten small children's chairs on top and between the chairs a space for the mother or attendant to sit while the shoes were being tried on. This also helped to focus the eyes of the parent upon the shoes as you will note in the illustration.

The back of the case is fitted with drawers that will hold quite an assortment of children's shoes. The storage space is especially adapted to children's soft soles. Mr. Dirlam has studied the problem of convenient handling of children's business for years and can safely be said to be the originator of the method herein portrayed.



Showing fitting platform in use

Among the Shoemen of St. Catharines

Considering Early Closing Question — Welland Canal a Help to Business — A Chat About the Stores

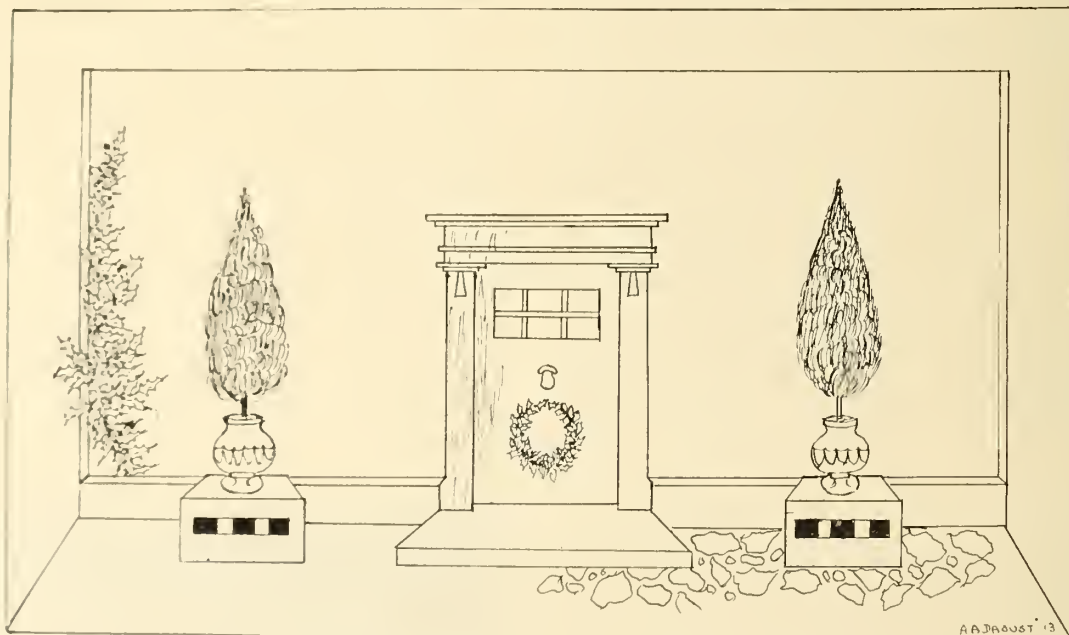
A representative of Footwear in Canada was in St. Catharines, Ont., recently calling on the trade. He found business rather dull and the retailers all praying for snow. One shoeman declared that he had practically lost all his Fall rubber trade.

The question of early closing is agitating the minds of St. Catharines' shoemen, and from what our representative could learn it would seem that the majority of them are in favor of closing at seven o'clock the year around, with the exception of Saturday nights, the day before a holiday and five days before Christmas, when they would keep open until 10 o'clock. There is some opposition to this proposition, however, on the part of some shoe retailers and it is doubtful if it will be carried into effect. We understand that while the majority of the shoe store proprietors have given their assent to the proposal that a not insignificant minority will do all they can towards prevent-

ing the scheme being carried into effect. One shoeman, who was in favor of early closing, said that if every merchant closed at seven o'clock the people would soon get accustomed to buying at more reasonable hours, and that the trade of the store would not suffer since all others closed at the same hour. The hard-worked clerks and proprietors would then have a little more time for rest and recreation.

The argument for the other side was presented by another shoe retailer who claimed that as this was a free country no body of men had a right to say to him at what hour he should open or close his shop and that if a by-law were passed compelling early closing, and he were brought to court for non-compliance with it, he would win his case. He also went on to point out that the building of the new Welland Canal was bringing a large number of workmen into their section of the country whose employment during the hours of day-

A Beautiful Holiday Window Setting



Make the center door the size wanted and before putting the different parts together, cover smoothly with pale green felt, or finish in stucco effect. The following instructions to do this should be sufficient.

Mix pale green alabastine with water and coarse glue such as is used for furniture. When this is mixed and dissolved, not too thick, throw in enough ground cork or saw dust. Then apply with a flat stick and let dry. When this is done you will find that it has the appearance of stucco or rough stone. Use a small holly wreath on the door. Make two boxes as in the sketch for the trees, same can be covered with felt, with small pieces of dark green felt for the dark squares in front, or can be covered with stucco as the rest. Buy two ruscus trees, or make two small trees of evergreen and put in fancy jardinières.

To make the trees, take an old broom stick and cut the length wanted, cut a board perfectly round for the bottom, with a hole in the center to allow the broom to go through. Then nail small strips of wood from the top to the edge of this round board. This you will find will give you the cone shape. Start winding around evergreen roping starting under the round board at the bottom until you reach the top. Then sprinkle with diamond dust.

A board should run across the bottom at the back to finish the window. Holly sprays can be used in one corner as shown in the sketch. To make the bottom seem as if it were made of rocks use heavy cotton painted over with pale grey alabastine. Paint on it the shapes of stones in pale green, with a daub of green here and there.

Use a seasonable card. The center fixture can be used at any time.

light would prohibit their doing shopping during that time and therefore in order to meet the requirements of this trade all merchants would be compelled to keep open in the evening. If they did not do so, he claimed, the demand of these new customers would be met elsewhere and St. Catharines would lose the trade.

Formerly there was an agreement between the shoe merchants in that town to close at 10 o'clock on Saturday night but this was soon violated. Possibly if the shoe retailers would call a meeting, get together and discuss the early closing question in all its aspects in a common sense, business-like way, they could come to some agreement on the matter. Surely this is much better than one section trying to coerce the other. The latter policy can only result in bitterness and ill feeling, which is decidedly bad for business.

St. Catharines, which has been standing still for some years, is now showing signs of waking up and going ahead and with the new Welland Canal starting in that section of the country we can see a bright future for the town, but if it is to reach the apex of its possible development, all the citizens must work together toward that end and not have a "city divided against itself."

The Shoemen

Sparks Bros., 61 St. Paul Street, carry a line of men's, women's and children's shoes in high and medium grades. Both brothers Sparks are competent shoe repairers and at one time conducted this business along with their retail trade but gave it up, not having the proper room to devote to it. Not only do they not repair themselves, but they do not take repairing work from their customers, claiming that after they send the work to a shoe repairer they get no profit on same and that when the loss of time and inconvenience is considered they are considerably the losers. They are doing exceptionally well in boy's and youth's solid leather footwear. They also stock suit cases. The partners are Percy H. and Harry V. Sparks.

In the shoe store of **Jas. Flaherty**, 82 St. Paul Street, are handled mostly women's lines, the store being managed by a sister of the proprietor.

McFarlane Bros. & Lindsley, recently established a shoe department in the large store of J. A. Bell, "The Clothier." This shoe department has no business connection with the rest of the store. Mr. Lindsley was formerly a traveller for Getty & Scott, Galt. Only the "Just Wright" shoe is carried.

Dillon & Moore, 70 St. Paul Street, features Nettletons, Astorias, and Regals. For women their strongest lines are the Dorothy Dodd, The Ultra, Leac hand the P. J. Harney shoes. The firm does a very high class trade and sell many slippers retailing from six to seven dollars. They also handle club bags and trunks, and do a big business in men's rubber goods. This firm has one of the largest shoe stores in St. Catharines and it is run on the most modern lines.

Wm. S. Wood & Company, have a line shoe store on St. Paul Street and do a very large business. They carry a general line of footwear and leather goods, and get the bulk of the college trade.

C. Donnelly, formerly partner in the firm of Burleigh & Donnelly, has opened for himself at 136 St. Paul Street. He handles a general line of gent's furnishings as well as footwear.

The shoe store occupied by **Lt.-Col. Burleigh** at 81 St. Paul Street is worthy of special mention being attractive and thoroughly up-to-date in every respect.

E. W. Smith, 143 St. Paul Street, carries a general line of footwear in all grades. He also stocks suit cases, but does not carry club bags or trunks. The store is thoroughly modern in every respect and business is conducted along progressive, and aggressive lines. A feature of their business policy is the giving of premiums. Displayed in, on and around a large show case in the centre of the store are premiums in the shape of ladies' and gent's umbrellas, soup tureens and dishes of all kinds, silver ware, gold brooches, etc. Checks for 5 per cent. on the dollar are given with each purchase. The customer keeps these and when they amount to the price of the premium they desire they pay them over and take it away. This firm finds the premium a good draw as it brings them increased business. They take in repairing, but sends the work out.



Interior view of E. W. Smith Shoe Store, St. Catharines

C. N. Oke & Son, conduct a boot and shoe and dry goods store at 21 James Street, one-half the store being devoted to dry goods and the other to boots and shoes, leather goods and trunks. This firm does a very large farmers' trade and report business as brisking up already on account of operations being started on the new canal. The junior partner of this firm, although not yet of legal age, is an exceptionally able shoeman and we look forward to his being a very considerable factor in the business life of St. Catharines.

H. Devor, who conducts a shoe store at 36 St. Paul Street does a good business in the medium grade lines. He expects big things for St. Catharines as a result of the building of the new canal.

The Shoe Last Trade

America is not supplying the whole world with shoe lasts, but is furnishing lasts to a large portion of the world. They go to all the leading countries. Even China, where the usual kinds of shoes are not much worn, is a regular customer of American shoe last factories. Most lasts are of maple. It is popularly supposed that large quantities of beech are used in this business, but statistics do not show it. The quantity is very small. No lasts are made of soft woods, but "forms" and "trees" are manufactured of basswood, yellow poplar, and various other species. These are used in making rubber boots and shoes, and for inserting in shoes to hold them in shape when not in use.

To Stimulate Trade After Christmas Lull

Offer Special Inducements—The Hockey Season—Clearing Out Odd Sizes—Special January Sale—Treatment of Cards

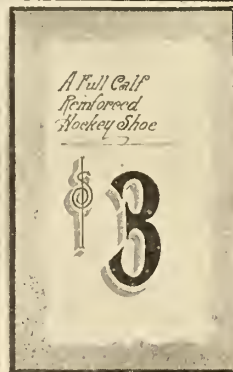
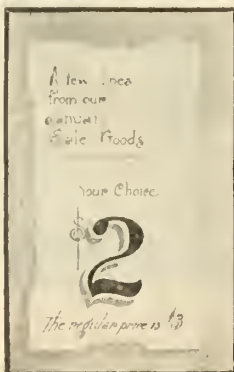
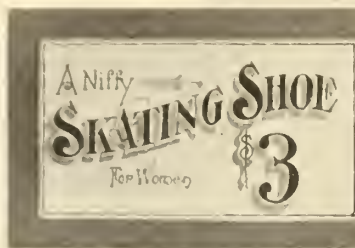
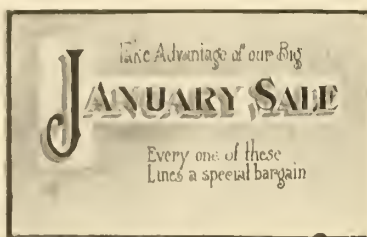
NEARLY every merchant experiences that after-Christmas business lull which is almost annoying, following so close on the pre-Christmas days when business was at the boom point. But it is only a natural consequence and should be met squarely. One way to meet it is by offering special inducements with prices of such a character that they will compel trade to come your way.

Unfortunately there are no special days or holidays during January of which you may take advantage. However, there is a sort of special season that you must not overlook. This is the skating and hockey season. One regrets that its trade is restricted to the skating people and is not general in results. But if you are alive to the situation it will keep your name before the public and show them you are a wide awake shoeman and ready with the goods both in season and out of season. Advertise your skating shoes for both ladies and gentlemen, and your hockey shoes for the players. Use cuts of both these lines in your newspaper advertisements, and we would like to emphasize as we have done so often before, do not forget to quote prices. Drop the idea of a general kind of an advertisement which says something like this:

We are prepared to serve our customers with all kinds of skating and hockey shoes at lowest prices. A call solicited.

Such an ad is not an ad. It is lacking in definiteness and you will reap no results from it. Tell them you are prepared to sell them a strong all calf hockey shoe with reinforced ankle strap, heavy toe cap, a sole that will hold every screw and a shoe that you can guarantee to give good service, for \$3.00. You are now talking something definite, and something that will bring customers into your store saying: "Show me a pair of those hockey shoes you are advertising at \$3.00." Just try this plan and see if it does not work. Do the same with your skating shoes.

About the middle of January start your big clearing sale. Make this a regular selling event every year. Call it by what ever name you choose but always keep the same name each year and also the same date. The second Monday in January is a good day to start, and run it for a week or ten days, or even two weeks if you can keep up the selling interest that long. If your own stock is low it might be a good plan to buy a few lines at special prices to help out and give a little more ginger to your sale.



Do not be afraid to add a little more space to your newspaper advertisements. Quote two prices—the real (not a raised price) and the reduced or sale price. For example, make a list of various lines. One of these may be as follows:

24 pairs of boys' shoes, strong and serviceable, sizes from 9 to 12. Regular price \$2.25. Clearing sale price \$1.73.

Be Truthful

Make the other lines in a similar way, but we emphasize absolute truthfulness in your quotations of regular prices. If you conduct your July and January sales along these lines you will establish a reputation and your customers will look for these half-yearly selling events.

Your show and window cards must play an important part in your January selling. A well painted cotton sign will not be out of place to announce your special sale. Let it extend the entire width of your store front, and one yard deep. Use your window cards to announce your sale also. Always bear in mind that a sign over your door cannot be read easily by pedestrians on your side of the street, but it is useful for those who may be driving past or walking on the opposite sidewalk.

For your skating and hockey shoes it may be well to dress your window specially for these, with some kind of a winter effect. One attractive display can be made with a large piece of plate glass or mirror laid in the bottom of your window. Frost this with common medicinal salts, by dissolving them in water and daubing on to the glass and letting dry. They will crystalize in splendid imitation of frost. At the back of the glass arrange a bank effect down to its edge. Cover with imitation snow, either batting with diamond dust on it or other artificial material. Borrow a figure from your clothing store friend and dress it in a hockey suit. Put on to it a pair of hockey shoes and skates. Place the figure on the glass (ice) with a hockey stick in hand and a puck at its feet. This idea can be worked into one of the most attractive and seasonable windows imaginable. Put this window in immediately after the holidays, unless the weather should be unusually mild and there is no skating. The other skating shoes can be in the same window as well as the hockey lines.

In giving these ideas for special lines and sales it should be remembered that these should not overshadow your regular lines. The latter must always

have attention at all times. The specials and sales are to assist trade when regular business lags.

Treatment of Cards

The card samples this month should be helpful for your regular lines, hockey shoes and special sale. The \$5 card is for regular lines and is somewhat unique. There is sufficient of the overcoat showing to realize it is a winter dress. This makes it seasonable. The shoes are a stylish button design and the card should go into the window with high-class regular goods. By showing only this portion of the man it is possible to get a much larger picture of the shoes than if the entire figure were displayed. If you cannot draw a picture of this kind you can obtain a good effect by cutting out a figure from a fashion plate and pasting it on to the card. The figure \$5 is in dark brown to harmonize with the suit.

The \$3 skating shoe card is a white card backed by a brown one. The words "Skating Shoe" and the \$3 are in red, shaded with a light brown to match the marginal card of brown. The small letters are black.

The hockey shoe card is an air brush design in brown and the figure is in the same color and shaded in grey. Small letters in brown also. The coloring is very effective.

The \$2 card is similar in design and is done with the air brush, in blue. The figure is in red and the small letters are in black.

The January sale card is an air brush design, in black. The large letters are in red and shaded in a subdued color. The small letters are in black.

These suggestions should be of material assistance to you in your January business.

Vancouver's Pioneer Shoemen

Mr. Chas. E. Slater, has sent us the two photographs accompanying this article. Mr. Slater says:

"I am sending you under separate cover photo taken in Stanley Park at this city, of a party of shoemen, old timers in Vancouver—in fact, the pioneers in the shoe trade, who were in business here over twenty-five years ago, when Vancouver was only a very small place. There were only three shoemen in the town at that time, viz., George Allan, R. Mills and Jos. Pyke. They were all good customers of mine twenty-five years ago and they were on such friendly terms that they all used to come to the sample room together to place their orders. I have never known of a similar circumstance, and I was pleased to have the opportunity on my first visit in twenty years, to hunt them up and renew old acquaintanceship.

"It occurred to me that the photograph and story



The four gentlemen in the automobile are Messrs. Chas. E. Slater, Wm. A. Allan, Geo. Allan and R. Mills. This photo was taken near Vancouver, B. C.

might be of interest to your readers. The parties in the automobile are Wm. A. Allan (now manager of the Canadian Consolidated Rubber Company there), George Allan (his brother), R. Mills, and your obedient servant. Unfortunately Mr. Pyke had a previous engagement which prevented his accompanying us.

"Vancouver has grown entirely out of my recollection from what it was in the old days, and is indeed a wonderful city, with some wonderful business structures and beautiful residences, amongst which is one, which has just been completed by another shoeman—James Rae. I am enclosing you a photograph also of this beautiful residence, in passing which one of the party remarked, that 'this house was built by a shoeman out of profits made by selling goods at less than cost.' Mr. Rae is one of the most enterprising shoemen in the West and has the largest store in Vancouver. He is a great believer in advertising, using page ads several times a week.

"I must not overlook mentioning Messrs. J. Leckie & Company, who have quite a large factory there making men's boots, more particularly the class suitable for prospectors and lumbermen. They have worked up a high class reputation for their goods and are already making about five hundred pairs a day."

Bothersome Problems

When the shoes are so made that the shellac or other objectionable material runs out on to the feet of the wearer, the repairer will then get the shoes and must devise some way of getting rid of the trouble. The writer saw one repairer apply under the tip of such a shoe a thin piece of solid leather, well shellaced, as the shoes in such cases not only need a covering over the flowing shellac, but also a new box toe. It was like killing two birds with one stone, as this repairer accomplished both things at one blow.

Another difficulty for the repair trade is the lining worn-out lining at the heel especially. Some repairer will not bother with it at all, but in the writer's opinion, it is wrong to send away a customer, even if the work is not very well paying at the time. The repairers who will practice on a few shoes will quickly get onto the different ways of getting over these aggravating problems. Practice makes the artist and what seems difficult call often for a determined beginning. — The Shoe Repairer and Dealer.



Residence of Mr. Jas. Rae. Vancouver, B. C.

Table for Calculating Selling Price

THE Publicity Committee of the Stationers' Association of the United States have published the following report which is a short cut in the arithmetic of profit figuring and as such is worthy of saving and studying.

When figuring selling prices, knowing the per cent. of expense in doing business and the cost of the goods, you can prove your price as being adequate to the net per cent. of profit you desire to get.

There is but one businesslike method of figuring per cent. of profit, and that is upon the **SELLING PRICE** of the article. This is so, for the only object

profit should likewise be a percentage of your selling price. There have been numerous cases of disaster due solely to the practice of figuring the percentage of profit on anything but the selling price. Your invoice cost is not a quantity, or a sum to be added to, nor is your cost of doing business. Both are percentages of your selling price, as is your profit.

The rule and method shown in the graphic figures are short cuts to the system of arithmetic in profit figuring. Make the computations on the selling price of the shoes you now have, so as to make certain that you are not fooling yourself in reference to profits.

Example

Rule—Divide the cost (in your price with freight added) by the figure in the column of net per cent. profit desired on the line with per cent. of cost to do business.

It a shoe cost \$2.01
freight .04

\$2.04

You desire to make a net profit of 6 per cent.

It costs you to do business 28 per cent.

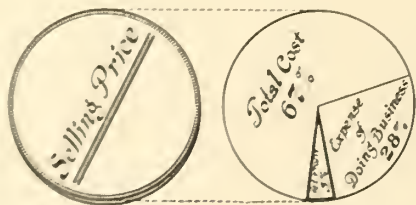
Take the figure in column 6, on line with 28, which is 69. That represents what per cent. of your selling price is the cost of the shoe.

Divide \$2.04 by 69/100 or 69, 12.04 (4.00) equals the 2.64 selling price.

The percentage of cost of doing business and the profit are figured on the **SELLING PRICE**.

COST TO DO BUSINESS	NET PER CENT PROFIT DESIRED																				
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	20	25	30	35	40	50
15%	84	83	82	81	80	79	78	77	76	75	74	73	72	71	70	65	60	55	50	45	35
16%	83	82	81	80	79	78	77	76	75	74	73	72	71	70	69	64	59	54	49	44	34
17%	82	81	80	79	78	77	76	75	74	73	72	71	70	69	68	63	58	53	48	43	33
18%	81	80	79	78	77	76	75	74	73	72	71	70	69	68	67	62	57	52	47	42	32
19%	80	79	78	77	76	75	74	73	72	71	70	69	68	67	66	61	56	51	46	41	31
20%	79	78	77	76	75	74	73	72	71	70	69	68	67	66	65	60	55	50	45	40	30
21%	78	77	76	75	74	73	72	71	70	69	68	67	66	65	64	59	54	49	44	39	29
22%	77	76	75	74	73	72	71	70	69	68	67	66	65	64	63	58	53	48	43	38	28
23%	76	75	74	73	72	71	70	69	68	67	66	65	64	63	62	57	52	47	42	37	27
24%	75	74	73	72	71	70	69	68	67	66	65	64	63	62	61	56	51	46	41	36	26
25%	74	73	72	71	70	69	68	67	66	65	64	63	62	61	60	55	50	45	40	35	25
26%	73	72	71	70	69	68	67	66	65	64	63	62	61	60	59	54	49	44	39	34	24
27%	72	71	70	69	68	67	66	65	64	63	62	61	60	59	58	53	48	43	38	33	23
28%	71	70	69	68	67	66	65	64	63	62	61	60	59	58	57	52	47	42	37	32	22
29%	70	69	68	67	66	65	64	63	62	61	60	59	58	57	56	51	46	41	36	31	21
30%	69	68	67	66	65	64	63	62	61	60	59	58	57	56	55	50	45	40	35	30	20

the shoe dealer has in mind, in buying anything from the manufacturer or jobber, is to sell it to the consumer. If he never sells it, he never makes a profit out of it, and while it is in his store it accumulates a certain cost in addition to what was paid for it, by reason of rent, salaries, etc., and these most important items must be charged up to the consumer before the shoe can earn any profit to the dealer.



The three elements that make up the actual price the customer pays should always be based on the sum received from the customer and not the price of the article as it is purchased from the manufacturer, delivered in the store. Your invoice cost is a percentage of your selling price; your cost of doing business is a percentage of your selling price, and, therefore, your

Shoe Business Good in United States

The report comes from Boston that in spite of pessimistic business sentiment and evidences of recession in certain lines it is encouraging to find the shoe business well sustained and manufacturers taking a hopeful view of the future. This is backed in many cases by more substantial orders for spring goods than were received a year ago—advance orders in some cases being 5 per cent. to 8 per cent. higher than last year at this time—and an immediate business on duplicate orders for fall and winter goods at least equal to 1912.

With the shoe business in such a healthy state in the United States there should be resultant improvement in the Canadian situation. Activity in the United States at least relieves the Canadian manufacturers of the fears of an American invasion of our markets.

The man who expects to reach the top of the ladder must first show that he can stand on the bottom rounds without getting tired or falling off.

Don't judge the number of friends you have by the number of people who pat you on the back when you are on the crest of the wave.

One of Winnipeg's Leading Stores

Branch for Men and Boys Recently Opened—Modern Methods and Fixtures—Rapid Increase in Business—Leather Goods

THE name of William C. Allan, proprietor of the Quebec Shoe Store, 639 Main Street, is well known throughout the western retail shoe trade. It is nearly sixteen years since Mr. Allan came to the city from the East, and during the whole of that time he has occupied managerial positions in leading Winnipeg stores, while during the last five years he has combined the duties of manager with those of proprietor in the store he at present occupies.

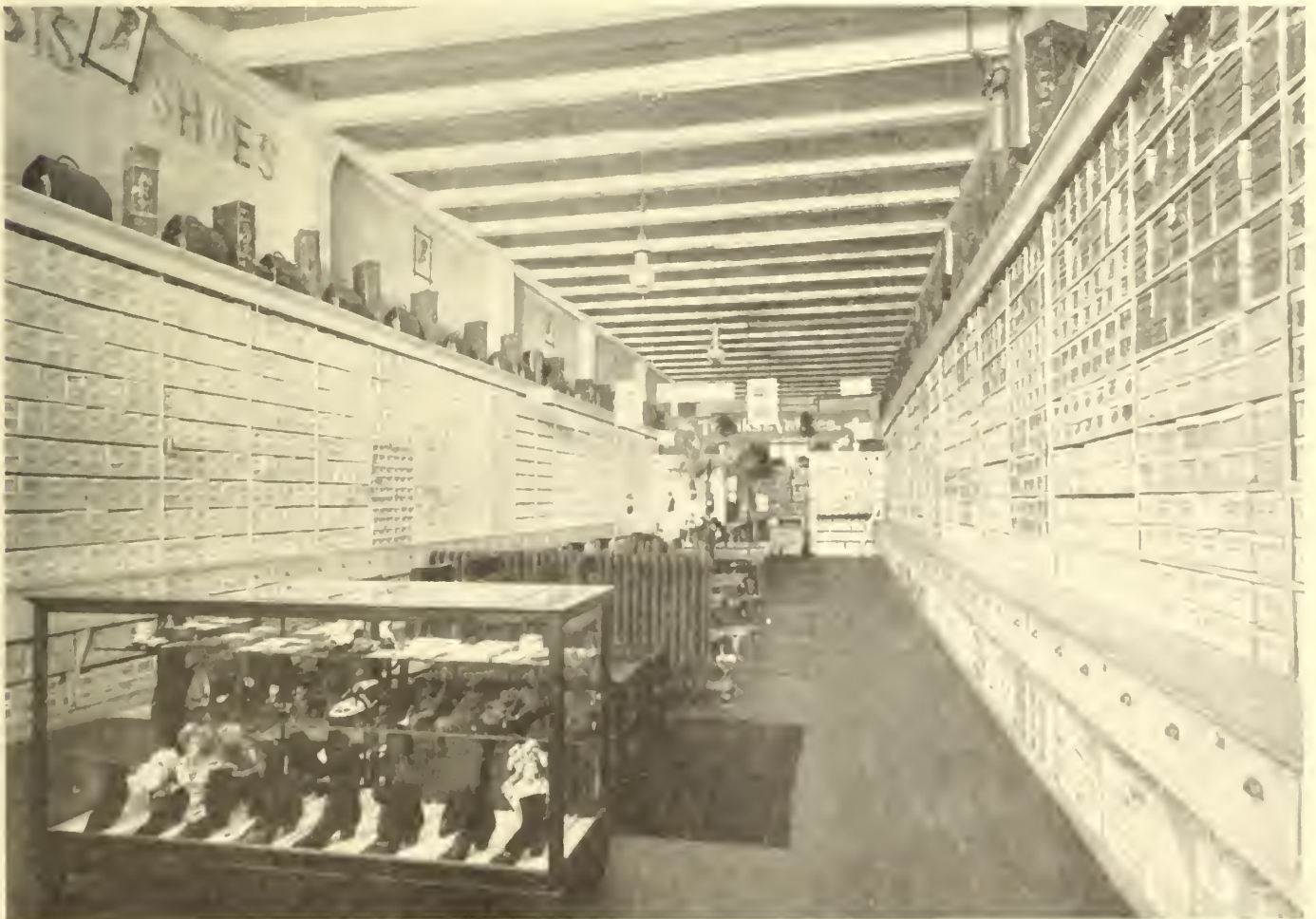
Mr. Allan was born in London, Ont., and entered the shoe trade as soon as he left school. His business career started in the East, where he made his first acquaintance with a trade with which he has been identified ever since. In 1898, after having had considerable experience in London retail stores, he came to Winnipeg and spent a period of nearly ten years as manager of a leading retail shoe store in the city. Six years ago he became manager of the Quebec Shoe Store, and a year later took over proprietorship from the previous owner. Since then he has devoted his energies to building up the business, and to-day, owing to the progressive policy which has characterized his operations, he is possessed of a connection of which he may well be proud.

The Quebec Shoe Store is well situated from a business point of view, and this, coupled with the ener-



Interior of new branch, Quebec Shoe Store, Winnipeg.
Men's and boys' shoes only

gy of its management, has doubtless been the cause of the present prosperity which it enjoys. It is one of the few first-class shoe stores in the neighborhood of



Interior of main store, Quebec Shoe Store, Winnipeg

the Dominion Pacific station and the Royal Alexandra hotel, and for this reason it catches quite a lot of transient trade. But this is not by any means its only source of custom; it is hardly its chief source, for the store boasts also a large clientele of regular buyers, who come back month after month to have their needs supplied by confidence from experience in the quality of the goods carried in the store, and in the excellent attention which they can count on receiving.

The Quebec Shoe Store carries a wide range of make and waters to both the wealthy buyer and the customer of more moderate means. Boots and shoes are sold at prices ranging from three dollars upwards, while the better class trade is supplied with the well-known "Sarcis" and "Invictus" brands of shoe, the former in ladies' lines and the latter for men. It also sells the "Emerson" shoe for men and the "Twentieth



Mr. W. C. Allan

Century" shoes. The size of the store, and the storage capacity of the basement, permit of a heavy stock being carried, and the requirements of practically all descriptions of trade can be catered to without difficulty.

Dimensions and Arrangements

The store itself is fully 120 feet in length, and has a breadth of about 28 feet. It is of ample height, and is well lit with incandescent gas. Electric light is also installed, and the show windows at the front, which are of the converging "Vee" type, backed with mirrors admit a generous amount of daylight.

The walls of the store are lined with double carton shelving. To the right hand of the store the men's stock is carried, the shelving in this department being eight cartons in height. Beneath these shelves a line of drawers is situated for carrying miscellaneous stock, while beneath this again a number of bins are formed by occasional partitions, where broken lots can be carried. The opposite side of the store is similarly fitted, save that the carton shelving has nine tiers. This side of the store carries ladies' footwear.

In the centre of the store the fitting chairs and shoe racks are located. Sixteen of the former are provided, arranged in three groups, and placed back to back. There are two glazed show cases, each of which is provided with two glass shelves which permit of the effective display of the various lines which are on sale in the establishment. The store furniture also comprises two brass-covered tables for the display of further lines of merchandise, two racks for the storage of sundry

goods, fitting stools, and strips of carpet which are placed before each group of chairs.

The decorations of the store interior consists of a number of palms. These are arranged both on the floor and above the carton shelving. Samples of trunks and travelling bags are displayed to advantage on the top of the latter. The paper is of an attractive shade of buff, and the ceiling is covered with a heavily embossed paper.

At the back of the store a department is reserved for the office and for the storing of reserve stock. Racks are provided for the latter purpose, while the office is enclosed by a parcels counter. A cash register, of the latest pattern, a typewriter and a typewriter's desk, and a roll-top desk for the manager, complete the furnishing of the office.

The full-size basement is beneath the store, and is reached by a stairway from the department last described. The basement is fitted with a number of racks, which provide accommodation for an unusually large stock. It is well lighted, and is provided with toilet accommodation for the staff.

Company Opens Branch

Mr. Allan last summer opened a branch at 624 Main Street, almost directly across the street from the parent house. The branch is devoted exclusively to men's and boys' footwear, and one of the principal reasons for the venture is that the men's and boys' trade at the parent store had become so large that more room became imperative. The older store, of course, will continue to handle lines for men and boys as in the past.

The new premises, although not as large as the other store, have ample room for a large business. They are 65 feet long and about 12 feet wide, with single carton shelves running the full length, 17 cartons high. A row of elegant mahogany chairs extends along the opposite side, with the exception of a break allowed for a neat show case in which leading lines are shown. All the fixtures and finishings are of mahogany. A large, up-to-date cash register is situated at the far end of the store, and near it is a large mirror the full height of the shelving.

Mr. Allan carries at 624 Main Street shoes ranging in price from \$2.50 to \$7.00, and in men's shoes he specializes on a line of \$4.00 and \$5.00 shoes. There is a neat little findings department, where the usual assortment is to be found. At the back of the store is a space wider than the rest, and here there is located a repair department. A repair addition is now an essential part of all leading retail shoe stores. The premises are decorated with palms, and the floor is carpeted the full length.

The display window is a roomy one, equipped with handsome brush-brass individual shoe stands capped with oval plate glass. The window is constructed on frost-proof lines. That is, the display space is closed in separate from the rest of the interior, and in winter the temperature can be kept the same as on the exterior, and thus frosted windows are prevented.

Mr. Allan says that business at the new place has opened up in a very satisfactory way, and this is not to be wondered at, because he has established himself well in the Winnipeg trade, and is very popular with his large number of customers.

Once upon a time all bowling shoes were made of black leather. This season, new style bowling shoes are of white buck, tan calf and other stylish leathers.

Ontario Manufacturer Writes on Western Conditions

WRITING to Footwear in Canada, Mr. C. J. Fitzgerald, of the Cook-Fitzgerald Shoe Company, Limited, London, Ont., says: "During my recent trip to the Pacific I found conditions somewhat better than I had calculated on leaving London. The money stringency was making itself felt in no uncertain fashion everywhere from Winnipeg to Victoria, but the northwest is peopled with optimists and nine-tenths of those with whom I exchanged views were cheerful and had an abiding faith in the future of their country.

"They realized that much of the trouble under which they are laboring has come through over-speculation in land and the merchant who tried to conduct a retail business of any kind and speculate in land at the same time learned to his sorrow that squaring the

circle is an easy thing to accomplish in comparison with the other task when values get to a point where they crumble because of their over weight. It is a difficult matter to sit there and not take a flier when you hear of John Smith or Bill Brown buying a piece of land for a few hundred and selling it for as many thousand after making only one payment on it. Men have undoubtedly made a lot of money in the realty game in the northwest, but men have made money through attending strictly to the merchandizing game also, and the latter is a bit the safer proposition in the end. If every man in the realty game had been honest and made true representation about the properties offered there would be no heart-burnings when the final adjustment came, but that didn't seem to suit some of those who operated in the northwest, and those

A Christmas Window Background



Although the idea may seem elaborate, it can be carried out at small cost and by taking out the wreath after using it for holiday window, the background could be used at any time of the year. The first thing that the trimmer should do is to make the frame work the size of his window. Use strips based on pane thin and wood boards.

Before putting the different parts together, cover smoothly and carefully with cream-colored felt. In the opening at the top, paint a scene as in the sketch and stretch across tightly. The small panels on each side of the wreath can be made with two pieces of bright red felt on the one wanted. Make horizontal strips for the pillars at each side. These can be made of cardboard covered with red tissue paper with oak leaf paper fringe. Make these large enough to hold an 8 candle-power lamp.

The large wreath can be made with small sprays of green holly tied on a large herringbone, or some could be purchased from a dealer in artificial decorations.

A card to fit in this wreath should be made with the words "Christmas Greetings" in silver wording to suit the dealer. The bottom of the window should be covered with cream felt also. Sprinkle some fine dust of fine diamond dust to give it the Christmas sparkle. Use glass sparingly in display. Don't cover around thick set of a window.

who bought alleged town sites that never were anything but farm land won't get caught a second time. The merchant who is wise today in the northwest country is buying from hand to mouth and endeavoring to clear up large stocks accumulated a year ago when it looked as though there never would be an end to the era of prosperity, which was then at its height. He is paying what he can on his paper that is due and the manufacturer, as a rule, is helping him along by granting reasonable renewals. Many of the men who were inclined to blame the banks for curtailing credit to the breaking off point. They argue that they had long lines of accommodation for years and when the stringency came they were put on a par with the speculator in real estate whose security was of doubtful value. They also pointed to the indisputable fact that the various banking institutions had led the mad chase in the establishment of towering prices for bank building sites throughout the West.

That is all past and gone, however, and the strong virile characteristic of the men of the northwest are making themselves manifest in many ways. The good crop of 1913 is going to help the merchant also. The fact that the weather was favorable enough to permit of much more than the average amount of fall ploughing being done argues well for an increased acreage in 1914. Another fine crop would mean "easy street." There is, too, a movement everywhere towards mixed farming, which if indulged in to the extent found in Ontario would put the country on the high road to prosperity and eliminate much of the hardship which is inevitable when the wheat crop is short or is ravaged by the wind or heat. The Canadian government is helping splendidly along this line as they will place free of charge in any community of twelve subscribing settlers a stallion of pure blood, a bull, a ram and a lot of pedigreed stock. The advantage of this should be apparent at a glance. No country is any richer than its farming communities and live stock in connection with the farm, especially on land of such abounding fertility as that of the Northwest means success with a capital "S." Manitoba and certain sections of Alberta have their quota of cattle, sheep and horses, but Saskatchewan, where fences are few and far between and entirely unknown in some localities, has very little live stock of any description. They are counting on it though, and then there will be something to feed the wheat, oats and barley to that occasionally gets haled out or beaten by the wind.

Western cities are very modern in every respect, their public utilities are very fine, the street cars, street lighting and waterworks being as good as any to be found in the East. All streets are broad and generally lighted, schools and churches are very handsome and particular attention is given to educational development. The newspapers are advanced, most of them being associated press franchises and carrying the news of the world published most attractively. The newspapers in the west have an important part to play in the development of that part of the country. If they will frown upon misleading land investments and expose unscrupulous realty promoters they will be doing the entire Dominion a tremendous service. It is pretty hard to turn away a patron with the money in his hand, but if his proposition will not bear the light of day a self-respecting newspaper, which is really the guardian of a community, owes it to itself as well as its patrons to do this very thing.

The shoe stores of the northwest are handsome and well kept. They will compare with any found

anywhere else in Canada or the United States. Special departments for women and children are features of most of the best stores. The large department stores have been making a strong play for business, but there appears to be room for all. The disposition to buy United States shoes is not as strong as it was some time ago and it is becoming less aggressive all the time. The northwest is peopled to a large extent by former United States citizens and it was only natural that they should want to buy the goods they knew best. However, Canadian manufacturers are making better shoes each year and the retailer doesn't have to go abroad for his better grade of goods any more. Many Canadian made shoes have fully as much style and certainly wear better than the average shoe of United States manufacture. There are some unscrupulous dealers who advertise "American Made" shoes and sell the product of Canadian factories, the owners of which lend themselves to the deception by branding their product to order.

"While the northwest is to-day paying the penalty of over-expansion and mad speculation there is nothing in the world that can stay its progress. It is like a giant asleep, bound to march on to greater prosperity in the end. It is the land of opportunity, a promise for those who will work and work intelligently and the sun will shine for all in a short time. January, February and March will probably be periods of depression, but when the growing crops begin to nod in the breeze, everybody will take heart and troubles will be forgotten."

How I Would Get the Money

By B. B. Business

I would place a Bulletin Board on the front of my store with a heading in large letters: NAMES OF PARTIES WHOSE ACCOUNTS ARE SO LONG OVERDUE THEY CAN GET NO MORE CREDIT HERE, WILL BE POSTED HERE THE FIRST OF EVERY MONTH.



Perhaps it would not be necessary to post very many names; if so, it would certainly bring a lot of money into the business.—Boot & Shoe Recorder.

You cannot make part of your employees obey rules and let the rest disobey them without making them all disgruntled.

If you have an employee of the "I-wasn't-paid-to-do-that" kind, don't lose any time in finding out what he does think he is paid to do and letting him go and do it for some other store.

Shoe Repairing and the Shoe Retailer

Repairing Department is a Business Asset—Customers Prefer Retailer—Modern Machinery a Necessity—Cobbler Disappearing

ALTHOUGH there are many shoe retailers who do not conduct a repairing department, the number of those who do is increasing every day. The people seem to prefer taking their shoes to the retailer rather than the repair shop to have them mended. While there may be many reasons for this fact, two of the principal ones undoubtedly are, that the customer is already acquainted with the retailer and the cleanliness and business-like attractiveness of the store inspires him with a feeling of confidence. He feels that the retailer has such a stake in the business community that he would not and could not afford to turn out bad work.

Repair Shop Untidy

The repair shop, on the other hand, although fitted out with the most modern machinery and conducted along the most up-to-date lines must necessarily be, on account of the nature of the work, more or less untidy. Old soles, leather parings and other litter occasioned by the work are lying around, while the workmen themselves have coats off, sleeves rolled up and are more or less dirty from heelball, wax or the other materials they handle. This counts for a good deal with the average man or woman, who prefer to do business with a well dressed, clean-looking individual.

While the number of shoe retailers who will absolutely have nothing to do with repairing is very insignificant, the majority do not as yet have repairing departments in connection with their stores. Many declare that it is lack of space alone that prevents them adding such a department, while there is no doubt whatever that the retailer's lack of technical knowledge in regard to the repairing end of the business deters him in a great many cases from adding such a department. This should not be the case. He may know nothing about practical shoemaking yet he buys shoes, because he can sell them at a profit. Why then should he not add a repairing department to his business if it will bring him in profit?

Money in Repairing

We have heard a few shoeman state that there is no money in the repairing end of the business. This, of course, is not true. The repair department may be a source of loss to the retailer, but then many a man engaged exclusively in the retail end of the business has been known to fail. The fault is not with the business, but in the way it is conducted. Either the repairing or the retail business conducted along modern progressive lines is sure to succeed.

The shoe retailer that "sends out" repairing is not deriving the profit out of this end of his business; that he should, nor is he able to guarantee his customer the same service as if this department were entirely under his control. The many shoe retailers who run repairing departments in connection with their business, testify to the success of this method, while in nearly every case we have met with where the shoe retailer has given up the repairing department he had previously run it was due to lack of room.

We said a moment ago that in order to insure success a business must be run along modern, progressive

lines and this is as true in regard to shoe repairing as anything else. While it is a fact that in many repair departments conducted by shoe retailers no machinery has been installed and work is being carried out along old-fashioned lines, and still bringing in a profit; yet a change is rapidly taking place in the shoe repairing business and has been brought about by the manufacture of shoe repairing machinery, which enables the repairer to do his work with greater speed and neatness, thus being able to do a larger and better class of trade than formerly.

The "Cobbler" Disappearing

The old-fashioned "cobbler" is becoming rapidly extinct. You will find him only in the small towns or villages or in the back streets and alleys of the cities, where he still manages to cling. By the way, Webster's Dictionary gives as the meaning of the word "cobbler," "a mender of shoes, a clumsy workman, a botcher." Now a clumsy workman or botcher has no place in modern business conducted along scientific lines. He is a back number and should be dead and buried. The modern, up-to-date shoe repairer is not a cobbler, a clumsy workman, or a botcher. He understands shoemaking and so is able to repair a shoe in the proper manner, whether it be a Goodyear welt, McKay sewn or turn. Aided by modern tools and machinery he is able to do most wonderful work. The repair department operated in connection with the retail shoe store, if properly managed and advertised, and run by a skilled man, aided by modern shoe repairing machinery is bound to succeed and be a source of profit to the proprietor.

Edge Setting

A repairer has the habit of striking shoes down on the counter with great force to show how well the edges are set, says the Shoe Repairer and Dealer. It is a fact that a well set edge only will stand the test. This repairer uses the hot iron only and not only rubs but presses down and shapes the edge, getting the material way into the fibre of the leather. Do you know that more people complain of the setting of edges than of any other part of shoe repairing? The writer believes that the right way is to set with the machine, where the operator has his two hands to hit up on the work. For it is a fact that edge setting also means edge shaping. Repairers who simply apply a liquid to the edges are giving the customers a harmful impression; water will quickly destroy the edge of any shoe unless set with the hot iron. The heavier the sole the more pressure should be applied and wax should be forced in the sole. The writer believes in the setting twice of heel and sole edges. This is being done in a large Brockton (Mass.) shoe factory and it is surprising of result.

Can you make the new clerk believe that the thing which should be uppermost in his mind is your business if you yourself do not make your business the most important thing?

Ideas For and From the Shoe Trade

Seasonable Ideas for Catching Trade — Useful Hints for Retailer,
Wholesaler and Manufacturer — Plans for Saving Time and Money

Colored Lights

Now and then you want to color your window lights for an anniversary sale, or some holiday display, and in the eleventh hour you find you have no colored glass and time in which to get them. You can tint your electric bulbs any color by the use of aniline dyes, using a very weak solution. But first you must have a "ground" on the glass, to make the dye stick. Beat up the whites of a couple of eggs in a quart of cold water until it is frothy. Strain through fine cloth, and see that no bubbles remain on the top of the liquid. Clean your bulbs, and after dipping them in this mixture, stand them up to dry. Repeat this in about half an hour, and let the second coat dry. While waiting for the bulbs to dry, dissolve from 15 to 30 grains of common aniline color (according to the density you want) in four ounces of collodion. Dip your lamps in this and hang up to dry. If not dark enough, dip again. The dye mixture dries on the glass very rapidly. If this quantity is not enough to enable you to dip large bulbs, it can be increased, and the unused portion kept in a tightly-stoppered bottle for future use. The reason for dipping instead of using a brush is that by the former method you avoid all streaks and brush marks.

You can clean your bulbs quickly again, removing all dye, by a rag moistened with common alcohol.

* * *

You Can Do This

A simple mechanical device in a clever shoe retailer's window was arranged as follows: A glass aquarium containing several small fish was used as the base of a revolving device, which consisted of a round wooden float with a stick or spar several feet high in the centre. Four white cotton sails were attached to the spar at right angles, so that the whole was evenly balanced.

A skilfully hidden electric fan produced a strong breeze, which was directed against the sails in such a way that the whole device revolved swiftly on the perfect bearing made by the float in the water.

Just how the thing was worked out was evidently a great puzzle to the spectators who thronged the sidewalk for hours at a time. Each one of the sails was made the advertising medium for one of the firm's special lines of shoes, and several large placard announcements in the window contained a skilful play upon the word "sails."—Footwear-Fashion Illustrated.

* * *

Getting a Mailing List

A shoe merchant desired to advertise with circular letters, but was at a loss for the right kind of mailing list. His appeal was to the wearers of men's high and medium grade footwear.

He found the list, suitable with very little revision, in the roster of the members of a political club of which he was an inactive member. There were two large clubs of the same political faith in the city—one composed of the wealthier and less active members of the political party, and the other composed of the poli-

tical workers. It was the club composed of workers whose roster he used. The members, mostly with moderate incomes and many holding petty offices, were "good spenders" as a rule and were the kind of men who desire to wear as good shoes as their means will permit.

The results of the circularizing proved his judgment good for he was able in a short time to trace new customers to the letters. Moreover, when a new customer was pleased he talked to his friends at the club—who had also been invited to buy their footwear at this shop. The shoeman said it was a good deal like pleasing one member of a family, then writing to the others and asking them to give the shop a trial. His letters are comparatively brief, arguing price, quality and "fit."

* * *

Collection Letters That Pull

A Western collection agency took the attitude in the first letter of its collection series that the debtor was greatly at fault. Analysis showed, however, that the subsequent letters failed to get adequate results.

For this critical letter another, reflecting a totally different spirit, was submitted. The new letter was distinctly impartial in tone, in fact, almost favored the debtor. It was so designed and phrased that the debtor could not but feel that he would get a square deal through the agency, no matter what his experience with the creditor himself had been. This attitude tended subtly to give the debtor confidence. Frequently, the reply to the first letter stated with a tinge of resentment, that the account would have been settled long before had the creditor written thus.

* * *

Putting an Invitation Into the Window Card

"I should like to have those, but I don't suppose they would sell them out of the window," commented the admirer of a pair of fancy slippers which was on display in the window of a city store. Common inquiries, such as this, are anticipated by one merchant who has put a card in his window which reads: "Any article will be removed from the window, for sale or inspection, on request."

* * *

Advertising "Shopping Efficiency"

Following a rearrangement of its departments, a Western store embodied diagrams of the new department layout in its newspaper advertising, along with a "store directory." The advertising announced that "Shopping Efficiency" had been the key-note of the changes. Several examples of such time-saving efforts were given, showing how kindred lines were located in close proximity to make it possible for the shopper to economize time and effort.

* * *

Sample Show Cards

How Many Pairs of Shoes Should a Man Have?

Two pairs for business: 14 styles to choose from here, at \$4; 15 styles, at \$5; 10 styles, at \$5.50; 12 styles, at

\$7 to \$11. One of patent leather: 15 styles to choose from, at \$4 to \$10 pair. One for the country: 12 styles to choose from, in walking shoes, at \$4 to \$11, and 42 styles in sports shoes, comprehending every need from handball to hunting. "Never have seen such a fine assemblage of men's shoes," said a club man a few days ago.

Shoes of Style and Sterling Quality. The draughting of specifications for our own famous S. & C. lines of Shoes, and the selection of such lines as are not made expressly for this store, are entrusted to none but experts in style as well as quality of leather and every phase of shoemaking art. We have established a high standard, and bar out all "cheap," low grades. This is the city's foremost shoe store because we have proved that it pays in the long run to buy shoes of sterling quality, and because we maintain this high standard with moderation of cost.

Wanamaker Shoes for Boys are Made of Best-Wearing Leathers. And properly made; so that active, growing feet shall not be cramped. At \$3, there is a very wide choice; shoes of stout box calf-skin with broad toe; shoes with straight lines; shoes of dull calf-skin with medium width toe, button shoes of patent leather or dull calfskin, for wear on special occasions; soft kidskin shoes for boys who are much indoors.

* * *

"Gift Day" Brings Business

A storekeeper in a Western city has adopted a plan which is said to draw trade from remote parts of the town as well as stimulate interest among his regular customers. Once a week he distributes handbills which are numbered consecutively. On Saturdays he numbers various articles shown on his shelves, and these are given to the people presenting handbills showing the corresponding numbers. Although the plan is somewhat expensive, the dealer says that few people are willing to accept a present and leave the store without making at least one purchase, and that the publicity gained by the "gift days" more than offsets the cost of the free goods.

The Putumayo Rubber Scandals

SOME more light has been thrown upon the Putumayo rubber scandals by the return to England of a young accountant who spent several years in those sections of Peru where rubber gathering is carried on. He practically confirms all that has been formerly charged about the enslaving and torturing of the natives because of the brutality and greed of the rubber gatherers. The Aborigines Protective Society investigated these charges and presented their report to Sir Edward Gray who, it is said, contented himself with turning the report over to Washington.

The United States government by its barring out civilized, progressive European nations from acquiring territory on the American continent, through its Monroe doctrine, makes itself directly responsible for all the bloodshed and brutality that is carried on in the Latin American "so-called republics." The fact is being demonstrated daily that the Latin American races are not at present fit for self government and require a strong hand over them. Through its adherence to the Monroe doctrine, the United States may yet be forced to take a hand in Mexico in order to restore tranquility to that country, but a great and progressive nation like the United States that boasts of its enlightenment and liberty should not wait until international complications force it to do its duty. There is not the slightest doubt,

for we have had ample proof presented, that the natives in the rubber forests of Peru have been brutally exploited by the mongrel Peruvians, who are a mixture of Spanish, Indian and Negro, and like most cross-breeds seem to have inherited only the worst qualities of the various races from which they sprung. The time will come, and may it come soon, when the United States will insist that human life is respected in the countries to the south of her, or if she is not able, or willing, to undertake this mission, may she step aside and allow some other nation to do the work of humanity.

The Indians of the Putumayo district of Peru, while they have been, and doubtless are now being brutally treated and exploited by the capitalist and his agent, are very far from being a lot of persecuted saints. The wilder tribes living in the interior are about as savage and degraded a race as exists at the present day. They are living still in the stone age having no knowledge whatever of mining or working metals, and are cannibals, indulging in many beastly and degrading practices. Nevertheless, these facts do not excuse those who capture, maim, and torture them in order to force them to bring in rubber.

A few years ago the rubber atrocities of the Congo startled the world. Great Britain insisted upon an investigation and upon the charges being proved true, the government of the Congo Free State, under coercion, undertook reforms which would do away with the evil in future. Much pressure was brought to bear on the Belgium government that resulted in laws being made and enforced making it a penal offence to enslave or offer violence to natives. In fact, the reaction has gone just a little too far, with the result that the native is now more highly favored by legislation than the European. For instance, the penalty for a white man striking a negro is something like \$500, while that for a negro striking a white man is only a few shillings, the result being that the servants control their masters and do not hesitate to show their contempt for them or even to strike them if any difference of opinion ensues.

Of course this state of affairs cannot continue. The inferior race must respect the superior or the superior must clear out. However, we must confess that we would not mind seeing the state of affairs thus reversed for a while in Peru as we do not think that the Christian Peruvian is much superior to the cannibal of the forest in either morals or civilization.

Information re. Hides and Skins

We have just received a copy of a book entitled "Hides and Skins," published by A. H. Lockwood, of the Shoe and Leather Weekly, Chicago, Ill. This is the most complete work on the subject we have ever met with and describes fully every process from the animal back to the tannery door, being written by specialists and authorities in the several departments in the hide and skin industry.

The work takes you to the four quarters of the globe, into every country where hides and skins are obtained, describing the peculiarities of the product of each country, sometimes caused by natural conditions and sometimes by the method of curing the hide. Certain chapters deal with anthrax, cattle tick and other ailments that affect the cattle or deteriorate the hide and gives the methods of combating these diseases. At the back of the book is a Glossary of trade terms. The book contains 217 pages, is profusely illustrated and should be in the hands of everyone in the trade.

Talks on Trade Topics

Interviews of Interest to Retailer, Jobber and Manufacturer. The
Opinions of Experts on Bettering Business Conditions

The Help and Stock-Keeping

The help problem is a hard one. Said a merchant to the writer the other day: "I can get my clerks to wait on trade all right, but when it come to taking care of stock they are sadly deficient and do not seem to realize the importance of keeping things ship shape.

"The result is that I have to neglect other things that I ought to attend to and must get down and dig in on work that others are paid to do."

This man is undoubtedly right. It is a hard thing to get young people to realize that an untidy and poorly kept stock is a distinct detriment to any store. It gives a bad impression and then, when the rush times come, it is hard to give the customers the kind of service they are entitled to and expect.

There is another trouble. Some "store keepers," they are not merchants, do not understand how much they are losing, not only in prestige, but in actual sales, by having the goods on the shelves in disorderly and untidy array.

Clean up. Install some kind of system, no matter how simple, and then insist that the employees keep things in the right kind of shape.

* * *

The Work of the Charge Office

An old shoeman writes as follows: "We are desirous at all times to increase the volume of our charge business, for we realize that a customer charging goods to an account buys more freely and usually buys the more profitable merchandise. If we only opened accounts with people of large means, the handling and collection of them would be a very simple matter, but a large proportion of our charge customers are people in fairly moderate circumstances and we are constantly obliged to carefully watch these accounts and see that they do not become long overdue or amount to more than the customer can afford to pay for.

"It is our practice, therefore, to rate these accounts, A, B, C, D, and E, as fast as they are opened—A indicating a customer of very large means and the letter E meaning that we consider the customer a good moral risk, but with very little basis for credit. These ratings are placed against the customers' names in our indices.

The greatest trouble we have in the charge office in connection with the salesforce is the constant careless taking of customers' names and addresses in the departments. Every afternoon it takes the entire time of one of our clerks, to look up customers' names that we do not find in our index and correcting the mistakes made in spelling names, addresses, and initials. We are constantly obliged to send goods with "bill for collection" when they should have gone "charge," because the name or address was so imperfectly made out.

Another criticism that I would make is that a large proportion of our selling force is in the habit of omitting on their sales ticket the prefixes, Mr., Mrs., or Miss with the result that customers' bills are made

out the same way. We do not consider that this is courteous treatment of our customers.

"Another matter in which the salesforce can be of great assistance to the charge office is in being sure to write on every sales ticket who purchased the goods, whether the goods were purchased by the customer to whom they are charged in person. The name of the customer doing the purchasing, if other than the one to whom they are charged, should always appear."

* * *

Cash Discounts and Invoice Price

Cash discounts should not be deducted from invoice price before applying the cost of doing business; to do this would cause the dealer to lose the cash discount—provided he add the same net profit. If the dealer's expense account includes all the real expense of his business, then interest is charged in this account for all money invested and all money borrowed, and it is this money that enables the dealer to secure the cash discounts. The fact that the dealer creates an expense to secure money to take his discounts is proof that the cash discount should protect this expense, and the dealer who deducts the cash discount before applying the cost of doing business loses the discount. The cost of doing business cannot be measured entirely by the total amount of the expense account. Many times dealers do certain things in business that do not cause them to add anything to their expense account in dollars and cents, but they do cause them much extra expense. The dealer who is not prepared to give good service to the trade; the dealer who does not study the line of goods he sells; the dealer who is continually changing, selling one make of goods this year and another next; the dealer who sacrifices his profit to secure greater volume of business; the dealer who sells goods all year without checking his sales and stock against goods on hand and from inventory and goods received during the year, then he may discover goods delivered without settlement; the dealer who neglects to take his cash discounts, even if he has to borrow the money; the dealer who neglects to make a demand for settlement of note and account when due; the dealer who is not able to meet his customers with a smile, no matter what his own troubles may be, all add to their cost of doing business.

* * *

A Criticism of the Taste of the Canadian Woman in Footwear

A well-known English lady journalist in criticising Canadian women says:—"The average Canadian woman dresses extremely well that is, down to her feet, but she falls off terribly in the selection of her footwear. Why does she wear her heels in the sole of her foot? Why does she patter along in boots that will not allow the natural pliancy of her foot to have a chance of doing its own work? Why does she wear low shoes, high heels, and transparent stockings on a muddy day? And why does she take country walks in coats and skirts built for asphalt and shop windows?"

Once on a wet day I entered a boot store to buy a pair of light walking boots. Being a wet and muddy, I had put on a pair of boots made in America for the English market. My boots created far more interest and discussion than I myself have ever succeeded in arousing. All the salespeople, finally the manager, came to inspect them, and remarked that it would be no use stocking boots like that in a Canadian city, the ladies wouldn't buy them. Yet they were nothing but an ordinary pair of stout, low-heeled leather boots such as every Englishwoman possesses."

* * *

When Not to Tip

Tipping, everybody says and reaffirms, is an evil that should be abolished—soon and for all time. The world vigorously and frequently condemns the tip, yet virtually everybody keeps on tipping. You and I, who have asserted time and again that tips are bribes, extortion, robbery, blackmail, and what-not, continue giving the waiter our fifty cents, the Pullman porter our quarter, the barber our dime, and the shoe-shine boy our extra nickel. While this failure to suit the action to the word shows either child-like inconsistency or timidity, it also indicates that tipping is not altogether and thoroughly an evil!

A friend of mine summed up the problem in a concise sentence. We went into a restaurant. As we passed through the doors, an alert individual fairly jerked our hats out of our hands and gave us brass checks in return. When we departed I forked over a dime for my hat. My friend failed to produce, and ignored the scowl. Going out, he turned to me with the remark, "I never tip for voluntary service."

I questioned him further, and he continued after this fashion:

"When I demand service, such as the attention of a waiter, I am appreciative of what I receive. If the waiter does his best with the order and makes me enjoy my meal, he has earned a little extra money, and I tip him cheerfully. When I ask for service, I tip judiciously if the service is satisfactory. If it is not satisfactory, I fail to come across.

"For voluntary service nobody should tip. When I am washing my hands in the washroom of a station and somebody hands me a towel I am reaching for already, I don't think that I am obliged to shell out ten cents. If somebody persists in brushing me off—without my suggesting it, he can expect nothing from me for his impertinence. When I enter a restaurant and a man grabs my hat as if I could not carry it to my chair, he gets nothing for his rudeness.

"If everybody followed this simple rule, people would not be subjected to this 'voluntary' service, which is more often an annoyance. Tipping would be what it should be—a stimulant to excellent service."

* * *

Style Tendencies for the Fall of 1914

The Woodard & Wright Last Company, of Campello, Mass., believe that the following will be the style tendency for the Fall of 1914. Men's styles:—Flat lasts of the custom and receding types are beginning to be recognized by the country trade, while the city trade sales are much stronger on these styles than last season. A broad toe, flat last with moderate recede is a coming feature.

High toes however, will not entirely down. In most sections away from the big cities, high toes made over old lasts, with high heels and narrow shanks are

still selling freely. Nevertheless toes are gradually dropping, shanks are getting wider with straight outside effect and heels are accordingly lower. These tendencies are unmistakable, but not revolutionary. To make all of these concessions and still produce something startling, is the problem now confronting last modellers in general.

Women's Styles

In some cities and in the country districts of the West, short vamps on high toes are still in demand. There seems to be an urgent demand for the retention of this style, undoubtedly because it makes the feet look small.

Foreparts on women's shoes in general are being lengthened out, in some cases very conspicuously, the higher grade being extended to a size and a size and a quarter, the latter carrying narrow toes and some of which have straight line receding toes, the latter being particularly attractive and exclusive.

Little change in height of heel is noted, but the kidney shape Louis heel is gaining favor.

On Oxfords and bals, both men's and women's, the sale of rubber sole footwear shows a marked increase, and these lines tend to become staples among progressive shoe dealers.

The old-fashioned broad, flat, almost shapeless athletic last is giving place to artistic conceptions, which closely follow the styles for regular street wear. There are now so many occasions where the wearing of rubber soles is permissible, the increase in their popularity is justified.

Well modelled lasts for rubber soles can be used for other styles of shoes, so that it is not surprising that we are specializing strongly on this so-called combination last.

* * *

The People Talk

The people talk about your store, with energy surprising; the people talk, and more and more, you get such advertising. And if your store is bright and neat, the folks will all keep tally, and spread the tidings up the street and back into the alley. And if your store is dark with dirt, again they'll spread the tidings, and you will wriggle in your shirt beneath their caustic chidings. Since folks will talk—they'll never stop, at gossiping they're handy—give them a chance to praise your shop, and say it is a dandy. The advertising thus you get is clean and good and breezy; it soon will take you out of debt and to the street called Easy.

The people talk about your clerks, discuss them daily, hourly; so don't engage a set of shirks who do their duties sourly. The stupid clerk will do you harm, the chronic grutch will hurt you; choose helpers who have lots of charm and fifty kinds of virtue. The clerk who pants the sleeping town and comes to work disgusted will help to hold your business down and see that you go busted. The folks discuss you and your works, and you should make it certain that when they talk about your clerks their discourse won't be hurtin'.

The people talk about yourself when they are holding wassail; they may consign you to the shelf and say you are a fossil; they may insist that you're a jay, all kinds of praise devising, and, being sane, you surely know which is good advertising. So take advantage of the craze the people have for talking; give them a chance to hand you praise instead of strictures shocking. —Walt Mason in Butler Way.

An Able Salesman

The Kaufman Rubber Company of Berlin, Ont., have engaged the services of Mr. E. A. Chalk, to represent them from Barrie to Sault Ste. Marie, what is usually termed the North Shore route. Mr. Chalk succeeds Mr. C. H. Humburg.

Mr. Chalk will make his headquarters in Toronto



Mr. E. A. Chalk

and besides the Kaufman lines will handle a well-known line of leather footwear. Before entering the employment of the Kaufman Rubber Company, Mr. Chalk handled a competing line and so is thoroughly familiar with the rubber trade. All business taken by Mr. Chalk will be shipped direct from the factory to its destination, thus receiving the very best possible attention and insuring the customers of continual new

goods. Owing to the fact that the firm only make two brands, the customer always receives exactly what he orders and never runs any chances of having other brands shipped him as substitutes. The Kaufman Rubber Company have already a very large business in this territory, but feel confident that with Mr. Chalk's wide experience and capability as a salesman that they will see a large increase in their business.

Mr. Chalk has travelled Northern Ontario for some eighteen years, fourteen of which were spent in the employment of Ames-Holden-McCready and the remainder with the firm of F. J. Weston & Sons, so he is thoroughly "at home" on his territory. Mr. Chalk was born in Toronto and says that the old town still looks good to him. The Kaufman Rubber Company are to be congratulated upon securing the services of so able a representative.

The right kind of an employee will do the best work he can regardless of what his wages may be.

The Hide Production of La Plata

The increase in the yield of frigorifics at La Plata has not progressed to the extent that had been anticipated in view of the figures for the first five months. During that period 85,000 more hides had been obtained than during the first six months of the previous year, but at the end of the first six months of the current year the increase was only 78,000, as compared with the corresponding period of the previous year, and at the end of August, this year, the increase was only 48,500, as compared with the end of August, last year. According to a cable report just received from Buenos Aires, 98,802 hides were obtained in September, 1913, as against 109,042 in September, 1912, a decrease of 10,240, so that for the first three quarters of 1913 the increase is only 38,263 over the yield for the corresponding period of 1912.

General News and Personals

Happenings in the Shoe and Leather Trade

According to a newspaper report there is a probability that Prince Albert, Sask., will shortly be visited by members of a large shoe making concern of Brockton, Mass., whose purpose in coming is to endeavor to find a suitable location for a Canadian factory in that city.

Mr. A. E. Brosseau has resigned his position as manager of the East end, Montreal, branch of the United Co-operative Stores Limited, and has taken a position in the Walk-Over Shoe store, St. Catherine Street West. He is succeeded by Mr. A. Tessier.

Mr. W. S. Louson, general sales manager of Ames-Holden-McCready, Limited, who recently returned from a visit to the far West, reports that buyers are placing orders with considerable caution. The company's total spring orders are about of those of last year, and although retailers are not purchasing in such large volume, the increase in customers has more than made up for the smaller size of the orders.

Mr. F. H. Pochin, of the Standard Engineering Company, Limited, Leicester, England, makers of boot and shoe machinery, has been on a business visit to Canada. He has also visited many of the principal cities of the United States. He reports that his company are very busy. They are putting out a full line of machinery, and also make a specialty of shoe repairers, of which they have several models.

Mr. A. Jeannotte, who was previously with the Rideau Shoe Company, Limited, Maisonneuve, has been appointed

office manager of La Parisienne Shoe Company, Limited, Maisonneuve. The company are showing some very striking spring samples in ladies' welts, McKays and turns.

According to a statement issued by Mr. Chas. T. Roland, the Winnipeg industrial commissioner, the trade of the firms in the boot and shoe business in that city totalled about \$6,000,000 for the year of 1912.

The English shoe manufacturers who have organized a campaign to invade the United States shoe market, now that the duty has been abolished, realize that in one way they are handicapped. This is in respect to cheap leather. Until the United States took the duty off hides England was the one free market for this raw material. From all parts of the world hides were shipped to England and when such countries as Australia or Argentina had a surplus stock it found its way to England. Now the United States is expected to be a competitor for these hides and English manufacturers will have to pay higher prices for them unless of course, there are more than the two countries can consume, which is very unlikely for some time to come.

J. P. O'Loughlin, of Montreal, a retailer who recently contributed to our columns, has been elected next year's president of the St. Patrick's Amateur Athletic Association, Montreal.

During the Spring and Summer the Great West Felt Company, of Elmira, Ont., installed machinery which doubled

the capacity of their plant. This step was made necessary owing to the steady increasing demand for their goods. For some time past the plant has been working overtime to fill orders.

There is a movement in Montreal to nominate Alderman James Robinson as next mayor of the city. As our readers are aware, Mr. Robinson has been for many years in business as a boot and shoe jobber, and is one of Montreal's foremost citizens. He has served for a long period on the Council, and it is safe to say there is no man who would render the city better service as its head than the representative of the St. Lawrence ward. Mr. Robinson is stated to be retiring from that position, and at a meeting of the electors a vote of thanks was passed for his past services. The meeting also endorsed "the candidature of Mr. James Robinson for mayor of the city of Montreal, believing that his long and active experience in the council eminently qualifies him to be the city's first magistrate." A supporter of Mr. Robinson says that the latter, who is on the Pacific Coast, will not decide as to whether he will retire from the Council until he returns to Montreal.

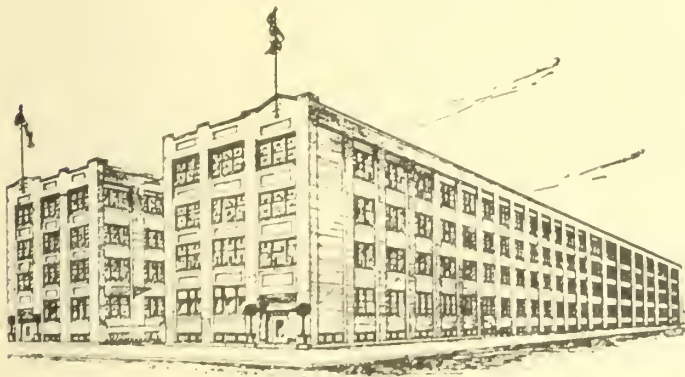
Wm. Giroux, son of Mr. A. O. Giroux, of the J. & T. Bell Company, Montreal, is probably the youngest licensed wireless operator in Canada. He has an apparatus constructed entirely by himself with the exception of the ear pieces for receiving and the telegraph keys. On the door of the office, which is in the basement of his home, appears the legend, "Marconi Room, Operator's Private Office, Keep Out."

Alfred Minister, of the Minister-Myles Shoe Company, Toronto, is now in England on a visit.

W. V. Eccleston, manager of the shoe department of the T. Eaton Company, Limited, Toronto, recently sailed from New York on the Lusitania, for the old country.

The Fink Mercantile Company, Cranbrook, B.C., have recently added a line of ladies' shoes. They already carried men's lines.

Daoust, Lalonde & Company, Limited, Montreal, are enlarging their tannery, for the purpose of adding a shearling department for coat linings. The machinery of Gauthier, Pre-



New factory of E. T. Wright & Co., at St. Thomas, Ont.

vost & Frere has been purchased, the city having expropriated the land. Daoust, Lalonde & Company expect to handle about 100,000 skins per annum.

Mr. Percy Price, of Brockton, Mass., has been appointed assistant foreman of the making room of the Slater Shoe Company, Montreal.

Mr. D. A. Leonard has taken over the management of Booteries, Limited, Toronto and Hamilton. He was 15 years with the Brockton, Fall River, and Hartford Stores, as manager, and more recently manager of the Dover Shoe Market, Dover, New Hampshire.

Over 1,000 pairs of shoes for the children of the striking workmen in Dublin were sent over in one lot by English workmen who sympathize with the strikers.

Mr. John Ryan, senior partner in the boot and shoe firm of William Dangerfield, Notre Dame Street, Montreal, died suddenly from heart failure on November 26, aged 62. Mr. Ryan was an Irishman, but went to Montreal with his parents when six years of age. At the age of 12 he entered the employment of Mr. Dangerfield, and later was in charge of the manufacturing department. The firm made a specialty of custom made and special boots and shoes, and had a good

business in this particular line. At Mr. William Dangerfield's death 13 years ago Mr. Ryan and Mr. P. Donnelly, another employee, took over the business.

Mr. T. H. Rieder, vice-president and general manager of the Canadian Consolidated Rubber Company, Montreal, has been on a visit to the West, visiting the branches as far as Vancouver.

A new shoe factory for the manufacture of boys' shoes has been opened by Eli Golden at 671 Queen St. W., Toronto. Machinery was installed by the United Shoe Machinery Company.

A new shoe store will shortly be opened in Leamington, Alta., by G. M. Sawyer.

Leslie Stafford has accepted the position as manager of the shoe department of Maybee-Kennedy, Limited, Moose Jaw, Sask.

Alfred Boivin, shoe merchant of Quebec City, had his stock damaged by fire and water recently when an adjoining store was burned.

Messrs. Rene and Duplessis have one of the best shoe stores in the city of Three Rivers. They have a considerable local experience of the trade of this thriving Quebec city.

A harness and boot and shoe store has been opened at Blackfolds, Alta., by C. Greenstone.

Wm. Saunders has purchased the boot and shoe business of M. McGrath, at Durham, Ont.

The Rena Footwear Company have secured the service of Mr. B. Gossknrt, as their traveller in Western Ontario.

J. J. Haines, of Belleville, recently purchased the shoe stock of C. A. McKimm, of Smiths Falls, Ont.

A new shoe store has been opened in Cardinal, Ont., by E. P. Grant.

White & Ziegler have opened a department store in Souris, Man. The store has a shoe department.

The Leslie Shoe Store, King St. E., Hamilton, was broken into recently and about \$10 in cash stolen.

The Paris Footwear Store has opened up at the corner of St. Catherine and Mansfield Streets, Montreal, at the stand formerly occupied by Boston Shoe Store.

E. Van Norman has purchased the branch business of J. F. East, at Nashville, Ont. Mr. East will still conduct his store at Kleinburg, Ont.

The Western Boot & Shoe Store has opened in Melford, Sask. They have a fine store and are carrying a large and representative stock.

J. W. Deegan, a popular and progressive shoe retailer of North Bay, Ont., intends erecting shortly a large addition to his present store to enable him to better meet the requirements of his rapidly increasing trade.

Mr. Leonard has been appointed manager of the men's shoe department of George G. Gales & Company's west end shoe store, Montreal. Mr. Leonard was formerly manager of Fogarty's, Limited, Montreal. Mr. Ambrose, a former assistant of Mr. Leonard's at Fogarty's, Limited, has also joined the staff of Geo. G. Gales & Company. He succeeds Mr. A. A. Daoust, as publicity manager.

Geo. W. Forbes has purchased the shoe store of Richardson & Hunkin, at Brandon, Man. Daniel Rice, formerly of Rice Bros., of that place, will manage the store.

On January 11 the Superintendents' & Foremen's Association, Montreal, will hold their first "get together" dinner at the Commercial Travellers' Club, when various matters relating to the association will be discussed. The tickets are one dollar. The association will also hold their third annual supper and ball at Stanley Hall, Montreal, on Friday, February 3. The entertainment will consist of moving pictures illustrating shoemaking by machinery, taken at the St. Louis Exposition. This will be the first time that these pictures will be shown in Canada. A lecturer from Boston will explain the various processes as the pictures are shown.

Mr. George Dubuc has opened a new shoe store in Three Rivers, P.Q. Mr. Dubuc was formerly located at Burlington, Vermont, where he was also in the shoe business.

I. Lipton, dry goods and boots and shoes, Calgary, Alta., is enlarging his premises.

L. M. Bruce, Limited, truck and leather goods manufacturer of Berlin, have purchased the factory formerly occupied by C. J. Grace & Company at 80 Duchess St., Toronto. The building is three storeys with a frontage of 39 feet and

will be used for warehouse purposes. The price paid was \$25,000.

C. Roy Teetzel has been appointed manager of the new shoe store that the Geo. G. Gales & Company, of Montreal, are opening in the new Union Bank Building, 77-79 Sparks Street, Ottawa, Ont.

The retail merchants of Sault Ste. Marie, Ont., have formed a branch of the Retail Merchants' Association of Canada. J. Stevenson, a local shoe retailer, is president and K. W. Clume, also a shoe retailer, is treasurer.

K. H. Green, manager of the Gutta Percha & Rubber Manufacturing Company, of Toronto, Limited, recently returned from a trip to the Canadian west where he visited the various branches of the firm and reports finding conditions highly satisfactory. The real estate boom has subsided; business is not by any means bad and collections, which are slow, are improving daily.

A representative of Footwear recently visited the factory at Three Rivers, P.Q., of the Tebbutt Shoe and Leather Company. Although the shoe business is not now particularly brisk and some factories are none too well supplied with orders, consequent on general contraction in trade, the Tebbutt factory reports a steady volume of orders. This is no doubt due to the reputation of the specialties of the company—the Professor and the Doctor's antiseptic shoes.

Mr. Percy Socoloff, accountant of the Slater Shoe Company, Limited, Montreal, was presented by the staff with a cabinet of silver on the occasion of his marriage.

Jackson & Savage, Limited, shoe manufacturers, Montreal, report that they are very busy filling their Spring orders.

Kanirnan Rubber Company, Limited, Berlin, Ont., recently called together their local salesmen and branch managers for the purpose of consultation, etc. The day was spent in being shown through the factory, motoring, etc., followed by an informal dinner at the Bowman House in the evening. The company realize that these meetings are very beneficial, both to the company and the employees participating, and similar gatherings will be held from year to year.

F. A. Chalk, who recently joined the sales staff of the Kanirnan Rubber Company, Limited, Berlin, Ont., representing them on the north shore route, has been laid up for some time with typhoid fever, but has now fully recovered.

The Independent Box Toe Company, Limited, Montreal, report that they have had a comparatively good business during the slack months and have had provisions for an increased capacity by adding machinery in their heel and box toe factories. This consists in part of heel builders, a new tempering process for leather board heels, and several cutting machines and skivers. They expect to add another storey to their factory in the Spring.

Geo. Cowling and L. F. Jackson, western representatives of the Relindo Shoe Company, Limited, Toronto, have returned from their trips. J. Murray Pirritte, the Eastern representative of the company, and F. E. Rousseaux, North-western Ontario and Soo line, have returned also.

Chas. C. Keane, the new assistant superintendent and quality man of the Relindo Shoe Company, Toronto, was previously with the Thatcher Shoe Company, of Richmond, Va., F. J. Harney Company, of Lynn, Mass., and the Milton Shoe Company, of Milton, N.H. Mr. Keane has had a large experience on women's McKay's and welts and should be a valuable addition to the staff of the company.

Thos. Hobbins has opened a shoe store at Eglinton, Ont.

The building of the new shoe factory of the Rice-Hulbert Shoe Company, at St. Catharines, Ont., is about completed and machinery will soon be installed.

J. Leckie & Company, Limited, shoe manufacturers, Vancouver, B.C., have completed an addition to their factory which is 35 x 143 feet, seven storeys with basement. The entire building is now 99 x 143 feet. With the recent additions to the plant they will now have a capacity of 1,000 pairs per day. They report that business has increased about 30 per cent. over last year.

Clas. Fisher, a former shoe retailer of St. Davids, Ont., died recently at that place.

Sydney M. Collis, has completely recovered from his recent illness and has resumed his duties as foreman of E. Galibert & Son, Montreal.

A certain shoe manufacturing company, at present located at Lewis, Que., is desirous of locating in Sherbrooke, Que., and

has made representations to that effect to the Board of Trade of the latter city.

J. Roston, shoe retailer, 350 Bleury St., Montreal, has had the interior of his store completely renovated.

The Nailless Reversible Cushion Rubber Heel Company, Limited, has been organized with a capital stock of \$50,000. The head office will be in the city of Montreal.

The local Boot & Shoe Workers Union hold regular monthly meetings in the Labor Council room, on Regent St., Fredericton, N.B. Mr. E. W. A. O'Dell, of Hamilton, Ont., the organizer of the Boot and Shoe Workers' Union was present at their last meeting and gave a short address.

Jos. A. McRae, the senior partner in the firm of McRae Bros., shoe retailers, Campbell, Ont., died recently at that place. He was in his fiftieth year and had been ill since last August.

The Cook-Fitzgerald Company, Limited, have had a number of out-of-town customers at their factory recently, among the latest to inspect their plants and leave substantial placing and immediate orders being Messrs. Wilson and Cooper, of the Hudson Bay Company. Mr. Wilson is the buyer at Vancouver, while Mr. Cooper occupies a similar position in the new million-dollar store recently opened at Calgary.

The Cook-Fitzgerald, Limited, of London, have had many inquiries from foreign countries for their shoes and have submitted samples in response to a general demand.

John V. Flanagan, vice-president of the Cook-Fitzgerald Company, Limited, has returned from his summer home at Nantucket, much improved in health.

The employees of the Palmer-McLellan Shoepack Company, Limited, Fredericton, N.B., have organized a brass band.

Geo. Nickle has been succeeded in his retail boot and shoe business at Winnipeg, Man., by the Rannard Shoe Company.

John B. Edington, has started a boot and shoe store at Medicine Hat, Alta.

Gourlay & Fogelberg, Limited, Berlin, Ont., are very busy and expect to be in their new plant by the end of this month.

The shoe leather dressing plant of G. Levor & Company, Gloversville, N.Y., was recently totally destroyed by fire. The loss is estimated at \$200,000.

P. Nolan, who was formerly proprietor of a boot and shoe store in North Battleford, Sask., has opened up for business again.

The number of beef cattle in the Dominion of Canada has gradually fallen from 4,629,836 in 1908 to 4,093,600 in 1912. During the same period Canada's exports of cattle diminished from 150,993 to 61,517, while its exports of beef fell from 2,253,075 pounds to only 948,771 pounds. The cattle go mainly to the United States, while the beef is sold in the United Kingdom. Importations of cattle and beef have remained stationary, cattle purchases being about 3,500 annually and beef 2,000,000 to 3,000,000 pounds.

Inspection of hotels in the province of Quebec is one of the promised bills of the Provincial Government. It is proposed to inspect all hotels in the province and enforce sanitary laws. The hotel-keepers will not be called on to contribute towards the cost of this inspection.

The Freytag Company, Limited, tanners and manufacturers, of Red Deer, Alta., has been absorbed by the Calgary Tannery Company, Limited.

McBurney & Tailor, boot and shoe merchants of Vancouver, B.C., recently sustained a loss by fire.

Many readers of Footwear will regret to hear of the sudden death from apoplexy of Mr. Thomas Reid, Canadian sales manager of the Walpole Rubber Company, Montreal. Mr. Reid was taken ill while in his office and a few hours later died in the Royal Victoria Hospital. He was a native of Knowlton, P.Q., being born there in 1861. Thirty-five years ago he removed to Montreal, and was connected with the firm of Lyman, Sons & Company for many years, later becoming manager of the Davis Lawrence Drug Company. After remaining in that capacity for a time he entered a partnership with the late Mr. B. E. McGale.

The new shoe factory at St. Stephen, N.B., is practically completed and is expected to begin turning out shoes before the end of December.

Langevin & Blais, shoemakers, have registered at Quebec. The Venis Leather Goods Store, of Ottawa, is removing to Montreal.

Canuel & Frere, have registered to carry on a retail shoe

business at Montreal. The partners are Louis H. Canuel and J. Adelard Canuel.

The shoe store of J. Monaghan, Pincher Creek, Alta., was recently destroyed by fire. The stock was damaged to the extent of about \$3,000.

At a recent meeting of the directors of the O. B. Shoe Company, Limited, at Drummondville, Que., it was decided to abolish the position of sales manager, and Mr. P. M. Goff is retiring from that position. Mr. Albert D'Estriambre is the new office manager, and will in future look after the selling staff. Mr. Goff will devote his time in the future to his Dr. Goff's Specialties.

The Solid Leather Shoe Company, Limited, of Preston, Ont., have found it necessary to work ten hours a day in order to get their Spring shipments away on time. The goods of this company have been meeting with good success, which is proved by the number of repeat orders they have received from their first shipments.

Mr. Harvey Graber, of the Dominion Shoe & Slipper Company, Berlin, Ont., made a business trip to Toronto last week.

The Family Shoe Company has started business at Winnipeg.

John Wilson is commencing a dry goods, boot and shoe and clothing business at Edmonton, Alta.

The "Nugget" Polish Company, Limited, held their annual dinner on Thursday, November 6th, at the Merchants Hotel, Toronto, and it was certainly the most successful one ever enjoyed by the staff of this enterprising firm. After full justice had been done to the many good things provided a

very pleasant evening was spent in toasts, songs and speeches. Mr. W. F. McNeill, Canadian Manager, presiding. In a short address Mr. McNeill remarked on the good increase shown in spite of the poor financial conditions existing during the past year, and thanked the staff for their loyalty and co-operation. Mr. L. R. Howard and Mr. T. W. Hart responded. A good musical programme was provided by C. S. Pote, R. W. Burton, C. Harlow, T. W. Hart and L. R. Howard, while the accompaniments were splendidly played by J. Queen and F. B. Bollard. A most enjoyable evening was brought to a close with the singing of Auld Lang Syne and the National Anthem.

James Roy has purchased the Regal Shoe Store from H. E. Endicott, at Vancouver, B.C.

Mr. W. A. Marsh, president of the W. A. Marsh Company, Limited, Quebec, has undergone an operation for an internal trouble.

J. F. Weir, until recently manager of the Temple Shoe Store, Brantford, Ont., has accepted the position as manager of the shoe department of the C. C. Begg store, at Collingwood, Ont.

Mr. J. Royston, one of the oldest retailers in Montreal, is removing from his store in St. Catherine Street West, and has, in anticipation, opened a new store at 350 Bleury Street. A very fine front, with three windows, has been put in.

Mr. R. T. Hayes, of J. M. Humphrey & Company, St. John, N.B., was a recent visitor to Montreal.

The assets of Leclair & Chalfoux, Limited, Montreal, realized \$8,993, and after payment of privileged claims and expenses, a first dividend of 7½ cents on the dollar on the ordinary liabilities of \$14,322 has been declared.

General Store News of Western Canada

Where the Shoe Manufacturer May Find a Customer

Alberta

A. Hodgson has started a general store business at Cayley.

Thos. Watson has succeeded to the general store business at Galahad, formerly conducted by J. L. Fox.

J. V. Chivas is starting a general store business at Amisk.

J. A. Beggs has disposed of his general store business at Sedgewick, to Arnott & Davies.

Sullivan's, Limited, are starting a general store at Edmonton.

A. G. Bridger & Company have commenced a general store business at Coleville.

W. W. Shultz has succeeded to the general store business formerly owned by J. S. Samis, at Namayo.

Nellis & Law, general storekeepers at Vermillion, have been succeeded by Seed & Youngblutt.

J. Stanley Herity has been succeeded in his general store business at Acadia Valley, by W. A. Reid.

Maurice Rulton has opened a new general store at Edmonton.

The Globe general store has opened a branch at Empress.

British Columbia

Mr. Reuter has opened a general store at New Westminster.

Manitoba

J. G. McGowan & Company, has disposed of their general store business at Rathwell, to Smith Bros.

The stock of the estate of Mr. Krushen, general merchandise, of Portage la Prairie, has been sold to J. Tritt.

S. Waltman has succeeded to the general store business at Winnipeg, formerly owned by Mogolov & Weinstein.

Saskatchewan

Kerstink & Munken have started a general store at Theodore.

S. W. Switzer has started a general store business at Fiske.

Lalonde & Company are starting a general store business at Marcelin.

P. A. Cook, has been succeeded in his general store business at Roche Percee, by R. C. Cronk.

M. P. Chechik has started a general store business at Prussia.

Mundt & Kempt are starting a general store business at Westerham.

Geo. Armstrong & Company are starting a general store business at Tribune.

A new general store has been opened at Rosthern.

A. Debriant has removed his general store business from Cloverley to Shaunavon.

Loeb & Zagins have been succeeded in their general store business at Readlyn, by Harper Bros.

J. H. McDonald has disposed of the stock of his general store at Swift Current, to H. E. Clutie.

E. G. Boyd has started a general store at Meltott.

Asford Bros. are starting a general store business at Fisher.

Hay & Hall have started a general store business at Wroxtou.

Oretsky & Manus have started a general store business at Prelate.

J. E. Brownstone has disposed of his general store business at Rouleau, to G. W. Capling.

J. H. Ellis has been succeeded in his general store business at Elishboro, by J. J. Edwards.

J. Nainith & Company, general storekeepers at Marenco, have been succeeded by S. B. Parkinson.

James McLeod, of Sceptre, has opened a branch of his general store at Prelate.



Have You Seen Williams Shoes!

WHEN you **do** see these honestly made solid leather shoes you will be sure to stock them.

Every inch of Williams Shoes is built to last and give comfort to the wearer.

Write us today and our traveller will call.

The
WILLIAMS SHOE CO., Brampton, Ont.

“Everyday” Shoes



FOR solid everyday wear there is no better value that you can offer your customers than “Everyday” Shoes. They are made on neat sensible lasts and are essentially a solid leather shoe.



See the samples when our traveller calls.

The T. Sisman Shoe Company, Limited
Aurora, Ontario



Gun Metal Calf



Velour Calf



Tan Calf



Patent Colt



Tan Calf

The Preston Shoe

All Solid Leather

Men's Winners at \$3.50 and \$4.00

Women's Hot Sellers at \$3.00



Gun Metal Oxfords

Solid Leather Shoe Company of Preston, Limited
Ontario

One Hundred Easy Window Trims

NEW - JUST OUT



The Only Popular-Priced Window Trimming Book
The Only Book with Inexpensive Window Trims
The Only Window Trimming Book Written Exclusively for the Small Store

224 Pages. 104 Full Page Illustrations.
Bound in Cloth. Price \$1.00 Postpaid.

Includes backgrounds and displays for all classes of goods, each illustrated and clearly described so that any clerk can handle it.

All the materials are from the store or can be supplied at very little if any cost.

This is just the kind of a book the merchant with limited capital, unable to employ experienced window trimmers, has been looking for. With this book he can change his window once a week and have enough ideas to last two years.

It is the biggest value and the most practical book on the subject ever offered.

SYNOPSIS OF CONTENTS

PART I

Chapter I. Using the Windows. The general principles of display. Some of the methods. Some of the material used by the display.

Chapter II. One Idea Window Displays. Aiding against trying to show all the goods at once.

Chapter III. Window Display Profits. How to make windows count by getting most out of them.

Chapter IV. Showing the Goods. Not just to show the class but to show the quality and the value of it in the eyes of the customer.

Chapter V. Window Displays that Cost Nothing. Some of the methods of making and displaying.

Chapter VI. The Use of Window Fixtures. Displays can be made more money with the use of window fixtures.

Chapter VII. Let the Money in Through Your Windows. Making a success of a small department through attractive displays.

Chapter VIII. Keeping Frost from Windows. Suggestions on this important subject from several sources.

Chapter IX. A few Suggestions for Easy Displays. These can be arranged with but little expense.

Chapter X. Window Card Pointers. Some good suggestions on the making of displays and the correct color to use.

Chapter XI. Show Window Photographs. How to take good pictures and how to use them.

PART II

Practical Displays. One hundred window cases illustrated and described so that any clerk can arrange them with but little expense. 142 pages.

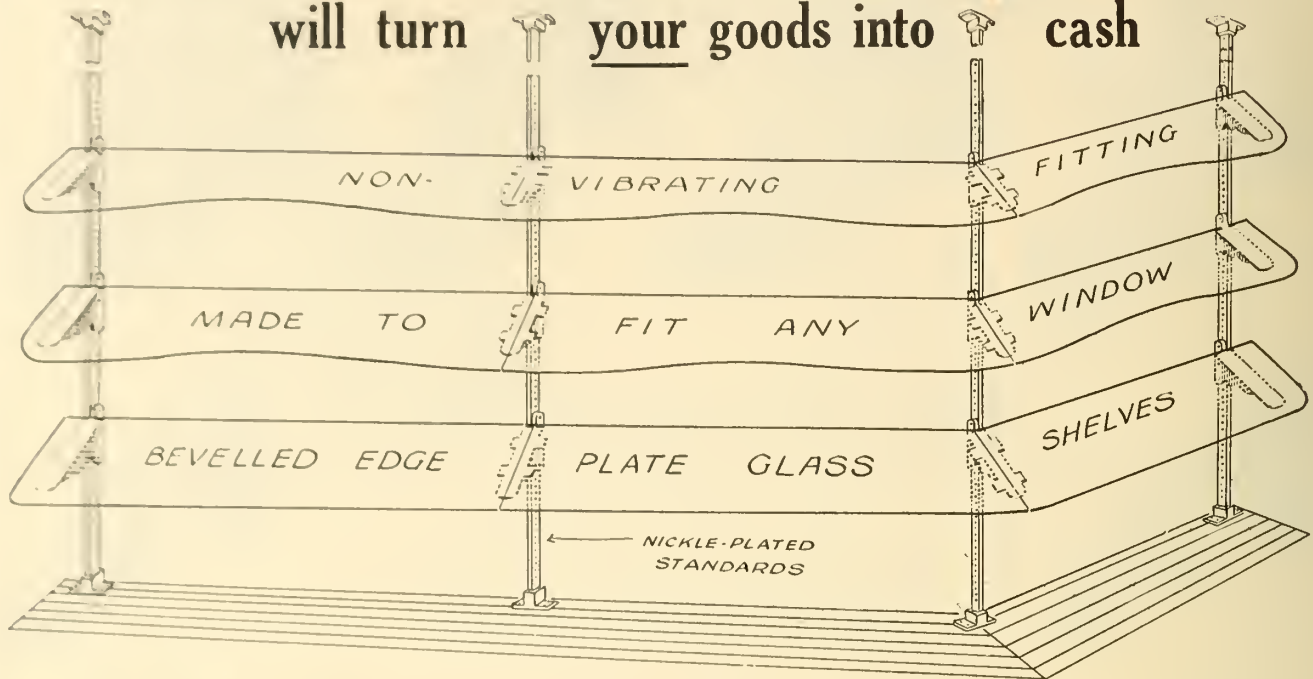
Footwear in Canada,

220 King St. West, Toronto

THE "SHOWALL" FIXTURE

Adjustable all ways can be put in and taken out under 10 minutes.

will turn your goods into cash



as it has done for all these firms—ask any of them

- M. Colling & Co., Shoe Merchants, College Street, Toronto
- National Sporting Goods Co., Ltd., Yonge Street, Toronto
- A. Levy, Shoe Merchant, Yonge Street, Toronto
- L. J. ... Sporting Shoes, Yonge Street, Toronto
- M. B. Young, Shoe Merchant, Bloor St. W., Toronto
- St. Ledger Shoe Co., Ltd., 542 Queen St. W., Toronto
- C. C. ... Shoe Merchant, Queen St. W., Toronto
- G. ... Druggist, Yonge St. and branches, Toronto
- Leslie Starkey, Tobacconist, Queen St., Toronto
- F. S. ... Shoes, Queen St., Toronto
- T. ... Cigars, Queen St., Toronto
- Mr. ... Grocer, Queen St., Toronto
- Mr. ... Shoe Merchant, Queen St. W., Toronto
- Mr. ... Shoe Merchant, Broadview Ave., Toronto
- ... & Company, Toronto
- F. ... Stationer, Parliament St., Toronto
- Mr. ... Shoes, Yonge Street, Toronto
- St. Ledger Shoe Co., All Stores, Toronto
- The United Cigar Co., Tobacconists, Toronto
- F. W. ... Grocer, Queen St., Toronto
- F. S. ... Shoes, Yonge Street, Toronto
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- Mr. A. J. ... Shoe Merchant, Hamilton
- Mr. G. E. ... Barton Street, Hamilton
- Mr. E. ... Jeweller, Hamilton
- Mr. J. H. ... Shoe Merchant, Hamilton
- Mr. A. ... Stationer, Hamilton
- Mr. I. A. ... Druggist, Hamilton
- Mr. G. J. ... Shoe Merchant, Hamilton
- The Alexander Hardware Co., Hamilton
- Elizabeth H. ... Tobacconist, Hamilton
- Mr. F. H. ... Sporting Goods, Hamilton
- Mr. Kent ... Hardware, Hamilton
- Mr. C. ... Tobacconist, Hamilton
- Mr. A. E. ... Shoe Merchant, Hamilton
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- Mr. D. J. ... Tobacconist, Brantford
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- G. H. Featherstone, Shoes, St. Catharines St., Montreal
- Singer Shoe Store, St. Catharines St., Montreal
- Cummings & Weaner, Shoes, St. Lawrence Blvd., Montreal
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- The Dr. Leduc, Druggists, Scroggie Block, Montreal
- American Cut Rate Shoe Co., Notre Dame, Montreal
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- Mr. Donnelly, Shoe Store, St. Catharines
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- Mr. L. W. Thomas, Jeweller, London
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- Mr. G. H. Higgerty, Shoe Merchant, Ottawa
- Mr. Rinard, Wine Merchant, Ottawa
- Mr. Fasley, Druggist, Hull
- Mr. Raby, North Sydney

The Brantford Showall Window Fitting Co. 67 William St., Brantford

Send measurements of window and we will be glad to quote price.



STAR



The "Star Brand" shoes are too well known on the footwear market to necessitate a long discourse on their merits.

Suffice it to say that their sale is increasing with every season and their popularity with retailer and consumer is growing apace.

The name "Star" on a shoe signifies the embodiment of style, fit, comfort and durability, the four cardinal points of good footwear.

Seeing is believing—have the "Star" man call on you.

**Star
Shoe
Limited
Montreal**

Montreal Agent—
Medard Gauthier
La Patrie Bldg., St. Catharine St. E.



SHOES

The "Get a Receipt" Plan Benefits

Merchant

Clerk



The "Get a Receipt" Plan Benefits Me Because:

1. I get a receipt for all goods sold, and get all the money for these goods;
2. It enables me to give quick service to customers;
3. It gives me a positive control over my business;
4. It tells me which is my most valuable clerk;
5. It prevents misunderstandings with customers and thereby increases trade.



The "Get a Receipt" Plan Benefits Me Because:

1. I get a receipt for having handled each transaction correctly;
2. It enables me to wait on more customers and establish a better selling record;
3. It proves my accuracy, honesty and ability;
4. It prevents disputes with customers;
5. It teaches me to place the correct value on money and to handle it accordingly.

Besides the merchant and clerk, the "Get a Receipt" plan benefits customers. Stores using the "Get a Receipt" plan can give quick service to their customers.

The result is a **satisfied** trade, which is the best advertisement for your store.

Every merchant can give better service to his customers, increase the efficiency of his clerks and get more net profit for himself by using the "Get a Receipt" plan.

Write for more information

The National Cash Register Company

285 Yonge St., TORONTO

Canadian Factory, Toronto

The receipt issued by the National Cash Register protects customers against mistakes; furnishes proof of what servants and children spend when sent to the store; prevents mistakes on charge accounts.

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AHRENS
SHOE

Charles A.
AHRENS
limited
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Manufacturers of
Solid Leather Shoes

THE
AHRENS
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HEELS



Men's, Boys' and Women's Heels

All Grades

High grade box toes for Goodyear work,
also combination toes of all kinds.

Write for Prices

The Montreal Box Toe Co.

321 Aird Ave., Montreal



To get results, YOU must have the
best material.

That is why the Wise Foremen in-
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**Inks, Dressings, Waxes, Toe Gum
and Cements**

Each Product Guaranteed to be A 1 Quality

Made In Canada by

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Hamilton, Ontario

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WANTED—CANADIAN LEATHER
Manufacturers desiring agency in the
United States can secure one who has
an established connection extending
over the past 20 years with the lead-
ing shoe manufacturers. Address Box
207 Footwear in Canada, Toronto. 12

FOR SALE

FOR SALE—ONE OF THE BEST
Retail Store Businesses in Western
Canada in a city of about 75,000 popu-
lation. Stock will run about \$6,000, half
of which would be cash and balance in
monthly instalments spread over four
months. Owner going into wholesale
business. Write or wire quick. Busi-
ness must be sold by January 1st. Box
207 Footwear in Canada, Toronto. 12

We want to **BUY** for **CASH** all
the **PIECED HEEL STOCK** you
make

BROCKTON HEEL
COMPANY
BROCKTON, MASS.

Cleaning and Dressing Cheap and Medi-
um Russia Calf Shoes

A cheap and efficient method of clean-
ing Russia calf shoes is to have the shoes
cleaned, dressed and polished before lasts
or followers are taken out, instead of
doing it on the trees. The system is this:

Take the case of shoes after bottom
brushing and have them cleaned with
the lasts in them. After shoe is dry,
take and apply dressing, allow to dry
and use a yarn brush to polish. The
brush should run about 400 revolutions
per minute. After polishing, the lasts
may be taken out. Shoes may be hand-
led this way much quicker and cheaper
than putting them on the trees. This
method will not cost over one cent per
pair, and, if the proper dressing is used,
the shoes will be uniform as to color and
finish.

Every retailer knows the loss which
attends the sale of shop-soiled tanned
shoes. It is almost impossible to get rid
of discolored goods at their full value,
and any preparation which will obviate
this loss should be welcome. The
Lionne Varnish and Leather Company,
Limited, of 531 St. Catherine Street E.,
Montreal, are putting on the market for
retailers a "tannic mixture," which can
be applied to tan shoes with the object
of giving them a fresh appearance, there-
by adding to their selling possibilities.

Mr. G. J. Trudeau, of 531 St. Catherine
Street East, Montreal, has been appoint-
ed representative of A. W. Tedcastle &
Company, manufacturers of shoes and
oxfords, Boston, Mass.

Tom Stedman, Limited, boot and shoe
merchants, Winnipeg, Man., have secured
a long lease of the store known as the
Commonwealth, in the Sommerset Build-
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moving shortly. The new premises have
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be, it is claimed, the largest exclusive
shoe store in Western Canada. Many
new innovations and thoroughly up-to-
date equipment will be installed.

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CHARTERED ACCOUNTANTS,
TRUSTEES—FINANCIAL AGENTS.

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JAS. F. LAWSON. HENRY J. WELCH. TORONTO. A. B. C. & WESTERN UNION.

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PATENTED

ALBERT H. REIMER SHOE CO.
Manufacturers and Patentees, Milwaukee, Wis.

Water-proof leather and water-proof
wood sole. Best for wear in wet and
damp places. Light, dur-
able, sanitary, water-
proof. Special Tann-
age, Oil Grain, High
Cut Buckle Shoes,
tongue and back strap,
per pair, \$1.35. Special
Tannage, Oil Grain
Boots, per pair,
\$2.50. Patent
Steel Rails
on sole
and heel
25c. per
pair ex-
tra.



Order this Felt Slipper Novelty Now!

A seamless Felt Slipper—The New "Firfelt" Production

Pompom Ornament — Galloon Bound — No Heel.

Three colors—Black, Navy Blue, Gray. Price 50 cents per pair.

**Have you received YOUR copy of our New Catalog of
"FIRFELT" Specialties?**

WORCESTER SLIPPER COMPANY

Boston Salesroom—530 Atlantic Ave.

Factory—Worcester, Mass.



Fine, Flat Grain,
Mellow, Full Feel
Yet Tight
Uniform in Weight
and Selection

Hitchings & Coulthurst Co.
122 South St. Boston

BOX TOES THAT COME ALIKE



Made in leather, split, combination leather, canvas and felt.

INDEPENDENT BOX TOE CO., 102 Christophe Colomb, MONTREAL



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We manufacture a complete line of Women's, Misses' and Children's Leatherboard and all Leather Turn Shanks of every variety.

Also Combination Welt and McKay Shanks of all kinds. We have purchased the entire shank plant of John Heckle of Rochester, N.Y. and we are sole manufacturers of Heckle's Improved All Leather Turn Shanks.


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Cutting Dies

of Every Description



For Cutting
Leather, Rubber, Paper
Cloth, Etc.

ALL WORK WARRANTED

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TRADE MARK

Shoes for Baby

The Canadian Made Soft Sole for Canadian Babies

Our Soft Sole Factory makes a *specialty* of soft sole shoes.

We are supplying everything that is *good* in the soft sole line that others have, and besides, have many "So-Cosy" shoes that sometimes others will imitate; but by that time we will have something new.

Your Jobber can supply "So-Cosy" soft soles of superior quality at the same prices as the "near quality" are sold for in foreign countries.



THE HURLBUT CO. LIMITED
PRESTON CANADA

Fisk's Glazed Kid

We invite the interest of shoe manufacturers who specialize in the production of fine kid shoes of a medium class.

By concentrating our long experience and study on one line of Glazed Kid to meet this requirement we are able to produce a leather which looks better made up and cuts cheaper than the usual run of kid.

We manufacture in a large way and can make prompt deliveries of the three selections we make.

Our prices 12, 14 and 16c.

Fisk Limited

Montreal

Hope Webbing Co.

Providence, R. I., U. S. A.

Established 1883

Incorporated 1889

Manufacturers of
NARROW WOVEN FABRICS

For the Shoe Manufacturer:

Top Facings

Stay Webs

Pull Straps

and Tapes

Plain or with name or
trade mark woven in

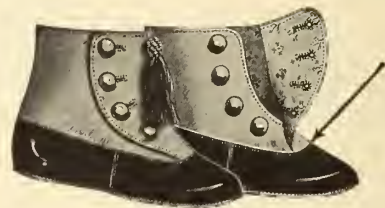
Boot Webs

Large Factory

Modern Equipment

30 Years' Experience

For the Babies



No. 417—Short Vamp Button, fat baby pattern, any color top, Tassel. \$4.50



No. 193 — Button shoe with tassel. Can be made in any color kid, also in velvet or satin. \$4.50



No. 2008--Lambskin Moccasin, shell ribbon trimmed. Two ties. Hand embroidered. 4.50

J. J. McMaster

Rochester, N.Y.



**We Can
Supply Anything
From a Tack
To a Full Factory
Equipment**

If there is anything
you want, write us

United Shoe Machinery Company of Canada

MONTREAL, QUE.

Toronto

Quebec



There is Big Profit In A Rubber Heel

that will stand hard and constant wear and is guaranteed not to slip. Those are two big points about

Cats Paw Rubber Heels

that makes them sell in preference to all other makes. From the day they are first put on until completely worn out.

The Patent Canvas Friction Plug

will prevent all slipping, and, without effecting the buoyancy of the rubber, will add miles of walking to the life of the heel.

WALPOLE RUBBER COMPANY, LIMITED

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Fraserville Footwear

This well known line of high grade footwear will include many new and stylish models for Spring trade.

In addition to producing high class footwear for men, women and children we are also makers of the famous "Tiger" Brand work shoe. It is a heavy well made shoe particularly suited to railroad and mining work.

The "Tiger" brand shoepack is also a winner.

OUR TRAVELLER WILL CALL UPON YOU.

FRASERVILLE SHOE CO., Limited, Manufacturers and Wholesalers

Fraserville

Quebec

W. DAVIS, 124 Wellington St. W., Toronto, Special Ontario Representative

Union Made Shoes Should be on Your Shelves for the Coming Season, Mr. Retailer

You want shoes, next season, Mr. Retailer, for all your customers, and to satisfy EVERYBODY, YOU MUST CARRY UNION STAMPED SHOES.

The Union employee demands Union made goods. He has been educated to insist on Union Stamped shoes through our advertising of Union stamped shoes in the labor journals of the country. The Union man knows that only shoes bearing the stamp of the BOOT AND SHOE WORKERS' UNION are Union made.

There is nothing to lose and every possible profit to gain by handling UNION STAMPED shoes. They are shoes of the highest quality, made by expert workmen that satisfy the demands of all your patrons.

You can secure shoes from Union manufacturers every day in the year, for in the Union factory, under our agreement, there is no chance of delays by strikes.

The retailer who handles Union stamped shoes is endorsing the fair policy of arbitration with no strikes.

DO NOT BE MISLED BY THE CLAIMS OF NON UNION MANUFACTURERS. THE OFFICIAL STAMP OF THE BOOT & SHOE WORKERS' UNION IS THE ONE POSITIVE GUARANTEE THAT THE SHOES ARE UNION MADE. ALL OTHER STAMPS ARE WORTHLESS.

INSIST ON UNION MADE SHOES WITH THE STAMP OF THE

Boot and Shoe Workers' Union

Affiliated with American Federation of Labor

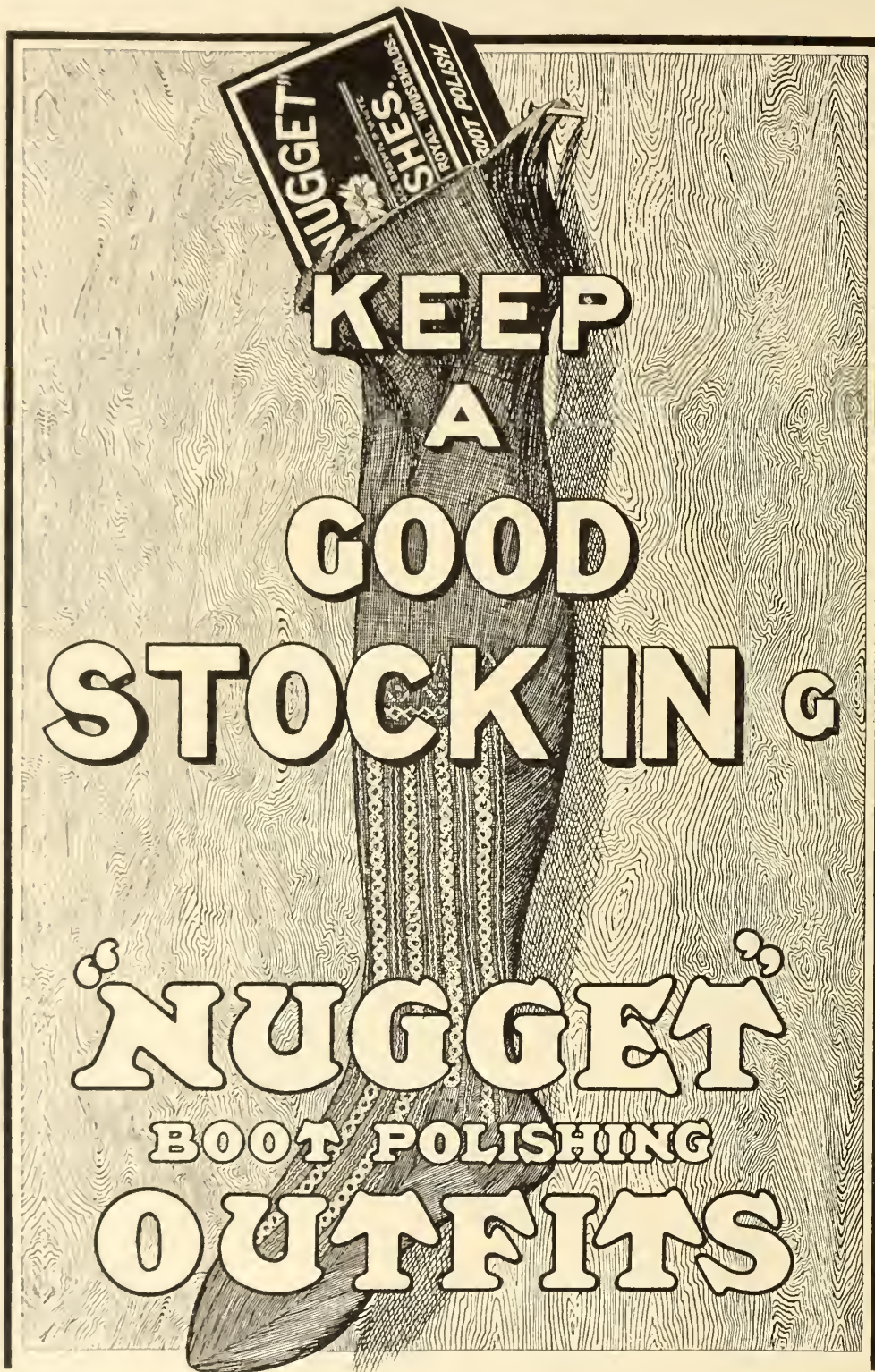
246 Summer Street

BOSTON, MASSACHUSETTS

JOHN F. TOBIN
General President

CHAS. L. BAINE
General Sec.-Treas





*Merry Christmas and Happy New Year
to all our friends.*

THE "NUGGET" POLISH COMPANY, LIMITED
9, 11 and 13 Davenport Road Toronto, Ont.

YOUR



USMC



**GUARANTEE
FOR QUALITY**

United Shoe Machinery Company of Canada

Toronto

Montreal, Que.

Quebec



WHAT'S WRONG WITH THAT FOOT?

You would never guess that that shoe covers a Bunion Deformed foot, but it does, and a bad bunion at that. There is just ONE way for you to fit a Bunion Deformed foot and get that result, Mr. Dealer. It's by using that Fischer Bunion Protector. YOU CAN'T GET IT IN ANY OTHER WAY. You know it.

PHOTOGRAPH OF SHOE WITH ON
BUNION DEFORMED FOOT PROTECTED WITH
THE FISCHER BUNION PROTECTOR

THE FISCHER MANUFACTURING CO.

Milwaukee, Wis.

Sole Owners, Manufacturers and Patentees

COUNTERS and BOX TOES

We manufacture all kinds of Union and Leather Counters, Leather Box-Toes and Stiffeners.



Let us submit samples of these. A test will convince you of the value of our counters for your shoes.

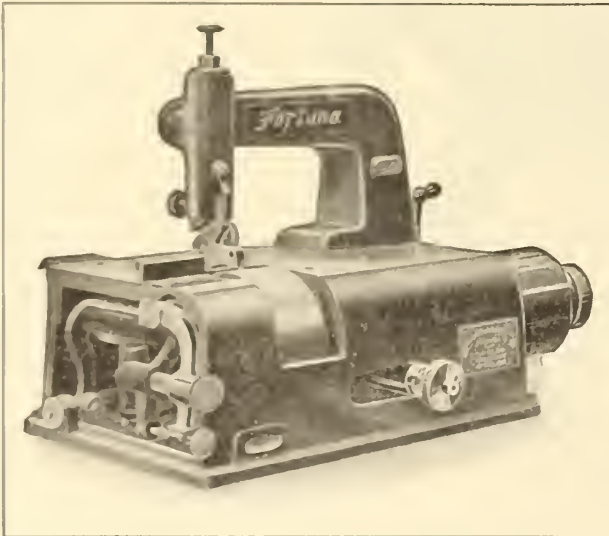
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Fortuna Skiving Machine



For Manufacturers who Skive Leather, Felt, Cork, Rubber or Paper

Used extensively by Manufacturers of
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Middle and Western Canada Demands the Best in Footwear

To successfully introduce your lines and maintain a satisfactory business you must interest the

General Merchants in the Prairie Provinces and British Columbia.

The General Merchants are Departmental Stores—in miniature—found in every hamlet, village, town, and city in the Great Western Provinces of Canada. Every General Merchant sells boots and shoes—there are no exceptions. No exclusive shoe paper can interest this trade, because the General Merchant is not an exclusive shoe dealer

Established 1888
THE COMMERCIAL
THE WEEKLY FINANCIAL, COMMERCIAL &
GENERAL TRADE NEWSPAPER OF THE GREAT WEST.

Over 29 years in its field

"CANADA'S GREATEST TRADE PAPER."

Issued every Saturday Morning at WINNIPEG, Canada.

Is the ONLY PAPER reaching the General Merchants in all points, Port Arthur and West to the Pacific Ocean

Get a sample, and advertising rates, of "That Western Paper that brings results,"—"THE COMMERCIAL"

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VANCOUVER, TORONTO, MONTREAL, CHICAGO, NEW YORK, LONDON, ENG.

NEW LASTS

The latest styles in lasts may always be had from our factory. We make nothing else but lasts for ladies' footwear and have the most up-to-date plant in America devoted to that purpose.

Our salesman will call if you so request.

Rochester Last Works
Rochester, N. Y.

ROCHESTER LAST WORKS

Lasts For
Ladies' Shoes



It Pays to Have an Attractive Store

A System of the Milbradt Rolling Step Ladders will pay for themselves in a short time by enabling you to wait on more trade, save the wear and tear on your fixtures and goods, as well as bring the appearance of your store up-to-date. Write for catalogue which shows various styles of ladders we manufacture.

Milbradt Mfg. Co.

2410 N. 10th Street
ST. LOUIS, MO.

The Shoeman



This Trade Mark represents the cleanest, handsomest, most-useful-to-the-dealer-and-clerk shoe journal in the United States.

Any Canadian shoe dealer, department buyer or retail shoe salesman who asks us for a specimen copy will find at least two big useful features they won't find elsewhere—send in for a copy and find out what these two things are.

A copy sent free on your postal request

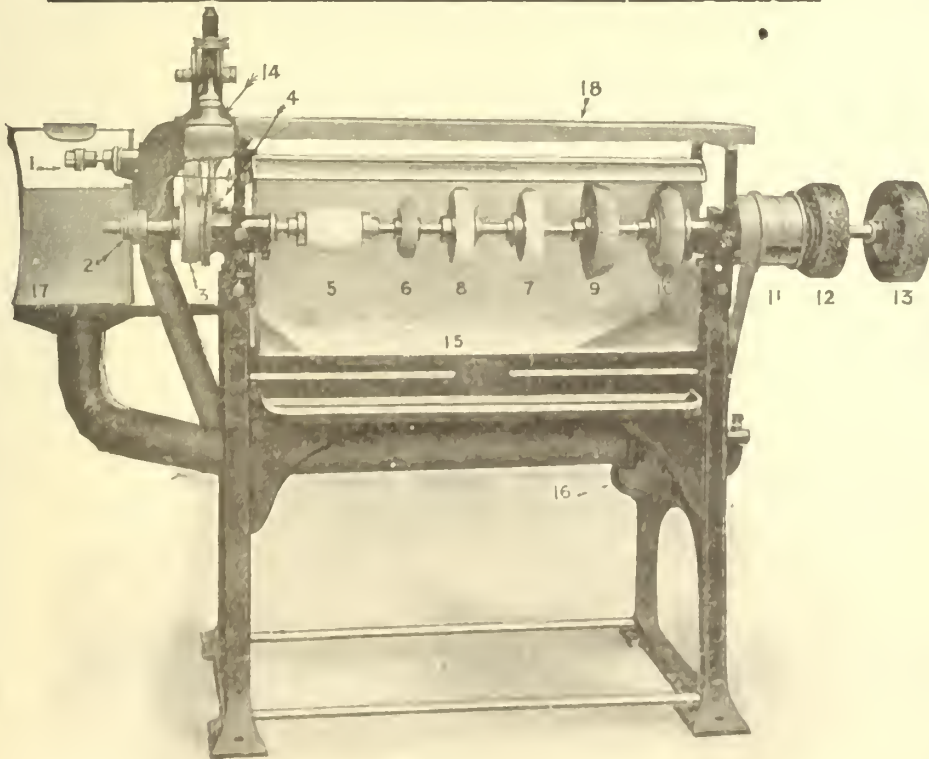
Published by

The Arthur L. Evans Co.

183 Essex St., Boston, Mass., U.S.A. ^{Inc.}

SHOE REPAIRERS

Standard No. 2 Finisher



We make 11 different Models of Finishing Machines and over 800 of Model No. 2 (as engraving) have been sold in the OLD COUNTRY.

Advantages:—

Ring Self-Oiling Bearings.
Can be driven by 1 h.p. Motor.
Dust Gate to stop Fan drawing air when not required and thus save power.

In every point, which makes a high-class machine, the SUPREMACY of the "Standard" machines is unquestioned.

PRICE \$160

Duty and Carriage
Paid to Montreal

The
**Standard Engineering
Company, Limited**

Liechester

England

These Advertisements



**Kumfort
Overshoes**

**Rubbers and
Over-Stockings in One.**

Easy to put on and take off. Fit well—
—Look well—Wear well. All sizes for
women and children.

Buy them and protect yourself and
family from winter ills.

Canadian Consolidated Rubber Co.
Limited, Montreal.

All Dealers

will appear in thousands of daily newspapers in Canada during the winter months.



**Kumfort
Over-
Shoes**

**Rubbers and
Over-Stockings
All in One.**

Easy to put on and
take off. Fit well—
—Look well—Wear well.
All sizes for women
and children.

Buy them and protect
yourself and family
from winter ills.

Canadian
Consolidated
Rubber Co.
Limited,
Montreal.

All Dealers

Have You A Sufficient Stock of **COMFORTS**

to meet the demands of your customers for this popular seller?

If not, send your order today to our nearest branch.

**Canadian Consolidated Rubber Co.,
Limited**

MONTREAL Que.
Quebec, Que.
Granby, Que.
Ottawa, Ont.
Kingston, Ont.
TORONTO, Ont.

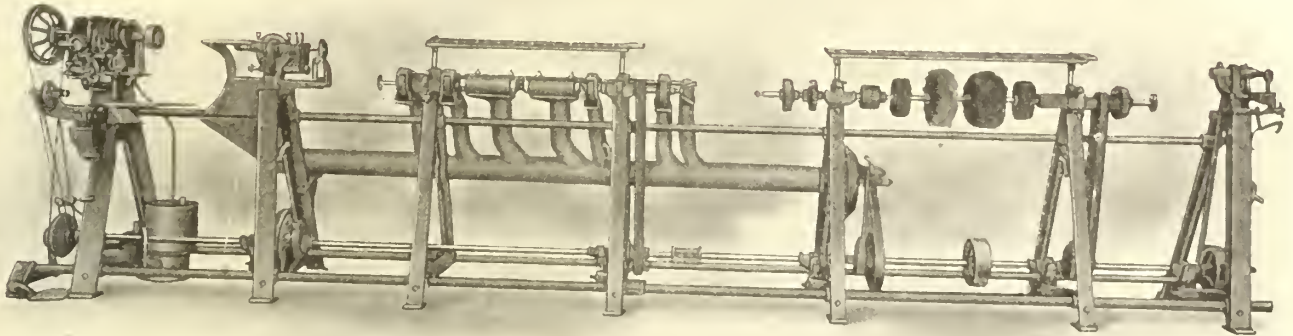
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Hamilton, Ont.
Brantford, Ont.
Berlin, Ont.

London, Ont.
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ST. JOHN, N.B.
Moncton, N.B.
Halifax, N.S.

Sydney, N.S.
Yarmouth, N.S.
Pictou, N.S.
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WINNIPEG, Man.

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Saskatoon, Sask.
Calgary, Alta.
Edmonton, Alta.
VANCOUVER, B.C.
Victoria, B.C.

22-Foot Goodyear Shoe Repairing Outfit



MODEL N.

THIS Outfit represents the highest development in shoe repairing machinery, and meets every demand of modern shoe repairing. It embraces all the essential processes for making new shoes from old ones, giving the maximum of equipment and efficiency in the minimum space. The Outfit has the Goodyear Stitching Machine with all its improvements, including a new style steam generator which uses gas or gasoline for generating the steam, and operates automatically, thereby insuring a uniform heat for keeping the wax in proper condition and requiring little attention from the operator. The Edge Trimming Machine has the new feature of the two shafts being operated by a single belt, and the cutter grinder is attached directly to the main shaft. This arrangement gives better results with less power.

The Buffing and Scouring Machine has a shaft 57 inches long and carries the following equipment:—

- | | |
|--|------------------------------|
| 2 Split Bottom Buffing Rolls | 1 Heel Breast Scouring Wheel |
| 2 Flat X-Ray Heel Scouring Wheels | 1 Pin Wheel Pad complete |
| 2 "C" Shape X-Ray Heel Scouring Wheels | |

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| 2 Corrugated Rubber Shank Finishing Wheels | 2 Heel Brushes |
| 1 Corrugated Rubber Heel Finishing Wheel | 1 Stitch Cleaning Brush |
| 1 Corrugated Rubber Bottom Finishing Roll | 1 Levelling Roll |
| 2 Shank and Bottom Brushes | 1 Bead and Wheel |

At the end of the Outfit is the Oscillating Edge Setting Machine which is fitted with union irons and in its motions duplicates hand workmen with quicker and better results.

Each of the machines is operated independently by a friction drive pulley, so that it is necessary to use only those machines which the operator may require. This feature means a saving of power.

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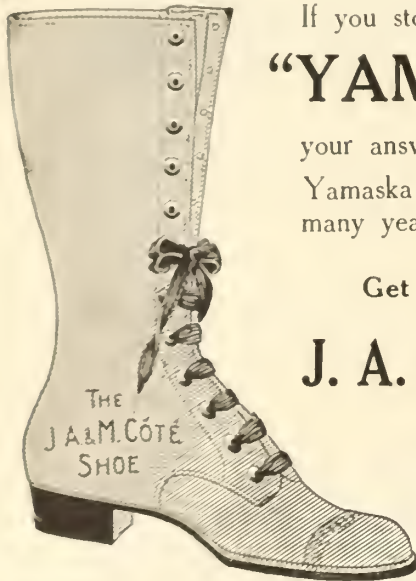
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